



Report from ;

Vietnam September 4-11, 2013 – To write for the web



Background:

At the Monitoring Committee meeting in June 2013 it was decided that a workshop in “Writing for the web” should be conducted in An Giang with an aim to increase information on the website “Sweden- An Giang” sustainable communities. The objective for the training was to increase information about the projects between An Giang and Sweden on the websites and the aim with the workshop was to produce texts that can be published on the websites.

At the same time it was arranged a two-days meeting at the University in Ho Chi Ming for short- and long term planning.

From Sweden our webmaster Lars-Olof Persson and the project leader and former head of information conducted the workshop in An Giang.

This is a short report from these days.

Summary;

A group from An Giang came to Ho Chi Minh City in order to enable also people from Ho Chi Minh to participate. Both members from Center of Excellence and Ms Truyen, the consultant who is proposed to write the plan participated, part of the time.

All except Mr. Nang from the Vietnamese steering group participated during the two days. It was an up-dated report from activities carried out since we last met. The main work was work related to the GIS data base, Chau Tan was mapped with coordinators and the interviews were carried out. Two master plans regarding electricity and climate change were made and approved but the more specific rice waste to energy plan was still deep down in the pipeline.

We also discussed plans for the future but it will be further developed at the coordinating meeting in October when Växjö, SEA and Piteå will meet with An Giang.

After that we went to Long Xuyen where we conducted a 2-days workshop “To write for the web”



Program

September 6

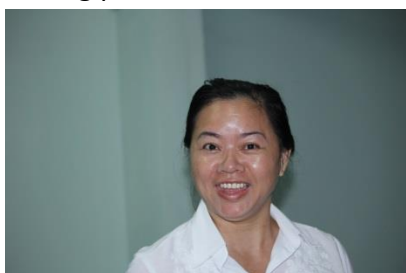


*Prof. Nguyen Dinh Tuan, rector of the Ho Chi Minh University, Venue;
HCMC University of Natural Resources and Environment*

Participants: MC group (Mr. Thu, Mrs. Huynh, Mrs. Xuan and Mrs. Ha), Ms. Hong Anh, Ms. Phuong, Ms. Vo, Mr. Phuong

Up date report;

1. **Questionnaire**; 13 classes in Chau Thanh district has been organized. The aim was to increase farmers awareness on energy use and rice husk waste to energy program and collected data of 580 farmers questionnaire. The interviews were done in groups as many of the farmers could not read and write “but they can do”.
2. **Database**: collected but need to contact Mr. Bo who will design a template to record data
3. **Steering Committee meeting** in November, 4-9 November 2013 in Long Xuyen. It will also include:
 1. Gis database: small group
 2. Rice waste to Energy: small group
 3. MC meeting in An Giang
4. **Rice waste to energy plan**: There is a proposal from the University in HCMC to An Giang province to make a plan for Biomass and an idea to include the rice waste to energy plan. The proposal includes to hire a consultant in Apr next year to write the plan with an aim to “evaluate potentiality and build biomass development in An Giang province till 2020” and total time to implement the plan is 12 month including:



Department of Science and Technology, Department of Agriculture and Rural development, Department of Natural resources and Environment, Agriculture and Rural development division and Natural resources and Environment division of Long Xuyen city and districts, communes of An Giang province

Ms Truyen, the consultant who is proposed to write the plan



5. Ms Truyen, Mr. Thu and Asa to review – Mr. Nang to sign – quotation check by Mr. Thu.
6. **Review of energy policies** – gaps on biomass guidelines – Mr. Nang in charge together with other departments - Mr. Thu (DoNRE) and Ms. Yen Department of Industry and Trade because in Vietnam policies about biomass has not have any direct guidelines from the government yet.
Set up Action plan for climate change. This will be independent and decided by An Giang province. Finally, we will set up a model in Chau Thanh district
7. **Cluster network**, to further develop the network and improve cooperation between university/company/provincial level. There was a seminar in Piteå June 2013 regarding triple Helix – something to develop
8. **Website and develop Web GIS** - equipment/training: Information and Community department cooperate with some other departments.
1. From Data – training in Chau Thanh, we will extend in other districts and Pitea – SEA – October – Openhouse – Pilot project in Chau Thanh (business plan – technology – equipment – management – operation

New ideas for future projects: will present more detail on steering group meeting in November 2013

1. Rice husk pellet plan.
2. Support new machine, technique and technology for business model of gasification (prepare for community, engineer, expert, funds).
3. Model of fertilizer from cow/swine pat mix with rice straw to sell produce to market.
4. Build a Solander park in An Giang province: involve all target group and people who attended training course in Pitea to participant in the program.
5. Municipal partnership should concentrate on capacity building at a local level, in order to increase awareness regarding sustainability issues. (Piteå)

Activity plan 2014

The main part of activities will be carried out in An Giang, with support from Sweden when necessary. The work on the activity plan for 2014 started but will be further developed in October and handled at the steering committee meeting in November. The main



Distance training

On Friday the first distance training from Linköping was conducted. Some students from the University and 40 participants from An Giang participated.

Mr. Giang was responsible for the technical part

November 8



Mrs Ha, together with her children took us to a historical museum in the morning, with interesting exhibitions. The museum was also a very popular place for taking wedding photos and the wedding couples were on line to take their photos by a professional photographer followed by a party of support staff who made the couples ready for the camera man. After lunch, 5 hours by bus to Long Xuyen and preparations for the seminar





To write for the web

Reflections;

It was stated in project proposal that we should run a website to inform about the cooperation between An Giang and Piteå. This website has extended to be about the cooperation between An Giang and Sweden. The aim with this workshop was to increase the number of news/articles related to this cooperation.

It was a very good group to work with but as some of them had not been involved in the project we had a more overall perspective. These days helped to increase the awareness about the project and hopefully it will through awareness and an action plan help to get more information on the website.

During two days we have had a mixture of exercises, discussions and practical work. Ten people participated from PMU and the IT-department. It was a good mixture as the main work will be done from the IT-department but in close cooperation with PMU. It has been focusing both on web and writing. Hopefully it has increased knowledge and understanding and will inspire to more information activities on the web. (see app. 1)

Wrap up meeting

The last item on the agenda was a wrap up meeting with a summary of what had happened during these days we had been in Vietnam this time. It was headed by Mr. Nang, the vice chairman of People's Committee.

Comments to our meeting in Ho Chi Minh (HCMC)

As the two Master plans already are made (Electricity Plan and Climate change Plan) Rice waste to Electricity plan lives its own life.

There is also a proposal from the University in Ho Chi Minh City to make a survey and a Plan for biomass and include the Rice to Electricity plan in this plan. I understand that that is a big task. In our project proposal we have said that the Rice waste to Electricity plan should be ready and approved by the end of 2014. I can see that it has its natural place in the area but my concern is that the Biomass plan will not be ready by that time.

If we are going to apply for a new grant from ICLD/SIDA, it is extremely important that we fulfill the objectives we have stated.

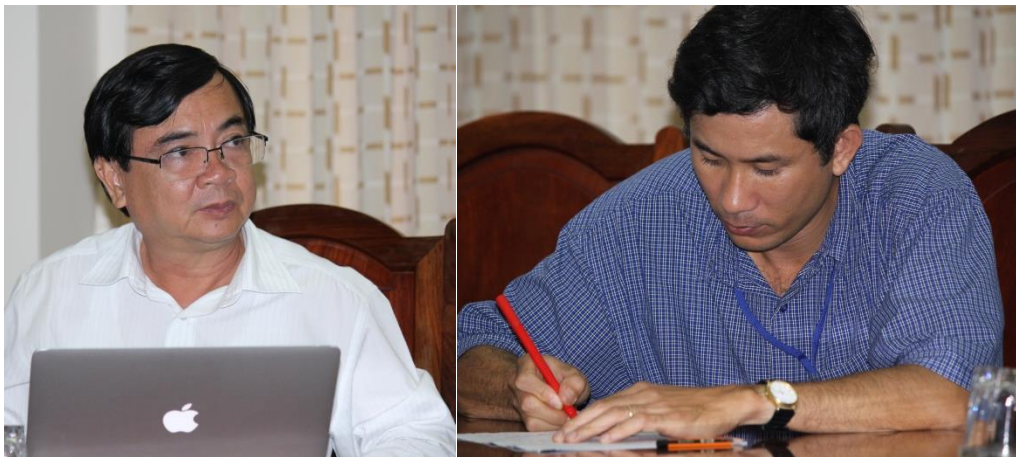
I therefor suggest that the work with Rice to Electricity plan will continue as planned and the work with Biomass plan will run separately. After the Biomass plan is finished I suggest you explore the possibility to merge the two plans.

It was also decided by Mr. Nang that it should be this way which is very good.



Proposal for 2014-2016

At the meeting we had last week in HCMC we talked briefly about the future. We will continue that discussion in the beginning of October when all partners meet in HCMC. The idea which came up was on Capacity building in the local communities and to create awareness in the areas of Climate change and Sustainability. With other partners discussion is more focused on business development. If there will be separate projects they should be aware of each other's activities and these project should aim towards the same goals, e.g. to improve conditions for the people in the area.



Mr Nang chaired the meeting

Dr.Kien from the University works with the GIS data base



And ended this visit with a nice dinner together



Excursion

In the morning before we left Mrs. Xuan and Miss Vo took us for an excursion to the birthplace of Nha Luu Niem, who became an important person in the political development and was at several occasions the prime minister in the first government in a united Vietnam.

This place located at an island is today a museum area and Mrs Xuans department has sponsored the whole area with tree plantations etc. It is an area well worth visiting.



Ms Vo

Mrs Xuan

and the result of being tall



We also visited a fish farm on the island

Apptendix 1

Venue; department of IT

Participant: Mrs. Gerd, Mr. Lars, Mrs. Xuan, Mr. Hung, Mr. Minh Thanh, Mr. Ngoc Hung, Mr. Truc, Ms.Nhu, Ms.Thuy, Mr. Minh, Mr. Cang, Mr. Phuong, Mr. Thanh, Ms.Vo, and Mr. Dona- translator

Presentation of all participants.

Ms. Nhu- update news for website by English and Vietnamese, Ms. Diem Thu-: write and edit news for website, Mr. Minh-head of web division and decides which news can be on the web, Mr. Cang- web designer, Mr. Thanh- update and write news for web, Mr. Truc, Web room- take note news, take pictures.

Exercise 1:

Un imaginary line was draw on the floor as a thermometer. It was from iccold (I don't agree at all) to hot (I agree fully) and each participant had to stay somewhere on the line according to their degree of agree-disagreement. After the participants had taken their position a few shared their thoughts from their position.

4 statements: Do you agree or disagree with the statements?- one at a time.

- 1. It is important that people have access to information*
- 2. When we write it is important that we use an official language*
- 3. I think that people read our information*
- 4. I am afraid to be criticized when I read*

Present objective, aim and methods:

Objective: Increase info about project on web

Aim to write texts can be published on web

Methods:

- Exercisers, information,, discussions, text production, and increase knowledge from perspective/behavior of the readers.*

Exercise 2:

Discuss in group of 3: What is good info? Discussion 15 min. and presented by stickers;.

Group 1: full, exact, reliable, meaningful, useful, up-to-date

Group 2: reflect activities and result of events or activities

Group 3: attractive, meeting reader requirement, clear structure, and up-to-date

In the discussions reliability and accessibility was stressed as well as it was important to take the view of the readers. We talked both about language and the presentation on the web. Good information also includes updated information.



Mr Minh web responsible

Ms. Nhu translates

Mr. Dona is the interpreter

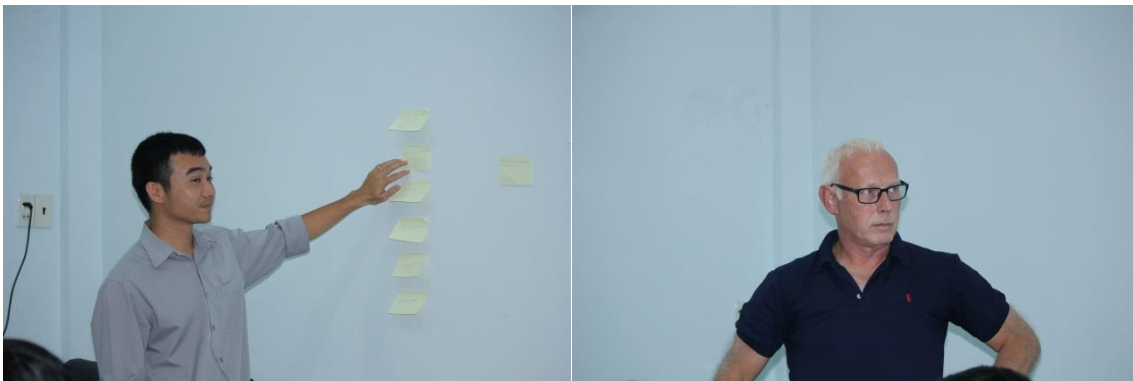
Website:

<http://en.angiang-sweden.com>

<http://www.pitea.se.pitea>

<http://angiang.gov.vn>

Responsibilities



Mr Giang responsible for www. An Giang-Sweden.com Lars-Olof Persson is the Swedish counterpart

An Giang website has around 10.000 page view/week

How to use the webpage

The reader should get an overall view of the pag ,it should be easy to navigate and it should be a constancy between pages. Important news should be on the left → center and down.

Classify info and choose hot/important news

Reponsive design to have different look for different tool (cellphone/lpad): small screen just display news on the left and center comparing with orginal page → change reponsive page

Change list page

Website of Pitea:

Have free and available wifi in public place for pp.

Website has link to other social pages (facebook)

Try to review the number of link: 12000 page for each headline

Have info about An Giang, Pitea and also about project

Comments on An Giang website:

Increase the number of photos with texts inclusive and brief headline. We should summarize in front of text and have a search tool to make it easier to find relevant information..

Name of news differs from name of list page

Exercise 3:

What make people want to get info from web?

- *Reliable, visual, official, a lot sources.*
- ➔ *Picture for news (true, good quality, and attractive): make pp pay attention to content of news.*
- *Convenient at iT development time, tell about news chain to introduce event by words and pictures, can read news at a lot location. ➔ quick and up-to-date (posted on website and online web)*
- *Different info from different sources, convenient to view and attractive.*

Some important issues

- *Headlines; short and show the content, title and content have to be consistency,*
- *Maintenance of functions and links*
- *Attractive outline, pictures which supports the content and be suitable designed for different tool/equipment.*

Exercise 4: What make people interested? -Website in general

1. *Consistency:*
 - Things should be placed at the same position on different pages.*
 - Menu should react the same on all pages*
 - A click on a link should give the same reaction*
2. *Links are working: hates to wait for a reaction*
3. *Key words: in menu, header, summary, text, image description*
4. *Images: right size and weight, description*
5. *Webpage: text in good order*
 - *easy to scan: 1st things first*

Exercise 5: What make people to return -Websites in general

Updated info: correct, true, reliable,...

Easy to navigate

Easy to find

➔ *Try to improve and design website for many kind of visitors.*

Why a plan?

An Giang has a general information plan and the aim for this exercise is to make an action plan for the projects carried out between An Giang and Sweden. The plan should be as a reminder and support for those writing for the project.

When	Issue	Content; (Text, images, documents,...)	Who informs, writes	Who approves	Languages
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Aim, to make an activity plan in order to increase information on the web.

Summary from the discussion;

- *It would be helpful to have an activity plan but for this group hard to do the specific issues. Need to get input from PMU*
- *A clarification was made about the process from idea to publishing where Mr Giang has the overall responsibility for www. An-Giang- Sweden.com but Mr. Minh approves the material.*
- *In general the plan can contain overall info about project from PMU, news. Important issues, events etc.*
- *Important with contacts between PMU and IT department to know exact time and have info about events etc.t: start time, progress, result: news (text and photo)*
- *Submit to Editorial board ➔ leader of department*
- *Publish on the web*
- *Mr Giang, Ms Vo and Mrs Xuan will meet very soon to make an activity plan*

Process

- *PMU informs IT center since PMU have news about that activities*
- *IT center asks someone to write*
- *Writer will go to destination to get information*
- *Had article with full content and photo*
- *Editor will review*
- *Decide which info will be translated into En.*

Or *IT center will have pm in PMU write news, send to IIC to review and publish.*



Miss Vo and Mrs Xuan

GIS database

Saturday morning we started by getting a report from the work with the GIS data base.

Separate layer of Rice mill and Rice dryer.

Get comments from Pitea

Suggest expert in Pitea to support for Gis

The GIS people have made coordinators for the farmers, the rice mills and the dryers in Chau Tanh district. They have also made an web application with the information but the information will not be public and people who need to have access to the information will get a log in. Now they are waiting for a template in order to store the information from the interviews carried out.

Excerices 4

Discussions of what make a text easy to read - stickers on the wall

Understandable language and a clear structure in focus.

Language;

- To write simple you need to understand the text
- To have the readers in focus
- No difficult words
- If you use abbreviations – explain the first time
- See if you can make sentences shorter but vary the length

Structure;

- **Headline-** reflects the content, create interest, surprise, provoke maximum 1 line
- **Summery-** maximum 5 lines and summarize the content of the text
- **Main text;** Most important first, one paragraph one aspect, use of small headlines to structure the text and the least important last

Gathering of information through interviews, documents and internet

When you make an interview;

- To know why you do it
- What is it you want to know
- Listen to what the person is saying
- Be respectful but don't hesitate to ask the questions you want to ask
- If the person slips away- repeat the question

After these discussions the participants could choose between 3 topics

- Reflections from training
- Why is An Giang involved in international sustainability projects
- GIS data base

After 3 hours we met and not all had been writing texts which was a disappointment. One text was translated into English and together we worked with this text which was a useful exercise. Just by making minor changes, as restructure the text it became clear and useful. The following questions were used as a tool in the analyze

- What is the text about?
- What is the message in the text?
- Are there difficult words? Explained?
- Are there abbreviations? Explained?
- Length of the sentences? Can they be shortened?
- What do you remember from the text?
- What is your feeling after you read the text?

