

Youth Connect

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

The Fading Salt Season

Project background

Despite official recognition as cultural heritage, the salt-making industry in Bac Lieu facing multiple challenges. These include the impact of climate change, which has led to more unseasonal rainfall during the salt production season, and the increasing risk of water pollution.

These difficulties have not prevented local residents from continuing this traditional craft, passed down through generations, in an effort to preserve their heritage. The local authorities are also implementing measures to maintain and develop the salt-making profession.

However, young people in Bac Lieu show limited interest in salt-making, especially regarding the challenges the craft is facing. Many are unaware of the connection between climate change, environmental pollution, and the salt industry. This lack of awareness contributes to the risk of the craft disappearing in the future.

Project objectives

The project produced a 15–20 minute documentary portraying the real-life stories of Bac Lieu's salt farmers in the face of climate change and environmental pollution. The film focuses on:

- the beauty and cultural value of the salt-making craft
- the challenges faced by salt farmers due to climate change and pollution
- gender issues in the salt-making industry
- youth actions in Bac Lieu to preserve this traditional craft
- efforts from other stakeholders.

Further objectives included:

- attracting 500 followers on the project's TikTok and YouTube channels

- raising awareness among 50–100 Bac Lieu youth through a live screening, building a community interested in preserving the salt-making craft
- integrating the project into local youth training sessions.

Project overview

The project produced the documentary *The Fading Salt Season*, focusing on the real-life story of how climate change and environmental pollution impact the salt-making industry in Bac Lieu, with young people as the target audience.

Unlike traditional written articles or news reports, the documentary engages young people through visuals and storytelling. In addition to showcasing the beauty of the salt-making process and sharing knowledge about the craft, the project called on local youth to take action in preserving Bac Lieu's salt-making heritage – a nationally recognised cultural asset.

Outstanding outcomes

The documentary titled *The Fading Salt Season* was produced, with a public film screening at Bac Lieu University. This attracted over 500 followers across the project's social media platforms.

Team member's information

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