Challenges for Green Housing in Vietnam

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Project: Integrative Adaptation Planning Framework for Climate Urban Environment of Ho Chi Minh City

Funding programme
“Research for Sustainable Development of the Megacities of Tomorrow: Energy- and climate-efficient structures in urban growth centres”

Consortial leader: BTU Cottbus – Germany
Funding period: 2008-2013 (5 years)

Approach: Applied interdisciplinary project & Action research

WP#9: Climate-Adapted Housing & Energy-Efficient Buildings
Input from Hamburg U: Socio-Economic & Policy Dimension
Construction Boom & Spatial Vulnerabilities

© Waibel 2009: Saigon South
Final energy consumption by sector (2009)

Final energy consumption for residential sector:
- World: 24%
- SE Asia: 33%
- Germany: 29%
- Vietnam: 54%

Source: IEA, 2012
Whom, how to approach?

- Siemens-Study London, first energy-audit for the whole of a city
- Individual decisions play most important role regarding implementation of EE-measures
- Behaviour change has to be supported by toolkit of adequate policies

The promotion of climate-adapted & energy-efficient housing should become key strategy
New Consumers & Global Sustainability?

- “New Consumers“ (Myers & Kent 2003)
- Taking over increasingly resource intensive life-styles, consumerism
- Drivers of (sub-) urbanization processes„lifestyle sprawl“ (Jenks et al. 2008)
- Their behaviour serves as role model for future urban middles -> pioneers

Urban middle classes as important target group for reduction of ecological footprint
Carbon Emissions in SEA


Germany 9.2 t

Myanmar 0.2 t

Laos 0.3 t

Thailand 3.4 t

Philippines 0.8 t

Vietnam 1.3 t

Kambodscha 0.3 t

Singapore 0.9 t

Brunei 20.3 t

Malaysia 5.0 t

Indonesia 1.6 t

East-Timor 0.2 t

Unter 1.0 t

1.0 – 2.0 t

2.0 – 5.0 t

5.0 – 10.0 t

10.0 – 15.0 t

> 15.0 t
Your house: most important financial investment during lifetime

Advertisement of HSBC for mortgage lending – Airport HCMC © M. Waibel 2010
Comprehensive Model for Behaviour Change Policy

Enable
- Remove barriers
- Give information & viable alternatives
- Provide facilities
- Educate/ train/ provide skills & capacity

Catalyse
Is the package enough to break a habit and kickstart change?

Encourage
- Tax system
- Grants
- Reward schemes
- Recognition
- Social pressure
- Penalties & fines
- Enforcement
- Certification

Engage
- Community Action
- Roundtables
- Media campaigns
- Opinion leaders
- Use networks

Exemplify
- Leading by example
- Achieving consistency in policies

Source of Graph: Own Design after: Jackson 2006: p. 123.
Housing Typologies of the New Consumers

Locally popular typology: town- or shophouses (nhà phố)

Apartment/Condominiums

Small Alley Houses

Detached Villa

All Photos: © Michael Waibel

Green Housing in Vietnam
Goethe-Institut Hanoi
16-17 October 2012
Handbook for Green Housing published in 2011

Tangible product – easy to understand
It is about principles you can choose from
Handbook for Green Housing

Multi-stakeholder approach
Ownership – dissemination – cross-promotion

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Handbook for Green Housing

Key target group: <new consumers> - save money

Trying to convince people rather to force them
Handbook for Green Products due to 2/2013

Same approach as Handbook for Green Housing
Innovative Vietnamese SME get promotion platform
Conclusion I

- Clarification of terms needed for adequate policies
  - energy-efficient / green / sustainable buildings
  - green construction materials
  - green housing more holistic – umbrella term (?)

- Economic incentives very strong instruments
  - initially for single (low-tech) measures (step by step)

- Acceptance/enforcement of legal EEB-framework
  - Medium-term challenge (massive capacity building)
Conclusion II

- Cutting of state subsidies of energy-prices
  - Stop subsidizing energy-waste

- Comprehensive approaches needed to promote behavior change
  - green governance solutions

- Question of whole (civil) society – not only state
  - leading by example -> consistency of policies

- Green housing should become integral part of quality of life
  - status symbol for new consumers
Thanks for your attention
Cảm ơn sự lắng nghe của quý vị!

More information on the Megacity Research Project TP. Ho Chi Minh:
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