

## PRESS RELEASE

### "CARBON FOR GOOD" (C4G) PROJECT OFFICIALLY LAUNCHED IN SON LA

**Son La, Vietnam – May 27, 2026** – The People's Committee of Son La Province, in collaboration with CARE in Vietnam and international partners, officially launched the project "Technical assistance towards capacity building for implementing climate change mitigation plans and mobilizing sustainable financial resources for forest protection and development, including high-quality forest carbon markets" (Carbon for Good – C4G). The event marks Son La's pioneering step in realizing the green economic potential from its forests.

Attending the event on the morning of May 27, 2026, in Son La province were Mr. Nguyen Minh Tien, Vice Chairman of the People's Committee of Son La Province; Mr. Pham Hong Luong, Deputy Director General of the Forest Protection Department; Ms. Francesca Bellone, Development Counselor and Head of Cooperation at the Embassy of Canada to Vietnam; and Ms. Le Kim Dung, Country Director of CARE International in Vietnam, along with officials and experts from relevant provincial departments.

#### **Son La: A Carbon "Treasure" and Sustainable Forestry Roadmap**

With a total forest area of over 671,500 hectares and a forest cover maintained stably at 47.43% (2025-2026 data), Son La is currently one of the localities with the largest forest carbon stocks in Northern Vietnam. It is estimated that the forests here have the potential to generate more than 1.2 million carbon credits annually.

The province early on identified forestry as a green economic pillar by approving the Sustainable Forestry Development Plan for the period up to 2030. Key focus areas include:

- **Digital transformation in forest management:** Applying satellite technology and big data for biomass inventory.
- **Biodiversity conservation linked with livelihoods:** Combining forest protection with the development of sustainable under-canopy livelihood models.
- **Carbon market readiness:** Son La is finalizing technical dossiers to ensure forest carbon credits meet international standards (such as VCS/Gold Standard), anticipating the operation of the domestic carbon market by 2028.

#### **Launching the C4G Project in 5 Key Communes**

In Son La, the C4G project will focus on implementation across 5 communes: Muong La, Chieng Lao, Muong Bu, Chieng Hoa, and Ngoc Chien. This is a critical watershed area that plays a decisive role in national water and energy security. Through C4G, the capacity of local authorities and communities in these 5 communes will be comprehensively upgraded to be ready for forest development and

protection activities, mobilizing financial resources for climate change response, and participating in the carbon credit market once permitted by the government.

### **Vietnam – Canada Cooperation Highlight: Technology and Knowledge Transfer**

The launch event also highlighted the cooperative relationship between Vietnam and Canada, featuring the transfer of modern forest monitoring technology from experts at the University of British Columbia (Canada). Canada provides not only financial support but also brings experience in sustainable forest governance according to ESG (Environmental, Social, and Governance) standards. This helps Son La build a responsible carbon credit market, ensuring that profits are distributed directly to forest-protecting communities.

### **Discussion Spotlight: "Net Zero Roadmap and Local Implementation Challenges"**

Within the framework of the event, a roundtable discussion received numerous insights from representatives of various government levels in Son La regarding the current state of forest management and protection, as well as local preparedness to join the future carbon credit exchange market. Notably, various insights shared by domestic and international experts also provided multi-dimensional perspectives on stakeholder practices when participating in the global carbon credit exchange market.

Representatives of Son La provincial leadership outlined the strategic orientation to 2030, reaffirming the determination to transform forestry advantages into sustainable "green resources." The province prioritizes perfecting the local legal framework, accelerating the digitalization of forest databases, and creating a transparent investment environment to be ready to participate in the carbon credit trading platform once permitted by the government.

The discussion session within the framework of the event emphasized the role of capacity-building support units. Speaking at the event, Mr. Nguyen Minh Tien affirmed: *"Son La is not only protecting forests, but is building a new economic ecosystem. Early participation in the C4G project helps the locality standardize data and be ready to join the carbon credit market when permitted."*

Mr. Nguyen Minh Tien, Vice Chairman of the People's Committee of Son La Province, also reaffirmed the province's commitment to creating all favorable conditions for the effective implementation of the C4G project. With valuable forest resources and technological support from Canada, Son La is confident it will become a top "destination" for sustainable carbon investors, contributing to Vietnam's Net Zero commitment made at COP26.

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### **Media Contact Information**

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### **About the C4G Project**

Funded by Global Affairs Canada (GAC) and implemented by CARE Canada and CARE in Vietnam, C4G aims to build local capacity for climate mitigation and sustainable finance mobilization for high-quality, gender-transformative, and socially inclusive forest carbon markets in four key provinces of Vietnam.

### **About CARE**

Since 1989, CARE in Vietnam has implemented over 300 high-impact projects. CARE believes sustainable development is only achieved by addressing the root causes of poverty and social injustice. In the C4G project, CARE holds overall responsibility for implementation and coordination.

### **About CIFOR**

The Center for International Forestry Research (CIFOR) is a world-class institution in forestry research and carbon finance. In the C4G Project, CIFOR serves as a technical advisor, mobilizing global experts to build capacity for policymakers and local communities.

### **About the University of British Columbia (UBC)**

UBC is a world-class research hub in Canada. Its Faculty of Forestry provides deep expertise in forest carbon accounting and management. UBC provides the scientific foundation for C4G, developing advanced methodologies to assess forest carbon potential and ensure the integrity of carbon credits.

### **About Canada-Vietnam Partnership**

The long-standing partnership between Canada and Vietnam has fostered development and poverty reduction. Canada's support is closely aligned with Vietnam's goals regarding climate change, biodiversity, and the development of carbon markets.