Youth Connect

Youth Community Resilience to Climate Change in the Mekong Delta (Y-CoRe)

‘Hey, Man!’

Project background

Saltwater intrusion is one of the most pressing climate change impacts in the coastal areas of the Mekong Delta. It results in soil and water salinisation, land degradation, and a decline in the effectiveness of agricultural use. It also significantly affects people’s livelihoods.

Soc Trang Province is one of the provinces most severely affected, especially in terms of agriculture, aquaculture, and livelihoods. To address this, the project team created a short film titled ‘Hey, Man!’ to raise awareness among young people in Soc Trang Province in particular and the Mekong Delta in general about the impacts of climate change and saltwater intrusion.

‘Hey, Man!’ tells the story of five characters – Dat Dinh Dat, Nuoc Nung Ninh, Lua Lep Lep, Anh Nong Dân, and Man – and delivers a message about the effects of saltwater intrusion on the community’s livelihoods in Soc Trang Province.

Implemented from June to August 2023, the project targeted local communities in Soc Trang Province and across the Mekong Delta. It served as a foundation for fostering awareness and mindset shifts among the younger generation in the region.

Project objectives

To raise awareness and encourage behavioural changes among youth regarding the impact of climate change in general, and surface water salinisation in particular, in the Mekong Delta. This was achieved through a short film that presented saltwater intrusion in a fresh, accessible, and engaging way.

Project overview

The story begins in a fertile land where Lua Lot Lep, Dat Dinh Dac, Nuoc Nung Ninh, Mr Nong dan, and Man – live together as close friends and are well-known in their community. Lately, however, things have begun to change: Lua is becoming weak and pale, Dat is turning depleted and dry, and Nuoc can no longer supply water as before, making them feel frail and withered.

They encounter Man, a new boy from afar who arrived when the sea levels rose. Lua, Dat, and Nuoc blame Man for their suffering, but then Nong dan steps in and removes Man from the hostile situation.

Nong dan brings Man to his peaceful village, where people live happily and in unity. Over time, the villagers learn to adapt and begin to accept Man, eventually wanting him to stay and be part of their community.

Man chooses to remain and is welcomed as family. In the end, Man decides to visit original his family and promises to come back after spending Tet holiday together with the family.

But before leaving, Man lovingly reminds everyone to prepare reserves of food and especially freshwater for farming and daily use. That way, when he returns, they will be better able to adapt and avoid harm from Man. The village saw Man off with warm wishes, hoping to reunite with him in the future.

Outstanding outcomes

The film offered a more positive and approachable perspective on saltwater intrusion that educated and inspired youth in the Mekong Delta.

It sparked creative thinking and solutions for sustainable development in the region, and encouraged youth participation, contributions, and positive influence within the community.

Team member's information

- Le Thanh Duoc, Natural Resources and Environmental Management, Can Tho University
- Tran Nguyen Hoang Long, Natural Resources and Environmental Management, Can Tho University
- Nguyen Thi Ngoc Phuong, Institute of Climate Change Research, Can Tho University
- Nguyen Duc Trung, English Interpretation and Translation, Can Tho University