



ADAPTATION PLANNING IN HCMC (Vietnam)

CODE: HCM-AB6

ACTION BRIEF HANDBOOK FOR GREEN PRODUCTS

TOPICS:
ENERGY
PLANNING
CAPACITIES

CHALLENGE

More than a third of global energy consumption is used for homes and buildings. The way that buildings are planned, renovated, and maintained has significant effects, not only in light of global climate change. In Vietnam, the potential to promote climate-adapted architecture and energy efficient buildings is far from exhausted. Due to the tropical climate, a particularly large amount of energy for cooling and dehumidification is needed here.

The tremendous economic progress has allowed construction activities to grow enormously. For the first time, broad urban middle classes have

emerged. The so-called “new consumers”, however, are often very consumption-oriented and lead increasingly resource-intensive lifestyles. On the other hand, they are the most important decision-makers in the construction of new residential buildings. They can be regarded as a key group for greater sustainability in Vietnam. Among many Vietnamese households, there is a lack of awareness, knowledge, and also the will to change traditional habits towards a more environmentally-friendly behaviour. For example, it is a common though wrong perception that investments in green housing are very expensive.

ACTION

The main objective of the Handbook for Green Products (and Services) is to maximise the enormous potential of housing for the reduction of greenhouse gas emissions in Vietnam.

The Handbook for Green Products provides information in an accessible format about technical and constructive corporate solutions and services for climate-adapted and energy-efficient commercial and residential buildings in Vietnam. Like the Handbook for Green Housing, this product pursues a bottom-up approach by trying to convince people rather than to force them by regulations.

This Handbook gives Vietnamese small- and medium-sized companies a unique chance to explain the general relevance of their innovative products and their specific relevance for Vietnam in a consumer-friendly way. This will be followed by a solid product description and brief proof of performance. Furthermore, it contains

information about the prospective market, the intended target groups, and about already existing reference projects. To avoid greenwashing, all chapters have been carefully reviewed by renowned experts from a technical advisory board.

The main target group of this handbook is the new consumers of Vietnam, the rapidly emerging urban middle class population, currently in the process of erecting new buildings or renovating their houses.

The Handbook for Green Housing in Vietnamese language will be printed with a total circulation number of 6,000 copies. It will be sold at bookshops all over Vietnam and distributed complimentary to key decision makers, municipal energy efficiency saving centres, officials of local administration, lecturers at universities of architecture as well as to public libraries.



Cover of the English edition

RESULTS

STATE OF IMPLEMENTATION:

- The handbook will be printed and disseminated with a total number of 6,000 copies (5,000 Vietnamese editions; 1,000 English editions) in May 2013.

LOCAL USERS / TARGET GROUPS:

- The main target group of this handbook is the new consumers of Vietnam, the rapidly emerging urban middle class population, currently in the process of erecting new buildings or renovating their houses
- Furthermore, this handbook also offers valuable advice and inspiration for SME of the construction sector, developer companies, universities and local administration

IMPACTS:

- Awareness rising among new consumers, SME of the building and construction sector, developer companies, institutions of higher education and among local state representatives about the potential green housing offers to save energy and money.
- Increasing reduction of GHG emissions due to higher share of climate-adapted and energy-efficient buildings
- Improved action capacity of local population
- Capacity building among university staff for educating architecture students

- Pioneers / agents of behaviour change towards green housing serve as role models to overcome value-action gaps

MULTIPLICATION:

- The dissemination will be done by a multi-stakeholder coalition consisting of the state, the civil society and corporate sector institutions on local and national level. The main dissemination partner on national level is the VNEEP (Vietnam National Energy Efficiency Programme). The main partner on local level is the Department of Construction (DoC). All this serves to maximise ownership and increase distribution channels
- The handbooks will be also sold at bookshops all over the country
- The soft-copy of this handbook will be widely available at manifold web-sites in Vietnam

LONG-TERM CONSOLIDATION:

- Bottom-up approaches are more successful than top-down approaches against the structural background of prevalent implementation gaps
- Better try convincing people with science-based information about pay times than appealing to environmental consciousness
- Multi-stakeholder alliances essential

CONTACT

Project:
Megacity Research Project TP. Ho Chi Minh
Web: www.megacity-hcmc.de

Michael Waibel
Universität Hamburg
Email: waibel@geowiss.uni-hamburg.de
Web: www.uni-hamburg.de



www.future-megacities.org