

KITCHEN GOD DAY 2021 Summary Report



To help prevent thousands of plastic bags from being released into Hanoi's rivers and lakes, for the fifth year running Keep Hanoi Clean organised the Kitchen God Day (KGD) Event (Ngày l Ông Công-Ông Táo 2021). Our determined volunteers helped make it a success despite challenges including a COVID-19 outbreak and poor weather.

THE CHALLENGE

During this holiday just before Tet, Hanoians follow the tradition of releasing fish into the local waterways to help receive blessings and good luck in the upcoming year. Unfortunately, when people bring their fish and other offerings in plastic bags to the water's edge, they often toss the plastic bags into the water as well.

Our task is to intercept these bags before they are released and also to educate the general public about the dangers of plastic pollution. This year we expanded our event locations from one lake and one bridge, to two lakes and four bridges.

OUR PARTNERS

Our fabulous partners for this event included:

- ▶▶ Hanoi Department of Transportation local government office
- ▶▶ Cong Ty Moi Truong Tay Do waste haulage company
- ▶▶ Women's unions around Ho Tay including Xuan La
- ▶▶ Local communities of Chuong Duong bridge and Tao Sach Pagoda
- ▶▶ Monks Thầy Thích Hoàng Hóa, from Thiên Quy Pagoda, and Thầy Thích Tnh Giác, famous for helping people safely release their fish.



We would like to give special thanks to our generous cash and in-kind donors for total contributions of USD \$2,121 (VND 48,309,700) towards our expenses of \$2,076 (47,946,800 VND). The contributions came from 18 individuals and several companies and organizations including:

- ▶▶ Anita's Cantina
- ▶▶ ProCare Hanoi
- ▶▶ Key-Log Economics Vietnam
- ▶▶ UNIS
- ▶▶ Fuwa 3E Ha Noi
- ▶▶ 100 Beer Garden
- ▶▶ SOLASIA



Excellent media partners both prior to and during the event included Zing News, VTV, youtuber CeeJay, An Vien 24h, VOV, and others. These significantly helped raise the visibility for our advocacy.

KHC's own communications campaign also raised visibility. The campaign comprised of a comic video on plastics in our food and an inspirational public service announcement video by Thùy Thích Hoàng Hóa on how to sustainably celebrate the holiday. See back page for links to watch these videos.

THE EVENT

- This year's event covered seven days of activities, from 31 January-7 February, including
- ▶▶ Setup (hanging 500 signs and collection bags along West Lake, Truc Bach lake, Nhat Tan bridge, Vinh Tuy bridge, Dong Tru bridge and Chuong Duong bridge)
 - ▶▶ Collecting used bags from citizens during two days of the holiday
 - ▶▶ Sorting and weighing all of the trash collected
 - ▶▶ Washing the recyclable bags
 - ▶▶ Organising transportation of the bags to local recycling distribution points.

OUR VOLUNTEERS

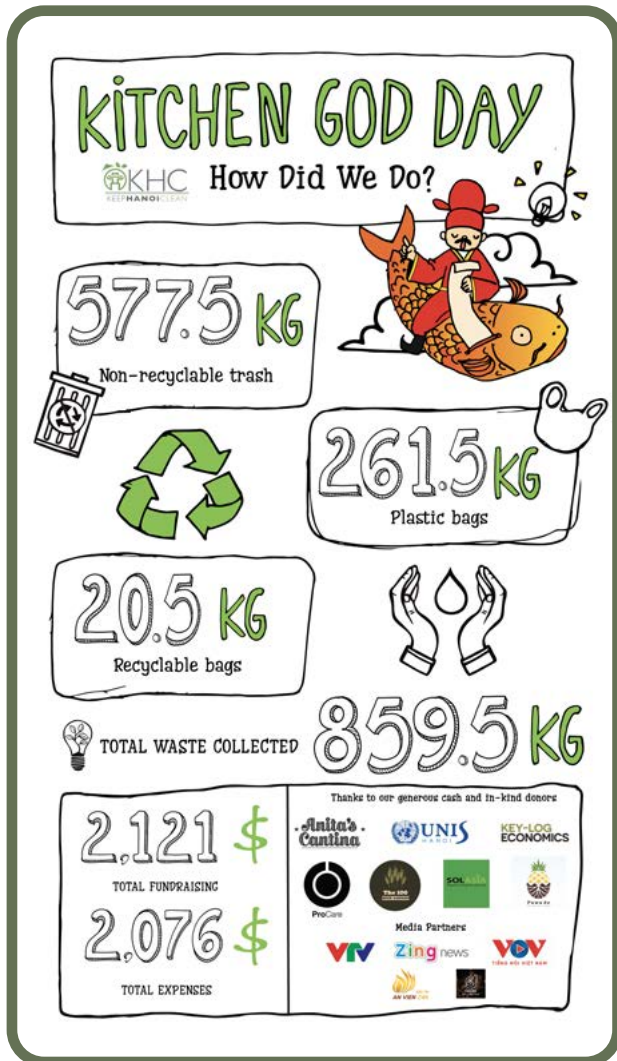
While the COVID-19 outbreak the week before the event seriously affected our volunteer turnout, we still had 100 volunteers joining the weeklong event on the following days:



- ▶▶ Jan 30: Setup - 20 people
- ▶▶ Jan 31: Setup - 30 people
- ▶▶ Feb 3: Bag collection - 2 people
- ▶▶ Feb 4: Bag collection - 10 people
- ▶▶ Feb 6: Bag sorting - 5 people
- ▶▶ Feb 7: Bag sorting - 11 people
- ▶▶ Feb 28: Bag washing day - 10 people

OUR IMPACT

Together we were successful in preventing 859.5 kg of waste entering Hanoi's waterways. Here's the breakdown:



- ▶▶ 51 bags of non-recyclable trash = 577.5kg
- ▶▶ 44 bags of plastic bags = 261.5kg
- ▶▶ 4 bags of recyclables = 20.5kg
- ▶▶ 99 total bags = 859.5 total waste collected.

FUTURE PLANS

For 2022, we plan to have a significantly bigger and better event, covering as many lakes and bridges in Hanoi as we can arrange via distributed partners throughout the city. This will be achieved through careful collaborations with the city and local governments, schools, mass organizations and unions, and community members. Stay tuned for our plans as we develop them!

Click the links below to watch video content for KGD 2021, or subscribe to our YouTube account:

- ▶▶ [Humorous video - What's In My Fish?](#)
- ▶▶ [Public Service Announcement - Thay Thich Hoang Hoa Message](#)

If you have any questions about this event or KHC's other activities, please find us at:

 keephanoiclean.org

 info@keephanoiclean.org



4th Floor, 587 Lac Long Quan,
Tay Ho District, Hanoi

