

CEPF FINAL PROJECT COMPLETION REPORT

Organization Legal Name:	Education for Nature - Vietnam
Project Title:	Strengthening Public Participation in Tackling Illegal Wildlife Trade in Vietnam
Date of Report:	September 27, 2013
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CEPF Region: Indo-Burma Hotspot

Strategic Direction: 1. Safeguard priority globally threatened species in Indochina by mitigating major threats.

Grant Amount: US\$173,556

Project Dates: January 1, 2010 to June 30, 2013

Implementation Partners for this Project (please explain the level of involvement for each partner):

Conservation Impacts

Please explain/describe how your project has contributed to the implementation of the CEPF ecosystem profile.

There are no guarantees that ENV's efforts will achieve success in time to prevent the extinction of some of the country's more critically endangered species due to illegal hunting and trade. However, the results of ENV's work will be sustained as a lasting change within functional agencies, decision makers and the general public, ultimately leading to better protection for endangered species in Vietnam, the Indo-Burma region and beyond.

In addition, the project has also made a major step forward in linking and collaborating with other organizations and countries in the effort of addressing the illegal cross-border trade – examples include Interpol, the South African government.

Please summarize the overall results/impact of your project.

Much progress has been made during the project period. While the sustainability of ENV's efforts cannot be assured in future years, the Wildlife Crime Unit's (WCU's) work and overall ENV strategy to combat wildlife trade in Vietnam have already changed the way enforcement agencies respond to crimes, and resulted in increased support from and actions taken by the public.

During the project period, **2,930** wildlife crimes were reported to ENV, many of which came from members of the public. Many endangered wildlife such as **bears, gibbon, otters** have been saved from the illegal trade and transferred to rescue centers throughout the country. Based on ENV's seven year record of working against wildlife crime, ENV strongly believes that there has been a significant improvement in law enforcement throughout the country. For example, a few years ago, it was quite common for local authorities to auction off confiscated animals, including critically endangered species such as tigers. However, ENV's WCU has been working hard to stop this, including through building support from the mass media. As a result, ENV has not faced such significant problems on a comparable scale for the last couple years. ENV often receives phone calls from local law enforcement authorities asking for advice or help in dealing with cases. Moreover,

ENV feels that there has been increased participation from the general public and influential figures in protecting wildlife. For example, ENV is currently managing **around 4,000** volunteers members throughout the country and **9** volunteer clubs in major cities (including wildlife trade hotspots). Many of these have been very active in reporting wildlife crime, carrying out compliance monitoring and awareness activities in their local areas. In addition, more than 50 celebrities have joined ENV's wildlife protection efforts.

Planned Long-term Impacts - 3+ years (as stated in the approved proposal):

- The long-term impacts of this project, will be that civil society in Vietnam are better equipped to conserve their wildlife and natural habitats, leading to better protection for threatened species, and a reduction in demand for those species.
- Developing a network of enthusiastic volunteers who are provided with training and incentives, will see the longevity of activities and will serve as an investment for the future. This project, along with other aspects of ENV's work, will help to define future generations and the way in which they monitor wildlife crimes, consumption of wildlife, and the enforcement of those crimes by the relevant agencies.
- The actions by WCU of assisting wildlife protection agencies through reporting and monitoring cases and following-up enforcement activities, will ultimately lead to greater transparency by those agencies to work with communities to tackle wildlife crime.
- Combined with our work on awareness, education and training, this project will lead to more effective enforcement against wildlife crime, and thereby better protection for wildlife and natural resources in Vietnam, the Indo-Burma region and beyond.

Actual Progress Toward Long-term Impacts at Completion:

- More members of the public are acting on their concern by reporting crime, monitoring violations and participating in awareness activities.
- A Wildlife Protection Network of approximately 4,000 members nationwide acts as ENV's "eyes and ears" to monitor business establishments.
- 2,930 new crime cases have been documented and closely tracked.
- Local law enforcement action has become more transparent throughout the country.

Many of the important long-term impacts of the project were mentioned in the previous section. Most importantly, ENV feels that wildlife protection in Vietnam has moved to the "next level". There has been a significant increase in transparency amongst local law enforcement. Authorities feel that Vietnam has changed and their actions are closely watched by civil societies and the general public, so that they can't continue their past approaches. The WCU's actions in assisting wildlife protection agencies through reporting and monitoring cases and following-up enforcement activities will ultimately lead to greater transparency by those agencies and a stronger willingness to work with communities to tackle wildlife crime.

Through our public awareness activities and the national volunteer networks, many Vietnamese people (especially the younger generations) have become more aware of the problems facing Vietnam's wildlife. More importantly, many actively engage in helping to change society by participating in various campaigns carried out by ENV.

Additionally, thanks to the support from the CEPF and other donors, ENV feels that our organization has grown and advanced to another level. ENV has become more effective in addressing problems relating to the illegal hunting and trade of wildlife, from contributing to improving wildlife protection legislation and policies to strengthening law enforcement at local levels, and increasing public participation in protecting wildlife.

Planned Short-term Impacts - 1 to 3 years (as stated in the approved proposal):

In the short term, the following impacts are anticipated:

- A more effective, better trained and incentivized network of volunteers throughout Vietnam leading to increased surveillance of crimes.
- A well coordinated and effectively managed WCU, leading to more efficient monitoring of cases.
- An increase in skill level for WCU staff, including more efficient handling of cases and enhanced customer service skills.
- Enhanced communication with wildlife protection and enforcement agencies, leading to improved relationships and action.
- More effective gathering, analysis and dissemination of information through better trained and equipped staff.
- A tangible increase in effective reactive and pro-active enforcement action, as a result of ENV information.
- A number of new wildlife protection legislations and policies, which have been strongly influenced by ENV's involvement.

Actual Progress Toward Short-term Impacts at Completion:

- From January 1, 2010 to the end of June 2013, WCU logged and tracked 2,930 new cases, bringing the total cases documented since 2005 to 4,858.
- The network now has approximately 4,000 located throughout Vietnam, mainly concentrated in urban centers.
- 2,055 new volunteers were recruited through 53 meetings.
- 2,343 monitoring missions were carried out by volunteers nationwide, and they reported 422 new crimes.
- Hundreds of live animals were rescued, especially endangered species.
- Hundreds of business establishments complied with wildlife protection laws.

Please provide the following information where relevant:

Hectares Protected: N/A

Species Conserved: N/A

Corridors Created: N/A

Describe the success or challenges of the project toward achieving its short-term and long-term impact objectives.

Institutionally, ENV realizes that tackling the illegal hunting and trade of wildlife in Vietnam requires “out of the box”, practical solutions that go beyond traditional public awareness raising activities and capacity building of government agencies and local law enforcement. ENV believes that authorities must be held accountable for their actions; we cannot protect wildlife without support from the public and influential figures in society.

Therefore, ENV has made great efforts to engage the public through direct contact and the mass media, and encouraging them to raise their voices and take action to save wildlife. ENV believes that the public and media have both had strong influence on the outcome of many high priority and precedential cases.

By focusing on strengthening both laws and enforcement at the local level, as well as addressing public participation in creating the demand for wildlife, ENV also recognizes that strengthening wildlife protection legislation and policies is a crucial part of any strategy aiming to influence law enforcement at the national level. Therefore, ENV has been investing a lot of energy and resources to ensure that all the new legislation and policies relating to wildlife will be improved and do not have a negative impact on overall wildlife protection efforts in Vietnam. Moreover, ENV also believes that in order to create permanent impact or change in wildlife protection in Vietnam, our efforts and messages to

local law enforcement as well as the general public must be persistent and should not be affected by project cycles.

ENV's "out of the box" method has resulted in enormous positive change in wildlife protection in Vietnam. However, it has also been very challenging for ENV staff as there is no precedent or similar models in Vietnam that they can learn and draw from. Staff are required to learn to think differently from the way they were brought up and from their previous jobs. Thus, many of them find that there are too many challenges in their work at ENV. ENV needs to spend a lot of time and energy investing in and training staff to approach problems differently from traditional methods. In some positions, there is a high turnover of staff due to their exhaustion from having to work with local law enforcement everyday via telephone and dealing with difficult wildlife crime cases. In some cases, ENV does not receive enthusiastic cooperation from local law enforcement as authorities do not want to change the way they operate.

Were there any unexpected impacts (positive or negative)?

During the operations, we have been happy to observe the increasing role of mass media in addressing wildlife crime issues. The mass media can expose the failure or promote the success of enforcement actions. In some specific cases, we have seen mass media exert pressure on the decision-making process. ENV has started to use mass media more strategically, resulting in additional benefits for our cause.

Project Components

Project Components: *Please report on results by project component. Reporting should reference specific products/deliverables from the approved project design and other relevant information.*

Component 1 Planned:

ENV's WCU is expanded and strengthened, allowing handling of an increased number of crimes reported through the hotline and other sources, and timely follow up with relevant government authorities.

Component 1 Actual at Completion:

The WCU is tasked with promoting public reporting and encouraging greater public involvement in efforts to combat wildlife crime, while working closely with law enforcement agencies to assist and support positive outcomes in cases that further the aims of wildlife protection. Information on crimes received through the hotline is quickly passed on to the appropriate authorities by ENV, after which the WCU tracks each case through to its conclusion. Public sources are kept informed of the progress and outcome of each case, and all cases are documented on ENV's Wildlife Crime Database.

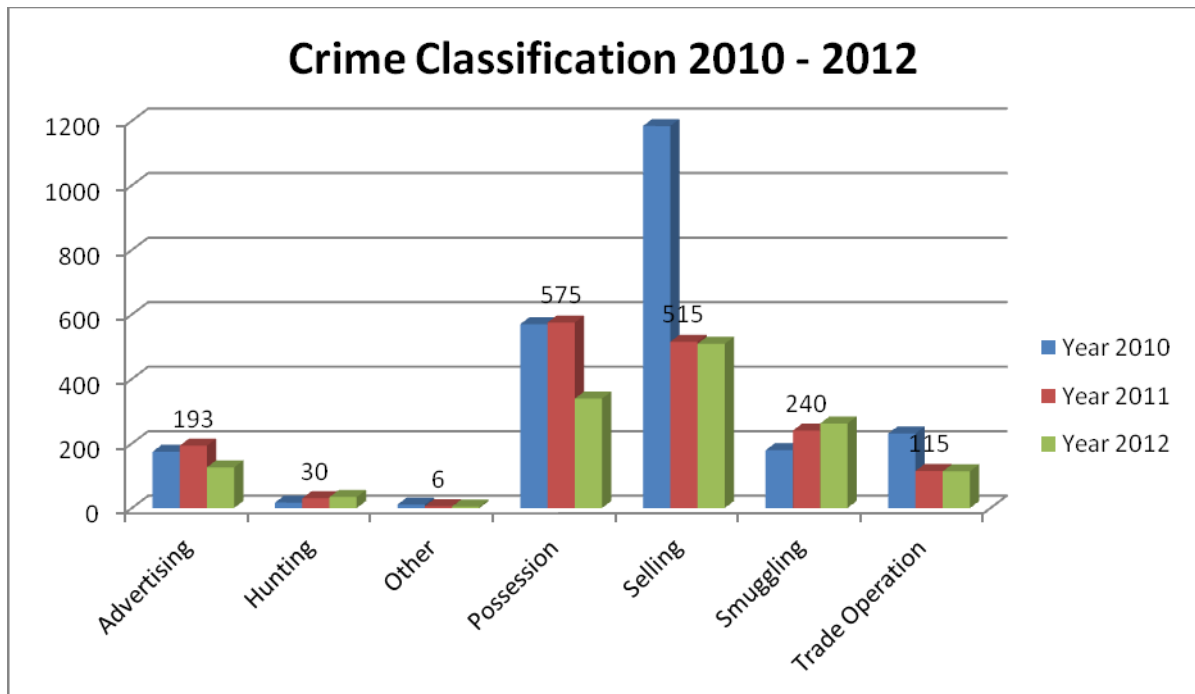
The WCU is headquartered in Hanoi and is currently comprised of a supervisor, one case officer responsible for major crimes, two case officers assigned to handle cases from the north, south, and central regions of the country, as well as one bear case officer and other back up trainees. The WCU also had offices in Da Nang (till end 2011) and Ho Chi Minh City where field teams conduct wildlife trade surveys and conduct monitoring of high priority cases such as private zoos and farms.

It was envisaged that the presence of case officers in two major cities at ENV's branches would promote close coordination with local enforcement agencies in dealing with wildlife crimes. In reality, ENV staff in Ho Chi Minh city did a great job in pushing authorities to take timely action, resulting in rescuing endangered live animals in addition to carrying out priority monitoring and geographic surveys. However, due to staff turnover, this good performance was not maintained.

New case officers have undergone on-the-job training by the Program Manager and Supervisor. This includes training in receipt of hotline calls, response plan development, case management mechanics, and report writing. In addition, ENV also brings outside experts to train case officers in

specific skills such as investigation skills and ID training. Significantly, in July 2011, ENV has taken on an International Wildlife Crime Research Coordinator who is in charge of international cases.

From January 1, 2010 to the end of June 2013, WCU logged and tracked 2,930 new cases, bringing the total cases documented since 2005 to 4,858. Of this, a total of 1013 cases were sourced via the hotline. The new cases comprised 914 smuggling offenses, 517 trade operations, 2,444 selling crimes, 1,667 possessions crimes, 88 hunting crimes, 753 advertising crimes and 35 other unclassified crimes. The cases documented ranged from tiger and ivory seizures to intelligence on major trade networks, seizures of pangolins, snakes and thousands of consumer crime and possession cases.



Current case loads exceed the capacity of existing staff to effectively manage all open cases. As a result, minor and lower priority cases receive less attention. Another factor is that most pending cases involve business establishments that must demonstrate a clean record of no wildlife crime violations for a period of six months before the case can be closed. Moreover, a large number of open cases are awaiting prosecution results or determination of fines.

However, ENV strongly believes that the WCU has increased its capacity significantly over the past three and a half years, with higher quality and better trained staff who are capable of working more effectively with law enforcement, authorities and other ENV departments.

The implementation of the new online database management system since May 2011 has greatly enhanced the efficiency of WCU work.

A deeper analysis of the WCU database could provide further detailed information on Vietnam's wildlife crimes. However, because of limited time and resources, ENV has not yet been able to conduct an intensive analysis.

The following examples illustrate a number of cases of successful enforcement by authorities, public involvement and close follow-up by ENV:

- In August 2009, a six-year-old girl notified ENV that her kindergarten was keeping three gibbons and some macaques as pets in Ba Ria-Vung Tau province. Initial efforts to deal with the case faced obstacles and required sensitive handling because the kindergarten was a Catholic establishment. After nearly five months of discussions and with the assistance of Cat Tien National Park (who ENV had hoped would take the gibbons) all three gibbons were voluntarily transferred to the park on January 30, 2010 (Case ref: 1943/ENV).
- On January 19, 2010, Environmental Police in Ho Chi Minh City confiscated two oriental small-clawed otters from a home after the owner advertised them for sale on the internet. The WCU was first alerted to the advertisement by a wildlife volunteer, and, working with Environmental Police, arranged for a visit to the home of the suspect to see the otters. Both otters were transferred to Cu Chi Rescue Center (Case reference 2218/ENV).
- On March 22, 2010, two stuffed tigers were confiscated by Ninh Binh FPD from a resort in Van Long where they were on display in the main lobby of the hotel. The case was first reported to the ENV Wildlife Crime Hotline by a foreign visitor (Case reference 2343/ENV).
- On May 22, 2010, 1,178 kg of wild animals were confiscated by Quang Binh Provincial FPD when being transported by a truck heading Mong Cai city from Quang Ninh province. The load included 240 kg of Asian cobras, 680 kg of clouded monitors, 80 kg of giant Asian pond turtles, 10 kg of yellow-headed temple turtles, 100 kg of elongated tortoise, 40 kg of civets and 28 kg of Chinese soft-shell turtles.
- On June 29, 2010, Quang Ninh traffic police confiscated five bear cubs including four Asiatic black bears and one Malayan sun bear weighing 39 kg, along with 2 kg of bear organs from a truck heading toward Mong Cai city in Quang Ninh province.
- In May 2011, a tourism establishment in Dong Nai province contacted ENV to express its willingness to voluntarily transfer five bears (three Asiatic black bears and two Malayan sun bears). After that, the bears were transferred in good health to the rescue center at Cat Tien National Park on June 17, 2011.
- In May 2011, in response to an ENV report about a leopard cat being kept in a small restaurant in Ha Giang, local authorities confiscated the animal and then transferred it to a rescue center in Cuc Phuong National Park.
- In late November 2011, one bear cub was transferred to the Animals Asia Foundation Bear Rescue Center after being kept at Sa Thay district police station (Kon Tum province, Southern-Central Vietnam) for eight months. The police had been unsure what to do with the bear after confiscating it from suspects in March. ENV found out about the cub when contacting Kon Tum FPD in mid-October on an unrelated matter, and immediately began contacting rescue centers to find a new home for it.
- On September 5, 2012, four live tiger cubs were safely transferred to Soc Son Rescue Center in Hanoi. The tigers and 119 pangolins had been confiscated from a car boot in Ha Tinh province the day before. Two subjects of the case were arrested on Highway 8 and claimed that they had been hired to transport the animals. This is only the second case of a live tiger confiscation in Vietnam in the seven years that ENV has been tracking wildlife crime.
- On September 22, 2012 six people were caught red-handed cooking tiger bone glue from a frozen tiger in Phu Tho Province, near Hanoi. The tiger weighed 286 kg, and had been transported from Nghe An to Hanoi, then on to Phu Tho. One of the arrested subjects confessed that he bought the tiger for 600 million VND (about 30,000 USD), and estimated he could earn about 286 million VND (about 14,300 USD) from selling the tiger. Besides the frozen tiger body, the police also found products from turtles and other wildlife.

- In mid-October 2012, a Vietnamese journalist reported on a village in Nghe An (Central Vietnam) where tigers were being “farmed as pigs”. The people involved bought four tiger cubs and raised them in a small a barn right inside their house, planning to earn profits from selling the grown-up tigers to the tiger bone glue industry. Many families in this village are farming this endangered species in what appears to be a “business trend”. The publicity of many articles “mobilized” relevant agencies in addressing the problem, resulting in some later seizures.

Dozens of other macaques, gibbons and lorises have been confiscated over the period. ENV coordinated the transfer to numerous rescue centers, including the Carnivore and Pangolin Conservation Project, Endangered Primate Rescue Center, Turtle Conservation Center, Cat Tien National Park Rescue Center, and the Soc Son Rescue Center.

Besides numerous single cases where timely actions brought good results, there were many cases requiring intensive energy and time to achieve a satisfactory conclusion. Some examples include:

- In late October 2012, after nearly two years of efforts, ENV finally received confirmation that two dead frozen tigers have been transferred from Ninh Binh (Northern Vietnam) to the Vietnam Museum of Nature, where their bodies will be preserved for educational purposes. The frozen tigers (one weighing 116kg, the other 110kg) were confiscated back in December 2010 by the Ninh Binh Environmental Police and FPD. Three men were caught transporting the tigers from Thanh Hoa city (Northern Vietnam) to Hanoi, as they passed through Ninh Binh province. Following the incident ENV worked with the authorities and the Ninh Binh People’s Procuracy and People’s Court to organize the transfer process to the Museum and ensure the tigers did not end up back on the black market.
- In October 2012, ENV also coordinated with Cambodian officials to arrange the return of a *Batagur affinis* turtle to its native Cambodia after it was kept for almost 30 years in Vietnam. The case was first discovered in October 2010 when ENV found the critically endangered royal turtle being kept at the Suoi Tien Cultural Resort on the outskirts of Ho Chi Minh city. After continuous efforts over two years, the transfer was secured.

Component 2 Planned:

ENV’s National Volunteer Network is expanded and strengthened resulting in increased monitoring of offending establishments and evaluation of enforcement efforts and voluntary compliance.

Component 2 Actual at Completion:

In 2010, ENV established the new volunteer recruitment program. Volunteers are introduced to the wildlife trade situation in Vietnam and learn about the important role of volunteers in reporting crimes and monitoring violating business establishments. They are also provided with training on survey methods and reporting before conducting practice surveys in the field. After the field survey, debriefing sessions are held to help reinforce survey and reporting skills and act as a forum for volunteers to share their experiences. An evaluation form is collected after each recruitment process for necessary revisions and improvements. ENV also developed a new benefit package to provide more incentives for existing and new volunteers.

Since April 2010, ENV has broadcast a ten-minute film during volunteer recruitment sessions as a key part of volunteer recruitment training meetings. The film features a “day in the life of the ENV Wildlife Crime Unit” to help potential recruits understand how their actions link to ENV’s efforts to stamp out wildlife crime. It also includes testimonials from active volunteers that have demonstrated through their actions that volunteers can “make a difference”.

In June 2013, the film was updated to reflect the current situation and development of the program.

Link to the film in YouTube:

http://www.youtube.com/user/EducationfornatureVN#p/u/3/v3V_EYI0xko

By the end of June 2013, 2,055 new volunteers had been recruited through 53 meetings. Volunteers have proven their active role as the ears and eyes of wildlife protection in Vietnam. Total of 2,343 monitoring activities were carried out by volunteers nationwide, and they reported 422 new crimes.

As a motivational tool, ENV created a Volunteer Network Fan Page in June 2010:

<https://www.facebook.com/ENVvolunteers>. So far, the network has more than 6,700 members.

From November 19-21, 2010, ENV hosted a significant event for volunteers: 15 of the most active volunteers attended a meeting to recognize and encourage volunteerism in protecting wildlife in Vietnam, as well as providing further training for active volunteers. The participants from Ha Noi, Nghe An, Ha Tinh, Hue, Da Nang, Khanh Hoa, Lam Dong, and Ho Chi Minh City were involved in two days of training at Cuc Phuong National Park, focusing on environmental education skills, species identification and discussions to share ideas on how to protect wildlife.

The representatives then assembled in Hanoi for an awards ceremony to recognize their contribution in helping protect wildlife. In addition to a mix of volunteers and ENV staff, the awards ceremony was attended by journalists and a guest speaker, an outspoken advocate of wildlife protection and former member of the Vietnam National Assembly. This was a significant event promoting and encouraging volunteerism to protect wildlife in Vietnam.

In addition, ENV initiated a pilot program, establishing locally led "Wildlife Protection" clubs in major urban centers. The new clubs are aimed at facilitating more structured and regular monitoring of businesses in these major cities, and empowering local leadership to facilitate recruitment and retention of members.

ENV developed the structure and framework of the clubs for operation, tasking club members to elect their leaders to coordinate monitoring programs in their respective cities. Each month, clubs are given monitoring assignments by the WCU based on priorities and needs set by WCU case officers. At the end of each month, clubs are evaluated based on the results of the monitoring they have conducted. As a result, ENV has been able to significantly increase the effective results of monitoring by volunteers.

The ENV clubs in Ho Chi Minh City and Da Nang were officially launched in July 2010, followed by the Hue club in August. The Hanoi club was launched in January 2011. ENV then continued to establish locally led "Wildlife Protection" clubs in five major urban centers: Hai Phong, Vinh, Quang Binh, Quang Tri and Ha Tinh, bringing the total number of local clubs to nine.

No.	Location	Date of launching	No. of members
1	Danang	July 11, 2010	325
2	Ho Chi Minh City	July 25, 2010	591
3	Hue	Aug 25, 2010	398
4	Hanoi	Jan 25, 2011	1115
5	Hai Phong	May 29, 2011	131
6	Quang Tri	May 29, 2011	109
7	Quang Binh	May 30, 2011	126
8	Nghe An	May 31, 2011	230
9	Ha Tinh	Mar 17, 2012	100

Monitoring rates are significantly higher for volunteers involved in locally run clubs established in partnership with ENV. ENV carries out quarterly evaluations of club performance for timely improvement and increased motivation.

As a new initiative under local club operations and to help volunteers build further knowledge about different species, in 2012, ENV regional teams launched regular catch-ups and seminars in addition to formal recruitment and training. These were fun and informative gatherings where volunteers had the chance to present their knowledge in front of their peers and facilitate lively discussions. A total of more than 20 seminars were organized on a variety of species, including bears, tigers, civets, turtles and otters.

In 2012, ENV developed a new online species identification page featuring 40 different species, to help boost the Vietnamese public's role in stamping out wildlife crime. The resource helps users to identify endangered wildlife species and their current legal status, and links directly to ENV's online wildlife crime reporting system.

The network currently has 3,911 members (end of September 2013) located throughout Vietnam, mainly concentrated in urban centers.

Component 3 Planned:

The skill of ENV staff and trainers is enhanced providing greater capacity to investigate and monitor wildlife crime through a series of skill-focused training courses.

Component 3 Actual at Completion:

During the project period, ENV organized and conducted a number of formal training sessions.

Two identification training sessions were organized in April and December 2010, with WCU staff receiving training from outside experts on ID skills for primates, mammals, turtles, reptiles, carnivores, pangolins and birds. WCU staff also took part in field practice (bird identification), specimen exhibition (primate identification) and turtle identification, following a written examination.

In May 2011, WCU staff took part in two days' intensive investigation training, conducted by the WCU Technical Advisor.

In May 2012, ENV carried out a one-week training program on research methods and investigation skills for our Ho Chi Minh City staff, building their confidence in implementing independent investigations of private zoos and other high profile cases in southern provinces.

In June 2012, another training session on small carnivores and pangolins was carried out for ENV staff. Experts came from the Cuc Phuong National Park Small Carnivore and Pangolin Conservation Program.

With the presence of an international research officer and a major case officer, the team has been working on a wide range of different investigations. These major investigations are not always linked to specific cases managed by ENV, but examine broader aspects of the trade, often utilizing the findings of multiple cases, independent field investigations by ENV and law enforcement partners, surveys, and other forms of information collection.

Major investigations include:

- Investigation of trans-border tiger trade targeting major criminal enterprises in central and northern Vietnam
- Black-shanked douc langur trade investigation
- Black-faced spoonbill investigation in Na Dinh and Thai Binh provinces
- Rhino horn trade focused on criminal networks bringing rhino horn into Vietnam
- Traditional Chinese Medicine and consumer trade of rhino horn, tiger bone, bear bile, and pangolin scales
- Tiger farm investigations

- Marine turtle hunting investigation in Central Vietnam

In addition, significant intelligence has been gathered on different cases with links to other countries through a series of confidential interviews and site inspections. Information was shared with different government agencies and NGOs on ivory trafficking, rhino horn trafficking and bear farming which involved Vietnamese nationals to assist law enforcement in tackling major criminal networks operating both inside and outside Vietnam.

Besides formal training, WCU staff have been undergone numerous on-the-job training to help them qualified with standard operations of the Unit.

Component 4 Planned:

Long-term funding options are identified for the Wildlife Crime Unit in order to enhance prospects for sustaining donor investment in the capacity of the unit and the volunteer network, beyond the current project period.

Component 4 Actual at Completion:

In 2010, ENV continued to raise funds via its websites (both English, www.envietnam.org, and Vietnamese, www.thiennhien.org) and by participating at events such as the United Nations International School Spring Fair (April 2010), the Festival Charity Bazaar (November 2010), as well as through the membership program. The activities were not financially beneficial.

In late 2011 ENV initiated the “Corporate Alliance for Wildlife Protection” program which encourages companies to become corporate leaders in wildlife protection in Vietnam. The program involves the company becoming a “wildlife safety zone” by first allowing ENV to display an awareness banner in the office. The next step is annual membership to help sustain ENV’s efforts to protect Vietnam’s wildlife. The program has generated initial success with some paid members.

However, this program has not been as successful as hoped. We believe this is due to the inexperience of ENV’s staff in this area and lack of appropriate attention from managers. The management team has identified the problems with this program and, with the help of international staff with more experience in securing corporate sponsorship, is being addressed in 2013.

Besides efforts to the development of membership and corporate program, ENV has continued to actively secure other potential funding from the conservation community where needs and common values are met.

Were any components unrealized? If so, how has this affected the overall impact of the project?

N/A

Please describe and submit (electronically if possible) any tools, products, or methodologies that resulted from this project or contributed to the results.

N/A

Lessons Learned

Describe any lessons learned during the design and implementation of the project, as well as any related to organizational development and capacity building. Consider lessons that would inform projects designed or implemented by your organization or others, as well as lessons that might be considered by the global conservation community.

Project Design Process: (aspects of the project design that contributed to its success/shortcomings)

The establishment of local clubs (local chapters of National Wildlife Protection Network): This initiative was effective in facilitating more structured and regular monitoring of businesses in each major city, and empowering local leadership to facilitate recruitment and retention of members.

The report card system: ENV launched this program aimed at evaluating responses of local authorities to the public reporting of wildlife crimes. ENV produces biannual reports rating the performance of provincial authorities and responding to public reporting cases through ENV. Copies of the “report card” are provided to provincial leaders and relevant departments within the province. This system has been proven to work well since ENV has received a good response from authorities after distribution, illustrating an improved approach to enforcement.

Project Implementation: (aspects of the project execution that contributed to its success/shortcomings)

With the resources for deeper analysis, the WCU’s existing database could have provided further information and documentation on the reality of Vietnam’s wildlife crimes. The database has represented a major improvement in the “documenting” of information and helping to identify suspected trade links or subjects. However, due to limited time and resources, ENV has not yet been able to conduct an intensive analysis.

Other lessons learned relevant to conservation community:

N/A

Additional Funding

Provide details of any additional funding that supported this project and any funding secured for the project, organization, or the region, as a result of the CEPF investment in this project.

Donor	Type of Funding*	Amount	Notes
ENV	In-Kind	\$66,000	

**Additional funding should be reported using the following categories:*

- A Project co-financing (Other donors or your organization contribute to the direct costs of this project)*
- B Grantee and Partner leveraging (Other donors contribute to your organization or a partner organization as a direct result of successes with this CEPF funded project.)*
- C Regional/Portfolio leveraging (Other donors make large investments in a region because of CEPF investment or successes related to this project.)*

Sustainability/Replicability

Summarize the success or challenge in achieving planned sustainability or replicability of project components or results.

N/A

Summarize any unplanned sustainability or replicability achieved.

N/A

Safeguard Policy Assessment

Provide a summary of the implementation of any required action toward the environmental and social safeguard policies within the project.

N/A

Additional Comments/Recommendations

N/A

Information Sharing and CEPF Policy

CEPF is committed to transparent operations and to helping civil society groups share experiences, lessons learned, and results. Final project completion reports are made available on our Web site, www.cepf.net, and publicized in our newsletter and other communications.

Please include your full contact details below:

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*****If your grant has an end date other than JUNE 30, please complete the tables on the following pages*****

Performance Tracking Report Addendum

CEPF Global Targets

(Enter Grant Term)

**Provide a numerical amount and brief description of the results achieved by your grant.
Please respond to only those questions that are relevant to your project.**

Project Results	Is this question relevant ?	If yes, provide your numerical response for results achieved during the annual period.	Provide your numerical response for project from inception of CEPF support to date.	Describe the principal results achieved from 1 July, 2012 to 31 May, 2013 (Attach annexes if necessary)
1. Did your project strengthen management of a protected area guided by a sustainable management plan? Please indicate number of hectares improved.	N/A			Please also include name of the protected area(s). If more than one, please include the number of hectares strengthened for each one.
2. How many hectares of new and/or expanded protected areas did your project help establish through a legal declaration or community agreement?	N/A			Please also include name of the protected area. If more than one, please include the number of hectares strengthened for each one.
3. Did your project strengthen biodiversity conservation and/or natural resources management inside a key biodiversity area identified in the CEPF ecosystem profile? If so, please indicate how many hectares.	N/A			
4. Did your project effectively introduce or strengthen biodiversity conservation in management practices outside protected areas? If so, please indicate how many hectares.	N/A			
5. If your project promotes the sustainable use of natural resources, how many local communities accrued tangible socioeconomic benefits? Please complete Table 1 below.	N/A			

If you answered yes to question 5, please complete the following table

If you marked "Other", please provide detail on the nature of the Community Characteristic and Socioeconomic Benefit: