



PROJECT IDENTIFICATION FORM AND REQUEST FOR CEO APPROVAL

PROJECT TYPE: Medium-sized Project
THE GEF TRUST FUND

Submission Date: May 2011
Re-submission Date: August 2011

PART I: PROJECT INFORMATION

GEFSEC PROJECT ID: 4286

GEF AGENCY PROJECT ID: P122701

COUNTRY(IES): Vietnam

PROJECT TITLE: Wildlife Consumption in Vietnam: Reforming Policies and Practices to Strengthen Biodiversity Conservation

GEF AGENCY(IES): World Bank

OTHER EXECUTING PARTNER(S):

GEF FOCAL AREA(S): Biodiversity

GEF-4 STRATEGIC PROGRAM(S): BD-SP4

NAME OF PARENT PROGRAM/UMBRELLA PROJECT: N/A

Expected Calendar	
Milestones	Dates
Work Program (for FSP)	N.A.
GEF Agency Approval	10/2011
Implementation Start	12/2011
Mid-term Review (if planned)	3/2013
Implementation Completion	11/2014

A. PROJECT FRAMEWORK (Expand table as necessary)

Project Objective: This project's development objective is to strengthen biodiversity conservation through significant reduction of illegal wildlife consumption in Vietnam.

Project Components	Investment, TA or STA	Expected Outcomes	Expected Outputs	Indicative GEF Financing		Indicative Co-financing*		Total \$'000
				\$'000	%	\$'000	%	
1. Strengthening policies and legal frameworks	TA	Regulatory environment adequate for effective protection of wildlife and biodiversity Strengthened institutional capacity in GoV regulatory bodies and improved coordination between them	A policy and legal review with recommendations for changes Action Plan on Wildlife Trade Control (2010-2020) approved by Prime Minister Draft regulations on wildlife protection submitted for Prime Minister's approval	220	45%	270	55%	490
2. Monitoring and enforcement of consumption controls	TA	Improved baseline analysis and information on illegal wildlife consumption More effective enforcement of retail outlets (e.g. restaurants, pet shops, private zoos, TCM pharmacies) selling protected wildlife	Surveys, investigations, and enforcement of illegal wildlife consumption in project demonstration areas Baseline data on illegal wildlife consumption in demonstration areas A fully operational monitoring and reporting system covering demonstration areas Cost-effective approaches to tackling illegal wildlife	300	43%	390	57%	690

			consumption are identified and piloted Regular enforcement campaigns targetting wildlife restaurants/business establishments in the project demonstration area carried out					
3. Building awareness to change behaviors	TA	High-level “champions” support effective action on illegal wildlife consumption Health sector’s improved understanding of sector-specific wildlife conservation issues Corporate sector consumes less illegal wildlife and supports wildlife conservation State sector consuming less illegal wildlife	An innovative communication campaign targetting high-level decision makers and targetted illegal consumer groups Basic research to obtain new information to underly change behaviour campaigns Communication campaigns targetting health sector and private sector Communications campaign with the Party’s Central Propaganda and Communications Committee implemented	380	38%	620	62%	1,000
4. Project Management		Effective project management	Clean audits as required Required technical and financial reports Training and capacity building programs for national staff	100	16%	510	84%	610
Total project costs				1,000	36%	1,790	64%	2,790

*The total amount of cofinancing does not include the \$20,000 used for project preparation costs.

B. SOURCES OF CONFIRMED CO-FINANCING, including co-financing for project preparation for both the PDFs and PPG.
(expand the table line items as necessary)

<i>Name of co-financier (source)</i>	<i>Classification</i>	<i>Type</i>	<i>Amount (\$)</i>	<i>%*</i>
MONRE	Government contribution*	Cash	133,000	7.32
MONRE	Government contribution*	In-kind	377,000	20.76
MONRE	Government project contribution	ADB-financed BCC project (cash)	1,000,000	55.06
WCS	NGO	Project (in-kind)	55,000	3.03
British Council	Bilateral	PIF and Project Document preparation (consultants) (cash)	21,200	1.12
Freeland Foundation	NGO	Cash	230,000	12.67
Total Co-financing			1,816,200	100

* MONRE cash contributions are for staff positions funded by MONRE for project management; in-kind contributions are for other government contributions to project management expenses. See the Project Management Budget in Annex B for details. Of the MONRE in-kind contribution, \$5,000 was for project preparation. In addition, the British Embassy provided \$21,200 for project preparation.

The BCC project funds will be implemented and managed separately; this project will carry out complementary activities to the MSP, in rural as opposed to urban environments (see further details below). This is a cash contribution as the funds are borrowed by the Government of Vietnam from the ADB; the co-financing has been designated by the Government. The Freeland Foundation have indicated they wish to closely cooperate with BCA on the agenda of reducing wildlife consumption and are providing as co-financing for this project \$230,000 (funds originating from USAID). Discussions are also underway between MONRE and WWF with regard to a formal additional co-financing contribution (not included above) but this has not been finalized as of date of submission of this document. In any event, there will certainly be close collaboration between this project and several important WWF initiatives and other important NGO-implemented projects.

C. FINANCING PLAN SUMMARY FOR THE PROJECT (\$)

	Project Preparation (a)	Project (b)	Total C=a + b	Agency Fee	Total
GEF	0	1,000,000	1,000,000	100,000	1,100,000
Co-financing	26,200	1,790,000	1,816,200		1,816,200
Total	26,200	2,790,000	2,816,200	100,000	2,916,200

D. GEF RESOURCES REQUESTED BY FOCAL AREA(S), AGENCY(IES) OR COUNTRY(IES)

<i>GEF Agency</i>	<i>Focal Area</i>	<i>Country Name/ Global</i>	<i>(in \$)</i>			
			<i>Project Preparation</i>	<i>Project</i>	<i>Agency Fee</i>	<i>Total</i>
(select)	(select)					
Total GEF Resources						

* No need to provide information for this table if it is a single focal area, single country and single GEF Agency project.

E. CONSULTANTS WORKING FOR TECHNICAL ASSISTANCE COMPONENTS:

<i>Component</i>	<i>Estimated person months**</i>	<i>GEF(\$)</i>	<i>Co-Financing (\$)</i>	<i>Project total (\$)</i>
Local consultants	137	165,600	115,200	280,800
International Consultants	15	120,000		120,000
Total	152	285,600	115,200	400,800

* See detailed information regarding the consultants in Annex C.

** Includes sws of consultants funded through co-financing. Staffweeks under GEF funding is 89 sws.

F. PROJECT MANAGEMENT BUDGET/COST

<i>Cost Items</i>	<i>Total Estimated person months</i>	<i>GEF (\$)</i>	<i>Other sources (\$)</i>	<i>Project total (\$)</i>
Local Consultants	108	84,600	0	84,600
Staff	156		117,600	117,600
Office facilities, equipment and operating costs		15,400	377,000	392,400
Travel		0	0	0
Others**		0	15,400	15,400
Total		100,000	510,000	610,000

** Others include: publication and distribution of reports.

G. DOES THE PROJECT INCLUDE A “NON-GRANT” INSTRUMENT? YES ___ NO

H. DESCRIBE THE BUDGETED MONITORING AND EVALUATION (M&E) PLAN:

a) Detailed design of a project level monitoring system:

A set of indicators has been established to monitor project implementation and impacts. The project team will develop a detailed work plan for the project at inception phase to help the project reach its targets.

Periodically reports will be prepared to evaluate the progress of the project implementation. In addition, a Steering Committee will be established to monitor and ensure the project will be implemented effectively.

Mid-term and final evaluation will be carried out jointly with WB and the GEF focal point. A final report will be produced at the end of the project.

b) Development of a national monitoring system for illegal wildlife trade and consumption. The project will contribute to the design, baseline data collection and pilot operation of a national monitoring and reporting system for illegal wildlife trade and consumption. It is anticipated that the national monitoring system will comprise an important component of the new five-year National Action Plan on Wildlife Trade and Consumption. It will be designed, piloted, and operated through close inter-agency cooperation (especially with MARD, Ministry of Public Security, and MONRE) and will assist GoV in mandatory reporting requirements including: “State of the Environment” reporting to the National Assembly; National Tiger Recovery Program reporting; CITES reporting; National Committee to Control Wildlife Trade reporting, and National Committee on implementation of Biodiversity Action Plan reporting. In addition to the indicators discussed in this report (which will be refined in new surveys to be carried out in first six months of the project), the project will expand an existing WCS database on living standards of traders and hunters based on Vietnam Household Living Standards Survey (VHLSS).

PART II: PROJECT JUSTIFICATION In addition to the following questions, please ensure that the project design incorporates key GEF operational principles, including sustainability of global environmental benefits,

institutional continuity and replicability, keeping in mind that these principles will be monitored rigorously in the annual Project Implementation Review and other Review stages.

A. STATE THE ISSUE, HOW THE PROJECT SEEKS TO ADDRESS IT, AND THE EXPECTED GLOBAL ENVIRONMENTAL BENEFITS TO BE DELIVERED:

Unsustainable levels of wildlife consumption pose one of the most significant threats to the conservation of biodiversity within Vietnam's forests, wetlands and protected areas – and to the survival of a substantial number of globally threatened species. Even where good quality stands of forests remain, most forest areas in Vietnam have been largely depleted of those species that can be sold for illegal trade and consumption. This has given rise to the phenomenon of “empty forests” in which wildlife density is very low – a result of over-hunting and illegal wildlife trade.

For some species, conservation measures have been introduced too late or have been ineffective in the face of strong regional and domestic illegal demand for wildlife. The Kouprey *Bos sauveli*, a species of wild ox, once present in large herds in open dry dipterocarp woodlands, has already been driven to global extinction. A sub-species of Javan Rhinoceros *Rhinoceros sondaicus annamiticus*, once widespread in Cambodia, Vietnam and Laos is now thought to have gone extinct in 2009—despite intensive site-based conservation effort in Vietnam’s Cat Tien National Park where the last remaining population remained. Hunting of this species – mostly for its horn that is used in traditional medicine, was the principal reason for this decline to extinction. This species is now restricted to a small population in Indonesia, and may now be the rarest large mammal species on earth¹. Other species such as Wild Water Buffalo *Bubalus bubalis*, Eld’s Deer *Cervus eldii*, Hog Deer *Cervus porcinus*, Banteng *Bos banteng* and Gaur *Bos gaurus* – all once with healthy populations in Vietnam, have now either been eliminated or are now severely depleted and fragmented. Illegal demand for wildlife has been an important contributor to these population declines.

The case of the Indochinese Tiger *Panthera tigris corbetti* is particularly compelling. There may now be only a handful, if any, of wild Indochinese Tigers remaining in Vietnam, and a similar situation exists in neighboring countries of Cambodia and Laos that have seen precipitous population declines in recent years. Urgent measures are needed to prevent its imminent disappearance from Indochina. The decline has been driven by illegal demand for consumption of tiger parts - as well as declines in habitat quality and prey availability across its range.

Some of the smaller species of animals consumed and traded in Vietnam are now also of conservation concern. For example, the once-common Sunda Pangolin *Manis javanica* is now globally-endangered as a result of illegal hunting and trade. Strong demand for medicinal uses was behind the growing incidences of hunting of Black-shanked Douc Langur *Pygathrix nigripes* inside the GEF-supported Chu Yang Sin National Park – despite a scaling up in patrolling and enforcement efforts at this park. The species is now globally endangered and the species is now thought to be in steep decline. The threat posed by illegal hunting to the tiny remaining global population of Saola *Pseudoryx nghetinhensis* makes this species extremely vulnerable to global extinction. Other species in wildlife trade chains are of less immediate conservation concern but their numbers in Vietnamese forests are uniformly low making them vulnerable to external shocks and ecosystemic shifts which are now starting to occur as a result of climate change.

There have been steady improvements in the quality and accessibility of health care in Vietnam. Despite this, the use of traditional forms of medicine that illegally use wildlife species remains deeply rooted in

¹Dinerstein, Eric (2003). *The Return of the Unicorns; The Natural History and Conservation of the Greater One-Horned Rhinoceros*. New York: Columbia University Press. ISBN 0-231-08450-1

Vietnamese culture. Species used range from endangered to common species and include tiger bone "glue", rhino horn, bear bile, pangolin scales, snakes, monitors, turtle shells and various species of deer.

The annual demand for wildlife used for food, medicines, and ornamental purposes and export is reported to vary between 3,700 tons to 4,500 tons (excluding birds and insects).² Research studies estimate the number of confiscation cases of illegal wildlife trade to represent from five to twenty percent of the actual figures. Extrapolating from this, thousands of tons of wild species and hundreds of thousands of individual specimens are being annually consumed domestically or are being smuggled annually to other countries.

Vietnam has quickly transformed from a source state feeding export markets (mostly in China) to a major importing consumer of wildlife. Research has shown that Vietnamese consumer markets are increasingly the destination for species such as tiger and bear, pangolin, freshwater turtles, snakes, and monitors sourced from other Asian countries. Evidence over recent years has also shown that animal products like rhino horn and ungulate horns sourced in Africa are frequently traded to Vietnam for domestic consumers.

In terms of domestic consumption, most wildlife is consumed in specialty restaurants or is used in traditional medicine. The rapid growth of Vietnam's economy over the past 20 years has inflated demand for luxury goods, including high value wildlife products. This has taken place before a corresponding shift in attitudes has taken place towards a conservation ethic typically found in many middle-income countries. Demand is greatest in large cities (e.g. Ho Chi Minh City and Hanoi) where there are higher concentrations of wealthy businessmen and state officials.

Wildlife crime prevention is weak - partly because of lack of capacity but also because of flaws in the legal and policy framework that make enforcement efforts difficult³. Levels of detection and prosecution of people violating wildlife protection regulations is low and punishments are so minor that they do little to deter criminal behavior. Enforcement efforts have also been compromised by a lack of personal leadership of senior government and provincial officials who have made few public pronouncements to discourage illegal demand for wildlife or towards effective enforcement of wildlife protection laws. Overall, levels of awareness among the public of the consequences of wildlife consumption – in terms of legal implications, conservation impact or public health risks, are low. Although media coverage on conservation issues is increasing, it currently does not fulfill its potential as a positive tool for strengthening policy and regulation of biodiversity conservation.

Reducing illegal trade and consumption of wildlife relies on three strategies:

- i) stopping illegal hunting through better in situ management and protection;
- ii) reducing the trade in wildlife both nationally and internationally; and
- iii) reducing domestic demand for wildlife products.

This proposed project will largely focus on the third strategy of reducing demand as much less attention has been paid to addressing the underlying demand drivers of illegal trade and hunting. In practice however it is not possible to draw a clear distinction between effort to reduce consumption and efforts to reduce illegal trade. Various efforts to prevent illegal hunting in forests and protected areas are underway or recently completed – including projects with GEF support (e.g. Chu Yang Sin Project, Green Corridors Project). The General Department of Forests also hosts the CITES Management Authority that regulates

²Source: Project 104. VIE 1.MFS2/21 Strengthen capacity of CITES Implementation and Enforcement in Vietnam.

³World Bank (2009). Forest Law Enforcement and Governance in Vietnam.

and manages international trade in wild animals and plants and support to more traditional wildlife trade control agencies is being delivered through a regional GEF Tiger Futures Project.

The project will seek to reduce illegal demand for wildlife at the national level. However, two components will focus on the major metropolitan conurbation of Hanoi which support a substantial part of the urban population and where a major proportion of illegal wildlife consumption takes place. These components will include “scale-up” mechanisms that will enable the approaches, materials and capacity developed in the target areas to be disseminated and taken-up nationwide. It is also critical to build awareness and reduce demand for wildlife product consumption in rural areas that are both suppliers and consumers. This will be tackled through co-financing under the ADB-financed Biodiversity Corridors Project (see further below), which is implemented by the same agency in MONRE as this proposed GEF project.

The project will complement the substantial inputs being made in protected areas management as these investments are frequently compromised by high levels of illegal hunting to supply domestic demand for illegal wildlife. Forests with the ecological potential to support greater prey numbers and thus restore functional ecosystems with top-order carnivores could benefit the most from the success of this project. These are primarily located along the border with Laos and Cambodia.

The project seeks to achieve its objectives through three substantive components that together will achieve a real impact on how wildlife is consumed in Vietnam. As the design of the project also involved analyzing and understanding cross-border flows of illegal wildlife, it will also contribute to reducing transboundary trade although that is not an explicit objective. The three components target:

1) Strengthening policy and legal frameworks. Under this component the project will enhance inter-agency working coordination (e.g. including MONRE, MARD, Ministry of Justice and Ministry of Public Security) and build capacity to review and improve the existing legal and policy framework. The component will support and build the capacity needed to revise and strengthen the legal frameworks for illegal wildlife trade and consumption, with a strong emphasis on building greater public understanding and transparency of the legal and policy framework. The component will also help to secure a greater level of inter-agency cooperation and ownership and include provision for a national wildlife trade and consumption control system, through the following specific activities:

- Conduct a comprehensive review of the current legal and policy framework on managing and controlling wildlife trade and consumption in particular and wildlife management and protection in general (including laws, sub-law documents, national strategies, and action plans) to identify inadequate, overlapping and unclear regulations in order to produce recommendations on removing, amending, specifying and/or drafting new regulations on wildlife trade control and management.
- Complete the final draft of the Decree on Endangered Species Criteria and their Management and Protection to submit to the Prime Minister for approval and issuance. In addition, the project will help to put in place instructions on implementing this Decree including circulars, procedures/guidelines on developing and carrying out the endangered species conservation programs and promoting the completion, approval and implementation of Vietnam National Tiger Conservation Program.
- Develop a draft legal framework and relevant policies and mechanisms on managing and controlling the breeding, processing, transporting, selling, and buying of endangered captive-bred wildlife and submit for approval. The legal framework will cover the whole process from the production, processing, trading to the buying, selling and using of wildlife products and includes mechanisms to promote sustainable use of legally captive-bred wildlife products, where this is acceptable from a conservation point of view.

- Develop legal guidelines on implementation of the laws, policies and methods for improving the transparency and understanding of these legal documents among management and implementation agencies (such as Biodiversity Conservation Agency, Ministry of Justice agencies).
- Cooperate with relevant management agencies (Ministry of Health, Ministry of Science and Technology, etc.) and scientific research institutions to develop policies that supports the production and use of alternative products of traditional medicine now made from endangered, precious and protected wildlife.
- Develop and promote the institutionalization of mechanisms and policies on sharing responsibilities and benefits (among management agencies, enterprises and the public) in managing, controlling wildlife trade and consumption as well as strengthening public engagement in monitoring wildlife trade and consumption.

2) Monitoring and enforcement of consumption controls. This component has been designed to improve the baseline of information and analysis needed to develop effective strategies for addressing illegal demand and consumption of wildlife. Baseline data exists but it hasn't been documented systematically and reports on the status and trends of illegal wildlife trade in support of management and control haven't been regularly produced. The information data system needs to be developed and operated. In addition, more specific information is needed for Hanoi (selected as a geographic focus of the project) and for selected sectors. This component will also seek to build capacity amongst relevant agencies (particularly MARD, MPS, MoH, and MONRE) for investigations of consumption and demand aspects of trade for key species and in target cities and will also support a review of the use of wildlife in the health sector. It will put in place baseline data for monitoring changes in demand and consumption and then support the development of a national monitoring system to inform adaptive management of wildlife trade and consumption control, and to inform national reporting to the National Assembly and to the National Committee to Combat Wildlife Trade (co-chaired by the Vice-Ministers of MARD and MONRE).

Although there has been no comprehensive and effective monitoring system of wildlife trade and consumption in Vietnam, the yearly statistics of the National Forestry Protection Department (FPD) according to reports of FPDs of 63 provinces, cities and 6 National Parks (Ba Vì, Tam Đảo, Cúc Phương, Bạch Mã, Yok Don and Cát Tiên) prominently point out the illegal wildlife transport, trade and use activities at different scales in Vietnam. According to the statistics (National FPD, 2007⁴, 2008⁵; Cao Lâm Anh and Nguyễn Mạnh Hà, 2005⁶), from 1997-2010 in Vietnam, there is a yearly average of 1200-1600 wildlife crime cases discovered by FPDs nationwide.

With regard to the total quantity of forest animals confiscated by FPDs in the period of 1997-2010, on average about 50-70 tons of forest animals are illegally exploited, transported, and traded annually. The quantity of seized forest animals was highest in 1998 (over 94.3 tons). From 2007 till now, there is a rapidly increasing trend in the quantity of confiscated wildlife. However, the above confiscated quantity just accounts for a small part of about 5-10% in comparison with the estimated number of around 3,700 to 4,500 tons of wildlife fauna (excluding aquatic species and insects) yearly used in Vietnam as food, medicine, ornaments, and pets (CPVN, 2004⁷).

The statistics of National FPD from 2007 to 2010 also reveals that the number of rare, precious and endangered wildlife confiscated by FPDs reaches over 2745 individuals and in increasing. The provinces

⁴ National FPD, 2007. Statistic report on wildlife and forest product violations nationwide. Việt Nam.

⁵ See: http://www.kiemlam.org.vn/Desktop.aspx/News/Van-ban-cites/Thong_ke_dong_vat_hoang_da_2008/

⁶ Cao Lâm Anh and Nguyễn Mạnh Hà (2005). Report on current wildlife trade context and the management measures. The report not published for Vietnam's CITES Management Authority, Hanoi, Vietnam.

⁷ CPVN [Vietnam Government] (2004). National action plan on strengthening management of wild fauna and flora trade to 2010. Lao Dong Publisher.

which confiscate biggest number of rare and precious wildlife in this period are: Hanoi, Phú Yên, Điện Biên, HCMC, Bình Thuận, Phú Thọ, Thừa Thiên Huế, Hải Dương, Lâm Đồng and Đồng Nai.

Ha Noi is still the biggest center of wildlife meat trade. The 13 species most commonly seen in wildlife restaurants' menus in Hanoi are snakes, palm civets, monitor lizards, porcupines, leopards, pangolins, monkeys, forest pigs, hardshell turtles, soft-shell turtles, civets, boas, and birds. Of these, the most common and largest are snakes, civets, forest pigs, and birds (*Wildlife trading in Vietnam: Situation, Causes and Solutions – Nguyen Van Song, 2008*).

Hanoi is also a major market consuming tiger bone glue and other wildlife products which takes place in part from the belief that these products can cure many diseases and perhaps in larger measure because of the status that is conveyed by consuming rare and exotic animals. Investigations have shown that wildlife products are exchanged directly between sellers and buyers, or sold at various traditional medicine shop and wildlife restaurants. According to the statistics by Environmental Police from 2007 – 2009, the authorities reported 12 cases involving tigers; and confiscated 11 frozen tigers, six sets of tiger bone, tigers' products such as skin, tusk and claw and other wildlife products like bear bile and animal tusk.

The component will include technical assistance that will help Vietnamese agencies to identify and adapt effective approaches to tackling wildlife consumption and then to pilot these approaches during years 2 and 3 of the project. This could include strengthening the role of the judicial sector. Followings are some important facts on practical wildlife law enforcement and management.

Although the administrative punishment for wildlife violations (endangered species) has been increased up to 500 million dong and clearly stipulated in the Vietnam Penal Code, applied fines in practice are not enough to deter and effectively prevent individuals and organizations which violate wildlife laws.

There are many weaknesses, loopholes, and contradictions within the existing legal framework, causing difficulties and costs for authorities in practical law enforcement (e.g., in the preservation and identification of confiscated wildlife specimens if they belong to protected wildlife groups by law). In reality, wildlife violators understand these weaknesses of existing policies, so by any means, they make use of these weaknesses so that they can break the law or commit crimes again without fearing punishment. A complicating factor is that there surely is corruption with relevant wildlife agencies who rather than acting to control the trade may be facilitating or actively participating in it.

Under this component, an innovative wildlife crime enforcement campaign will be designed and implemented at the project demonstration area by functional authorities including environmental police, forest protection departments, and the Procuracy. Currently, wildlife crime enforcement is mainly reactive and not been carried out in a strategic way.

3) Building awareness to change behaviors. This component will improve the awareness of key decision-makers and consumers about use of illegal wildlife, Some activities are underway in Vietnam and in the region and some early lessons learned have emerged.

Low awareness of the consequences of their actions is one of the causes of the illegal wildlife trade and consumption in Vietnam. A survey carried out in Hanoi by TRAFFIC shows that the majority of the public has a poor understanding about wildlife laws and environmental impacts of wildlife consumption (Venkataraman, 2007). Also according to the survey, wildlife consumption in Hanoi is not only popular but is increasing. Recently, Education for Nature Vietnam (ENV) has conducted three surveys on attitudes to bear bile use in three big cities of Vietnam including Hanoi, Da Nang and HCMC. According to results

gained from these surveys, most of the bear bile users (71%) as well as the non-users (74%) were not aware that it is illegal to use bear bile (Quyên, 2010).

However, the link between the awareness, attitude and behaviors of wildlife trade and consumption remains unclear. The survey held in HCMC by Wildlife at Risk reveals that most wildlife consumers questioned at restaurants are in the age range of 20-50 and have rather high educational background. Many of these consumers were concerned about the future of Vietnam's wildlife species as well as the connection between wildlife and diseases (Hòa, Shaw, and Khôi, 2004). According to a recent survey held in Hanoi by Drury (2009), many people living in urban areas such as Hanoi are fully aware that humans are the main cause of the decline in wildlife population, but they still keep using wildlife and its products.

For local and ethnic communities living near source areas, the attraction of the profit gained from wildlife operation are seen as main causes of the illegal wildlife hunting and trade (Sáng, Lã, Tường, and Trường, 2003; Truong, Sang, Tuong, and Son, 2003; Hà and Trường, 2004) (Project of Tam Dao National Park and Buffer Areas Management, 2004). The research held in Khe Trăn (Thừa Thiên – Huế) shows that Pahy people community's understanding about forest resources is decreasing though forest product and wildlife still play an important role in their life (Boissière, Basuki, Koponen, Wan, and Sheil, 2006). According to the awareness evaluation held in the buffer areas of Chư Yang Sin National Park (Đăk Lăk), Ê-đê and M'ông people community who has lived in the locality for a long time had a better understanding about the decline in forest resources, wildlife, land and water resource happening in their place than that of Kinh and H'mông immigrants (PanNature, 2007). Low educational background is one of the obstacles for public awareness raising activities about wildlife and nature conservation in the local people communities living around protected areas (Hoang Lien Son *et al.*, 2003).

It is certain that education and public awareness raising activities play an important role in the prevention and reduction of illegal wildlife hunting, trade and consumption (MARD, 2004; Quyên, 2010). Thanks to the development of society as well as mass media, the education and public awareness raising activities will have to be carried out in more diverse/innovative forms with strategic approaches toward different targeted consumers.

The NGO Animals Asia has been working closely with the traditional medicine community (TMC) in China for many years to reduce the use of bear bile. They combined two main approaches: building support within the traditional medicine community and lobbying at a national scale through media campaigns on ending the use of bear bile including online petitions with celebrity backing. They worked to build networks through symposia, workshops, and TMC University training within the scientific and medical community to identify pro-wildlife doctors/scientists (of which they now have a large number) and providing them the platform to speak out against the use of endangered wildlife and promote the use of alternatives.

Freeland, another NGO, has led public awareness campaigns in Thailand which have targeted young people. They can be characterized as having high production costs (working with an international advertising agency) but also high exposure -- e.g. one campaign included materials at 48 customs check points throughout Thailand including Suvarnabhumi Airport, advertisements on the Sky Train and billboards throughout Bangkok. It is difficult to measure the effectiveness of this approach on different audiences but it is undeniable that the messages reach a large number of people.

Building on this experience, this project will focus on several key target groups:

- **Senior government and party officials:** The project will seek to identify and support “champions” within the government and the Party or from civil society who will raise the political profile of

illegal wildlife consumption and encourage behavior change on wildlife consumption for consumer groups targeted by the project.

- **The public health sector:** Traditional medicine departments of the Ministry of Health (MOH) are not engaged in activities to discourage the use of protected and endangered species such as tigers, rhino, and bear and some traditional practitioners are promoting and encouraging the use/consumption of endangered wildlife. Work will build on a review of the use and role of wildlife in Vietnam's health sector (Component 2) that will cover public health disease transmission risks of wildlife in trade and consumption of wildlife as part of traditional medicine therapies and treatments. The component will apply a range of approaches (media, workshops, guidance materials) to encourage health professionals to desist from recommending the use of illegal wildlife in traditional medicine and promoting its use through official guidelines and pharmacopeia towards promoting the use of alternatives. The outcome will be a reduction in the common practice of selling wildlife parts for medicinal purposes. Although the risk is small, it will be important to not unduly exaggerate public health risks in order to avoid preemptive culling of wildlife stocks.
- **Private sector:** The private sector is a key area for intervention on wildlife consumption as the private sector is a major end user group for illegal wildlife restaurants and TCM SMEs represent key retailers of wildlife. Businessmen traditionally entertain colleagues, customers, investors and guests with wildlife meals, often targeting endangered species such as tigers because of their rarity and prestige. Currently this sector has little incentive to support biodiversity conservation and has low awareness of the values of wildlife. However, as Vietnam increasingly enters international markets and faces changing attitudes domestically and internationally, companies must evolve. This project will give considerable focus to working with major private sector actors in Vietnam both to reduce demand and, more importantly, to harness the potential of a more proactive role of business in conservation. Addressing private retail outlets of wildlife will require a different approach. In addition to raising awareness of the businessmen, it is important to create disincentives for dealing in endangered wildlife by supporting multi-agency enforcement campaigns targeting illegal retailers of wildlife at the demonstration areas. The project will also explore social marketing campaigns that have been shown to work well in other countries.
- **Public servants** working for government ministries, state enterprises and the military have also been identified as a significant wildlife consumer group and the project will seek collaboration from the Communist Party's Central Committee on Communication and Education to target these audiences using tailored awareness approaches.
- **Rural communities** near protected areas are both suppliers of wildlife (through poaching or engagement in wildlife trade) and consumers, albeit at a much smaller scale than in urban areas. Through the co-financing of the ADB-financed Biodiversity Corridors project, work will be done with rural communities near key conservation areas.

Global Environmental Benefits

By focusing on the demand side of wildlife trade and consumption, the project will begin a process of reducing consumption of illegal wildlife, including substantive trade in globally-threatened species. Many of these species are traded internationally to meet domestic demand in Vietnam. International trade of rhino horn for consumption in Vietnam is now an issue of considerable international concern since this undermines conservation efforts in southern African countries and also threatens considerable wildlife tourism revenues. Vietnam is also a significant consumer and trading corridor for tigers and tiger parts from other South and South East Asian countries. A range of other globally-threatened species appear in the Vietnam marketplace, and often illegal hunting to meet market demand from urban areas comprises the most important conservation threat facing these species.

The project targets a reduction in illegal consumption of wildlife. The two main indicators at the level of the global environment objective concern the percentage of the population in Hanoi that are consumers of wildlife, specifically in restaurants and users of bear bile. Although the targeted % reduction is appropriately modest given the small size of the project, it is expected to translate into about 100,000 less consumers of wildlife in Hanoi and a similar reduction in bear bile consumers.

The Global Tiger Initiative has helped focus policy attention on the plight of this species. Any incremental support to tiger populations will have considerable global value as this species is arguably one of the most iconic animal species that both needs global protection and is galvanizing global support for conservation. Tigers will benefit from reductions in direct poaching and consumption but also by having access to a greater prey base. Small animal populations could ultimately be restored in some forest areas, although most likely not in the timeframe of this project, and although these species may not be globally threatened, they will allow Vietnamese ecosystems to be functionally restored, and these are some of the most threatened and globally important ecosystems in Southeast Asia.

The GEF has made and continues to support the GoV in making major investments in supporting habitat protection in Vietnam. The value of these global investments is diminished if there is not a corresponding decrease in consumption of wildlife - filling the empty forests. The global implications of wildlife demand in Vietnam means that, by addressing trade and consumption in Vietnam, this will reduce overall pressure on critical wildlife resources worldwide.

B. DESCRIBE THE CONSISTENCY OF THE PROJECT WITH NATIONAL AND/OR REGIONAL PRIORITIES/PLANS:

The Government has issued a large number of laws, decrees, regulations, and other legal instruments to address illegal wildlife trade and consumption. The overriding policy originates from the Penal Code (2010 amendments), the State Law on Forest Protection (2004), and the State Law on Biodiversity (2008). These laws prohibit the illegal hunting, shooting, trapping, catching, keeping in captivity, killing, buying, selling, doing business with, storing, processing, transporting, using, consuming, advertising, importing, and exporting of protected species in Vietnam. In addition, the issuance of the Biodiversity Law (2008) highlighted the increasing attention from the Government on wildlife conservation and the importance put on changing public attitudes and behaviours towards preserving wildlife species and the use of their products.

The Government of Vietnam has approved national action plans on biodiversity protection such as the "Biodiversity Action Plan 2010 toward 2020" which is articulated around 5 major objectives, of which one is the effective protection of endangered wildlife including control and prevention of illegal exploitation through trade and consumption. The Government also approved the National Action Plan to strengthen the control of trade in wild fauna and flora 2005-2010 that is scheduled for a review in the coming year.

Vietnam has been a member of both CBD and CITES since 1994, operates a relatively large Interpol NCB with officers working on wildlife crime issues and participating in Wildlife Crime working group operations and intelligence-sharing tools.

Vietnam also participates in the ASEAN-Wildlife Enforcement Network with National focal points in CITES Management Authority, National Environmental Police and the General Department of Customs Anti-smuggling Unit. Vietnam accepted the “Manifesto on Combating Wildlife Crime in Asia” Resulting from the international workshop “A Forgotten Crisis: Arresting Wildlife Depletion in Asia through Strengthened Regional Cooperation and Effective Partnerships” hosted by the Ministry of Natural Resources and Environment, Thailand, The Royal Thai Police and the ASEAN Wildlife Enforcement Network Program Coordination Unit. This manifesto includes specific government pledges to protect natural resources through the “effective control of illegal domestic wildlife use” and “reducing demand for illegal wildlife products”.

Lastly, Vietnam has actively participated in the Global Tiger Initiative (GTI) and attended the International Tiger Forum in St. Petersburg in November 2010 where Vietnam agreed to the St. Petersburg Declaration that among other objectives included a commitment to delivering long-term national programs to create awareness of the value of wild tigers and their ecosystems and thus reduce the illicit demand for tigers and their parts. Furthermore, in Vietnam’s National Tiger Recovery Program that is in the final stages of state endorsement, the government sets out an objective that the “demand for tiger and other wildlife products is significantly reduced and support towards wild tiger conservation is significantly increased”. The implementation of the project will directly contribute to the implementation of the priorities identified in the national action program for Vietnam through reducing the threats to tiger and its preys. Therefore, the project is fully supportive and consistent with the common vision developed under the global initiative for tiger conservation that is seen in Vietnam as one flagship in support of the broader agenda of biodiversity conservation in the country.

These above mentioned policies and plans have created at a broad level the appropriate legal and policy framework for a mobilization in support of the protection of highly endangered species, and as a result for the conservation of the biodiversity of Vietnam. However, as noted above, at the level of individual policies and decrees there are many gaps, overlaps, and problems that need to be addressed.

C. DESCRIBE THE CONSISTENCY OF THE PROJECT WITH [GEF STRATEGIES](#) AND STRATEGIC PROGRAMS:

The proposed project is consistent with the GEF strategy for biodiversity. It is submitted primarily under the Strategic Program 4 (“Strengthening the Policy and Regulatory Framework for Mainstreaming Biodiversity”). In part the wildlife trade problem is a failure of policy formulation and implementation and accordingly this is the focus of Components 1 and 2. Additionally, it is highly relevant to SP-5 (“Fostering Markets for Biodiversity Goods and Services”), not so much in the sense of creating new markets for biodiversity goods but rather limiting markets that have negative consequences for biodiversity.

D. JUSTIFY THE TYPE OF FINANCING SUPPORT PROVIDED WITH THE GEF RESOURCES:

The project is focused on technical assistance (TA) and scientific and technical analysis (STA). These are the critical investments that are needed to build up the knowledge of the problem and to formulate solutions that can be brought to bear.

In addition, the grant support is appropriate as internationally important biodiversity is a global public good and progress in reducing consumption of illegal wildlife will bring global benefits. The GoV also invests substantially from its own resources in efforts to conserve biodiversity, including significant investment in enforcement efforts. Tackling demand is a new and innovative approach in Vietnam and it is anticipated that if this approach is successful, then GoV will commit domestic resources to scale-up demand-side management efforts. In the absence of GEF funding, the GoV will continue to make small-scale efforts to reduce demand but these will not benefit from international best practice this project can bring and the scaling-up of critical activities it will allow.

E. OUTLINE THE COORDINATION WITH OTHER RELATED INITIATIVES :

- (i) The project is designed to improve inter-agency coordination and cooperation on wildlife trade in general, and for addressing illegal consumption of wildlife in particular. The project design also seeks to support and inform existing institutional structures designed to promote inter-agency coordination. The Government of Vietnam has established two inter-ministerial committees of relevance to this project. Firstly is the National Steering Committee on Biodiversity Conservation Chaired by the Minister of MONRE reporting directly to the Prime Minister with 11 members representing all major ministries. This Steering Committee is responsible for planning priority national actions on biodiversity and coordinating line ministries to implement their tasks on biodiversity conservation. Second is the Vietnam Wildlife Enforcement Network (National Committee on Wildlife Trade Control) chaired by the Vice-Minister of MARD with representatives from all relevant law enforcement and regulatory agencies. The dedicated multi-agency committee to provide analysis, planning, prioritize actions and facilitate operations and communications between ministries to address illegal wildlife trade in Vietnam. The project will communicate the project outcomes, findings, lessons learnt from the field and significant outputs to the members of these committee at their regular meetings to assist in their planning, analysis and operations. In addition, The National Monitoring and Reporting System will inform both of these committees and will also assist in MONRE's statutory reporting responsibilities on the "State of the Environment" to the National Assembly.
- (ii) There are a number of NGOs who have existing programs or projects addressing illegal and unsustainable consumption of wildlife, notably the Wildlife Conservation Society (WCS), Education for Nature – Vietnam (ENV), TRAFFIC, People and Nature Reconciliation (PanNature), Wildlife at Risk (WAR), FFI, WWF, Freeland Foundation, and Birdlife. As a state agency with biodiversity management and protection mandate, BCA and the project will serve as a focal point to facilitate collective actions, as well as bring results of these NGO initiatives to the policy fora. Historical and ongoing trade and wildlife restaurant data from ENV, WAR, and TRAFFIC can supplement the national M&E system. The project will consult with organizations with strong field presence such as FFI, WWF, and Birdlife that have site-based anti-wildlife trade activities when implementing pilot activities in selected areas. ENV, WCS, and PanNature will also be requested to share their efforts in working with the mass media and promoting public awareness on wildlife trade. Freeland Foundation will be cooperating particularly closely with BCA on this project and are providing almost \$300,000 of cofinancing to ensure close collaboration with their USAID-funded project Asia's Regional Response to Endangered Species Trafficking (ARREST). The Project management board will host biannual meetings of the VUFO-NGO Resource Centre's Wildlife Trade Working Group to provide a platform for sharing results and lessons learnt between these various organisations and from the project on addressing illegal wildlife consumption.
- (iii) The ADB-funded Greater Mekong Subregion Biodiversity Corridors Project (Phase II) in Central Vietnam aims to establish a biodiversity corridor regime in three central provinces with functioning management plans and enforced local policy and legal framework. MONRE is the executing agency for this project, and BCA will lead on a number of activities. This project will be improving the

livelihood of local communities and their capacity to manage and protect forest and natural resources in the corridors. Major components are targeted to awareness raising and encouraging a strong local role in biodiversity conservation, both *in situ* and through reducing engagement in illegal wildlife trade. The project will be active in Quang Nam, Quang Tri and Thua Thien Hue Provinces. About \$10 million of this \$34 million project will be focused on the community livelihood and community-based biodiversity conservation components. About a tenth of that, or \$1 million, has been designated as cofinancing for this project by MONRE because of the strong linkages to be developed. The project teams will maintain close communication to ensure lessons and field implementation issues relating to policy and laws are fed upwards to national analyses and revisions. The fact that BCA manages both projects will help ensure complementarity of actions and financing.

- (iv) GIZ has recently initiated a project on the “Preservation of Biodiversity in Forest Ecosystems in Viet Nam” that among a number of field-based initiatives includes a detailed policy analysis in the first year. This project is focused on the development of sustainable financing mechanisms for PAs along with institutionalisation of biodiversity conservation policies, building capacity within government, and raising awareness and support for PAs more widely within government and the public. As part of its policy work on biodiversity it aims to support some of the same regulatory problems and bottlenecks that have been identified for this GEF project. The project will work closely with the GIZ implementation team to ensure analyses are complementary. The Director of BCA is a member of the GIZ Project Executive Board.
- (v) The Global Tiger Initiative (GTI) will remain a key partner of this MSP given that many of the activities proposed here are aligned with Vietnam’s commitments under the GTRP and its own NTRP. The partnership of BCA-MONRE as the Vietnam GTI focal point and the World Bank as the lead agency in the GTI will ensure feedback and coordination of efforts towards achieving these commitments. The World Bank has also provided a Development Grant Facility (DGF) grant of \$0.5 million to the Smithsonian Institution to support GTI activities such as promotion of national and regional hubs and preparation and delivery of training for conservation practitioners. The GTI in Vietnam has financially and technically supported the Government of Vietnam in the preparation of the National Tiger Recovery Plan, including participation of key actors at the four or five regional meetings leading up to the Tiger Summit in November 2010 in St. Petersburg, Russia as well as in training activities in the US and Thailand. In August 2011 GTI will be organizing a major workshop in Vietnam on wildlife monitoring.
- (vi) Addressing domestic trade and consumption of endangered and protected wildlife is a key focus of a number of CITES resolutions/decisions and also under the ASEAN action plan on wildlife trade control (including ASEAN-WEN). MONRE and MARD will ensure significant outcomes of this project are reported in the relevant fora towards these national commitments.
- (vii) Component 1 of this project will develop and implement an inter-agency working group for revising the legal and policy framework and this will draw on a range of ongoing and past initiatives, including the World Bank Forest Law Enforcement and Governance assessment of Vietnam.
- (viii) The regional GEF Tiger Futures MSP was implemented by WCS and TRAFFIC in Vietnam and providing important support for building the capacity of the more traditional law enforcement agencies (e.g. Forest Protection Department and Environmental Police) and also supporting improved international co-operation on addressing transnational wildlife crimes between Vietnam and Lao, Cambodia and Indonesia. The project closed in June 2011.

F. DISCUSS THE VALUE-ADDED OF GEF INVOLVEMENT IN THE PROJECT DEMONSTRATED THROUGH INCREMENTAL REASONING:

The overall policy and legal framework of the Government of Vietnam shows an overall direction that is consistent with the imperative of reducing illegal wildlife consumption. Through support to initiatives such as the GTI, the Government has also indicated at a high level that these issues are of concern. However, the gap between the framework and statements of political support and effective and real reduction in illegal wildlife consumption is very large. This results from a lack of knowledge, awareness, confusion about policies and institutional structures, and a lack of best practice ideas to make real changes. For example, the regulations and decrees under the Law on Biodiversity (passed in 2009) have not yet been prepared, resulting in some regulatory gaps despite a good overall legal framework.

This GEF project will build on the existing base but incrementally bring to bear know how and expertise to make inroads into the large problem of illegal consumption. In the absence of this support, the baseline situation would be expected to continue for many years, and will likely result in the extirpation or extinction of some particularly vulnerable species such as tigers.

In addition, Vietnam currently lacks technical capacity to develop and pilot effective strategies to address illegal wildlife consumption. GEF support can add value by supporting the development of inter-agency approaches, helping Vietnam to identify effective approaches that have been applied elsewhere and by helping Vietnam to monitor progress at national level and hence be able to report on progress at international level, including through CITES and to the Global Tiger Initiative. The focus of project efforts will be on globally threatened species – both those sourced into wildlife trade from Vietnam, as well as species (and parts thereof) traded internationally (such as rhino horn and tiger bone paste). This focus on global environmental benefits should complement GEF investments in other biodiversity conservation projects, including protected areas management projects in southern Africa and South and South-East Asia.

G. INDICATE RISKS, INCLUDING CLIMATE CHANGE RISKS, THAT MIGHT PREVENT THE PROJECT OBJECTIVE(S) FROM BEING ACHIEVED AND OUTLINE RISK MANAGEMENT MEASURES.

Objective/Outcome	Risk	Risk Rating	Risk management
Objective: Strengthen biodiversity conservation through significant reduction of illegal wildlife consumption in Vietnam	The project does not target the most important illegal consumption markets.	Medium	The project targets major centres of consumption with a mix of interventions designed to strengthen enforcement at points of sale, strengthen capacity and improve awareness among key opinion-formers and consumer groups.
Outcome 1.1: Clarity among key ministries and agencies on needs for policy and legal framework strengthening	MARD, MONRE and other agencies are not willing to cooperate effectively in a coordinated approach to improving the legal and policy framework.	Medium	This project will utilize and strengthen existing inter-ministerial groups through regular meetings, assigned focal points, and small focused studies to improve coordination between agencies.
Outcome 1.2: Improved baseline analysis and information on illegal wildlife consumption	The difficult of collecting scientifically valid information (since one of the purposes of project is knowledge collection).	Low	The project will use peer reviewed methods to collect information and rely on expert advice for the analysis of the data.
Outcome 1.3: More effective enforcement of retail outlets (e.g. restaurants,	Corruption from retailers to law enforcement agencies compromises arrest, prosecution, and	Medium/high	The risk of avoiding enforcement through corruption cannot be avoided but can be minimized

pet shops, private zoos, TCM pharmacies) selling protected wildlife and consumers	punishment.		through enhancing transparency and national monitoring systems to inform adaptive management of wildlife trade and consumption control.
Outcome 1.4: High-level “champions” support effective action on illegal wildlife consumption	Failure to find the Champions the project hopes to work with.	Medium	The project will build on both successes and failures of similar efforts recently undertaken under other initiatives, e.g. by Freeland.
Outcome 1.5: State and private sector consumes less illegal wildlife	State employees respond negatively or not at all to state media campaigns. Private sector difficult to reach with limited project resources.	Medium	The project will collaborate with the Central Propaganda and Communications Committee of the Communist Party in communication campaigns for the state sector and will recruit private sector champions for this cause.

H. EXPLAIN HOW COST-EFFECTIVENESS IS REFLECTED IN THE PROJECT DESIGN:

The project complements significant domestic and international investments in protected areas management and species conservation made by national and provincial authorities and by international donors, such as the GEF. Outside of Vietnam, significant investments in species conservation and managing protected areas are made to conserve species that subsequently end-up in Vietnam’s wildlife trade – including rhinos, elephants and tigers. Loss of these species *in situ* represents both a wasted investment and can incur substantial economic losses e.g. from present and tourism revenues.

The project activities themselves have been designed to be low cost, in order to be able to move this ambitious agenda forward under a small project budget. The project will need to work closely with other actors to ensure highly cost-effective interventions.

PART III: INSTITUTIONAL COORDINATION AND SUPPORT

A. INSTITUTIONAL ARRANGEMENT:

1. National Implementing Agency: VEA - MONRE
Accountable to GoV and WB/GEF
2. Project Focal Point/Project Leading Implementer: BCA
Accountable to VEA - MONRE; coordinating implementation with partners; daily management

B. PROJECT IMPLEMENTATION ARRANGEMENT:

The project implementation structure will be set up as below:

- The Project Executive Board (PSC)
- The Project Management Unit (PMU)

Project Executive Board (PSC): The PSC will make all necessary decisions and provide guidance for implementation of project activities, including approval of the overall project work-plan, and budget revisions.

The PSC will consist of members representing MONRE, MARD, MOH and MPS (Environmental Police). The Deputy Director General of Vietnam Environment Administration (VEA) under MONRE will be the

chairperson of the PSC, and Director of Biodiversity Conservation Agency (BCA) will be the vice chairperson. The PSC will meet every six months, or more often on an *ad hoc* basis, if deemed necessary.

Government Agency/National Implementing Agency (NEA)

VEA will be accountable to the Government and WB for ensuring (a) the substantive quality of the project, (b) the effective use of both national and WB resources allocated to it, (c) the availability and timeliness of national contributions to support project implementation and (d) proper coordination among all project stakeholders, particularly national parties.

VEA will assign BCA to be the Project Implementing Agency, also known as main responsible party, which will be the lead organization in the present project, acting for MONRE and working with various departments, offices and institutes in MONRE, MARD and other stakeholders.

BCA will be responsible for day-to-day management and implementation of the project. This includes mobilizing all national and international inputs to support project implementation; organizing and monitoring project activities in accordance with the agreed work plans; and on a quarterly basis reporting to MONRE and WB on the progress as well as financial status of the project.

Project Management Unit (PMU). To assist BCA and BCA in implementation of the project, a project management unit will be established. MONRE will assign Deputy Director of BCA to be the National Project Director (NPD), who will head the PMU. The NPD is accountable to MONRE for the use of project resources and to deliver on outcomes. Specifically the NPD will be responsible for overall management and implementation of the project, especially through managing the PMU. The NPD will supervise as well as guide the work of the National Project Coordinator (PC) and the PMU.

The Project Management Unit (PMU) in MONRE will be responsible for the following.

- Prepare an inception report including detailed work plan and identification of target provinces/cites. This inception report will be done in coordination with MARD and other stakeholders.
- Support the Project Executive Board and translate their guidance into day-to-day project coordination and management.
- Provide technical support to MONRE, MARD and other stakeholders for implementation efforts to achieve the project outcomes.
- Mobilize technical assistance in support of the achievement of all project outcomes
- Undertake project monitoring, budget management, detailed work planning (annual, quarterly), and fulfilling report needs to government and international donors

The PMU will be hosted in the main building of BCA, and will comprise of the following positions:

- Project Director (Deputy Director of BCA)
- Project Coordinator (PC) (recruited, 36 months, full-time)
- Financial and procurement officer (recruited, 36 months, full time)
- Project Secretary/translator (recruited, 36 months, full time)

MONRE will work closely with MARD, MPS, MoH, and Market Control and will be responsible for:

- Mobilizing technical assistance in support from within relevant ministries for the achievement of all project outcomes where joint responsibilities have been identified with MONRE


- Undertaking appropriate technical inputs, coordination, monitoring and detailed (annual, quarterly) work planning and reporting to WB concerning components involving relevant ministries.
- Ensuring that work being undertaken does not duplicate or simply replicate the work of relevant ministries but builds on the best practices to add incremental value to the work of the project
- Reporting on sectoral issues to the PSC, line ministries, and WB.).

PART IV: EXPLAIN THE ALIGNMENT OF PROJECT DESIGN WITH THE ORIGINAL PIF:

The project objective remains the same (with some slight re-wording to improve clarity). The component structure is similar, covering legal and policy aspects, knowledge management and awareness activities. The budget requested from the GEF is still the same while project co-financing has been increased in comparison with the PIF proposal.

There has been some restructuring to improve the logical structure of the results framework, and capacity building, previously a stand-alone part of component 1, has now been integrated into all components. Baseline data has been recognized as particularly important in implementing further activities in the project as in the second component on monitoring and enforcement of consumption controls. Therefore, baseline analysis and information on illegal wildlife consumption has been stressed as a main output in the proposal. The approach in the third component on building awareness to change behaviors has been explained more clearly than in the PIF. The health sector received more attention in the final proposal as it was determined during preparation that the use of wildlife products for traditional medicine plays a more critical role than originally anticipated.

PART V: AGENCY(IES) CERTIFICATION

This request has been prepared in accordance with GEF policies and procedures and meets the GEF criteria for CEO Endorsement.	
 Karin Shepardson GEF Agency Coordinator	Jiang Ru Project Contact Person
Date: October 2011	Tel. and Email: 202-473-8677 jru@worldbank.org

ANNEX A: PROJECT RESULTS FRAMEWORK

Hierarchy of Objectives/ Outcomes	Indicators	Baseline	Target Value	Means of Verification	Assumption/Risks
Project Objective: Strengthen biodiversity conservation through significant reduction of illegal wildlife consumption in Vietnam	Consumption of wild meat in preceding 12 month period.	A study in Hanoi in 2007 (915 interviewees) indicated 23% had consumed wild meat in previous 12 months. ⁸	The project will target a reduction to 20%, equivalent to about 100,000 fewer consumers in Hanoi.	In the first six months of the project a new survey will be undertaken to confirm the baseline and establish a verifiable statistical methodology. The survey will be repeated at end of the project.	Strong market demand for illegal wildlife will be reduced by consumer behavior changes resulting from improved levels of awareness, and better policies, legislation and scientific evidence.
	Percentage of population who are current users of bear bile as a traditional medicine.	EVN's 2010 study (1000 interviewees) established this as 23% in Hanoi (13% when also including HCMC and Danang).	The project will target to reduce this indicator to 20%, equivalent to about 100,000 fewer consumers in Hanoi. ⁹	As above.	As above.
Component 1: Strengthen Policies and Legal Frameworks					
Outcome:					
A more effective policy and legal framework	Completeness and consistency of legal and policy framework.	Legal framework unclear and incomplete on consumption aspects of illegal wildlife trade.	Legal framework adequately covers consumption issues and overall framework is broadly consistent.	Legal and policy status update review in 2014.	Local authorities are willing and have sufficient capacity to implement policies and legislation.
Output:	(a): New National Strategy on biodiversity to 2020 and Action Plans on Wildlife Trade Control (2010-2020).	Existing action plan seen as single agency and expires end 2010. Overlapping, ambiguous, incomplete legislative framework limits effectiveness of policies and implementation of strategies/action plans	Strategy and Action plan endorsed by Prime Minister in 2011 and 2012, respectively.	Review of Prime Ministerial decisions.	
	(b) Improved regulations on illegal wildlife trade and consumption.	Current regulations are incomplete and inconsistent.	Regulations submitted for approval by PM by		

⁸ Source is R. Drury's 2009 Ph.D thesis "Identifying and understanding consumers of wild animal products in Hanoi, Vietnam: Implications for conservation management" Note that not all wild meat that is consumed is illegal but the indicator is still useful as a general measure of illegal consumption of wildlife although data will have to be interpreted carefully. Another baseline study was TRAFFIC's 2007 survey of 2000 interviewees in Hanoi which indicated 38% consumption at some previous time (not just in previous year)..

⁹ These consumers are likely about the same as those targeted under the previous indicator as one consumption pattern will be highly correlated with the other.

Hierarchy of Objectives/ Outcomes	Indicators	Baseline	Target Value	Means of Verification	Assumption/Risks
			2012.		
Component 2: Monitoring and Enforcement of Consumption Controls					
Outcome:					
Improved monitoring systems and enforcement of consumption controls	Percentage of restaurants which serve wildlife.	No baseline data available for Hanoi but values are 94% in Bien Hao and 84% in Dalat (2011 WCS data).	A 10% reduction from baseline value for Hanoi (baseline to be determined).	Building on methodology developed by WCS, project in first 6 months will carry out a restaurant survey in Hanoi and repeat survey at end of project.	It is assumed that reducing open access to illegal products will not drive this business “underground”.
Output:					
	(a) Strengthened capacity of municipal enforcement teams and judicial authorities in demonstration areas	Levels of knowledge, experience on required skills and technical equipment vary widely between agencies. Baseline of adequately trained personnel to be determined.	Number of key enforcement and judicial personnel who have received adequate training triples by end of project	Review of training reports and specific studies and reports as needed.	
	(b) Number of enforcement campaigns implemented with support from Vietnam-WEN	Wildlife crime enforcement is mainly reactive and not strategic or intelligence-led.	At least two major campaigns carried out per year	Performance appraisals on enforcement campaigns. Post-campaign appraisal by Vietnam-WEN and municipal authorities.	
Component 3: Building Awareness to Change Behaviors					
Outcome:					
Health sector and government and private sectors reduce illegal wildlife consumption	Reduced sales of endangered species in TCM shops. Indicator species to be determined.	There is at present no baseline data available on TCM sales or shops in Hanoi; the project will help fill a critical void.	10% decline in volume of sales in targeted project areas (for targeted species).	Monitoring data on awareness and points of sale (markets, pharmacies). Surveys will need to be carried out at beginning and end of project.	MoH policies impact on private consumption of wildlife products
Output:					
	(a) New public health guidance and policies reflect disease transmission risks and legality/conservation issue	MoH guidance and policies do not adequately address disease transmission risks from wildlife	New guidelines are issued by end of project.	MoH Policy and legislative analysis monitoring	
	(b) Internal party guidance on illegal wildlife consumption for party members.	State sector employees (including staff of state enterprises) are major consumers of illegal wildlife.	Formal Party guidance issued by end of project directed to state sector employees.	Monitoring and review of party decisions.	

Hierarchy of Objectives/ Outcomes	Indicators	Baseline	Target Value	Means of Verification	Assumption/Risks
Component 4: Project Management					
<i>Outcome:</i>					
Effective project management	Sound financial management and procurement Effective project reporting. Training and capacity building of national staff				

ANNEX B: RESPONSES TO SECRETARIAT COMMENTS AT CEO APPROVAL OF MSP

9. Clarity required on target species, Global Environmental Benefits and strategy and approach on private sector.

The following were the Secretariat comments: “A strong project framework needs to be prepared with clear project outcomes and outputs, with measurable indicators. By the time of MSP CEO approval, based on lessons learned from other related initiatives, detail information is required to clarify strategy and approach on the private sector, training programs, and awareness raising initiatives, to reduce demand and harness proactive role in biodiversity. Moreover, clear and proven methods and strategy needs to be adapted (such as RARE, UNDP/MSC, etc) to monitor the impact of such initiatives to species conservation. It is also important to assess the enforcement system on wildlife poaching, including patrolling and other mechanisms to strengthen the system.”

A Project Framework is now in place with clearer outputs and indicators. A clearer logical flow now exists linking the objective to outcomes and outputs. Outcomes are grouped under three main components (plus a component for project management). Indicator species include tiger (parts) and pangolin spp. (including Sunda pangolin). These will be included in national monitoring and reporting and as focal species for investigations capacity-building, evidence-building and awareness outcomes. The project framework will focus efforts on the major consumption areas of Hanoi and Ho Chi Minh City, but with scale-up activities included to support GoV to develop a national approach to addressing illegal wildlife consumption.

Preparatory studies have indicated that the private sector is a major consumer of wildlife. Under this project, effective communication campaigns will be designed and implemented targeting corporate sector consumes less illegal wildlife. In addition, the private sectors will be mobilized to provide support for wildlife conservation through increasing financial support to wildlife conservation and promoting their images in public media. Further information on the project approaches are outlined in the project document but working with the private sector on this theme is very new in Vietnam and there will be much “learning by doing”.

The project does not include an emphasis on assessing or monitoring wildlife poaching or enforcement systems such as patrolling as this is deemed beyond the project scope.

11. Coordination with other related initiatives

Secretariat comments were the following: “By the time of MSP CEO endorsement, please provide further information. Analysis should be made on past and ongoing projects related to the project and clearly build on the experiences and lessons learned. Also identify concrete mechanism to enable coordination with these related initiatives and organizations.”

Related initiatives are now outlined in the CEO endorsement template. The project is designed to improve inter-agency coordination and cooperation on wildlife trade in general, and for addressing illegal consumption of wildlife in particular. Project design also seeks to support and inform existing institutional structures designed to promote inter-agency coordination – for example the National Committee to Combat Wildlife Trade and the Biodiversity Conservation Committee – both of which are co-chaired by the Vice Ministers of MARD and MONRE. The National Monitoring and Reporting System will inform both of these committees and will also assist in MONRE’s statutory reporting responsibilities on the “State of the Environment” to the National Assembly.

Component 1 of this project will develop and implement an inter-agency working group to revising the legal and policy framework and this will draw on a range of ongoing and past initiatives, including the World Bank Forest Law Enforcement and Governance assessment of Vietnam. Component 2 will coordinate with ongoing activities by different agencies to strengthen the evidence base for action to address wildlife consumption and, with inputs from different agencies, to put in place a national monitoring system for wildlife trade and consumption.

15. Does the project take into account potential major risks?

Secretariat comments were the following: “The risks need to be further analysed and clear measures need to be incorporated in the project design with clear strategy and methods.”

The results framework identifies risks at outcome level and project design measures to manage risks have been specified for each risk. Risk levels are substantial - systematic efforts to address illegal consumption of wildlife at national level have not been attempted before and the project will need to address deeply-rooted cultural attitudes to wildlife consumption. However, the basic legal framework exists and is supportive for addressing these issues. The recent political commitment shown by Vietnam to the Global Tiger Initiative and the opportunity to put in place a new five year action plan to address illegal wildlife trade provides an opportunity for a stronger focus on demand side management. The emphasis of the project design is to focus effort on key areas where illegal consumption of wildlife is prevalent, improve the knowledge base for adaptive, intelligence-led enforcement action in these areas and then target specific opinion-formers and consumer groups. Scale-up mechanisms are also included to enable other municipal areas and provinces to access capacity-building and other support for action on illegal wildlife consumption.

19. Project management budget

Project management	Cost category	Contract	Unit	Unit cost	No. of units	Total	GEF	MONRE	Explanatory notes
Project director	Staff	MONRE	Month	1000	36	36,000	0	36,000	3 years
Project coordinator	Consultants (individual)	TA	Month	850	36	30,600	30,600	0	36 months over 3 years
Focal point	Staff	MONRE	Month	800	36	28,800	0	28,800	Focal point to keep in touch and regular communication with MoH, MOPS, and MARD during implementation of the project
Financial and procurement officer	Consultants (individual)	TA	Month	800	36	28,800	28,800	0	
Monitoring and evaluation officer	Staff	MONRE	Month	800	12	9,600	0	9,600	Assist the project team to carry out a needs assessment for inspections, monitoring and enforcement as well as awareness campaigns.
Admin. officer	Staff	MONRE	Month	700	36	25,200	0	25,200	Provide administrative support for project coordinator and focal point
Secretary/Translator	Consultants (individual)	TA	Month	700	36	25,200	25,200	0	Provide translation and interpretation as needed
Driver	Staff	MONRE	Month	500	36	18,000	0	18,000	Giving a drive for the project team to project demonstration sites
Office operating costs (including bulk of M&E costs)	Office costs	MONRE	Lump sum	3,500	36	126,000	0	126,000*	Utilities, telephone and internet costs, meeting space, etc. Assumes office will be opened immediately after inception
M&E (some costs)	Office costs	TA	Lump sum	7,500	1	7,500	7,500	0	Miscellaneous costs related to monitoring and evaluation missions and related activities.
Office equipment	Goods	TA	Lump sum	7,900	1	7,900	7,900	0	Projector, phone, fax, scanner, printer, computers for project staff

Other in-kind contributions	Office costs	MONRE	Lump sum	6,000	36	216,000	0	216,000*	Expert time, line management costs, workshop/meetings, etc over 3 years
Consumables	Office costs over 3 years	MONRE	Lump sum	35,000	1	35,000	0	35,000*	Paper, printer cartridges, communication etc.
Printing and distribution of reports	Consulting services	MONRE	Lump sum	15,400	1	15,400	0	15,400	(i) Bilingual baseline study reports, (ii) Study on cost-effective approaches and (iii) Public awareness documents, leaflets
TOTAL						610,000	100,000	510,000	

* In-kind costs of MONRE (total of \$377,000)

ANNEX C: CONSULTANTS TO BE HIRED FOR THE PROJECT USING GEF RESOURCES

<i>Position Titles</i>	<i>\$/person-month</i>	<i>Estimated person-months</i>	<i>Estimated Cost (\$)</i>	<i>Tasks to be performed</i>
For Project Management				
Local				
Project coordinator	850	36	30,600	Coordinate and take responsibility for every aspect of the project. Support the PMU especially Project Director
Financial and procurement officer	800	36	28,800	Manage the project budget Make financial reports for the audit etc.
Secretary/Translator	700	36	25,200	Provide translation and interpretation as assigned Support project coordinator and project director as needed
International				
N/A				
Justification for Travel, if any: N/A				
Technical Assistance				
Local				
Policy and Legal analysis expert (s)	2,400	6	14,400	a) Preparation of technical legal and policy review report, b) Design of ToR for national working group, c) Definition of key legal and policy instruments for revision, d) Preparation and drafting of amendments and revisions to legal instruments.
Wildlife trade/consumption analysis experts (National Strategy and National Action Plan)	2,400	8	19,200	National consultants works on wildlife consumption aspect inputs to the wildlife trade control strategy and action plan Assumes national consultants work closely with MONRE, MARD, MoH and MPS focal points
Policy Framework experts, legal experts	2,400	4	9,600	Preparation of explanatory guides to wildlife law implementation and public awareness materials (booklets, leaflets, drafting of material for MONRE's website...)
Wildlife trade investigation trainers	2,400	2	4,800	Identified by Min of Public Security to deliver specific lessons on intelligence gathering, investigation planning and execution

<i>Position Titles</i>	<i>\$/person-month</i>	<i>Estimated person-months</i>	<i>Estimated Cost (\$)</i>	<i>Tasks to be performed</i>
Baseline studies consultant (s)	2,400	8	19,200	Development of baseline study outline, data collection and analysis
Monitoring and reporting system Consultant (s)	2,400	8	19,200	To gather information from local agencies and support development of the system, Database and website development
Wildlife cost effective analysis experts	2,400	2	4,800	To assist the international expert on the study lead in data collection and analysis
Capacity trainers	2,400	2	4,800	To conduct training programs in Hanoi
Health sector experts	2,400	9	21,600	To support the design and implementation of the campaign and maintain liaison with key stakeholders
Corporate marketing experts	2,400	3	7,200	To assist the campaign lead and implementation, and maintain liaison with key stakeholders
Decision makers marketing experts	2,400	3	7,200	To support the design and implementation of the campaign and maintain liaison with key stakeholders
Marketing campaign for state sector	2,400	3	7,200	To support the design and implementation of the campaign and maintain liaison with key stakeholders
Annual conference organizers	2,400	1	2,400	To assist MONRE in the design, organisation and facilitation of the conference
Communication officer	800	30	24,000	Preparation of public awareness material, and involvement plan, design and carry out awareness raising related campaigns
International				
Policy and Legal consultant (s)	8,000	1	8,000	To deliver: a) training to agencies responsible for development of legislation; b) technical advice and quality assurance on draft revisions, amendments and new legal instruments.
Wildlife trade/consumption analysis experts (National Strategy and National Action Plan)	8,000	2	16,000	Provide technical inputs on wildlife consumption aspects to the National Strategy, Wildlife trade control action plan and its developments
Wildlife trade investigation trainers	8,000	1	8,000	To provide technical assistance to the design of a training program, deliver lessons and quality assurance throughout.
Baseline studies consultant	8,000	2	16,000	Development of baseline study outline, data collection and analysis
Monitoring and	8,000	2	16,000	To facilitate development of the

<i>Position Titles</i>	<i>\$/person-month</i>	<i>Estimated person-months</i>	<i>Estimated Cost (\$)</i>	<i>Tasks to be performed</i>
reporting system Consultant (s)				system with MONRE, and local experts
Wildlife cost effective analysis experts	8,000	1	8,000	To design the study framework, lead consultation, analysis and report writing
Capacity trainers	8,000	1	8,000	To conduct training programs in Hanoi
Health sector experts	8,000	1	8,000	To provide technical inputs on the campaign through design, selection of production/design companies, and implementation of activities
Corporate marketing experts	8,000	1	8,000	To lead the campaign through design, selection of production/design companies, and implementation of activities
Decision makers marketing experts	8,000	1	8,000	To provide technical inputs on the campaign through design, selection of production/design companies, and implementation of activities
Marketing campaign for state sector	8,000	1	8,000	To lead the campaign through design, selection of production/design companies, and implementation of activities
Annual conference organizers	8,000	1	8,000	To assist MONRE in the design, organisation and facilitation of the conference
Total (local)		197	250,200	
Total (international)		15	120,000	
Total		212	370,200	
	Justification for Travel, if any: Travel costs would be needed for both international and national consultants			

ANNEX D: PROCUREMENT ANNEX

[To be completed prior to approval by Country Director]

ANNEX E: FINANCIAL MANAGEMENT ANNEX

The World Bank has carried out an assessment of financial management capacity of the recipient. This annex highlights the main aspects of the proposed financial management arrangements.

The review has concluded that the proposed arrangements will be adequate and acceptable provided that the designated accountants will receive adequate trainings in specific guidelines and procedures for trust fund, procurement, financial management and disbursements before Project starts.

The FM risk is **Moderate** due to lack of project management experience and unfamiliarity with the Bank's requirements. The risk will be mitigated through establishment of simple financial management system with designated staff being responsible for financial management operation of the grant and an independent audit. The Bank will also provide regular guidance. The financial management arrangements are summarized as following.

1. **Grant Funding**. The total amount of the GEF Grant is USD 1,000,000. Allocation of the Grant Proceeds would be disbursed against four categories of expenditure including i) strengthening policies and legal frameworks of USD 244,900; ii) monitoring and enforcement of consumption controls of USD 274,600; (iii) building awareness to change behaviors of USD 380,900; and (iv) project management of USD99,600. The financing percentage is 100% according to the country financing parameter (CFP) for Vietnam. The implementation period is expected to be 3 years from June 2011 to June 2014. There will be in-kind counterpart fund contribution in terms of office space at BCA and government staff time.

2. **Implementation Arrangements**. The Project implementation structure will be set up to include The Project Executive Board (PSC) and The Project Management Unit (PMU).

The PSC will consist of members representing MONRE, MARD, MOH and MPS (Environmental Police) together with a representative of WB-CO. The Deputy Director General of Vietnam Environment Administration (VEA) under MONRE will be the chairperson of the PSC, and Director of Biodiversity Conservation Agency (BCA) will be the vice chairperson. The PSC will meet every six months, or more often on an *ad hoc* basis, if deemed necessary.

VEA will assign BCA to be the Project Implementing Agency, also known as main responsible party, which will be the lead organization in the present project, acting for MONRE and working with various departments, offices and institutes in MONRE, MARD and other stakeholders. BCA will be responsible for day-to-day management and implementation of the project. This includes mobilizing all national and international inputs to support project implementation; organizing and monitoring project activities in accordance with the agreed work plans; and on a quarterly basis reporting to MONRE

and WB on the progress as well as financial status of the Project. This office is deemed to be adequately staffed for undertaking the project activities.

A project management unit (PMU) will be established to implement the project. The PMU will include: 01 Director (part-time), 01 project coordinator (full time), 01 financial and procurement officer (full time) and 01 secretary/translator (full time). Other members of the Project will be staff from the BCA, VEA, MONRE, MARD, MOH, MPS, all on a part-time basis.

The Project accountant will be recruited before the Project starts but he/she needs to report to the Chief Accountant of the BCA who will oversight all the Project finance and accounting works and who got accumulated accounting experiences from many other donors funded projects in BCA including UNDP, ADB, UMEF, etc. In general, the Project accountant will closely monitor the Project financial management arrangements including accounting, preparing withdrawal applications, disbursements and management of the Designated Account of the Grant.

3. Funds Flows and Disbursement Arrangements. The PMU will open a Designated Account (DA) in USD at a commercial bank acceptable to the IDA to receive the Grant proceeds. The ceiling of the DA will be specified in the Disbursement Letter issued by the Bank.

Disbursement Methods. The Project will use the following disbursement methods: Reimbursement, Advance, and Direct Payment as per the Bank's disbursement guidelines.

Reporting on Eligible Expenditures Paid from the Designated Account. Withdrawal applications reporting eligible expenditures paid from the Designated Account will be with the following documentation:

- Withdrawal applications reporting eligible expenditures paid from the designated accounts will be with the following documentation: (a) List of payments against contracts, together with records evidencing eligible expenditures (e.g., copies of receipts, supplier invoices) for the contracts subject to the Association's prior review as required in the Financing Agreement; and (b) Statement of Expenditure in the form attached for all other expenditures / contracts not subject to the Association prior review.
- The PMU will report on the use of the IDA credit from their DA on a monthly basis.

4. Accounting Arrangement. A simple financial management system will be established to: i) record all financial transactions of the Project; ii) produce periodic financial reports and ensure that all expenditures are duly authorized before payments. The current accounting software of BCA, namely Bravo, shall be upgraded to record Project accounting activities. Documentation and supporting documents shall be

maintained at the PMU for subsequent review and audit. The Bank will provide further trainings and guidance to set up the recording format when Project starts.

5. Reporting Arrangement. The financial reports are required to be submitted semi-annually with project progress report and procurement plan to the Task Team Leader in the World Bank. The reports comprise of: i) Statement of Sources and Uses of Funds by categories; ii) Uses of fund by project components compared with the plan; and iii) Statement of Designated Account. The format of the report shall be briefed to the designated accountant(s) when the Project starts.

6. Audit Arrangement. Financial statements of the Project will be audited annually in accordance with International Auditing Standards and in compliance with the independent auditing regulations of Vietnam and terms of reference acceptable to IDA. The audited financial statements and audit report must be submitted to IDA within six months of the end of the fiscal year and end of the Project. The auditor who is acceptable to the IDA would express a single audit opinion covering the Project Accounts, the use of Statements of Expenditures and the Designated Account. A management letter addressing any internal control weaknesses of the implementing agency (PMU) will also be provided by the auditor together with the audit opinion report.

ANNEX F: SAFEGUARDS ANNEX

The project has been reviewed by the World Bank in terms of the World Bank social and environmental safeguard policies. As the project investments involve only technical assistance, training, and consultancies, none of the safeguard policies are triggered and the project is rated a “Category C”, with no environmental or social safeguard implications.

An Integrated Safeguards Datasheet (IDSD) with fuller information was disclosed in the InfoShop, both concept stage and appraisal stage versions. These documents have also been disclosed in Vietnam in the Vietnam Development Information Centre (VDIC).

Annex G ACRONYMS AND ABBREVIATIONS

ADB	Asian Development Bank
ASEAN-WEN	ASEAN Wildlife Enforcement Network
BCA	Biodiversity Conservation Agency
BCC	Biodiversity Conservation Corridors
CBD	Convention on Biological Diversity
CCPE	Central Committee for Popularization and Education
CITES	Convention on International Trade in Endangered Species of Wild Fauna and Flora
ENV	Education for Nature Vietnam
FFI	Flora and Fauna International
FPD	Forest Protection Department
GEF	Global Environment Facility
GoV	Government of Vietnam
GTI	Global Tiger Initiative
GTRP	Global Tiger Recovery Program
GIZ	German Technical Cooperation (formerly GTZ)
IEBR	Institute of Ecological Biology Resources
IUCN	International Union for the Conservation of Nature
M&E	Monitoring and evaluation
MARD	Ministry of Agricultural and Rural Development
MOH	Ministry of Health
MONRE	Ministry of Natural Resources and Environment
MPS	Ministry of Public Security
NEA	National Implementing Agency
NGO	Non Governmental Organisation
NPD	National Project Director
NSC	National Steering Committee
NTRP	National Tiger Recovery Program
PanNature	People and Nature Reconciliation
PC	Project Coordinator
PMU	Project Management Unit
PMU	Project Management Unit
PSC	Project Executive Board
TCM	Traditional Chinese Medicine
VCCI	Vietnam Chamber of Commerce and Industry
VEA	Vietnam Environment Administration (part of MONRE)
Vietnam-WEN	Vietnam Wildlife Enforcement Network
WAR	Wildlife at Risk
WB	World Bank
WCMC	World Conservation Monitoring Center
WCS	Wildlife Conservation Society
WHO	World Health Organization
WTO	World Trade Organisation
WWF	World Wide Fund for Nature

