

# Raising Consumers' Knowledge of Eco-Friendly Products in Hanoi, Vietnam

## PROJECT VENUE

Hanoi, Vietnam

## GROUP MEMBERS

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## ABSTRACT

The focus of our project was to raise consumers' knowledge of eco-friendly products. The project was implemented in partnership with Sap Hang Chang Sen, which is an eco-friendly store in Hanoi, and with Duong Dang, who supports activities for environment and sustainable lifestyle. We visited three production sites of eco-friendly products and interviewed its producers, and we turned what we learned from the visits and interviews into posters and video footages. Interviews with An, owner of Sap Hang Chang Sen, and customers of the store, were also conducted to capture what they know and think about eco-friendly products and environment.

To promote the eco-friendly products, the team put the posters in Sap Hang Chang Sen, and held a talk-show called "The Story Behind the Tag". The posters refer to the products and its contribution to sustainability. In the talk-show event, An and producers of eco-friendly products shared thoughts concerning products and environments. After the event, questionnaires were collected from the participants. Data shows that the event helped the participants increase their knowledge and perception about eco-friendly products. There is a possibility that the increase in knowledge about eco-friendly products among the participants can affect the knowledge and attitude toward the environment in wider populations.

