

Web platform & films for energy efficient building construction in Vietnam



Natural greenery and use of water reduces the need for air conditioning. (Photos: Hiroyuki Oki)

Background

In Vietnam, building stakeholders have very limited access to information on energy efficiency (EE) technology.

There are in fact many initiatives already in place to stimulate green building practices in Vietnam. These include an EE benchmarking scheme for commercial buildings by the Ministry of Industry and Trade (MOIT), energy efficiency buildings code from the Ministry of Construction (MOC), and multiple energy performance awards.

Other groups also touch on the issue. The Megacity Project Research Group has produced a home-builder's handbook on green housing and related products. The Meet-BIS project mainstreams EE technology through capacity building for suppliers.

However, what is missing is an effective, user-friendly tool that interlinks and integrates all of these existing efforts; one that facilitates exchange and provides a single place to find and access suppliers of green building solutions.

Project purpose

To build a user-friendly online collaboration platform to connect all relevant Vietnamese building stakeholders and initiatives, support open, consistent data on energy efficient solutions, and build knowledge sharing between stakeholders. To make films to highlight the benefits of EE buildings.



Main activities and outputs

- Create the website, integrating all key initiatives
- Develop a database of 50 detailed case studies, including calculation of benefits in cost savings, thermal comfort, improved living conditions
- Include detailed descriptions of up to 20 green solutions, with local ones
- Develop online marketing platform for some 200 EE solution suppliers
- Integrate web discussion forums for at least 7 professional topics
- Develop supplier marketing guide
- Raise awareness via media with TV documentaries (VTV3, HTV, SNTV), articles, social media and trade fairs
- Hold business facilitation workshops with suppliers and communities

Expected impacts

- Improved access to information on EE technologies, design practices and actual suppliers for the entire construction sector
- Enhanced ability of stakeholders to find EE measures to fit their needs
- Improved linkages between market players (suppliers, clients, R&D)
- Wider PR and marketing of EE and green building practices
- Better competitiveness of the Vietnamese construction sector
- Possibility for replication in other green industries and countries

Project Information

Location:

Vietnam

Duration:

2013–2014

Sector:

Energy efficiency

Thematic focus:

Communications and access to information

Total project budget:

€ 190,000

REEEP grant:

€ 149,976

REEEP donor:

United Kingdom & Switzerland

Co-funding:

€ 40,000 from Fairventures Worldwide (FWW), Stuttgart University of Applied Sciences and other private firms

Implementing partner:

Fairventures Worldwide FVW GmbH, Vietnam Green Building Council and Stuttgart University of Applied Sciences