

CEPF SMALL GRANT FINAL PROJECT COMPLETION REPORT

Organization Legal Name:	Wildlife Conservation Society
Project Title:	Leveraging support from the Vietnamese corporate sector to reduce illegal consumption of protected CEPF priority species
Date of Report:	April 13, 2012
Report Author and Contact Information	Scott Robertson WCS Vietnam Program 1302, 57 Lang Ha str, Hanoi Tel: +844 35149750; +84 904114712 Email: sroberton@wcs.org

CEPF Region: Indochina (Indo-Burma)

Strategic Direction:

3. Engage key actors in reconciling biodiversity conservation and development objectives, with a particular emphasis on the Northern Limestone Highlands and Mekong River and its major tributaries

3.3 Conduct targeted outreach and awareness raising for decision makers, journalists, and lawyers

Grant Amount: \$19,946.76

Project Dates: 2010/4/15–2012/4/15

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

- The FPT Corporation were the primary partner in this project acting as the target audience for all activities. They engaged in the concept, design and delivery of all activities
- The media (press, television, internet) were also an important partner, providing coverage of project activities.

Conservation Impacts

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

The Vietnamese corporate sector present one of the greatest threats to the Indo-Burma hotspot through the destruction of habitats for business ventures (e.g. Economic Concessions for Agriculture in Lao and Cambodia) and also as the top consumer of the hotspots endangered species.

This project was the first conservation-corporate partnership that aimed to change corporate behaviour towards wildlife. With this grant, on limited funding and timescale we have built support for wildlife conservation throughout the largest and one of the most influential private corporations in Vietnam and mainstreamed conservation issues into the corporation; a critical step and lesson as we as a community seek to alter their destructive practices.

Through this work we have made some significant achievements, including a commitment to revise the Staff Policy of FPT's largest companies to include an article on wildlife conservation – the first of its kinds in any large corporation in Vietnam, if not the hotspot.

Component 1: Planning and monitoring the campaign

Expected results:

Focal group meetings to identify the most appropriate communication mechanisms and to seek consultation on activities

Actual results:

Ten meetings were held with a range of partners within the FPT Corporation including Vice chairwoman of the board of FPT Corporation, Head of communications department (FCC), Vice Director of FPT Software company who was also the Vice Director of FPT Corporation in charge of HR. Our main partner throughout was the members of the FPT environment group and the FCC with who numerous meetings were held throughout the project. We found that a combination of formal meetings combined with more informal lunch meetings or out-of-office hours meetings together gave the highest participation of the key people. Furthermore, we involved FPT staff in the design and messaging of all IEC materials in the awareness campaign and through this they learnt far more about the issue than simply being handed over the finished product.



[above photo] FPT staff work alongside WCS staff in the design and messaging on the Go For Zero Consumption of Wildlife campaign

Component 2: Raising awareness about protected species and illegal wildlife trade

Expected result 1:

Seminars & corporate briefings

Actual result:

In October 2012 we organized a **high-level event** with keynote addresses from FPT Corporate Vice Chairwoman, Director of World Bank Vietnam, Miss Vietnam 2010, and Vietnam Idol 2010 about wildlife conservation and the launch of the FPT Go For Zero Consumption of Wildlife campaign. In total over 60 people attended the event including FPT top-level managers e.g. Truong Gia Binh CEO, FPT staff, over 30 journalists and other influential groups such as AusCham and Biodiversity Conservation Agency from Ministry of Natural resources. The event

brought widespread attention to the campaign within FPT in addition to receiving significant media coverage. It provided WCS the opportunity to meet and discuss the issue with the leaders of FPT who following the event gave their full endorsement to the work, a key requirement to get the staff to allocate their time towards the work.



[above photo] Ms Trương Thanh Thanh, Vice Chairwoman of the FPT Corporation and Dr Scott Robertson, country rep of WCS Vietnam signing a Cooperation Agreement on wildlife conservation activities



[above photo] Director of World Bank Vietnam, Victoria Kwakwa giving the speech praising the commitment of FPT for wildlife conservation



[above photo] From left to right: Miss Vietnam 2010, FPT Vice chairwoman, Vietnam Idol 2010, Director of WCS Vietnam



[above photo] Trung Gia Binh (left), the CEO of FPT Corporation writing his wish for wildlife conservation



[above photo] More than 60 people attended the launch of Go For Zero consumption of wildlife, with the top-level management of FPT in the front row

Added result:

FPT Day 2011 and 2012

Go For Zero consumption of wildlife is counted as one of the 10 notable CSR activities of the FPT Corporation and is part of the FPT "For the community" day in March every year.

The events were an opportunity to reach out to hundreds of FPT staff via fun and informative games about wildlife, quick surveys, give-aways. The high-level managers of FPT also repeated their commitment by letting WCS giving a speech about wildlife conservation in the opening ceremony to the audience that included the board and directors of FPT companies.

In total 500 FPT staff joined the WCS booth, taking home information on no consumption of wildlife printed on the give-aways.



[above photo] More than 300 FPT staff joined the wildlife booth on FPT “For the community day” on 13 March 2010



[above photo] Printed photos to take home for FPT participants, in the picture is the Vice director of FPT Software with his daughter enjoying WCS’s activities on “For the community day” on 13 March 2010



[above photo] FPT Chairman (second from left) having fun at the wildlife booth



[above photo] FPT Chairman and FPT Software Director visiting the wildlife booth

Expected result 2:

Articles in company media

Actual result:

The main internal news outlet is 'chungta' an online internal news service, that is read by an estimated 9,000 FPT staff, representing 70% of all FPTers in the country. Over the course of the project WCS wrote 23 articles about project activities in chungta but also wrote 5 feature articles in that and in internal news of FPT Software on wildlife conservation issues such as legal consequences from consuming illegal wildlife, diseases transmitted from eating wildlife and turtle protection. These articles generated an estimate 11,500 views by FPT staff.



[above photo] A screen shot of an article about Go for Zero on internal news of FPT 'chungta'

Our collaboration with chungta has been very successful and a campaign micro-site will feature as a top link on the main chungta home page from May 1st. The micro-site includes the list of the most commonly illegally consumed by FPT staff according to the survey done in 2011, information on fines and jail time for violating the laws, list of famous people in the world and in Vietnam advocating wildlife protection, an online game about protected wildlife species, wallpapers and screensavers of wildlife, and the video featuring FPT famous faces promoting zero wildlife consumption. The micro-site is now in the test mode at www.ichange.vn/goforzero pending FPT approval and is going to be launched from 1st May at the official address www.go4zero.net



[above photo] A screen shot of the micro-site homepage

Expected result 3:

A4 poster campaign

Actual result:

At the concept stage we planned a poster campaign for display in the toilets, meeting rooms and in the elevators but we all felt this lacked the innovation and creativity required to capture the attention and imagination of FPT staff to actually take in the messages. In response to this 'poster-fatigue' we developed a series of eye-catching designs that can be printed out at a large-scale (2.4m X 2.1m) and fixed to elevator doors. This is a very new approach in Vietnam and is certainly the first time this approach has been used in Vietnam for social marketing.

Six unique elevator door designs were developed and installed on all 96 elevator doors (6 elevators x 16 floors) in the FPT Corporation headquarters building in Hanoi, and on 23 elevator doors in the FPT Corporation head office in HCMC for one month which we estimate will reach 13,500 views per day.

The designs feature some of Vietnam's most endangered and charismatic wildlife, highlight the health risks of consuming wildlife, the potential fines if you're caught buying protected species and attempt to evoke emotional responses from the audience. The elevator designs were complemented with a wildlife-themed installation in the staff cafeteria in the FPT corporate building. The installation consisted of a full-wall design at the entrance and then all pillars were given individual designs featuring large-size Origami animals e.g. rhinos, peafowl, and cobra.



Six designs of elevator door



[Above picture] Designs on actual elevator doors at FPT building





[Above three pictures] Origami, pillars and wall decoration about wildlife

Expected result 4:

Video clip

Actual result:

Two video clips have been developed through this grant to be shown on LCD screens of the FPT headquarter building in Hanoi and HCM city in addition to being promoted on chungta.vn and through WCS communication outlets (e.g. facebook, youtube, twitter). The videos features actors and actresses who are all FPT staff including the vice chairwoman of the board, head of corporate communications department, the vice director of FPT Software company, and other popular and famous faces of the corporation (e.g. Top 5 Miss Vietnam, a famous MC). The issue of wildlife conservation in Vietnam is delivered through their voices and associated images. A key message to staff is that the leaders of FPT do not support the consumption of wildlife anymore. The videos are in Vietnamese but English subtitled versions will be available shortly.



[Above picture] A screen shot from the short film 'FPTers Go For Zero' showing Ms Truong Thanh Thanh the Vice Chairwoman of the FPT Corporation

Expected result 5:

Design competition

Actual result:

An FPT poster design contest was launched and received 29 artworks by FPT staff on the message of wildlife conservation. The designs were featured in internal FPT media for colleagues to comment upon. The top three designs were selected and the designers presented awards at 'FPT-day', their annual company-wide CSR event. Following our decision to fight poster-fatigue the top two designs are being re-designed to be printed on mugs and t-shirts to be given to FPT managers across the corporation.



[Above pictures] The top two designs on t-shirts and mugs

Added result:

Other designs were created to use on give-aways with clear messages on Zero consumption of wildlife, the legal status of wildlife and some aiming to provoke emotions for wildlife. The give-aways were considered attractive by FPT staff with demand for more



[Above picture] Give-aways of Go for Zero consumption of wildlife project with clear messages

Component 3: Incorporating 'Zero protected wildlife consumption' policies into company policies and practice

Expected results:

Working lunches and meetings

Actual results:

A key outcome of this project and what makes it more than simply an awareness-raising campaign is that the corporate partners develop internal mechanisms to prevent staff from consuming protected wildlife.

Working lunches were held with both the FPT Environment Group and FPT Software Vice Director, FPT Software is the biggest company among FPT Corporate in terms of human resource with 3200 staff and the VD is the former head of Corporate HR.

FPT Software have agreed to add an article about environment protection to their staff handbook and specifically state that the consumption of protected wildlife is not tolerated by FPT Software. The handbook is revised annually and so we expect this to be added un the second-half of 2012, we will submit a follow-on report to CEPF at that stage. FPT Software will be the first big company in any Vietnamese corporation in the country to incorporate a wildlife protection clause in their policy. We will use this as leverage to push for a Corporate wide policy and further activities to then monitor and implement the policy

Component 4: Facilitating media coverage of the companies involvement

Expected result:

National media coverage

Actual results:

Over 60 media articles in national newspapers were produced including the most popular online news page in Vietnam vnexpress.net, the official news of the Communist Party nhandan.com.vn, the official Vietnam News Agency vnplus.vn and other popular newspapers on economic, business and environment. The message of most of them is about the pioneering act of commitment towards wildlife conservation of FPT Corporate, leading an example for other companies in Vietnam to follow. The article on Vnexpress.net alone has created so far more than 100,000 page views (from 28 Oct 2012 to date) <http://vnexpress.net/gl/khoa-hoc/2011/10/doanh-nghiep-dau-tien-cua-vn-cam-ket-bao-ve-dong-vat-hoang-da/>



Component 5: Monitoring and evaluating the project's outcomes

Expected result 1:

Google survey on wildlife consumption/awareness

Actual result 1:

In October 2011, 191 FPT staff took an online survey on corporate behavior where we had included a number of questions on wildlife consumption to try avoid any bias in the results. We intend to repeat this survey every year to allow monitoring of changes in awareness and corporate behavior. The results from this first data point showed the following:

- 17.6% consumed wildlife and used wildlife products
- Of which 8.6% used tiger bones and 11.4% used rhino horns
- Nearly 60% were male
- 75% of number of wildlife species commonly consumed by FPT staff are protected wildlife and thus illegal to consume
- The top reason for consuming wildlife is because it's a specialty to treat important partners
- The highest ranking managers who took part in the survey consumed all kinds of wildlife and do it every week stating health, status and socializing reasons
- Convincing reasons to stop consuming wildlife is the health risk (20%) and eco-system destruction (18%)

Expected result 2:

Google survey on wildlife consumption/awareness

Actual result 2:

Focal group discussions are planned to be held following the results come from second survey in mid 2012 and following the final roll-out of IEC materials under this grant.

Please provide the following information where relevant:

Hectares Protected:

Species Conserved:

Corridors Created:

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

The long-term goal of this work is to 'reduce consumption of protected wildlife by engaging large Vietnamese companies to leverage their support to develop internal company mechanisms'.

Whilst its unlikely that overall levels of wildlife consumption have reduced in the company, we have already heard some encouraging stories from FPT staff (verbally to WCS and also posted as comments on articles in Chungta) who report they will no longer consume wildlife since they have learnt about the conservation and more importantly the health risks associated with consuming wildlife. Nonetheless, our approach took three methods that we feel all met success:

(i) Raising awareness, interest and support for protected wildlife and conservation issues

We have certainly increased interest and support for wildlife conservation issues within FPT from the staff level (e.g. FPT University students are now volunteering at WCS) to the highest levels of the corporation e.g.

- Wildlife conservation is being written into the 10-year CSR strategy of the FPT corporation
- Truong Gia Binh, FPT Chairman presented about the Go For Zero Consumption of Wildlife Campaign at the World Economic Forum in Davos this year.
- In February 2010, at our first informal wildlife-themed networking event with FPT featuring a short presentation, only five people attended, with no managers – at the last event we held over 60 people attended including the heads of the corporation and many heads of departments.
- The project started with WCS pitching ideas and negotiating endlessly for the placement of communication materials but the project ends with FPT approaching WCS with requests for further materials not only in the corporation headquarters but expanding this to subsidiary companies and offices
- This interest and commitment is also demonstrated in the access we have been granted to FPT staff, where at the early stages of the project, it was difficult to get permission to send emails to staff about the online survey - whereas now we are able to post micro-sites and articles direct to many staff through their internal mechanisms

(ii) Facilitating media coverage and exposure for the companies pro-conservation activities

- **Over 60 media articles** in national newspapers were produced including the most popular online news page in Vietnam vnexpress.net, the official news of the Communist Party nhandan.com.vn, the official Vietnam News Agency vnplus.vn and other popular newspapers on economic, business and environment. The message of most of them is about the pioneering act of commitment towards wildlife conservation of FPT Corporate, leading an example for other companies in Vietnam to follow. The article on Vnexpress.net alone has created so far more than 100,000 page views (from 28 Oct 2012 to date)
<http://vnexpress.net/gl/khoa-hoc/2011/10/doanh-nghiep-dau-tien-cua-vn-cam-ket-bao-ve-dong-vat-hoang-da/>

(iii) *Incorporating wildlife conservation to company policies and practice and developing systems and methods to monitoring consumption*

FPT Software have agreed to add an article about environment protection to their staff handbook and specifically state that the consumption of protected wildlife is not tolerated by FPT Software. They will be the first big company in any Vietnamese corporation to incorporate a wildlife protection clause in their policy and we will use this as leverage to push for a corporation-wide policy and further activities for monitoring and implementing the policy.

Were there any unexpected impacts (positive or negative)?

None

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.

Many Vietnamese companies are not prepared to make a commitment to wildlife conservation more than words

We had originally hoped to involve three companies in this project and thus have wider impact. Despite very positive verbal commitments being made to us by representative of Petrovietnam, Techcombank, ACB and BaoViet on their participation on this work, these did not materialize into real action; instead we were met with constant delays and excuses for why they couldn't get things started. Its likely that under their current management, state-owned enterprises (SOEs), which face an almost total lack of competition or impacts of losses, which reach into the hundreds of millions and are then covered by the state budget, do not see any benefit in investing time into meaningful CSR. The Prime Minister has made a number of commitments to reforming the SOEs in his new term so there perhaps an increased potential for this in the future.

We made a decision that rather than delaying the program with FPT any further and risk losing their interest, we would focus our attention on FPT who have shown an interest and who we hope can be a pioneer in this area as an example and inspiration to other companies to follow. In hindsight focusing on one company was already a significant amount of work and at this early stage of our corporate engagement was probably more realistic.

Working with Vietnamese corporations on wildlife conservation requires a high level of flexibility and patience

Corporate Social Responsibility is in its infancy in Vietnam and come very low on most peoples and departments to do list particularly when we're asking for more than putting up a poster, or giving a donation. Therefore, we found ourselves having to maintain their interest whilst ensuring we meet our donor's timelines. Nonetheless, Vietnamese businesses, particularly those in the private sector are quick to respond to opportunities and so the current trends towards 'Green Growth' can be used as catalyst for improved CSR.

Find figures of influence to access the top

We found that the World Bank has significant influence in FPT and put down the high-level participation at one event, largely to the keynote presentation by the current World Bank Country Director. We are already establishing contact with further influential businessmen such as Richard Branson and Mark Zuckerberg in the hope they can be involved in future collaborations.

One campaign doesn't fit all

Whilst the basic structure of our objectives remains valid we found that the specific activities and communications products will vary with corporation/company and so in planning projects and budgets you need to allow a significant amount of flexibility.

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
FPT Corporate	A	US\$694	To support the activities of Go for Zero on FPT Day 13 March 2010

***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

Long-term Sustainability/Replicability

- The integration of the 'zero-consumption of protected wildlife' policy in FPT Software's handbook represents a long term change in company practice past the projects interventions
- We have develop a broad set of communications materials for corporate audiences that we are preparing into a package to 'sell' to other corporations to secure their interest and involvement in the future as we roll this out.
- The FPT branded materials and design files developed under this project are now available for use after the project to FPT should they wish to print more runs of these for subsidiary offices
- The project aims to use the success of this grant as a basis for fundraising for developing a model that can be replicated to other corporations throughout Vietnam and the region

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

Summarize any unplanned sustainability or replicability achieved.

- Incorporating an article in the staff handbook of FPT Software company is being carried out at the moment and it is at the stage of being discussed for the final wordings by the Vice director of FPT Software. Although it is highly likely to be approved by the board of the company then to be actually added to the re-published staff handbook in the second half year of 2012, there is still a very small chance that there may be a delay to the schedule. However, once the article on zero consumption of wildlife is added, it will stay in the handbook and it is easy to replicate the contents.

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

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 July 1, 2010 to June 30, 2011. (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.	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 tab

Additional Comments/Recommendations

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:

Name: Scott Robertson or Duong Viet Hong

Organization name: Wildlife Conservation Society

Mailing address: PO BOX 179, Hanoi GPO, Vietnam

Tel: +84-4 3514 9750

E-mail: wcsvietnam@wcs.org, sroberton@wcs.org, dvhong@wcs.org