

## CEPF SMALL GRANT FINAL PROJECT COMPLETION REPORT

<b>Organization Legal Name:</b>	Education for Nature Vietnam (ENV)
<b>Project Title:</b>	Targeted campaign to reduce consumption of rhino horn in Vietnam
<b>Date of Report:</b>	2 December 2013
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**CEPF Region:** Indochina (Indo-Burma Hotspot)

**Strategic Direction:** Implement public awareness campaigns that reinforce existing wildlife trade policies and contribute to the reduction of consumer demand for 67 globally threatened species and their products.

**Grant Amount:** 19,657.00 USD

**Project Dates:** 1<sup>st</sup> November 2012 – 31<sup>st</sup> October 2013

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

- Television stations and media that provide free time air for the release of the PSA
- Companies and government agencies that permit placement of viral advertising on their websites and forums
- TCM practitioners participating in the campaign to promote rhino protection in their shops
- Automobile dealers involved in the targeted awareness campaign
- Volunteers from the National Wildlife Protection Network that will assist with viral advertising promotion.

### Conservation Impacts

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

Vietnam is currently considered as a major rhino horn consumer market in the world, and increasing demand for rhino horns in Vietnam has direct links to killing of rhinos in other countries around the world. ENV believes that in order to protect the world's rhinos, we must address the demand for rhino horns in countries like Vietnam. Therefore since August 2012, ENV has initiated the program "Reducing rhino horn consumption in Vietnam through demand reduction and law enforcement." ENV's strategy aims to stop illegal rhino horn trade by strengthening law enforcement, and reduce the demand for rhino horn in Vietnam through a range of activities such as public service announcements (PSA), cooperate banners and radio shows. Though it is difficult to measure changes in public attitudes and behaviors as a result of the campaign, public feedbacks indicate that our campaign has definitely influenced their attitudes. Moreover, our campaign has reached millions of Vietnamese as each PSA has been aired a month long on 35 to 47 TV stations around the country.

***Please summarize the overall results/impact of your project against the expected results detailed in the approved proposal.***

### **Awareness activities**

#### ***Expected results:***

- Production of two Public Service Announcements (PSAs) that will be aired on national and provincial television stations.
- Viral campaigning with banners and messaging delivered on websites and through forums.
- A pilot campaign focused on car dealerships, which delivers the message to customers through the car dealers. This pilot is intended to test the possibility of targeting potential wealthy consumers through retail establishments.
- TCM shops will be asked to cooperate in promoting rhino protection through prominent placement of awareness materials to deliver key messaging to customers and promote rhino horn alternatives.

#### ***Actual results:***

### **Public Service Announcement (PSA)**

Since January this year, ENV has produced two PSA and an infographic film. Each PSA/film was aired a month long on 35 to 47 TV national and provincial TV channels.

The first PSA aimed to outcast rhino horn consumers and emphasized that rhino horn is not a status symbol or a magical medicine. It goes on to urge viewers not to consume rhino horn, and to report crimes involving rhino horn to authorities or ENV's toll-free National Wildlife Crime Hotline. Please see the links below:

*<http://www.youtube.com/watch?v=a1leg36qNpg> (Vietnamese version)*

*<http://www.youtube.com/watch?v=9EUP1FfORm0> (with English subtitles)*

The release of infographic film in August 2013 aimed at increasing public awareness about the plight of the world's rhinos and discouraging the consumption of rhino products. By tracing the path of the illegal rhino horn trade from South Africa to Vietnam, the PSA highlights the severe consequences of Vietnam's increasing demand for rhino horn products. Please see the link below:

*<http://www.youtube.com/watch?v=6R2SvN0zusQ>*

Additionally, at the early of November 2013, ENV in partnership with WildAid and the African Wildlife Foundation (AWF) have released a striking new PSA illustrating the horrific consequences of the increasing demand for illegal rhino horn in countries including Vietnam. The PSA, "The Sickening Truth," carries a warning since it contains explicit images of a rhino that was left for dead after her horn and a large portion of her face was brutally hacked off.

*<http://www.youtube.com/watch?v=7aTpjaE8Yf4#t=23>*

The PSAs were broadcasted on 35-47 national and provincial TV channels. In addition, the PSAs have also gone virally via forums, facebook fanpages. For example,

[www.facebook.com/OurVietnam](http://www.facebook.com/OurVietnam) is very popular fanpage with 834,319 audiences. In addition with support from an advertising company, who has been freely airing ENV's PSAs for over two years on their LCDs on Hanoi – Ho Chi Minh rail TV channels specifically for train ticketed customers.

### Viral campaign

Communication technology in the form of website, forums, and blogs is considered a major means of communicating and transferring information quickly and effectively to the public, especially to young people. ENV has taken advantage of these advanced mediums to encourage people not to consume rhino horns and promote the wildlife protection hotline.

- **Rhino banners advertising on websites and forums:** From August 2013 to October 2013, almost 120 websites and forums have posted ENV's rhino banners, resulting in increasing the number of views of ENV's rhino webpage. The banner encourages the public to become actively involved in rhino protection by not consuming and trading rhino horn and reporting crimes relating to rhino horn to ENV's toll free hotline.

These websites and forums included websites of government agencies, private sectors and social webpages, which are considered reachable and popular to targeted audiences and have a millions of members in total.



One such forum is webtretho, which has a membership of almost 1,4 million women who are considered potential rhino consumers, as they may use rhino horn to prevent or cure their children from fever. Within two weeks, the banner had over 4 million views and ENV's rhino page received over 3,000 hits as a result. This is ENV's first pilot with paid viral advertising and found it a successful approach, which may be applied strategically in future campaigns.

Although over one hundred websites and forums posted rhino viral banners free of charge to help promote our message, ENV does not have sufficient data in order to fully analyze the reach of the campaign and therefore cannot accurately evaluate this campaign. It is therefore being further studied and developed for in order to ensure better impact and effectiveness in the future.

- **Viral enrichment on ENV's Fan page:** Since December 2012, the ENV team initiated a viral campaign on the Volunteer Fan Page aiming at raising interaction of the page fans and increasing views for rhino messages. The messages were delivered via photos, video clips, news, messages, games, etc which were posted on the Fan page on a regular, usually weekly, basis. Thousands of views, likes and comments from the Fan Page's fans were documented. People also shared the posts on their own Facebook account, helping spread the message to wider public virally.

### **Radio show**

Responding to the fact that traveling and rural people still use radio as a primary access to media, ENV has produced monthly national wildlife trade radio shows since late 2005. Each 10-minute show comprises two major parts: news updated on public participation and efforts to combat wildlife crimes by local authorities, and discussions on key wildlife trade issues. The shows end with a message to encourage the public to report wildlife crimes to local authorities or ENV's toll-free wildlife crime hotline.

This year, there were three shows focusing on encouraging the public not to consume rhino horns. The three shows highlight the fact that rhino horn is not a magic medicine; rhino horn is not only extremely expensive but also brings no benefit to one's health, and that buying rhino horn also pushes rhinos to the brink of extinction. In particular, the third radio show illustrated the horrible consequence of rhino consumption in Vietnam for rhinos in South Africa, and emphasized the responsibility of Vietnam and Vietnamese in stopping rhino horn consumption and protecting rhinos around the world.

All three radio shows were broadcasted via the Voice of Vietnam, the national radio show station, and the provincial radio channels in the central and highland of Vietnam including Da Nang, Quang Tri, Thua Thien Hue and Kon Tum provinces.

### **Public awareness events**

As an important part of ENV's rhino horn consumption demand reduction campaign, rhino exhibits were designed to raise public awareness about world's rhino issues. The exhibit includes the display of information boards explaining the rumors of rhino horn values in Vietnam, the scientific facts of the actual materials which rhino horn consists of, the horrible consequences of rhino horn consumption in major markets like Vietnam that rhinos in South Africa are facing; and of Public Service announcement videos. The exhibit also raises a question to public about Vietnamese responsibility in protecting the world's rhino population and encourages the public not to use wildlife products and report rhinos related crimes to local authorities or the ENV's wildlife crime hotline.

One of the key awareness activities of this project is the rhino talk; university seminars focusing on rhino issues which target to raise awareness to students at universities. In October 2013, three rhino talks were carried out at universities with the display of rhino exhibit boards. These talks and exhibits were carried out at big universities in Hanoi including University of Vietnam Forestry, Academy of Journalism and Communication and Hanoi University for Natural Resources and Environment. One of the talks included participation from Do Doan Hoang, an outstanding journalist from Lao Dong newspaper who took part in the trip to South Africa in September 2013, during which he shared his experience and recognition of the horrible impact of rhino consumption on rhinos in South Africa. The talks attracted a total of over 700 students who participated and answered the quizzes about rhino issues. Many of them shared great messages to rhino consumers.

- *"Using rhino horn means killing rhinos. Killing rhinos means the next generations lose the chance to see real rhinos"*

(Ms. Truong Thi Giang, Age 20, Ha Noi, October 2013)

- *"Using rhino horn does not show your status, it shows that you are foolish and you are threatening life of rhinos. Let's say no to rhino horn together. By saying no to one rhino horn, you help to save a generation of rhinos."*

(Ms. Vuong Thanh Hoa, Age 19, Hanoi, October 2013)

- *"There are only stupid and uneducated people using rhino horn. Rhino horn could not cure any kind of diseases, I tried and I know."*

(Ms. Nguyen Quynh Chi, Age 19, Quang Ninh, October 2013)

As part of the exhibit, ENV has developed banners, posters and quizzes. Different wildlife issues were also presented and the public was encouraged to share their thoughts and comments during the events.

During the project period, ENV has carried out 37 public awareness exhibits and universities seminars. During these events, many young people also shared their thoughts and feelings about rhino horn consumption and rhino protection. Below are some of the public feedback and photos of the events:



### **Corporate join-hand in rhino horn consumer demand reduction**

- **New year postcard with rhino messages to CEOs and decision makers**

Businessmen and people with high social-status are considered the biggest group of potential consumers of rhino horn and thus are the main target audience for ENV's rhino horn demand reduction campaign. The attitudes and actions of those peoples may also have great influence among their peers and on the public, and therefore an awareness campaign has been initiated to directly target corporate CEOs and call for their support to spread the rhino protection message. The message "Rhino horn is neither a magical medicine nor a status symbol" was also delivered to National Assembly members, decision makers, enforcement officer, and CEOs via nearly 1,000 Tet (Traditional Lunar New Year) postcards.

- **Rhino Letter to CEOs of Corporate**

A similar initiative was conducted through letters to CEOs which highlights the situation and urges CEOs to take action. During the pilot phase, we sent letters

to more than 20 CEOs whose company participated in ENV's Wildlife Safety Zone.

In June 2013, ENV expanded the initiative to a broader scale of a total 200 CEOs letters sent to 200 CEOs of 113 famous enterprises. The letter enclosed a questionnaire to have CEO's feedback on concerned issues and their messages to rhino horn consumers. Tens out of 200 CEOs sent their feedback with valuable messages to rhino horn consumers, typically as following:

Although a response rate of five percent does not meet the expected outcome for the initiative, those CEOs who gave valuable feedback will be targeted for further contact during the campaign.

- **Rhino standees displayed at business establishments**



Recognizing the importance of corporate involvement in addressing rising consumer demand for wildlife in Vietnam, in late 2011 ENV initiated a new program enlist the support of a growing number of companies located in Hanoi, Da Nang, and Ho Chi Minh City to help raise awareness amongst their employees of the need to “get involved” in efforts to protect wildlife which is called as Wildlife Safety Zone. Under this initiative, ENV places rhino banners at company offices urging employees not to consume rhino horn and report related crimes. DHL, the global market leader in the logistics industry, was the first corporate partner to join this “Rhino Safety Zone”, with four standees displayed in their HCM offices and two standees displayed in their Hanoi office.

- **Car dealership**

Alongside CEOs, car owners and customers of car showrooms are also considered part of the demographic which has high potential to consume rhino horn. They are therefore also considered part of ENV's target audience for the demand reduction campaign for rhino horn. In cooperation with car showrooms and car companies, ENV designed a “win-win approach” to integrate rhino messaging into catalogs and flyers of car showrooms and companies, or into display standees at car showrooms.

This initiative is currently in the pilot stage and so has not been fully evaluated yet. In the very first partnership, six standees bearing the



slogan “You are smart consumers for saying NO to rhino horn” were displayed in MG showroom.

As this approach develops, ENV will target other luxurious car showrooms and companies where many rich and high-social status people gather. This pilot is intended to test the possibility of targeting potential wealthy consumers through retail establishments. If this pilot is successful, it would be expanded to other approaches such as luxury restaurant dealerships, luxury hotel and resort dealership, golf club dealerships.

### Rhino standee displayed at Ministries, Governmental offices



Under the initiative of the Wildlife Safety Zone, the rhino information stand was planned to display at the office of Ministries, Governmental Departments and Agencies. The standee urges government staffs to say NO to rhino horn consumption, and encourages them to report rhino horn related crimes to the relevant authorities or the ENV’s hotline. In the first period of the campaign, almost 20 government agencies agreed to display the standee.

Although Vietnam is still considered one of the main markets for rhino products, this is a promising sign of support from our official authorities in the battle to reduce the demand for rhino horn and improve the overall awareness of protecting wildlife within the government.

*Photo: Stand was displayed at the lobby of Ministry of Culture, Information and Communications.*

### TCM partnership

One of two major reasons for rhino horn consumption is a traditional magic medicine thus TCM doctors and shops are major targeted partners of ENV. The campaign aimed to promote rhino protection through prominent placement of awareness materials to deliver key messaging to customers.



The initiative was participated in by almost 30 TCM shops in Hanoi and HCMC between June 2013 and August 2013, who displayed table standee banners in their shops in order to urge their customers not to use rhino horn and encourage them to report rhino related crimes. The display of banners also showed the commitment of TCM doctors and TCM shop owners to not sell rhino horn and wildlife products.

However, this initiative was not evaluated as a successful way to deliver messaging to a vast number of public, as the banner was hardly visible and was not eye-catching in such a small shop such as a typical TCM shops.

## Rhino Day Initiative

The most significant initiative of this program was a trip to South Africa in September 2013, participated by prominent delegates from Vietnam including a National Assembly member, a senior Environmental Police officer, an outstanding journalist and the famous celebrity Xuan Bac (who has dozen thousands of followers and fans on his social page). The objective of this ten-day trip to South Africa, where the delegates directly observed the impacts of the international illegal rhino horn trade, is that these prominent figures could bring the issue back to Vietnam and call for Vietnamese citizens to join hands in protecting world's rhinos by not consuming rhino horn. This is the first trip of Vietnamese delegates to South Africa for the purpose of sharing the world's responsibility in protecting rhinos.

The press conference “World Rhino Day 2013 – Rhino horn is not a magical medicine neither a status symbol”, hosted on September 20, 2013, marked the delegate’s return from South Africa. All the meaningful messages and stories brought to the Vietnamese public from the delegates were conveyed during the conference and on almost 200 channels of Vietnamese and foreign media and television.

Comedian Xuan Bac was also formally recognized as a Rhino Ambassador for ENV. He pledged to drive home the message to his fans and the Vietnamese public that they must say NO to rhino horn before it is too late for the world’s remaining rhinos.



## Law Enforcement



ENV's investigation of major criminal networks involved in the illegal rhino horn trade had several major breakthroughs in 2013, with links established between specific individuals arrested in South Africa and the criminal organizations that ENV had previously uncovered operating in Vietnam. ENV held several high level meetings with South African law enforcement and prosecutors in September, and is in the process of preparing information packets that will detail connections between three major organizations and their partners in South Africa.

Meanwhile, ENV's Wildlife Crime Unit tracked 22 new rhino horn cases during the period November 1<sup>st</sup> 2012 - October 31<sup>st</sup>, 2013. It includes 17 smuggling and trade cases and 5 advertising cases.

***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.***

#### **Long-term impact**

The project is expected to have brought positive changes in attitude and behavior of the public toward rhino horns use and then helped to reduce the consumption in Vietnam. Ultimately, it has contributed to the conservation of African rhinos by reducing poaching in the area.

#### **Short-term impact**

Project activities are aimed at raising public awareness about rhino horns consumption in Vietnam. The message of "rhino horn is neither magic medicine nor status symbol" is expected to spread out to a wide range of public citizens and especially to potential rhino horn consumers via a variety of activities and resources. The public were encouraged to be actively involved in protecting rhino by not consuming rhino horns and reporting illegal rhino horn trade and consumption when observed.

***Were there any unexpected impacts (positive or negative)?***

- Car dealership: At a car showroom, we expected to insert informative flyers into the catalogs, rather than the showroom agrees to display our message in the form of a standee. However, the first company agreed to display 6 standees in their showrooms. Our message is therefore much more visible to the customers and thus more effective in terms of raising awareness within a higher number of people.

### **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)**

- Whilst developing the concept for TCM partnerships and table display banners, ENV did not foresee the issue that the table banner might be too small for the public to notice if it is not displayed at the reception desk. Also, since TCM shops are normally small in size, shop owners, they moved the banner to other places that were not visible to their customers instead of displaying them at the reception desk. This is therefore a shortcoming in the implementation of this partnership campaign.
- Viral campaign: During concept design, it was planned that viral banners were to be posted on a targeted list of websites and forums which are popular with huge amount of followers and members, especially social websites and forums with millions of members. This strategic plan contributed to the success of the viral campaign in terms of reaching a vast number of people.

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

- PSAs distribution: Learning from the distribution of the first rhino PSA, which did not target the expected number of television channels broadcasting the videos, ENV made a plan for achieving the target by producing a list of provincial television channels with a prompt follow-up. This produced an excellent success to distribution of following PSAs of rhino through provincial televisions all over the country with 48 channels broadcasting the PSAs in 64 provinces.
- Car dealership: The car dealership partnership initiative should be carried out with luxurious car companies and showrooms to target more potential wealthy consumers of rhino horn. The concept should be worked out much earlier that at the completion of the project, in order for more car dealers to be involved in the campaign to have increased outcomes. Whilst the display of standees at the MG Company showroom is counted as a positive result, achieving only one car dealer involved in the partnership is considered a shortcoming in program implementation.

**Other lessons learned relevant to conservation community:**

NO

**ADDITIONAL FUNDING**

**Provide details of any additional donors who supported this project and any funding secured for the project as a result of the CEPF grant or success of the project.**

Donor	Type of Funding*	Amount	Notes

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

- A** Project co-financing (Other donors contribute to the direct costs of this CEPF 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 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.***

The permanent change of social attitudes can be expected to require years to achieve, and extend well beyond project periods and typical donor cycles.

However, once an attitude has been changed, less financial maintenance is required than for other forms of project, and thus the effects of this one year program can potentially have an impact upon certain people for decades, without further ENV input. Moreover, the impact of changing one person's opinion can spread to their friends, colleagues and down through generations to come. The nature of a viral campaign is also relatively self-replicating, particularly when using social media networks such as Facebook, as it is eventually developed and dispersed by other members of the network through sharing and liking.

Realistically, ENV expects that the results of this awareness campaign will be an initial salvo of what must become a sustained campaign to be able to influence and change behavior. During this period we have developed and tested campaigns which we will now further develop and implement in order to reach a wider audience in a more effective way.

***Summarize any unplanned sustainability or replicability achieved.***

## **Safeguard Policy Assessment**

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

<b>Performance Tracking Report Addendum</b>				
<b>CEPF Global Targets</b>				
<b>(Enter Grant Term)</b>				
<b>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.</b>				
<b>Project Results</b>	<b>Is this question relevant?</b>	<b>If yes, provide your numerical response for results achieved during the annual period.</b>	<b>Provide your numerical response for project from inception of CEPF support to date.</b>	<b>Describe the principal results achieved from July 1, 2012 to June 30, 2013. (Attach annexes if necessary)</b>
1. Did your project strengthen management of a protected area guided by a sustainable management plan? Please indicate number of hectares improved.	NO			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?	NO			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.	NO			
4. Did your project effectively introduce or strengthen biodiversity conservation in management practices outside protected areas? If so, please indicate how many hectares.	NO			
5. If your project promotes the sustainable use of natural resources, how many local communities accrued tangible socioeconomic benefits? Please complete Table 1 below.	NO			

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





### **Additional Comments/Recommendations**

NO

### **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.cepfnetwork.org](http://www.cepfnetwork.org), and publicized in our newsletter and other communications.

**Please include your full contact details below:**

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