

School Impact Report



EcoPsych@THS

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Introduction

Student Ambassador: Do Phuong Linh
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School: TH School Hoa Lac

Location: Hoa Lac Hi-Tech Park, Hanoi, Vietnam

Reporting Period: October 2025 - March 2026

Impact in Numbers



Number of Student Advisory Board Members



Number of solutions implemented



Number of individuals impacted

Solutions Implemented

#1 Reminders to turn off lights

- Problem Observed: Lights and air conditioning are frequently left on in classrooms when not in use, leading to unnecessary energy consumption.
- Behavioural Insight Applied: Availability heuristic
- Solution Implemented: A total of 20 reminder posters were placed at key locations, including classroom doors and near light switches. The posters use clear and direct wording to prompt students and staff to switch off lights before leaving. Positioned in visible, high-traffic areas, these reminders are consistently seen throughout the day, encouraging energy-saving habits.



#2 Paper recycling baskets

- Problem Observed: Paper is often overused for tasks that do not require new sheets, while reusable single-sided paper is discarded.
- Behavioural Insight Applied: Effort minimisation
- Solution Implemented: Placed 2 paper recycling baskets near printers containing reusable single-sided paper. Students and staff were encouraged to reuse these materials for drafts, internal work, and creative projects, reducing overall paper consumption.



Testimonials

"The Ecopsych environmental project at my school really impressed me because students were very enthusiastic and supportive. Activities like painting tote bags and putting up reminders to turn off lights around the school were both creative and practical."

- Nguyen Ha Minh, Member of Student Advisory Board

"I really enjoyed the workshop because I could be creative with my friends and make my own tote bag. After the session, I realized that protecting the environment starts with small habits in our daily lives. I hope to take part in more meaningful activities like this in the future."

- Fei Xu Yue, Grade 11 student

"It's been really nice to see how this EcoPsych project has made the school feel calmer and more positive. Students seem more aware of their environment, and it's definitely helped with wellbeing and how they take care of the space around them."

- Mr Brett Adrian Grant, Assistant Principal