

## CEPF FINAL PROJECT COMPLETION REPORT

<b>Organization Legal Name:</b>	GreenViet Biodiversity Conservation Centre
<b>Project Title:</b>	Reducing wildlife consumption in Da Nang City, Central Vietnam
<b>Date of Report:</b>	Sep 25, 2015
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### CEPF Region: Indo-Burma Hotspot

#### Strategic Direction:

2: "Demonstrate innovative responses to illegal trafficking and consumption of wildlife"  
Investment Priority 2.4: "Support campaigns, social marketing, hotlines and other long-term communication programs to reduce consumer demand for wildlife and build public support for wildlife law enforcement".

**Grant Amount:** \$19,992

**Project Dates:** September 1<sup>st</sup>, 2014 to August 31<sup>st</sup>, 2015

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

1. Da Nang Tourist Promotion Centre, under the management of Department of Culture, Sport and Tourism of Da Nang city:  
This is the key contact that connects GreenViet with Da Nang International Airport in implementing Objective 3. The Chief of this Centre was in GreenViet network before. To support the project, we signed an MoU to collaborate in a communication campaign at Da Nang airport from February to April 2015.
2. Da Nang Radio and Television (DRT):  
DRT is the partner to implement objective 2 – talk show “Threats from using wildlife products to nature and your health”. This is the radio and television department of the Da Nang people. The project signed a contract with them to create the talk show based on its main content and objectives. DRT also supported the project by having a famous singer talk on the show in order to draw more attention from the Da Nang people.
3. Mai Linh taxi company:  
The project chose Mai Linh taxi company to be its partner for objective 3 because of their well-recognized green colored taxis. As a part of the MoU between GreenViet and the Mai Linh representatives, they offered free space in 300 taxis to display and introduce conservation communication products to their customers. They were in charge of gathering their cars, and training their drivers to introduce the communication products as well as the project’s messages.
4. Son Tra Eco-Tourism Sea Board:  
As one of GreenViet’s long-term partners in activities to save the Son Tra douc langurs, they offered GreenViet a space at Bien Dong sea park – the most beautiful and popular place for Da Nang citizens and tourists - in order to implement the activities in objective 4.

5. Da Nang Forest Protection Department (FPD) and Pan Nature:  
They are two technical supporters for objective 1 of this project. They presented information at a training workshop for Da Nang officials. Da Nang FPD representative were invited to present about wildlife consumption and wildlife trade activities in Da Nang city, while Pan Nature supported the project by introducing some communication approaches and tools to use in reducing wildlife consumption.
6. Natural Resources and Environment (NRE) Office of Hoa Vang District:  
They were a positive unexpected partner that extended objective 1. After the training course, representative of Hoa Vang NRE Office said that they would like to collaborate to conduct an awareness raising program in their mountainous areas, using communication tools from the training course. The program was conducted in May 2015.

## **Conservation Impacts**

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

This project has contributed to the implementation of the CEPF ecosystem profile through a strong communication campaign designed to reduce demand for wildlife. In particular, it contributed to Strategic Direction 2 “Demonstrate innovative responses to illegal trafficking and consumption of wildlife”, and Priority 2.4 “Support campaigns, social marketing, hotlines and other long-term communication programs to reduce consumer demand for wildlife and build public support for wildlife law enforcement”.

The project helped to increase the capacity of Da Nang officials, who are working in environmental protection, to use communication tools to reduce wildlife consumption in the city. A talk show aired on local television helped to inform the public about the use of wildlife products and its effects on humans and nature. It also carried out a campaign at Da Nang International Airport to encourage tourists to say NO to wildlife souvenirs and products in Da Nang city. The 300 taxis of Mai Linh company were involved in spreading the message “Say NO to wildlife food and souvenirs”. Finally, the project contributed to an awareness raising program for Da Nang citizens about wildlife consumption.

***Please summarize the overall results/impact of your project.***

The overall impact of this project was contributing toward reducing wildlife consumption in Da Nang city and raising participation of local people in protecting wildlife through raising the capacity of Da Nang communication officials in using communication tools to implement their work more effectively. The project also increased the knowledge of Da Nang citizens and tourists about wildlife consumption problems and the effects of using wildlife products on their health and the environment. Some results of the project included:

Da Nang communication officials have enhanced capacity to use communication tools: 25 Government officials (out of 38 participants who took part in the training workshop) were trained to use communication tools to reduce wildlife consumption in Da Nang city. After the training course, in order to practise what they have learned, all participants worked to propose five projects to reduce wildlife consumption.

Da Nang residents gained knowledge about the effects of using wildlife products on their health and the environment through a press conference attended by 34 journalists who spread the message to not use wildlife products. A 45 minute talk show on Da Nang Radio and Television informed the public about the effects of using wildlife products. The program was aired on Saturday morning two weeks before the Tet holiday and re-aired four times during Tet itself.

Customers of Da Nang International Airport and Mai Linh taxi had their awareness of wildlife consumption and its effects raised by a campaign at Da Nang International Airport over three

months through the delivery of 5,000 free maps, 6,000 leaflets and 6,000 bookmarks, and the campaign with 300 taxis of Mai Linh company advertising the project's messages through 18,000 leaflets and 6,000 bookmarks.

Da Nang citizens and tourists increased their awareness of the problem of wildlife consumption through a communication event over five days at Bien Dong sea park, involving some 500 people.

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

This was not mentioned explicitly in our approved proposal. However, the long-term impact of this work is to stop demand for wildlife in Da Nang city, and to cut the wildlife trading routes from the south and the highlands leading to the north of Vietnam. Another impact will be related to Da Nang citizens, who will play an important role in taking initiatives in their community group to say "No" to the consumption or trade of wildlife at the community level, thanks to a better understanding of the issues.

#### **Actual Progress Toward Long-term Impacts at Completion:**

There has been no clear long-term impact so far. This will require further effort. There is a need to work with each local authority and community in a sustained and long-term way. However, the results that have been achieved from the first year in terms of public awareness, stakeholder networking and the capacity raising for Government officials could be considered significant progress towards the long-term impacts.

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

- 1- Local authorities in Da Nang city make a plan for wildlife consumption reduction in their annual working plan in order to continuously contribute in reducing wildlife consumption;
- 2- Local people have been informed about the problem and taken initial steps to be better aware of wildlife consumption. Therefore, it is possible to conduct intensive activities in the future to get more involvement from them.

#### **Actual Progress Toward Short-term Impacts at Completion:**

- 1- Local authorities in Da Nang city have enhanced awareness of the wildlife consumption situation and their roles in stopping such issues. They have also practiced by initiative projects under project's support in 2014-2015, and wildlife protection has been consideration as priority in their next plan. However, their annual working plan mostly governed by the city. It is necessary to keep working and supporting them to find the way to mainstream these issues of wildlife consumption successfully in their working plan. GreenViet has set a strategic plan for this objective within 2016-2020;
- 2- Da Nang citizens and tourists, in particularly some business factors which involved in this project, have been informed well about wildlife consumption effects through television, airport information booth, communication campaign at the Sea park, and taxis also. For the next step, GreenViet will take lead to conduct other communication campaign in community level;

In order to propose a long-term plan for stop wildlife consumption in Da Nang city, GreenViet has submitted proposals to some funds such as CEPF, Future for Nature Award, Whitley foundation for Nature, etc.

Please provide the following information where relevant:

**Hectares Protected:** Not relevant

**Species Conserved:** Not relevant

**Corridors Created:** Not relevant

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

The successes of the project in order to achieve the short-term impact of involving local authorities and local communities in reducing wildlife consumption in Da Nang city have been described clearly above.

There are a number of challenges in achieving the project's short-term and long-term impacts:

- The project's stakeholders now have increased awareness and capacity to contribute in reducing wildlife consumption in their areas. However, they have worked under the Government system for a long time with old approaches. There is a need to support them with updated techniques and skills in planning and implementing projects at the community level. This will require more efforts from the project to work along with them to encourage and support.
- There has been a willingness to incorporate wildlife protection issues in the working plans of each district. However, it is well known that annual working plans at the district level are governed by the city. It could be seen that a hard working time to find the way to integrate wildlife consumption issues to the work plan in district level, and toward city level within 5 years as long-term impact.

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

No

## 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:**

Objective 1: 30 public officials working in Da Nang have increased their capacity in environmental protection, specifically in using communications tools to reduce wildlife consumption

### **Component 1 Actual at Completion:**

This objective was achieved. Below are some results on each activity:

#### **Activity 1.1: Conduct a baseline survey of Da Nang officials in order to measure current usage of communications tools for reducing wildlife consumption**

Survey conducted with 55 responses including 15 Government Officials and 40 young people from youth clubs and volunteers. It showed that 73% of Government Officials and 60% of young people from youth clubs and volunteers need to use communication tools in their work; and 100% confirmed that they need to be trained to use communication tools in order to support their work better. However, the 5-day training course is a long time for them, because 47% chose to participate in one-day workshop while 50% chose two-day workshop.

**Activity 1.2: Conduct a workshop for 30 public officials in Da Nang on the use of communication tools in reducing wildlife consumption.**

Workshop was conducted between October 25-29, 2014 including 2.5 days at the meeting room and 2.5 days working outside. 38 participants attended the workshop including 25 Government officials, 2 journalists and 10 staff from GreenViet. Representatives from Pan Nature and the Da Nang Forest Protection Department were invited to present at the workshop. With support from Pan Nature, all trainees were involved in practicing building a communication plan in their area to reduce wildlife consumption in order to raise their capacity. 5 ideas were voted on and were used to build the plan. On the following days, the 4 groups worked to make a plan and complete their proposed ideas in order to be implemented in 2015. The 4 proposals were shared on the last day of the workshop through posters and presentation, and received critical comments from other participants to make the plans better.

Vietnam Television in Da Nang (VTV Da Nang) filmed and aired a news story about the workshop on October 25, 2014. Link: <http://www.vtvdanang.vn/video-clips/thoi-su-bn-tin-thi-s-11g30-ngay-25-10-2014>

**Activity 1.3: Involve workshop attendees in all further project activities**

All 38 attendees have involved in communication activities to reduce wildlife consumption in their area. Group 3 (rangers and NR Management Boards) implemented their activities in November 2014. Group 2 (Raising awareness program about forest protection law for mountainous people in Hoa Vang district) conducted the meeting on May 23<sup>rd</sup>, 2015 contributing in celebrating the World Biodiversity Day. Group 1 (Raising awareness program in 4 Districts of Da Nang city) planned to conduct their project in June 2015, however, their program has been postponed until next year.

**Component 2 Planned:**

Objective 2: The Vietnamese public will be better informed about issues relating to the use of wildlife products, following the airing of a talk show on this topic.

**Component 2 Actual at Completion:**

This objective was achieved. Below are some results on each activity:

**Activity 2.1: Conduct a press conference in order to announce the communication campaign**

A press conference was conducted on January 28th, 2015, with more than the expected number of journalist and television come attending. 3 Television departments (Vietnam TV in Da Nang, Da Nang Radio and TV, Ho Chi Minh TV 7) and 34 journalists from 29 newspapers and online newspapers, attended the conference to ask questions about the project "Reducing wildlife consumption in Da Nang city". All attendants promoted project's messages by wearing a T-shirt with the message "Wildlife is National Treasure, not your lunch".

Three main partners of the project attended the conference to answer the press's questions, including Da Nang Tourism Promotion Centre, Mai Linh Taxi, and Danang Radio and TV.

VTV Da Nang, Da Nang Radio and TV, HTV 7 aired a news program about the conference.

Some articles wrote about the conference:

Da Nang Police Department News (VN): [http://cadn.com.vn/news/75\\_127117\\_tuyen-truye-n-cham-du-t-tieu-thu-do-ng-va-t-hoang-da-.aspx](http://cadn.com.vn/news/75_127117_tuyen-truye-n-cham-du-t-tieu-thu-do-ng-va-t-hoang-da-.aspx)

Environmental Resources News (VN): <http://tainguyenmoitruong.com.vn/tieu-thu-dong-vat-hoang-da-tang-cao.html>

Phuong Nam Net (VN):

<http://phuongnam.net.vn/38-39-9091-Huong-den-muc-tieu-Da-Nang-noi-khong-voi-dong-vat-hoang-da.html>

Dan Tri News (VN):

<http://dantri.com.vn/moi-truong/giam-tieu-thu-dong-vat-hoang-da-tai-da-nang-1026117.htm>

Vietnam Environment Administration (VN): <http://tongcuclamnghiep.gov.vn/diem-bao/diem-tin-ngay-29-01-2015-a2303>

Talk Vietnam (EN): <http://www.talkvietnam.com/2015/02/da-nang-propagandizes-to-reduce-wildlife-consumption/>

### **Activity 2.2: Develop content for the talk show, with input from wildlife experts, and TV studio**

The talk show named, "Threats from using wildlife products to nature and your health", lasted for 45 minutes. Key topics included: Wildlife consumption situation; disease threats from wild animals; threats to our nature from using wildlife products; it is illegal to trade wildlife products and keep wild animals as pets; and methods to solve these issues. In addition, four video clips were used during the talk show: (1) Wildlife trade activities in Da Nang city and our challenges; (2) Some wild animal confiscation cases in Da Nang city done by FPD; (3) Interviews to share public opinion about using wildlife products; and (4) Project's message: "Da Nang city says NO to wildlife consumption".

GreenViet cooperated with DRT to produce the program. Three famous guests were invited to the program to share their opinions and answer the audience's questions, including Associate Professor Nguyen Lan Hung Son (Permanent Chairman of the Vietnam Ecology Association), Mr. Tran Toi (Vice Chief of Da Nang Department of Veterinary Services), and My Nuong, a famous singer.

The talk show airing schedule was advertised daily on the Facebook page of GreenViet.

The talk show was aired live from 8.00 AM to 8.45 AM on Saturday, February 7, 2015 (12 days before the Tet holiday) on Da Nang Radio and Television (DRT) Channel, and was named "Threats from using wildlife products to nature and your health".

The talk show was re-aired four times including twice on Sunday, February 15, 2015 (three days before the Tet holiday) and twice on Sunday, March 1, 2015 (ten days after Tet holiday).

### **Component 3 Planned:**

Objective 3: Customers of Da Nang International Airport and Da Nang taxi companies are encouraged to "Say No to Wildlife Foods and Souvenirs" during the Tet holiday and the 2015 tourist season.

### **Component 3 Actual at Completion:**

This objective was achieved. Below are some results on each activity:

#### **Activity 3.1: Work with a design company in order to design communication products**

Communications products designed, including:

- A free-map with Da Nang biodiversity advertisement;
- Leaflets with information about wildlife consumption in Da Nang city and project's messages "Da Nang city says NO to wildlife consumption";
- A bookmark with a list of activities to be friendly with Da Nang wildlife "say NO to wildlife souvenirs, wildlife food, wildlife wine and keeping wildlife as pets";
- T-shirts with strong message "Wildlife is a National Treasure, not your lunch";
- Postcards with ten pictures of the Red-shanked douc langur in Son Tra mountain, Da Nang with strong message "Wildlife is a National Treasure, not your lunch".

#### **Activity 3.2: Work with Da Nang airport and taxi companies to agree a plan for the communication campaign**

Da Nang Tourism Promotion Centre (under the management of the Department of Culture, Sport and Tourism of Da Nang city) was the key contact on this activity, having the agreement to display and deliver communication materials inside the airport. This Centre was allowed to place an information booth in arrival station to advertise Da Nang tourism activities. The project's communication products were displayed at the information booth. GreenViet signed a Memorandum of Understanding (MoU) with them to conduct the activities during Tet holiday and the tourism season.

There are three big taxi companies in Da Nang including Tien Sa, Mai Linh and Vinasun. Each company has about 400 cars. Due to the limit of communication products, only Mai Linh taxi was chosen to collaborate in this project. This is also the most popular taxi in Vietnam. They have signed on the MoU with GreenViet on January 14, 2015 to cooperate releasing communication products to their customers.

**Activity 3.3: Conduct communication campaign with Da Nang airport and taxi company during Christmas and Tet holiday and tourist season (Dec – May 2015)**

The idea of making a bag to cover all communication materials in 300 taxis came up after working with Mai Linh taxi representatives and drivers; that's why the communication campaign started in February instead of December 2014.

Twelve volunteers were recruited and trained in January 2014. They are recruited from GreenViet's volunteer network with good knowledge of Da Nang biodiversity, good communication skills, good appearance and ability to communicate in English. They were introduced to the project, the objectives of the communication campaign, and the regulations needed to work inside the airport

Some 5,000 free maps, 6,000 leaflets and 6,000 bookmarks were taken to Da Nang International Airport from February 2015 in order to give to tourists during the Tet holiday. Volunteers wore the project T-shirt, "Wildlife is a National Treasure, not your lunch" and handed out free maps and leaflets to visitors.

Some 18,000 leaflets and 6,000 bookmarks were put in 300 information bags and were transferred to Mai Linh taxi company on three occasions in February, March and April 2015. The bags were set up in 300 taxis. GreenViet volunteers conducted a small survey in about 200 taxis to interview Mai Linh taxi drivers two weeks later, and all 6,000 leaflets and bookmarks had been taken by visitors within a month of going on display.

**Component 4 Planned:**

Objective 4: Awareness of the problem of wildlife consumption is increased among Da Nang residents.

**Component 4 Actual at Completion:**

This objective was achieved. Below are some results of each activity:

**Activity 4.1:**

**Work with a design company in order to design communication products with the message "Wildlife is our National Treasure, not your lunch"**

These products were designed already in Objective 2 and Objective 3 in order to using media network to widen the message "Wildlife is our National Treasure, not your lunch".

**Activity 4.2:**

**Conduct public event at public place in order to distribute the communication materials encouraging Danang citizens to say NO to wildlife products**

The event was conducted within "Opening Beach tourism season" of Da Nang city on April 28<sup>th</sup> to May 2<sup>nd</sup>, 2015. The organizer under the management of Da Nang Department of Culture, Sport

and Tourism - Son Tra Eco tourism Sea Board, is in GreenViet's network. They offered GreenViet a place to conduct the communication activities.

There were about 500 communication materials delivered including leaflets, bookmarks, wildlife consumption factsheet and Douc langur postcards. The project overestimated the number of people who would be interested in this activity.

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

All component-level targets were completed before 31<sup>st</sup> August.

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

A selection of publications from this project will be sent to CEPF via Dropbox. The most notable and useful outputs were:

- Result of baseline survey of Da Nang officials to measure the usage of communication tools for reducing wildlife consumption;
- List of participants in training workshop for Da Nang officials to use communication tools in reducing wildlife consumption;
- List of media attended in Project press conference;
- Script of talkshow "Threats from using wildlife products to nature and your health";
- Record of talkshow "Threats from using wildlife products to nature and your health" was uploaded on youtube: <https://www.youtube.com/watch?v=9y1QPvYmFDs>
- Communication products designs (leaflet, bookmark, T-shirt, postcards and free maps);

These are currently available at

<https://www.dropbox.com/sh/ruuvk3b8o8g1lfu/AABNjgse2loDiwR7iSgdwbeda?dl=0>

## **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)***

We underestimated the number of taxis that could be involved in the project. Mai Linh taxi has 400 cars while we requested 300 information packages. Moreover, it is necessary to have a bag to cover all communication products to avoid losing materials; this idea came later when we worked with taxi drivers to interview them before implementation.

Moreover, this is an initiative idea in Da Nang to reduce wildlife consumption. While focusing on using networking to approach different stakeholders and consultant to support the project, we underestimated the cost to support them.

Another lesson from project's design is how to design a suitable time training course for Government officials. Thanks for the survey conducted before the training course, we have learnt that it is not easy for officials to spend 5 days to attend a program. The project has revised the agenda to make it flexibly with 2.5 days working in groups.

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



The project has learnt that strong and wide network with partners and stakeholders has supported in promoting projects' activities. In other words, it is important and effective to have an specialized organization which is able to coordinate and involve multiple stakeholders in order to conduct a widespread communication project

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

The most important of community conservation project is how to involve widen community participation in designing, implementing project's activities and sustaining project's impacts.

Da Nang city is GreenViet's research area since we established in 2012 and also hometown of almost GreenViet's staffs. We have knowledge and understand about Da Nang general situation, Besides, in our strategic plan, we use Assets-based community development (ABCD) method to raise participation and resources mostly from local community. We have worked closely with Government departments, media network, and community organizations to conduct raising awareness campaign in order to protect wild animals for Da Nang. This project's ideas came up due to those experiences. Especially, media network and relationship between GreenViet and Da Nang Government departments were the most important benefit during its implementation.

**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

**\*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.**

Our long-term sustainability plan is the participation of local authorities in using their knowledge to build a communication campaign in the local community in order to reduce wildlife consumption. Success of this project, from the results of the training course and the networking activities after that, is guaranteed by the network of local stakeholders that have the potential in collaborating to conduct conservation activities over the long run. Hoa Vang district, Hai Chau district, Son Tra district and Ngu Hanh Son district have committed to take action in 2016 to reduce wildlife consumption in their area. GreenViet committed to take a lead in further networking activities to keep motivation and to provide technical support for them to implement their plans. Moreover, we have submitted another proposal to CEPF with two expected results to extend this project's effectiveness.

After the project ends, for better understanding of wildlife consumption to the city, project's materials and documents have been delivered to other communities in Da Nang city through GreenViet's network and activities in order to spread out the understanding of wildlife consumption. There have been 10 meetings and events displayed project's leaflets, bookmarks and postcards thus far.

This project is an initiative to take action in reducing wildlife consumption in Da Nang city, Central Vietnam. Its results showed a positive commitment of all stakeholders toward project's replication. However, due to its leading role, in the short-term plan, there is a need to find more funds for the project to conduct follow up activities with other stakeholders.

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

There is a considerable impact on the governmental agencies' upcoming working plans after their officials were involved in the project. In objective 1, 25 Da Nang officials have engaged in conducting further activities to reduce wildlife consumption in their area. They are working in the city Government departments such as Natural Resources and Environment Office, and Culture-Information Office of the districts; Department of Natural Resources and Environment, and Environmental Police of Da Nang city, Son Tra Eco tourism Sea Board, ranger department and National Reserve Management Board, etc. Before project implementation, wildlife consumption was not in their annual priority work plan. With the technical support from project and the capacity raised after the training course, they have committed to engage in protecting wildlife in Da Nang city. Ranger department of Lien Chieu district has conducted a raising awareness program for 100 secondary students in local area. Natural Resources and Environment Office of Hoa Vang district has conducted a meeting with 100 ethnic people living around Ba Na – Nui Chua forest to gain their knowledge of Forest Protection Law. However, the Culture-Information Office has met a challenge of engaging the task of wildlife consumption reduction to their priority annual working plan, because this topic is not considered a priority task in their work. To overcome this challenge, the project coordinator conducted several meetings with key contact from Culture-Information Office of each district to keep their motivation and support approach methods.

Additional survey was conducted to gain better understanding about Da Nang people and tourist's responses to communication products. Our volunteers had interviewed 200 taxi drivers to see the interest of visitors in the campaign. The taxi drivers confirmed that all products (with 6,000 leaflets and 6,000 bookmarks in 300 cars) were taken within two weeks.

### **Safeguard Policy Assessment**

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

It is too soon to confirm exactly if any environmental and social safeguard policies have been achieved. However, in terms of raising capacity, the project has conducted several meetings with officials are working in Culture-Information Office of Hai Chau, Son Tra and Ngu Hanh Son district to engage them in wildlife consumption reduction mission. They showed their positive collaboration in proposing some communication activities to engage wildlife protection issues in their district annual working plan. This action is at the district level and it could be a valuable contribution toward the city environmental safeguard policies to stop consuming wildlife.

### **Additional Comments/Recommendations**

None

## 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](http://www.cepf.net), and publicized in our newsletter and other communications.

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

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**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.

<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 during the grant term. (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**



