



SUSTAINABILITY IN VIETNAM FACTSHEET



Population | A Southeast Asian country known for its beaches, rivers, Buddhist pagodas, and bustling cities

Economic Status | Rapidly growing economy with significant manufacturing, agriculture, and services contributions

Sustainability Context | Facing environmental challenges, including deforestation, air and water pollution, and urban congestion



“Vietnam is advancing in sustainability, utilizing renewables such as wind and solar to diversify energy sources and reduce emissions. Government efforts are addressing air and water pollution, conserving biodiversity, improving water management, and promoting green construction and sustainable agriculture.”

Kengo Kurokawa, Country Manager, Kadence Vietnam

Government Policy and Legal Framework

REGULATORY BODIES

- Ministry of Natural Resources and Environment
- Vietnam Environment Administration

KEY LAWS

- Law on Environmental Protection
- National Strategy on Climate Change

POLICY CHANGES

- Emphasis on sustainable development
- Renewable energy
- Reducing greenhouse gas emissions

International Commitments

Paris Agreement commitment to reduce greenhouse gas emissions by 8% by 2030 compared to business-as-usual levels

Major Areas of Concern

CHALLENGES

- Air quality in urban areas, water pollution
- Vulnerability to climate change impacts such as rising sea levels and extreme weather events

CLIMATE CHANGE IMPACT

Increased risks of flooding, especially in the Mekong Delta region

57%

of Vietnamese adults expect the private sector to invest in **sustainable technologies**

VISION & TARGETS

Striving for **green growth and sustainable development**, focusing on environmental protection and climate change adaptation



Certification Standards



Vietnam Green Building Council certifications



Vietnam Green Label for environmentally friendly products

National standards for emissions, waste management, and energy efficiency

Corporate Sustainability Practices

TRENDS

Increasing awareness and adoption of sustainability practices among Vietnamese businesses

INCENTIVES

Government incentives for investments in renewable energy and tax benefits for green businesses

SUPPORT MECHANISMS

Financial support and policy incentives for businesses adopting sustainable practices

OPPORTUNITIES

- Growing domestic market for sustainable products and services
- Potential for foreign investment in green sectors

SECTORS



Renewable energy (solar, wind)



Sustainable agriculture



Ecotourism

54%

LACK OF AWARENESS

is the top barrier for adults to engage in more sustainable behaviors

Challenges and Risks in Sustainable Practices



Navigating evolving environmental regulations and policies



Infrastructure limitations and economic disparities



Ensuring authenticity in sustainability claims and practices

17%

of eco-conscious Vietnamese adults consider **deforestation and habitat destruction** the leading environmental issue



47%

identify **air pollution** from transportation and manufacturing among the top 3 environmental concerns



46%

strongly agree they will select a product or service based on its environmental credentials



Survey results from Project Earth global study by Kadence International 2023

Key Resources

Ministry of Natural Resources and Environment

Vietnam Environment Administration

Vietnam Sustainable Energy Alliance

Green Innovation and Development Centre (GreenID)

Future Outlook

Vietnam is progressing in its sustainability efforts, balancing economic growth with environmental conservation

Enhanced focus on renewable energy development and sustainable urban planning

72%

strongly agree businesses are responsible for engaging in sustainable practices

Adaptation to Local Contexts: Understanding Vietnam's unique environmental, cultural, and economic contexts is crucial for implementing effective sustainability initiatives