



EMBASSY OF DENMARK
Hanoi



PRESS RELEASE

Hanoi, January 21st 2021

Denmark in Your Eyes 2021 Painting Competition on ‘GREEN LIVING’

Hanoi – The annual **Denmark In Your Eyes 2021** painting competition was launched today at Nguyen Sieu school (Cau Giay, Hanoi) with the theme ‘Green Living’. This is the first event in a series of activities to celebrate a very important milestone in the friendship between Vietnam and Denmark: the 50th year anniversary of the establishment of diplomatic relations between our two countries.

‘One of the absolute top priorities in our long-term cooperation with Vietnam is to support green growth and a green transition in Vietnam. This overarching aim has been fully reflected in our cooperation including in the annual Denmark In Your Eyes Competition. With the theme “Green Living” this year, we would like to continue engaging Vietnamese children and youth in promoting a green and sustainable development. This competition will be a platform for the young generation to voice and share their thoughts, concerns, hopes and ideas on how to nurture and protect our planet. It will, hopefully, also help inspire other people on how we together can make our planet a prosperous and sustainable home for the well-being of all, through what could be daily simple and humble deeds’ said Ms. Louise Holmsgaard, Deputy Head of Mission of the Embassy of Denmark.

This year’s competition is open to all Vietnamese students, from both primary and secondary schools. The deadline for submissions is 1st April 2021. The winners will be announced and awarded at a ceremony in May 2021.

The Denmark In Your Eyes 2021 painting competition is co-hosted by the Embassy of Denmark and the Vietnam – Denmark Friendship Association (VIDAFA) with valuable assistance from our

partners: the Ministry of Education and Training, Kim Dong Publishing House, Thieu Nien and Nhi Dong newspaper. JYSK, a Danish Furniture Retail Chain, is the main sponsor, while LEGO Vietnam is also a valued supporter of this competition.

BACKGROUND INFORMATION

“Denmark in Your Eyes” 2021 Competition

The first Denmark In Your Eyes competition, co-hosted by the Embassy of Denmark and the Vietnam – Denmark Friendship Association (VIDAFA) took place in 2016 during the celebration of the 45th anniversary of diplomatic relations between Vietnam and Denmark. The competition has since then been organized on an annual basis – every year with a new theme, but always with a strong focus on the environment and the green agenda.

Entries should be made on A3-size art paper. Any medium, including pastel, oil pastels, pen, pencil, charcoal, acrylics, watercolor, oils and mixed media can be used. There are no limits to the number of entries per participant.

All entries should be sent to: **The Embassy of Denmark in Vietnam, 7th floor, BIDV tower, 194 Tran Quang Khai, Hoan Kiem, Hanoi** no later than 1st April 2021. All paintings should be marked with the name of the painting, the student’s name, age, school, class, email, 02 phone numbers (one of the contestant’s family and the other of his/her school), and full mailing address.

The special prize-winner will be awarded with a camera and a set of LEGO toys. The 1st, 2nd and 3rd prize winners will be awarded with LEGO toys. In addition, there are 50 encouragement prizes for individuals and 2 groups will receive the organizers’ awards.

For further information about the Danish-Vietnamese relationship and the Embassy of Denmark in Vietnam please visit: www.vietnam.um.dk and <https://www.facebook.com/dkvietnam>.

Detailed rules for the competition is attached [herewith](#).

VIDAFA

The Vietnam – Denmark Friendship Association (VIDAFA) was established on February 6th 2007. The chairperson of VIDAFA is H.E. Mr. Tran Hong Ha, Minister of Environment and Natural Resources. The mission of VIDAFA is to strengthen the friendship and comprehensive cooperation

between Vietnam and Denmark as well as to increase people-to-people links and understanding between the peoples of the two countries.

JYSK

JYSK is an international retail chain from Denmark, that provides solutions of Scandinavian style Decoration and Furnishing focusing on safe, functional, minimal and affordable products. Today the JYSK Group comprises more than 2,900 stores in 50 countries worldwide. JYSK in Vietnam is operated by NeatClean JSC since October 2015, a franchising system of JYSK Group, providing more than 1,500 products of furniture, bedding, mattress, decoration and housewares to customers. So far, JYSK has 14 physical stores in 3 big cities of Hanoi, Da Nang, Ho Chi Minh as well as online sales system. Besides providing simple, modern and functional products to consumers, JYSK also focus on improving service quality in order to bring customers the best shopping experience in JYSK. Please kindly visit at <https://jysk.vn> for more information.

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