



Herby Project and Application in Vietnam

Vietnam

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Herby design and its application in Europe

Given the severity of the emergent effects of climate change, the need for the pursuit of a Green Growth development model to save the planet from destruction has become more apparent than ever. A good example of a Green Growth development practice is the Italian green architecture typology called “Herby”. Herby, which was developed by Molinaro Architettura, is a green architectural design which includes eco-sustainable multi-storey buildings incorporating a vertical distribution of spaces using pedestrian ramps, wide green areas and hanging gardens.

Each of the Herby applications are eco-friendly and based wholly on Green Growth technologies- thus they allow for the development of high density areas using innovative sustainable development tools in order to increase the profitability and thus commercial attractiveness while also protecting the environment. Herby does not only solve the problem of overcrowded big cities, but it does also protect the environment and introduces a greener atmosphere to its surroundings through a design that provides a maximum amount of space for planting trees. Herby has received much recognition and won the award for green design in Europe.

Quick facts

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| Zone | National territory |
| Topic | Sustainable Infrastructure and green design |
| Website | http://www.herbyweb.com |





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In Europe, policy-makers coordinate with the private sector to turn the Herby design into reality. In Italy, the Herby design won the first prize in the Green Competition and received funding from the Government to further develop the project. The European Council also supports Herby and has provided funds to develop and implement policies based on it into construction design. Moreover, the private sector has shown great interest in the Herby designs because they help to solve two of the most urgent problems of our time, namely climate change and overcrowded cities, both of which will have increasingly severe impacts on societies around the globe.

Difficulties and solutions to apply Herby design in Vietnam

However, some significant challenges have arisen when applying the Herby design to Vietnam. The Vietnamese Government has given a higher priority to the overall growth of the economy and other social issues than to the environment. As a result, there is no law yet that mandates the usage of green design in the construction industry- only a regulation that says that buildings should use 20 per cent of bricks produced using environmentally-friendly methods. Furthermore, Herby is a new and costly design, meaning that NGOs and other smaller organizations cannot support such a resource-intensive project alone. Moreover, companies in Vietnam generally tend to focus on short-term profit oriented plans without much consideration for the consequences of fast growth on the environment, and few media campaigns offer information on green designs. Finally, people tend to be reluctant to make use of new technologies and are not ready to change- and “going green” is not commonly accepted concept and practice in the Vietnamese society.

In order to overcome the challenges facing Green Growth-oriented projects in general and to apply the Herby model successfully in Vietnam, there are some recommendations that should be considered. As in Europe, the Herby approach can be implemented only if there is a combination of top-down and bottom-up support. To achieve support from the top the Government should introduce some policies that require the development of a green economy. In addition, the Government should keep promoting the benefits of the Herby model and raise the public awareness of green technologies. If people and companies are not ready to adapt to new forms of cities, it is important for the Government to promote examples of good cases of green cities. Besides, companies that use green products and green production processes should be further encouraged by tax incentives. With those policies in place, individuals and companies would be more aware of the necessity to “go green” and, as a consequence, support from below would be created. If this support was provided, the Herby concept could be applied to Vietnam. However, the problems of funding and expertise remain. As mentioned above, the Herby project is rather costly and requires very specific expertise and skills during implementation. To address the problems, the Vietnamese Government could ask for help from donor countries and NGOs with funding and invite experts from developed countries for knowledge transfer purposes. Furthermore, there should be an annual conference among countries to share knowledge and experiences with green projects in order to learn from each other's best green practices.