

## Module 3: Digital Campaigns for Sustainability

### Module Description:

Module 3 examines how sustainability messages circulate on digital platforms in Vietnam and Southeast Asia, and how visibility, engagement, and credibility are shaped by platform affordances. Students learn to analyze real digital campaigns to understand what drives attention, participation, and behavior change, while also recognizing the risks of performative activism and superficial engagement. The module emphasizes strategic choices around platforms, visuals, influencers, and metrics.

This module builds on earlier work on CSR, materiality, and authenticity by showing how those principles play out in digital environments. It prepares students to identify greenwashing risks and credibility gaps in online campaigns and sets up the final module by giving them practical experience in designing cross-platform sustainability communication that is ethical, culturally relevant, and impact-focused.

### Learning objectives:

- Evaluate how digital platforms amplify sustainability messages in emerging markets
- Identify best practices for engaging audiences online with credible sustainability content.
- Design cross-platform campaign strategies that promote responsible behavior

### Module 3 Pre-class activities

**Purpose:** To help students analyze how sustainability campaigns use digital platforms in Vietnam and Southeast Asia to engage audiences and drive behavior change.

#### Pre-class Activity 1: Read the following texts:

Nguyen, M., Bensemann, J., & Kelly, S. (2018). Corporate social responsibility (CSR) in Vietnam: A conceptual framework. *International Journal of Corporate Social Responsibility*, 3. <https://doi.org/10.1186/s40991-018-0032-5>

Phung, T.-B., Nguyen, T. N., Nguyen, D. V. P., Han, L. Y. N., & Dinh, T. T. T. (2024). The impact of corporate social responsibility, moral emotions, and customers' altruism on brand advocacy behaviors: Evidence from Vietnam. *Southeast Asian Journal of Economics*, 12(1), 186–234. Retrieved from <https://so05.tci-thaijo.org/index.php/saje/article/view/265190>

#### Pre-class Activity 2: Short written response

Analyze two recent digital campaigns in Vietnam or Southeast Asia, such as:

- Plastic-Free July Vietnam on Facebook
- UNDP TikTok #Act4SDGs campaign

Write 200–250 words total and post to the online class discussion forum before the session. Address:

- What digital platforms were used and why?
- Were messages consistent and culturally relevant?
- What is the impact? Look at reach, engagement, and any noticeable behavior changes (looking at comments).

### Module 3 In-class activities

#### Campaign Dissection: “What Went Viral?”

**Goal:** Understand campaign elements that drive audience engagement and impact.

- **Activity:** Groups select one pre-class campaign or an alternative and break it down:
  - What was the key message and call-to-action?
  - Which visuals, hashtags, or influencers were most effective?
  - Was there evidence of real-world impact (e.g., reduced waste, policy change)?
- **Output:** A short infographic showing what worked vs. what didn’t.

#### Rapid Campaign Design Sprint

**Goal:** Practice building a quick, multi-platform strategy.

- **Activity:** In teams, students design a 3-platform sustainability mini-campaign (Instagram + TikTok + Facebook).
  - Topic prompt: “Reducing single-use plastic in Saigon cafés” or “Bike-to-Work Week in Hanoi/Saigon.”
  - Must include: a hashtag, one visual post, one short video concept, and metrics for success.
- **Open debrief:** Which campaigns feel authentic and achievable vs. overly ambitious?

#### Digital Ethics Debate

**Goal:** Explore credibility trade-offs in influencer partnerships.

- **Activity:** Students discuss whether companies should use influencers to promote sustainability if those influencers aren’t fully sustainable themselves?
- **Open debrief:** what standards should brands apply when partnering with content creators?

### Module 3 Post-class reflection

Students write a 400-word critique of a Southeast Asian sustainability campaign to submit for early feedback.

Based on the chosen campaign:



- Was it well-planned or performative?
- Which SDGs were truly advanced?