



ANNUAL  
REPORT

VN

FY17

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## WWF-Vietnam



## WWF's mission

WWF is one of the world's largest and most experienced independent conservation organisations, with over 5 million supporters and a global network active in more than 100 countries.

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which people live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

WWF was one of the first international non-government organisations to work in Vietnam. In 1985, WWF began working on a national conservation strategy; and since then has worked closely with the Vietnamese Government on a diverse range of environmental issues and implemented field activities across the country. WWF-Vietnam is part of WWF-Greater Mekong, formed in 2006, which includes Laos, Thailand, Cambodia, Myanmar and Vietnam.

## WWF-Vietnam's history



© Thomas Cristofolletti / WWF-US

“Vietnam took a significant step in November 2016 by hosting the Hanoi Conference on Illegal Wildlife Trade, the third in a series of conferences for heads of state to discuss and address illegal wildlife trade at a global scale. In line with previous commitments, Vietnam stated it would continue combating this illegal trade and take several steps towards concrete actions, which have already begun in the months following the conference. Seizures of high-value illegal wildlife products such as ivory and rhino horn have increased since then and the Government is pushing for these cases to be investigated further so they can be taken to court and convictions can be made. These efforts are very positive as they will provide a strong and essential deterrent for those involved in trading these illegal products. WWF will continue supporting government efforts to reduce the impacts of illegal wildlife trade in Vietnam through strengthening law enforcement and impacting consumer demand to put an end to this trade.

In addition, this year WWF has started supporting elephant conservation in Yok Don National Park, a priority habitat for the largest remaining wild elephant population in Vietnam. Together, we have developed the wild elephant conservation strategy and started training rangers to improve the protection of this area. We will be monitoring the elephant population to understand their movement patterns, support local communities to avoid conflicts with them, and secure their future in an increasingly threatened habitat.

In collaboration with WWF-Cambodia, we have embarked on the very ambitious initiative to reintroduce tigers to the Eastern Plains Landscape. Welcoming back this iconic species will require a significant increase in landscape protection to ensure prey is available and habitat is secured. This endeavor has already received the endorsement of the Government of Cambodia and we hope the Government of Vietnam is equally supportive so that Vietnam can play its vital role in successfully bringing back this charismatic predator.”

**Dr. Van Ngoc Think**  
Country Director, WWF-Vietnam

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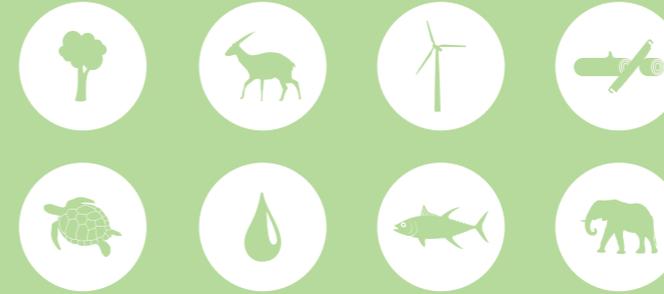
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We work to ensure a world enriched by extensive, resilient forest landscapes benefiting biodiversity, people and climate; sustainable food systems that conserve nature while ensuring food security now and in the future; productive and resilient ocean ecosystems that sustain human well-being and conserve biodiversity; freshwater ecosystems whose services sustain people and nature; that the world's most threatened and ecologically, economically and culturally important species are secure in the wild; and by 2030, an equitable and just transition is underway that limits warming to 1.5°C, protects people and biodiversity and builds a climate resilient future.

# Forests



A truck loaded with acacia leaves leaves the plantation, Phu Loc district, Thua Thien Hue.  
© James Morgan / WWF

A world enriched by extensive, resilient forest landscapes benefiting biodiversity, people and climate

**Forest Stewardship Council (FSC)** certification is expanded to the rubber sector alongside acacia and rattan. To date WWF-Vietnam has supported 15,832 ha of acacia plantations to transition to FSC with an additional 3,150 ha in the certification process in Quang Nam and Thua Thien Hue in 2017. WWF is beginning to promote sustainable rubber plantations with the hope that in coming years, rubber plantations in Vietnam will be certified.



© James Morgan / WWF

EU and Vietnam formally concluded **Forest Law Enforcement, Governance and Trade (FLEGT) Voluntary Partnership Agreement (VPA)** in May 2017. With the initial agreement completed, the ratification by both parties is expected to be done at the end of 2017. Cross-border information sharing for FLEGT/VPA with Laos has also been supported.



© James Morgan / WWF

Established domestic market for FSC products. Commitments obtained from timber production companies, **Global Forest & Trade Network (GFTN)** members and retailers to promote domestic consumption of responsible forest products in Vietnam. Vietnamese retailer partners are now agreeing to not export 100% of product and instead display and sell FSC products in their showrooms in Vietnam.

From top to bottom:  
*Photo 1.* FSC certified acacia being processed into parts for garden furniture at Minh An Co. in Thua Thien Hue.  
*Photo 2.* A local FSC trained harvesting team at work in Phu Loc district, Vietnam.



# Wildlife

Burning stocked rhino horns and elephant tusks - a strong commitment of the Vietnam Government to tackle wildlife trade.  
© Thanhnien.com.vn

The world's most threatened and ecologically, economically and culturally important species are secure in the wild

Calling on the Vietnamese community to say “no” to wildlife products. Only through changes in consumer demand can we win the fight to stop the illegal wildlife trade in Vietnam. WWF engaged wealthy business women leaders, wealthy middle-aged men and logistics and transportation companies to take a pledge to not use rhino horn. We also engaged government for commitments against the wildlife trade, succeeding in securing an official commitment from Hue City's People Committee to eliminate illegal consumption of wildlife by 2020.

Understanding the drivers of illegal wildlife trade by studying why people engage in illegal activities around wildlife allows us to tailor messaging to change behaviour. Our baseline market and consumer research work in Hue City has revealed the prevalence of consumption and availability of wildlife products. With more than 50% of individuals consuming wild meat in previous six months, motivated by perceptions about the healthy qualities of wild meat, we are developing a targeted behaviour change campaign.

Improving legislation to protect wildlife. The Vietnamese government has taken significant steps to protect wildlife, improve rescue and rehabilitation practices and facilitate the prosecution and conviction of those involved in wildlife crimes, as seen by releasing the National Primate Action Plan, signing off on a plan to close down all bear bile farms in Vietnam, and announcing the adoption of the New Penal Code in January 2018.



© WWF-Vietnam



© Binh Nguyen / WWF-Vietnam

From top to bottom:  
Photo 1. MC Phan Anh shared his story on how his trip to South Africa changed his views on rhino conservation with the Hanoi Association for Entrepreneur Women.  
Photo 2. A pangolin, after being rescued from an illegal trader, was released to the Central Annamite forest.



# Climate Change & Energy

Solar energy. © WWF

By 2030, an equitable and just transition is underway that limits warming to 1.5°C, protects people and biodiversity and builds a climate resilient future

Vietnamese cities join the fight against climate change with an additional three cities in central Vietnam having followed the steps of the ancient capital of Hue, to commit to reduce carbon emissions. Through entering the **WWF One Planet City Challenge** programme 2017-2018, Dong Ha, Tam Ky and Da Nang cities are committing to develop action plans to reduce their impacts on our climate.



Students cycling on the launch day of a free bike project at Hue University of Sciences, Hue city. This initiative is to help the city achieve its commitments on low carbon development. © husc.edu.vn

Corporate sector engaged as change agents in Vietnam's power market. WWF has engaged the Vietnam Chamber of Commerce and Industry (VCCI) and Ministry of Industry and Technology (MOIT) to develop sustainable energy visions for two sectors: wood and aquaculture processing. The visions show specific interventions and solutions, and recommended standards for energy consumption in each sector in order to support policy making processes.

WWF supports foundation of **Vietnam Sustainable Energy Alliance** (VSEA) which is now recognised as a key representative of civil society organisations in the Vietnam Energy Partnership Group (VEPG). In this forum for energy policy dialogue amongst governmental authorities, development partners, and other stakeholders in Vietnam, VSEA can promote sustainable energy development including sustainable financing in Vietnam.

As a core member of international non-government organisations **Climate Change Working Group** (CCWG) and an **Ecosystem Based Approach** (EBA) **Task Force** member, WWF has been actively advocating to government on the development of a Nationally Determined Contribution Action Plan through CCWG. WWF has also worked closely with the Institute of Strategy and Policy on Natural Resources and Environment (ISPONRE), and the Ministry of Natural Resources and Environment on the development of related national policies on EBA.



# Freshwater

Lotus at Tram Chim National Park.  
© Dao Quoc Binh / WWF-Vietnam

## Freshwater ecosystems and their services sustain people and nature

In FY17, about 12,000 ha of WWF priority wetlands and another 66,140 ha of wetlands in the Mekong Delta under improved management.

About 200 households to apply **Climate Smart Agriculture** models of mushroom cultivation, lotus production, fish aquaculture, and low carbon rice production.

Management effectiveness (**Management Effectiveness Tracking Tool - METT**) increased in five of six wetland Protected Areas in the Mekong Delta by 6-22% including improved law enforcement scores.



© Dao Quoc Binh / WWF-Vietnam



© Dao Quoc Binh / WWF-Vietnam

From top to bottom:  
*Photo 1.* Ms. Dinh Thi Thu Hien, living in the Tram Chim National Park's buffer zone, grows mushrooms to increase her family's income.  
*Photo 2.* Mushrooms grown by households in buffer zone of Tram Chim National Park.  
*Photo 3.* Mr. Tran Thanh Hong grows calabash and luffa to increase his family's income.



© Dao Quoc Binh / WWF-Vietnam



# Food

Shrimps at Nong Ngu 14/10 Cooperative, towards ASC certification.  
© Ngo Minh Hang / WWF-Vietnam

Sustainable food systems  
conserve nature while  
ensuring food security now  
and in the future



ASC certified pangasius for exporting.  
© Ngo Minh Hang / WWF-Vietnam

For the first time in Vietnam, the **Public and Private Partnership** model was applied to support small-scale farmers to achieve ASC certification for shrimp. In this model, private companies and retailers share the cost with farmers to achieve ASC certification. In 2017, two groups of shrimp farmers in Soc Trang and Bac Lieu were supported to get certification for their 143ha farming ponds with total annual production of 660 MT.



Mr. Lam Minh Lon, Nong Ngu 14/10, Hoa Nho A Cooperative, Soc Trang province, checks the post larvae before stocking.  
© Ngo Minh Hang / WWF-Vietnam

Currently most sustainable products produced in Vietnam are exported, however there is a huge consumer base in the country that can influence production patterns. Our research shows that domestic consumers still shop traditionally in markets, and knowledge of certified products is still low (51.8% and 8.4% know Viet GAP - **Good Agricultural Practices** - and ASC respectively), however there are large concerns over food safety. WWF is now working on bridging this divide through researching three high impact species and developing a communication campaign promoting responsible and safe domestic seafood production and consumption.

WWF has promoted sustainable and low impact aquaculture production for shrimp and pangasius through **Aquaculture Stewardship Council (ASC)** certification. Fully 60% of Vietnam's certified pangasius production (31,200 MT/year) and 20% of Vietnam's certified shrimp production (6,480 MT/year) is technically supported by WWF.

# Oceans

Productive and resilient ocean ecosystems, sustaining human well-being and conserving biodiversity



Releasing pregnant blue swimming crabs in Kien Giang seawater to increase the species' future numbers. © Truong Giang / TTXVN

WWF has supported the protection of Vietnam's sharks and rays by contributing to the development of the **National Plan of Action (NPOA) for Sharks**. WWF has cooperated with the General Directorate of Fisheries, Research Institute of Marine Fisheries and Institute for Fisheries Economics and Planning to collect background information on the current situation of shark fishing, trading, consumption and conservation in Vietnam. The information has been used as input for the development of the NPOA for Sharks. A workshop to discuss the first version of the Action Plan was organised in December 2016. The target is to have the NPOA approved by the Ministry of Agriculture and Rural Development by the end of 2017.



Pregnant blue swimming crab sold in Ham Ninh market, Phu Quoc district. © Le Ba Ca / WWF-Vietnam

The **FIP (Fishery Improvement Project) Tuna** has piloted a FIP traceability trace code and protocol. The trace code system aims to ensure effective product differentiation between yellow fin tuna harvested and landed in Vietnam. The system was piloted due to there was concern that imported tuna is mixed with tuna caught by Vietnamese fishing boats and that, after being processed, will be re-exported as tuna caught by Vietnamese fishing boats. Also, there is a potential that illegal, unreported or unregulated (IUU) tuna is mixed with tuna caught under best practices (tuna from Vietnamese fishing boats who are participating in the **FIP Tuna**). The trace code system has been voluntarily tested in nine companies. Four out of these nine factories were selected for audit by an independent third-party auditing company in April 2017. The audit of the pilot trace code system shows high potential for wider application.

Raising awareness on sustainable seafood consumption. WWF supports local communities to sustainably harvest Blue Swimming Crab in Phu Quoc, however we need to ensure consumers are also engaged in the discussion. We reached more than 187k people and directly engaged more than 5.5k people in our messaging around promotion of sustainable consumption of Blue Swimming Crab through social media channels.

# Central Annamites

Forest in the Central Annamites, Thua Thien Hue Saola Nature Reserve.  
© Thanh The Vinh / WWF-Vietnam

## A wildlife thriving landscape

*Central Annamites, part of the mountain range bordering Vietnam and Laos PRD, is the prioritised landscape of WWF-Vietnam for its unique and diverse flora and fauna. These forests have remained stable through a number of wars, development projects and recent changes in climate. WWF also carried out its very first conservation work in Vietnam here with three field offices in Quang Nam, Quang Tri and Thua Thien Hue. For more than 20 years, new approaches, innovative science techniques and initiatives have been implemented to keep the forest and its species healthy and thriving, as well as improving local livelihoods and awareness to sustain conservation results. The successes of Central Annamites conservation work are an important measure for the effectiveness and competency of WWF in Vietnam.*

WWF supported a monitoring and evaluation framework for **Payment for Forest Environmental Services** (PFES) scheme with 18 indicators and tools. An official letter will be issued by Thua Thien Hue and Quang Nam Provincial PFES in October 2017 for applying these tools.

Equipped community forest guards with 22 smartphones and tablets to connect with each other (for better data collection and monitoring their actions while patrolling in their PFES areas. The model was piloted with success at A Roang and Hong Kim communes (Thua Thien Hue) and Song Kon (Quang Nam).



Installing camera trap for biodiversity monitoring in Thua Thien Hue Saola Nature Reserve. © Nguyen Hai Linh / WWF-Vietnam

Thirty-six gibbon groups were recorded by WWF's forest guards at 19 out of 24 listening posts. Camera traps were set up at Song Thanh and Phong Dien Nature Reserve (NR), Bach Ma National Park (NP) and Thua Thien Hue and Quang Nam Saola NRs to monitor the species. Impressive findings from camera traps included more than 26 species, including Red-shanked Duoc Langur, Striped Rabbit, Dark Muntjac, Pangolin, and Crested Argus.

A total of **8,243** patrol days of forest guard teams in Thua Thien Hue and Quang Nam Saola NR resulted in the removal of **17,791** snares, destruction of **135** illegal poaching and logging camps and issuing of verbal warnings to **216** forest intruders. The teams have succeeded in bringing down the hunting pressures for two NRs.



# Yok Don Programme

Wild elephant, Yok Don National Park.  
© Pham Quoc Huy / Yok Don National Park

## Saving last big wild elephant herds in Vietnam

*The elephant is one of the flagship species of WWF globally. In Vietnam, Yok Don National Park holds the largest remaining population of wild elephants with around 60-70 individuals. WWF is the strategic partner of Yok Don National Park, working to urgently save the last wild elephant herds of Vietnam.*

WWF started working with Yok Don NP by building capacity of its staff. Two-thirds of the park's rangers received training on basic law enforcement and basic field craft required for **Asian Ranger Standards** and **Spatial Monitoring and Reporting Tool (SMART)** patrol. Thirty-six ranger leads and staff of the Scientific and International Cooperation Division were trained on biodiversity monitoring, SMART, **Geographic Information Systems (GIS) and Mapping**, and camera trapping. Those training sessions, which were never done before for Yok Don NP staff and rangers, help the park develop better patrol plans and biodiversity monitoring as well as respond more quickly and effectively to violation of forest law or crisis cases.



© Nguyen Dao Ngoc Van / WWF-Vietnam



© Nguyen Dao Ngoc Van / WWF-Vietnam

SMART, GIS, and mapping have become effective management tools for the park management board in their protected area management. With technical support from WWF, the park was empowered to reconstruct SMART for itself to better meet the needs of its biodiversity monitoring and forest patrol management. The park has become one of the best example parks in Vietnam to successfully deploy SMART.

A memorandum of understanding of all-rounded cooperation was signed between WWF-Vietnam and Yok Don NP until 2020, marking a milestone for WWF to become a strategic partner with the park. An urgent action plan to conserve wild elephants in Yok Don NP was jointly developed and secured until 2020.

From top to bottom:  
*Photo 1.* A Yok Don National Park ranger learns how to use a camera trap.  
*Photo 2.* Rangers are trained in map use and navigation for SMART patrol.

Together, anything is possible

# Communications

*WWF is a leading international conservation organisation. In WWF-Vietnam, communications support the organisation to achieve its conservation mission through the most efficient, effective and inspiring communication tools and tactics available, to make it the leading conservation body in Vietnam.*

Interactive design for behaviour change events, communication activities and viral contents on social media.

Brand blueprint developed for the first time to be the backbone of communications plan development.

Capacity building for staff on how to work with camera reporters and target reporters are trained in wildlife trade issues.

Public outreach with impressive indicators:

**03** every three weeks per month staff on national TV

**269** print and online media articles covering WWF-Vietnam work

**73k** followers on Facebook

**4800** followers on Twitter

**198** subscribers to WWF's Youtube channel



Ms. Ngoc Van on a talkshow with VTV2 on conserving wild elephants in Vietnam.  
© Phuong Ngan Nguyen / WWF-Vietnam



# Corporate Engagement

*As businesses have both the responsibility and the power to help protect our living planet, WWF partners with companies to address environment challenges faced by businesses and communities in Vietnam.*

In the last year, WWF-Vietnam has secured financial support for numerous projects, and promoted sustainable business practices, thanks to strong commitment from corporate partners. This has set a strong foundation on which further, more ambitious goals towards sustainable development in Vietnam can be achieved.

A number of projects were continued and expanded thanks to existing and new partnerships, including with **HSBC**, the **Coca-Cola Company**, **Volvo**, and **Intel**, delivering conservation impacts in the country's key priority landscapes. Some direct contributions to conservation work included 1,238 days of forest guard patrol in two Saola NRs; 12,500 trees planted in 12 ha of Lang Sen Wetland Reserve; and 10 billion liters of water that will continue to be replenished annually in Tram Chim areas.

More than 2,000 Facebook users changed their profile pictures to show support for the **Save Saola Campaign**, which celebrated the first-ever World Saola Day and raised awareness on current efforts to save the species. HSBC Vietnam staff supported the campaign with their own fundraising initiative and donated six camera traps to assist biodiversity monitoring in the Annamites.

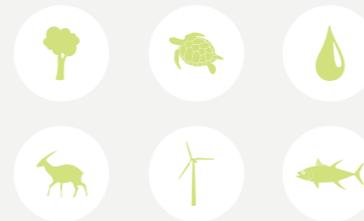


HSBC staff facilitated a training for A Roang Wildlife Conservation Group to help improve their skills in raising awareness of communities on wildlife conservation in and around Saola NR. © Luong Viet Hung / WWF-Vietnam

# Human Resources

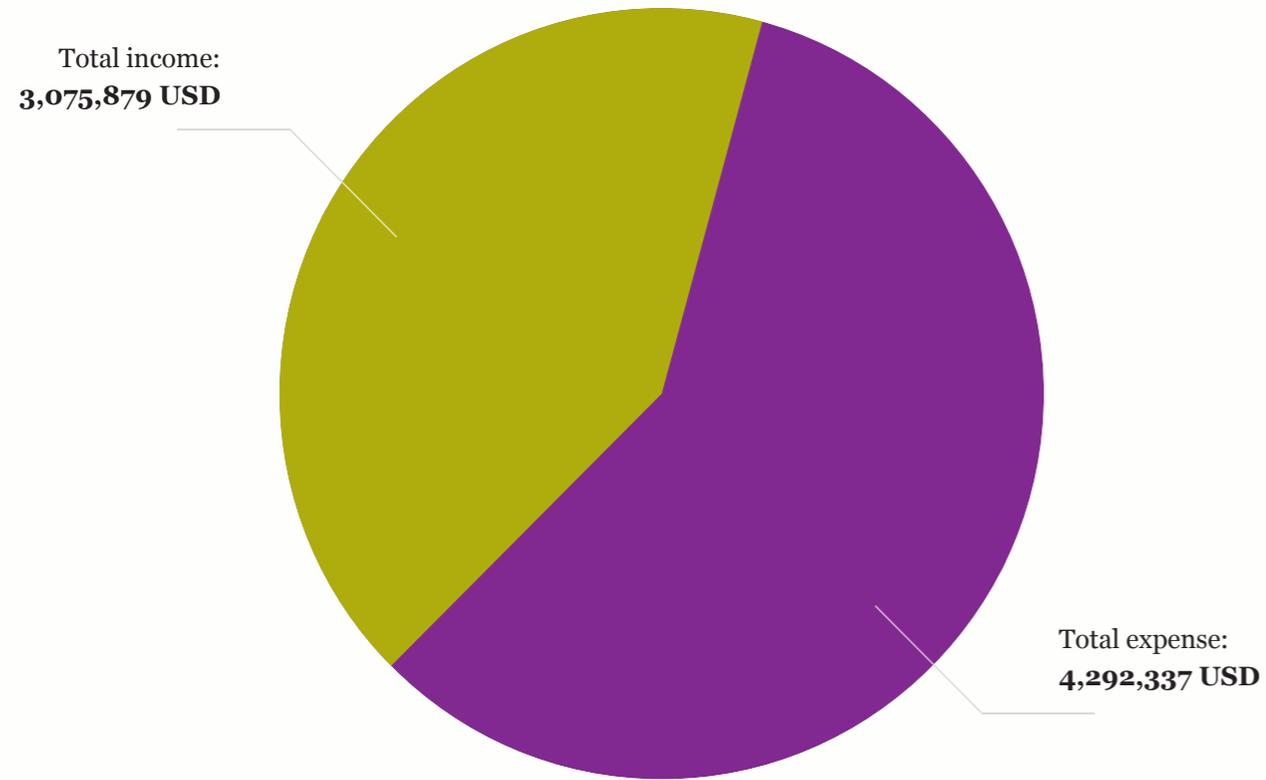
FY17 is the preparatory year for organisational development (OD). The very first steps were completed in FY17 including an overall organisational self-assessment and development of a five year (FY18-22) OD Strategy with a prioritised action plan for FY18. The OD Strategy provides a strategic framework for the WWF-Vietnam's overall organisational development for the next five years. Eleven OD themes were identified including Human Resources, Conservation Delivery, Fundraising, Financial Management, Knowledge Management and Learning, Leadership and Management, External Communication, Conservation Strategy, Roles and Responsibilities, Internal Communication, Internal Cooperation, Services, Capacity Building, Monitoring and Evaluation, and External Relations.

Based on the need to align with the new structure of the WWF Network, WWF-Vietnam launched a revised country structure in September 2016. As part of the changes, WWF-Vietnam assigned coordinators for six Global Practices including Forests, Oceans, Freshwater, Wildlife, Climate Change & Energy, and Food. Most of the practice coordinators had the opportunity to build understanding of the new network changes, be involved in global strategy development and lead the country alignment for the conservation strategy. Three other cross-cutting drivers including Market, Governance, and Financing are managed by the Country Management Team. Capacity building for country practice coordinators will continuously be our priority in next fiscal years to enable Practices and Drivers to deliver on global conservation goals.



# Finance

WWF-Vietnam income and expenditure in FY17



# Thank you!

WWF-Vietnam would like to thank you for all of your heartfelt support and contributions. The changes we have created, the impacts we have made would not be as great as they are without you staying with us. Because *together, anything is possible.*

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