



ANNUAL
REPORT

VN

2015

WWF • ANNUAL REPORT 2015

Vietnam Country Programme Annual Report 2015

WWF

WWF is one of the world's largest and most experienced independent conservation organizations, 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 humans 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 organizations 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. Based in Hanoi, the WWF Indochina Programme expanded its operations into Cambodia [since 1993] and Laos [since 1997]. In 2006 WWF-Thailand joined WWF Greater Mekong. In 2014, WWF opened office in Myanmar. WWF-Vietnam is the implementing arm for projects in Vietnam.

WWF-Vietnam Head Office

D13 International Village,
Cau Giay Distric
Hanoi, Vietnam
www.vietnam.panda.org

WWF-Vietnam Field Office in Quang Tri

39 Tran Hung Dao Street
Dong Ha, Quang Tri

WWF-Vietnam Field Office in Hue

150 Truong Gia Mo Street
Hue City, Thua Thien Hue

WWF-Vietnam Field Office in Quang Nam

77 Tran Quy Cap Street
Tam Ky, Quang Nam

WWF-Vietnam Field Office in Ho Chi Minh

18 Tu Xuong, Ward 7
Dist.3, Ho Chi Minh City

WWF-Vietnam Field Office in Can Tho

3rd Floor, Center for Service & Technology Transfer
Can Tho University
3/2 Street, Xuan Khanh Ward
Ninh Kieu Dist. Can Tho City.

TABLE OF CONTENTS

Mission	4
Partners	5
Message from the Country Director	6
General introduction to the country office	9
Key achievements in FY15	11
Protected areas management & law enforcement	13
Two Vietnamese wetlands awarded RAMSAR status	15
Communities take responsibility for management of natural forest	16
FSC certification for sustainable forestry	17
Sustainable seafood production	18
Benefit sharing mechanisms in Cat Tien National Park	21
Voice of civil society in timber trade and sustainable energy	22
Significant policy outcomes	23
Species feature	24
Future look - New Strategic Plan	28
Priority Conservation work in FY16	30
Fundraising Intentions for FY16	32
Finance	34

MISSION

By the end of our current five year period, we have committed to the following 2020 Goal: Effective conservation, sustainable management and climate change resilience is ensured across 74,000km² of high priority areas and we influence at least an additional 140,000km²; providing the environmental safeguards needed to ensure the sustainable development of livelihoods and the economy.

Alongside all WWF offices around the world, our Mission remains: to stop the degradation of Vietnam's natural environment and to build a future in which humans live in harmony with nature. As outlined in our FY2015-2020 Strategic Plan, in order to realise this mission WWF Vietnam, has developed a 2030 Vision where:

1. Humanity's footprint stays within Vietnam's capacity to sustain the full diversity of species and ecosystems, and the key services they provide, contributing to a more secure and sustainable future.
2. The ecological integrity and biodiversity of Vietnam's priority areas are maintained and restored, playing a critical role in conserving the overall ecological integrity of the Greater Mekong.
3. WWF Vietnam is recognized as the leading conservation organisation in the country, strongly rooted in Vietnam, bringing solutions and support to government and other key players to meet the country's development challenges.



PARTNERS

This Annual Report highlights some of the main achievements of WWF Vietnam in FY2015 (July 2014-Jun 2015), none of it would have been possible without the support of our partners, the Government of Vietnam, our donors, our corporate sponsors, our civil society partners, and the research and academic institutions, who have given their time, their money, their expertise and their passion to support wildlife in Vietnam.

Special thank is given to the WWF Greater Mekong Programme, the WWF Network and the WWF-PIA shareholders including WWF International, WWF Denmark, WWF Germany, WWF Sweden, WWF Switzerland, WWF Austria, WWF UK, WWF US, WWF France and Traffic, for their financial support and technical cooperation during the past year.

WWF Vietnam would like to offer our sincere thanks to those who have worked alongside us. We hope that when you read this report you feel as proud of the accomplishments as we are, because they are shared with you.

THANK YOU

MESSAGE FROM DR. VAN NGOC THINH



Dr. Van Ngoc Thinh
Country Director
WWF-Vietnam

In travelling around the country, region and globally I am often confronted by people who, on hearing I work for WWF Vietnam, either express great enthusiasm, knowing Vietnam to be one of the most biologically diverse places on earth, or they express great concern, knowing only of its role in the poaching and illegal trafficking of wildlife.

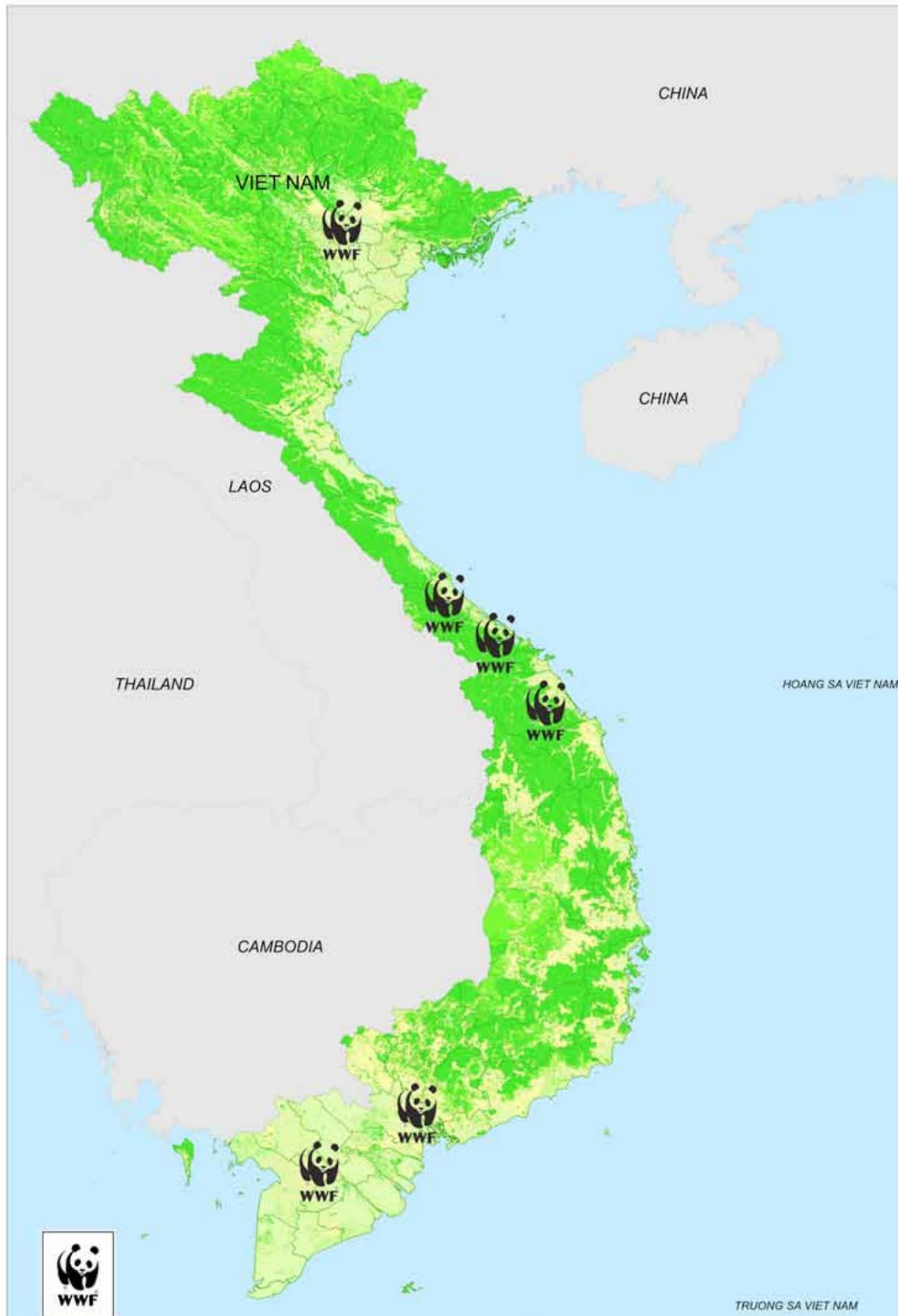
The response I give to both groups is the same: “Yes, we have incredible wildlife, but equally incredible, is the fast pace of development and challenges of governance, which threatens that wildlife. Finding the balance between nature and humans is exactly what inspires me!”

This dichotomy is why my colleagues and I chose to work for WWF Vietnam. In a place so rich in biodiversity and people, we are striving to harness the countries’ natural capital for the benefit of both. We are working to protect our Vietnamese home, but we are equally aware we are custodians of one the world’s most important and vulnerable places.

On the days when I despair as I hear of another rhino killed in Africa, I will be met by the news that a local provincial government has agreed to take over partial funding of our forest guards; on the days when a report on climate change lists 25% of the Vietnamese population as vulnerable to flooding, I hear about thousands of ha of replanted forest. I do believe in the next five to ten years, the tide will turn in Vietnam, and the lessons we are learning now about how to protect species, to farm sustainably and to adapt to climate change will be adopted widely in the country.

“In this annual report my staff have aimed to capture some of the moments that re-inspired them, I hope when you read it, it will stoke your passion and belief in a hopeful future for wildlife in Vietnam. As it did mine.”





GENERAL INTRODUCTION TO COUNTRY OFFICE

WWF has around 70 staff, located in six provinces and cities in Vietnam: Hanoi, Quang Tri, Thua Thien Hue, Quang Nam, Ho Chi Minh City and Can Tho City.

Around 30 staff are based in Hanoi including the Country Director, Conservation Manger and Policy Manager – it is the site of our international and national level policy dialogue.

The Central Annamites mark the border between Vietnam and Lao PDR and are the site of much of our most important species and Protected Area work, due to the rich and diverse flora and fauna, and remnants of natural forest. These forests are home to several endemic and endangered big mammals such as the saola, giant muntjac, and Truong Son muntjac.

The Mekong Delta is one of the most fertile deltas in the world and is the home to highly diverse fauna and their wetland habitats. The delta is also of great economic importance for Vietnam and is the countries' most productive landscape. We support sustainable management of wetlands and natural resources, and work with farmers and corporates to improve their production practices through certification and sustainable supply chain development.

Ho Chi Minh City is the corporate heart of Vietnam and where we are starting to engage with business, both as funders and also a producers and purchasers of responsible products and investors in the sustainable use of our natural resources, including the Mekong River.



KEY ACHIEVEMENTS IN FY15

With the support of our partners, WWF has been working towards a Vietnam, where people truly live in harmony with nature.

IMPROVED MANAGEMENT & LAW ENFORCEMENT IN THREE PROTECTED AREAS

MANAGEMENT SCORES INCREASE IN ALL THREE WWF PROTECTED AREAS IN THE CENTRAL ANNAMITES

In each, the 2015 scores showed improvement from those of 2010: 60.78%, 61.76% and 68.63% respectively.

FOREST GUARDS IN HUE SAOLA NATURE RESERVE AND QUANG NAM SAOLA NATURE RESERVE

conducted 8,742 days of patrolling destroyed 206 illegal camps removed 21,105 traps.



The Management Effectiveness Tracking Tool (METT) looks at a number of indicators to assess just how well a protected area is being protected. We ran the assessment in three of the protected areas in the Central Annamites, where we are supporting the park authorities: Hue Saola Nature Reserve, Quang Nam Saola Nature Reserve and Bach Ma National Park. In each, the 2015 scores showed improvement from those of 2010: 60.78%, 61.76% and 68.63% respectively.

The KfW (German Development Bank) funded CarBi project (Carbon and Biodiversity) has made a substantial contribution to establishing and implementing a management framework in each of the protected areas. This involves supporting effective environmental law enforcement and carrying out on-the-ground protection. Forest Guards in Hue Saola Nature Reserve and Quang Nam Saola Nature Reserve conducted 259 patrol trips (equivalent to 8,742 days of patrolling). They destroyed 206 illegal camps and removed 21,105 traps. Rangers in Bach Ma National Park conducted 12 trips (or 504 patrol days).

With support from the Critical Ecosystem Partnership Fund (CEPF) and HSBC bank: government agencies, donor agencies, and the local communities have been working together to make a difference. A multi-agency Patrol and Law Enforcement Team and a Community Informant Network has been established.



Until 2015, WWF covered the salary of the Forest Guards, but in recognition of the conservation impact they are having, Quang Nam province agreed to pay a percentage of the salary of 20 guards: 30% in 2015 and up to 50% from 2016. The funds have come from the provincial Payment for Ecosystem Services (PFES) fund, money from companies whose profits rely on a healthy ecosystem.

For the first time METT and Minimum Enforcement Standards assessments were conducted in six protected areas in the Mekong Delta, alongside with capacity building on biodiversity assessment, law enforcement and community engagement through initiatives funded by HSBC, Coke, and BMZ.





© Binh Nguyen / WWF-Vietnam

Mr. Nguyen Huu Hoa, a forest guard team leader, was awarded an Outstanding Achievement in Wildlife Protection Award (hosted by national NGO, ENV, in partnership with the Ministry of Natural Resources and Environment).

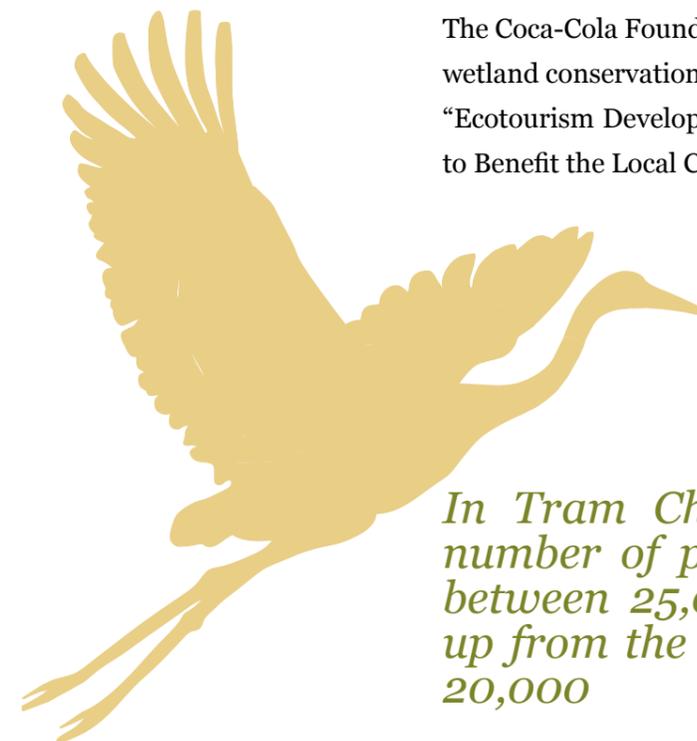
TWO VIETNAMESE WETLANDS AWARDED RAMSAR STATUS

LANG SEN WETLANDS RESERVE AND U MINH THUONG NATIONAL PARK WERE RECOGNISED AS WETLANDS OF INTERNATIONAL IMPORTANCE AND AWARDED RAMSAR STATUS

In May 2015, with financial and technical support from WWF, Lang Sen Wetlands Reserve and U Minh Thuong National Park were recognised as wetlands of international importance and awarded RAMSAR status. With funding from the German government (BMZ), biodiversity monitoring in Lang Sen, has shown it is home to, at peak, around 84,400 birds (the requirement for RAMSAR is 20,000 individuals).



WWF have been working in Tram Chim National Park, another RAMSAR site, since 2007. Here, the number of permanent birds rose to between 25,000 to 40,000 in 2015, up from the last census of 18,000 to 20,000. WWF and Tram Chim's financial supporter, The Coca Cola Foundation, received a Certificate of Merit from the Dong Thap Provincial People's Committee, in recognition of the contribution to conservation. The Coca-Cola Foundation has pledged to continue support to wetland conservation in Tram Chim, through the new project: "Ecotourism Development and Sustainable Uses of Wetlands to Benefit the Local Community and Biodiversity."



In Tram Chim National Park, the number of permanent birds rose to between 25,000 to 40,000 in 2015, up from the last census of 18,000 to 20,000

COMMUNITIES RESPONSIBLE FOR MANAGEMENT OF MORE THAN 30,000HA OF NATURAL FOREST

100HA OF BARE LAND HAS BEEN PLANTED WITH INDIGENOUS SPECIES

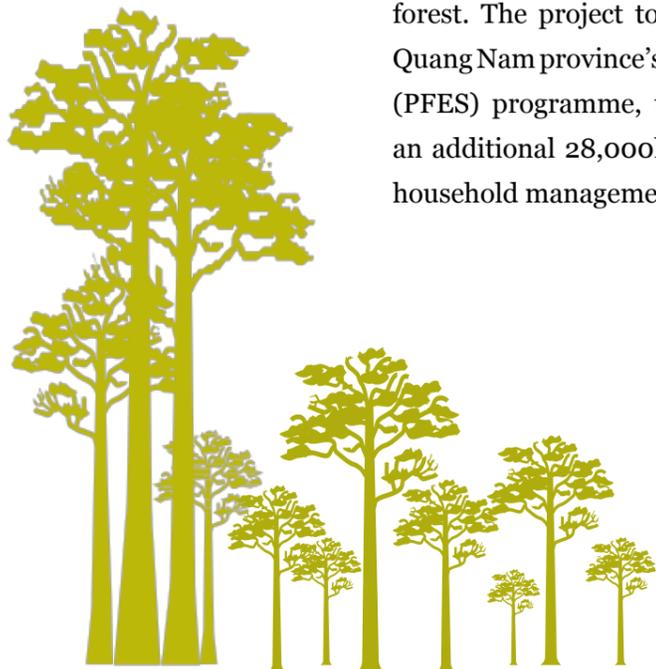
Alongside protecting and managing protected areas in the Central Annamites, forest restoration has been taking place across the whole landscape, this includes planting, natural regeneration, and enrichment planting.

410HA OF FOREST HAVE BEEN REGENERATED

Under CarBi, some 100ha of bare land has been planted with indigenous species, 410ha of forest have been regenerated and more than 3,000ha of natural forest have been protected under contract with 24 groups of farmers. Additionally, an IKEA funded project facilitated rattan enrichment of 300ha of community forest.

MORE THAN 3,000HA OF NATURAL FOREST HAVE BEEN PROTECTED

The community-based forest management scheme, developed by CarBi, is now operational in five villages. It has made them responsible for the management of around 2,750ha of natural forest. The project took the lessons learnt to then support Quang Nam province's Payment for Forest Ecosystem Services (PFES) programme, to scale up its activities by allocating an additional 28,000ha of natural forest to community and household management.



MORE THAN 500 SMALLHOLDERS & TWO COMPANIES AWARDED FSC CERTIFICATION FOR SUSTAINABLE FORESTRY



THE "ASSOCIATION OF QUANG TRI SMALLHOLDER FOREST CERTIFICATION GROUP" WAS ESTABLISHED.

With WWF facilitation, the "Association of Quang Tri Smallholder Forest Certification Group" was established, legally recognised by the government, and equipped with financial and operational capacity. The smallholder group successfully passed the FSC audit with a total of almost 1,400ha of Acacia, belonging to 517 smallholders, from 51 villages. The FSC certificate is valid 2015-2020. The success has triggered the Vietnam Administration of Forestry to formally consider establishing a "Vietnam Forest Owners Association" for national level adoption of the model.

THE SMALLHOLDER GROUP SUCCESSFULLY PASSED THE FSC AUDIT WITH A TOTAL OF ALMOST 1,400HA OF ACACIA (2015-2020).

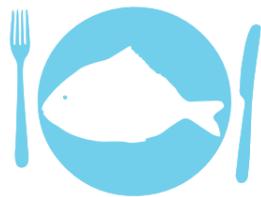
Two forestry companies, Trieu Hai and Duong 9 also passed the FSC audit for 5,227ha and 4,870ha of acacia, respectively.

The Tien Phong Forestry Company in Thua Thien Hue province, which manages 2,000 ha of acacia and about 1,500ha of pine, committed to join the FSC process with the advisory support of WWF in FY2016.

A technical package on the FSC process in Quang Tri has been finalized and is ready for replication in Thua Thien Hue and Quang Nam provinces



SUSTAINABLE SEAFOOD PRODUCTION ACHIEVED ACROSS MORE THAN 1,500HA

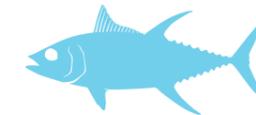
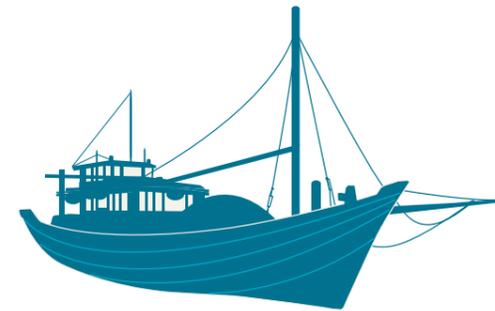


WWF SUCCESSFULLY MAINTAINED 41 ASC CERTIFIED PANGASIUS FARMS, COVERING 640HA, ACCOUNTING FOR 11% OF TOTAL PANGASIUS FARMED AREA IN VIETNAM, AND PRODUCING APPROXIMATELY 183,700MT ANNUALLY.

Following WWF's achievement in FY14 of the first ASC certified shrimp farm in Asia, in FY15 another large scale shrimp farm, also supported by WWF, received ASC certification.

This year the total area of ASC certified shrimp farms supported by WWF rose to more than 30ha, providing approximately 800MT of shrimp per year. WWF also established an ASC certified shrimp supply chain with the EU market, through two buyers, Nordic seafood and Fobben International. 30 farmer groups, managing more than 600 small scale farms and approximate 900 ha, applied Better Management Practices in 2015, and are well on their way towards reaching ASC certification.

WWF facilitated the establishment of the first ever Public Private Partnership Agreement for fisheries and aquaculture signed by a number of government bodies, private sector and development agencies to commit to work together in supporting the development of Vietnam fisheries in an environmentally and socially responsible manner.

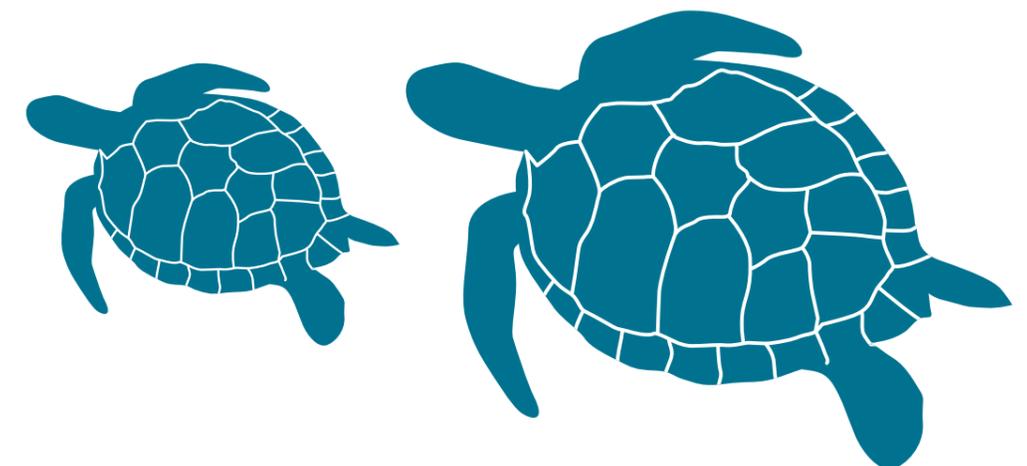


BEST PRACTICES PROMOTED IN TUNA AND BLUE SWIMMING CRAB FISHERIES

The country is moving towards MSC certification for tuna (a WWF footprint species). The government has released a decision to reorganise the industry, and setup the Vietnam Tuna Advisory Council and launch the Fisheries Improvement Project for tuna.

Kien Giang Provincial People's Committee has approved a new regulation on minimum net mesh sizes for gillnet and traps targeting Blue swimming crabs and all processors under the VASEP Crab Council (partners of the Fisheries Improvement Project) have committed not to buy crabs smaller than 10cm.

Our work on sustainable fisheries has also contributed in part to the reduction of marine turtle (a WWF flagship species) mortality, as by-catch of unsustainable fishing practices.





WWF, the local government and VASEP Cab Council release egg-bound crabs as part of an awareness raising event

© WWF

BENEFIT SHARING MECHANISMS THROUGH COMMUNITY BASED ECOTOURISM IN CAT TIEN



A COMMUNITY DEVELOPMENT FUND WAS SET UP TO PROVIDE LOANS TO SMALL BUSINESSES OR THOSE HOUSEHOLDS EXPERIENCING DIFFICULTIES. BY END OF 2014, THE COMMUNITY DEVELOPMENT FUND RECEIVED AROUND 100 MILLION VND (4,900 USD) FROM THE TOURISM COMPANY

In December 2014, WWF Vietnam celebrated the achievements of the six year long “Eco-Tourism Development in and around Protected Areas in Vietnam” project.

The project established a community based tourism model in Ta Lai commune, Cat Tien National Park, creating eight full-time jobs and supporting a further 91 part-time or indirect jobs with approximately 90% of the work force coming from ethnic minority communities. A business partnership between the local community and a private tourism company was established with WWF facilitation. As for Cat Tien National Park, in addition to capacity building for park staff and raising their environmental awareness, the project also helped to monitor resource management and visitor impact.

At the central level, the project worked closely with the Vietnam National Administration of Forests, and the Vietnam National Administration for Tourism. Together with WWF they developed a Circular with guidelines for responsible tourism and for ecotourism development in protected forests.

“Ta Lai Long house is the only tourism initiative in the park to have had good results. It is the first successful model for community-based tourism here.”

Mr Chinh, director of CTNP eco-tourism.

STRENGTHENING THE VOICE OF CIVIL SOCIETY IN TIMBER TRADE AND SUSTAINABLE ENERGY



The concerns and comments of Civil Society Organizations and community forest based committees to the Voluntary Partnership Agreement (VPA) process between the EU and Vietnam on the FLEGT Initiative (Forest Law Enforcement, Governance and Trade) have been collected through open policy dialogues organized by WWF. To ensure these concerns and comments are heard, WWF has combined and sent them to Vietnam and EU delegation for their consideration.

The Vietnam Sustainable Energy Alliance, a group of iNGOs and local NGOs, committed to work together to promote sustainable energy in Vietnam through policy advocacy and providing technical support to the government has been widely recognized and has participated in national level energy policy dialogues in Vietnam. This Alliance was established with the facilitation and initial financial and technical support and capacity building from WWF Vietnam.

SIGNIFICANT POLICY OUTCOMES

RECOMMENDED BY US Our policy interventions aim at creating a favourable policy environment for WWF-Vietnam to achieve its defined objectives by:

1. sharing best practice and tools for effective management; and
2. reflecting and mainstreaming WWF’s conservation principles and messages in government policies at national and provincial level.



Our messages are echoed by networks of CSOs and partners with whom we work. We advocate through a series of workshops, policy dialogues and development fora.

... AND ENDORSED BY THE GOVERNMENT

National policies:

- National Guidelines on Responsible Tourism Criteria and Certification Scheme
- Vietnam community based tourism handbook
- Government Decision supporting Fishing Improvement Project through stating interest in MSC for Tuna

Provincial policies

- Dong Thap province’s Policy on Wetland Management
- Kien Giang province’s Decision to not buy juvenile Blue swimming crab
- Lam Don province’s Biodiversity Conservation Action Plan for 2015-2020



SPECIES FEATURE

THE “RETURN” OF SAO LA

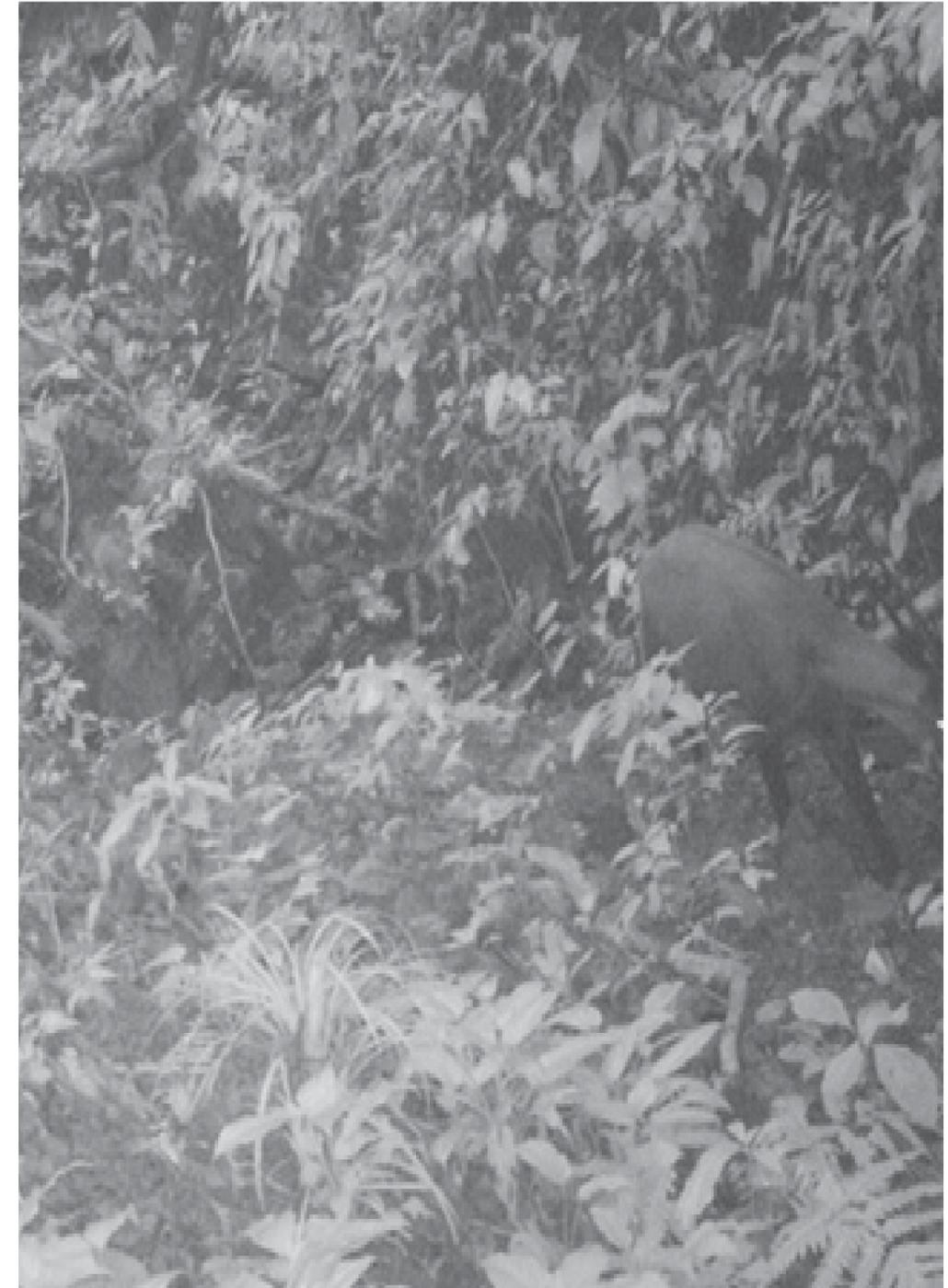
Ever since it was discovered by the scientists of WWF and Ministry of Forestry in 1992, saola (*Pseudoryx nghetinhensis*) have become the true flagship of species conservation in Vietnam.

Since its discovery in the early 1990s there was no official data on population size but estimates were very small. After 1998, Saola occurrence was not reported in the country.

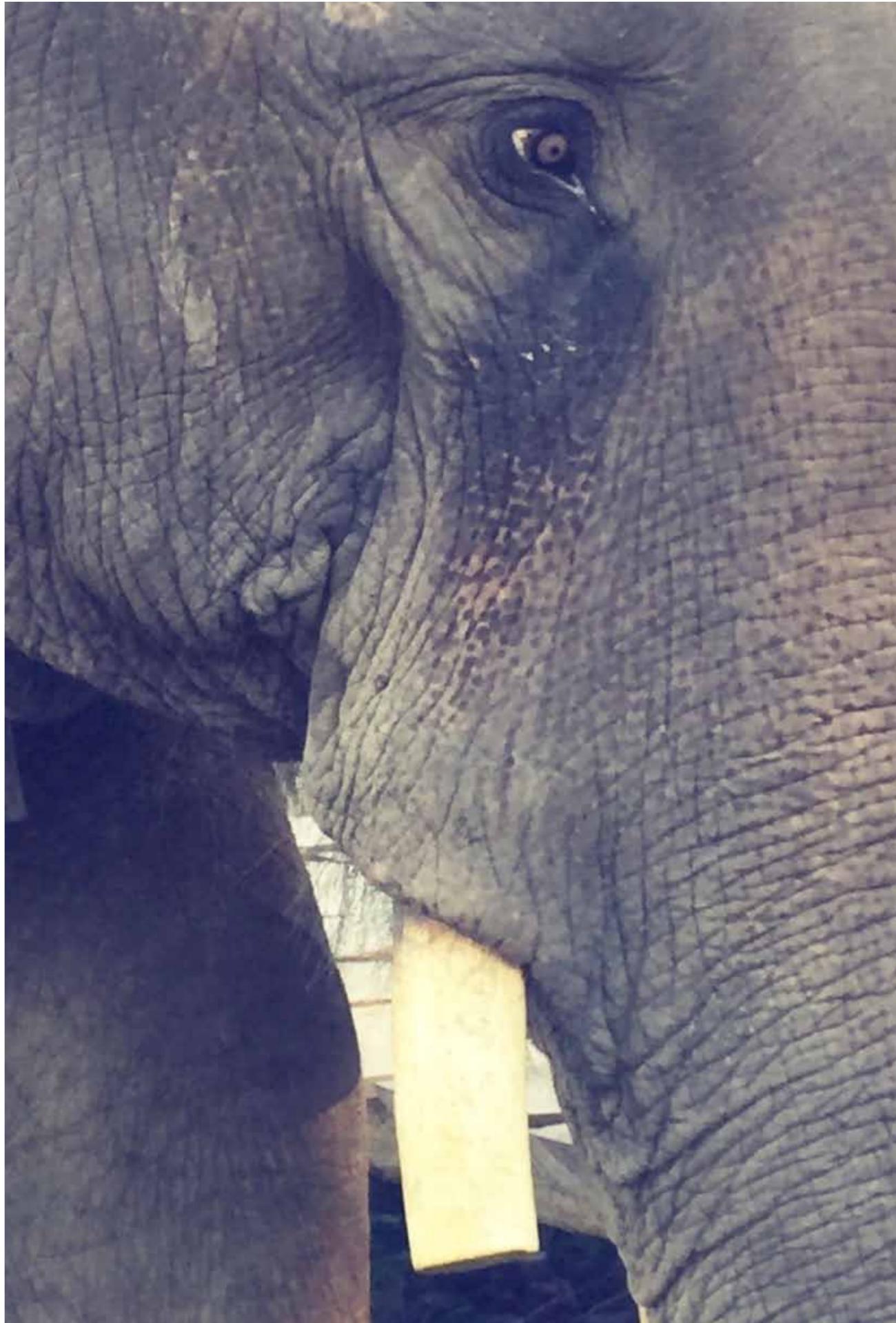
Saola was the first large mammal discovery for 50 years and caused global excitement. However, despite the interest forest degradation, illegal logging and hunting continued and were believed to be the cause of its disappearance.

In response to the situation, Bach Ma National Park's Extension Area and two Saola Protected Areas were established in Thua Thien Hue and Quang Nam provinces in 2008, 2010 and 2011 respectively. In these two Protected Areas alone there have been: 1,000 patrol missions with up to 34,000 patrolling man/days conducted by WWF forest guards; 66,000 snares removed; 904 illegal camps destroyed; hundreds of wild animals rescued and released; forest restored throughout the Central Annamites and green corridors identified and protected in order to provide passages for Saola and other wild animals in forest blocks between Vietnam and Laos. Rewarding to these huge efforts, finally in 2013, Saola captured by camera trap in the Central Annamites.

WWF is dedicated to keeping Saola safe in its home and showing the impact of our conservation measures.

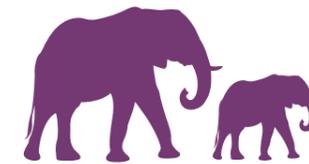


A Sao La pictured by WWF's camera trap in Quang Nam forest while moving along a small stream © WWF-Vietnam



Thong Ngan, the elephant illegally captured in Yok Don National Park, Vietnam © Binh Nguyen / WWF-Vietnam

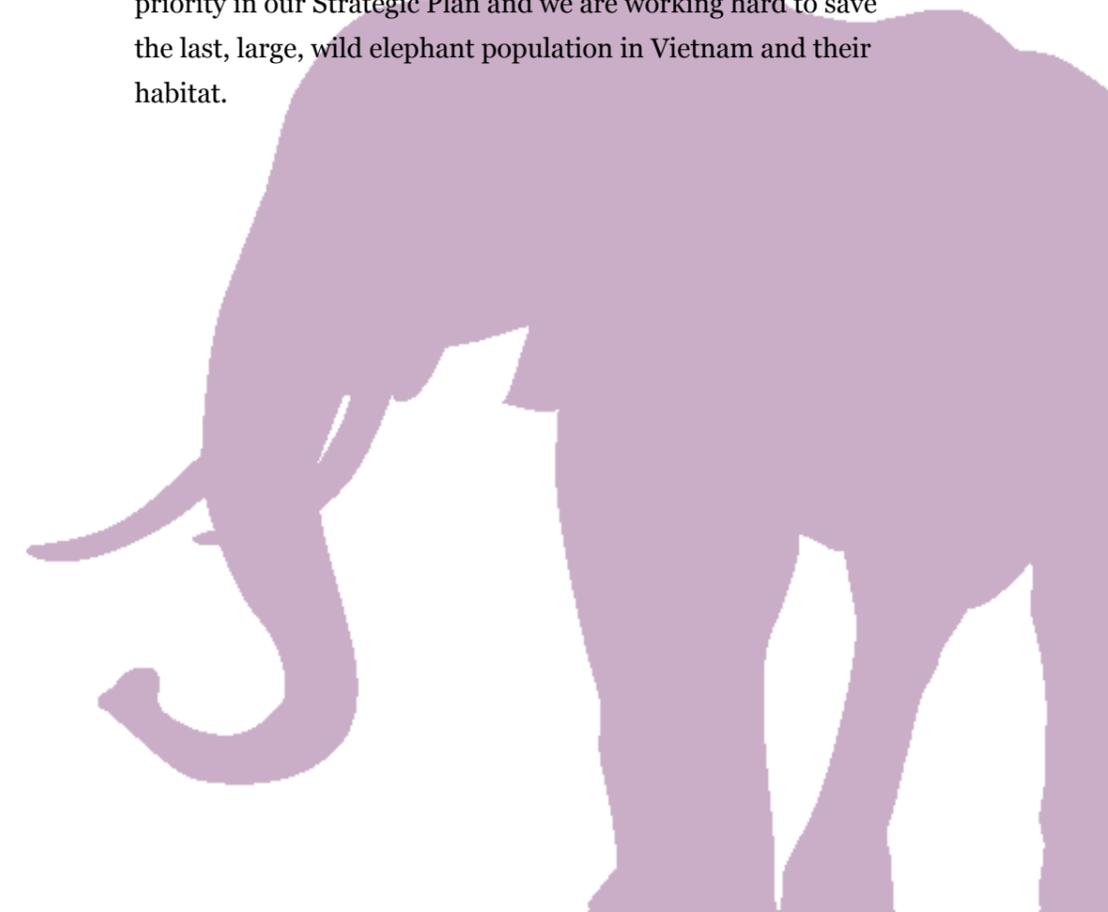
VIETNAM AND CAMBODIA TO COOPERATE TO SAVE THE COUNTRIES' LAST HERDS OF WILD ELEPHANTS



Representatives from Vietnam's Yok Don National Park and Cambodia's Monduliri Protected Forest exchanged the first ever official visits and held a joint workshop: Strengthening Forest Law Enforcement in the Trans-boundary Corridor of Asian elephants and other Large Mammals.

The visits, endorsed by their respective leaders at national, provincial and district levels, marked a turning point in the cross-border cooperation in protected area management.

Yok Don National Park and elephant were made a WWF priority in our Strategic Plan and we are working hard to save the last, large, wild elephant population in Vietnam and their habitat.



FUTURE LOOK - NEW STRATEGIC PLAN

In 2015, the WWF-Vietnam Country Strategy Plan 2015-2020, was developed, with the goal that by 2020 there is effective conservation, sustainable management and climate change resilience across 74,000km² of high priority areas and we are influencing an additional 140,000km²; providing the environmental safeguards needed to ensure the sustainable development of livelihoods and the economy.

It outlines our four Country Strategies:

- CS1: Landscape Planning and Management
- CS2: Wildlife and Protected Areas
- CS3: Responsible Investment, Production and Consumption
- CS4: Sustainable Resource Use (securing climate change resilience and promoting sustainable energy)

With the following cross-cutting themes: sustainable financing; policy / advocacy; environmental education and awareness raising; CSO and CBO strengthening/engagement; corporate engagement; water stewardship; livelihood and gender mainstreaming.



PRIORITY CONSERVATION WORK IN FY16

1. Land-use and sector planning process reviewed, potential entry points for mainstreaming natural capital accounting and ecosystem services valuation in the planning process identified, existing worldwide tools/guidelines reviewed, and clear roadmap for WWF interventions developed and agreed with the government
2. Protected Area management tools (METT, SMART, etc) applied consistently and effectively in Protected Areas in the Central Annamites and Mekong Delta
3. Setting up foundations for monitoring of target species, including baseline data collection for target species
4. Securing sustainable finance for maintaining the forest guard model in the Central Annamites
5. Strengthening law enforcement to reduce illegal activities such as logging, hunting, trapping, poaching cases in protected areas and priority sites and achieving zero threat to Saola (particularly zero snares) in critical Saola areas
6. Sustainable management and restoration of forest and wetland habitats to ensure zero annual forest loss and natural habitat conversion, and the major forest blocks harboring eco-region species remain connected



7. Strengthening CSO's and corporate's awareness of the need for Rhino horn demand reduction and getting them to proactively support and participate in achieving it
8. Promoting payment for forest ecosystem services (PFES) in the Central Annamites
9. Continuing to promote better production and supply chain development of key commodities including fisheries (tuna and swimming crab), aquaculture (shrimp and pangasius), and forestry (acacia, rattan, and bamboo) and explore the possibility of promoting better practices in other agroforestry commodities e.g. rubber, coffee
10. Support the VPA process that is planned to be signed by Vietnam and EC, providing legal framework for trade of timber products between Vietnam and EU countries
11. Promote domestic demand and consumption of responsible aquaculture, fisheries, and forestry products in Vietnam
12. Policy advocacy to promote sustainable energy use; engage with major corporates to develop sustainable energy solutions; and develop sustainable energy models to be applied by communities in the priority landscapes
13. Promoting ecosystem based adaptation measures to climate change and piloting climate change smart agriculture and aquaculture models in the Mekong Delta



FUNDRAISING FOR FY16

PUBLIC SECTOR PARTNERSHIP

January 2015 marked the establishment of a dedicated PSP fundraising effort under the Programme Development Team (a manager and a coordinator).

The team has developed a 5 year strategy, to sit under the Country Strategy. Results for FY16 include:

1. the submission of quality, timely, and internally approved proposals;
2. fundraising plans are developed at the landscape level, based on funding gaps analysis and leading to the development of appropriate concept notes;
3. a donor engagement strategy is developed and key public agencies are supported in their country planning;
4. an improved system of knowledge management is developed for WWFVN;
5. capacity amongst relevant staff in project design and proposal writing is increased.

CORPORATE ENGAGEMENT

Following the initial success of engagement with a number of international companies on a local level, CR's planned results for FY16 include:

1. communications to specify the relevance and urgency of conservation work in Vietnam and attract the corporate sector in sustainable development;
2. diversifying types and models of partnerships, especially to expand corporate fields of involvement in climate change mitigation efforts, achieving improvement in business practices and Corporate Social Responsibility;
3. increasing engagement with both international and local companies in WWF's mission of making conservation impact at scale in Vietnam.



INDIVIDUAL FUNDRAISING

The first half of FY16 is a crucial time to understand the response of the local market to WWF-Vietnam's call for donations to support its work in Vietnam.

The testing period is planned with the following key indicators:

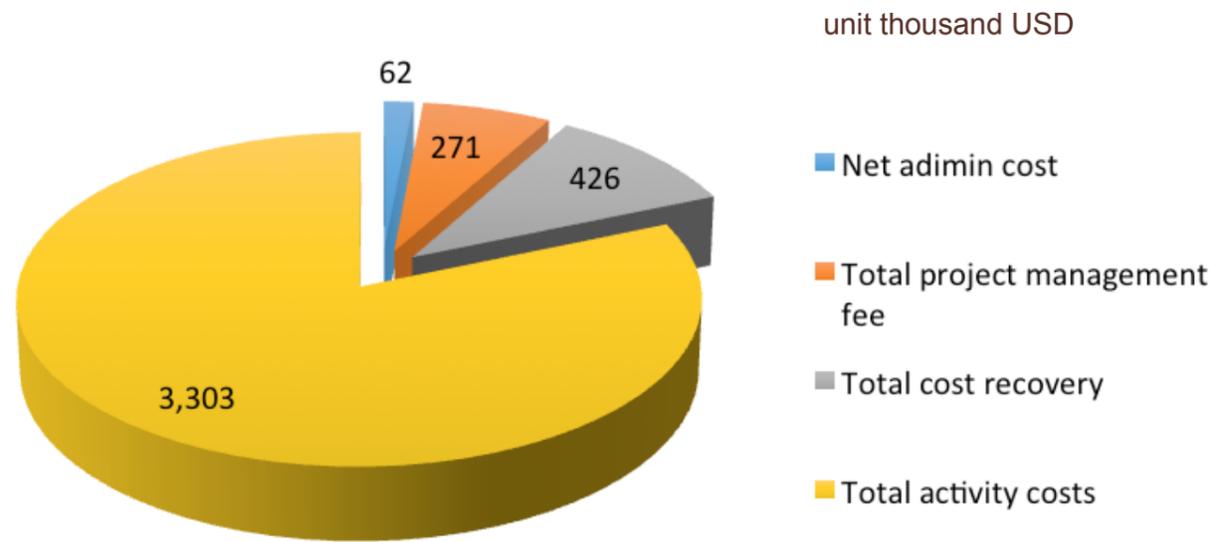
1. Follow up the legal registration for local individual fundraising;
2. Work closely with the government NGO-managerial body, PACCOM;
3. Create online fundraising platforms, including the donation pages, internet payment gateways and other supporting fundraising pages;
4. Further enlarge the current 7,000 non-financial member database through marketing activities on Microsite and other social media channels;
5. Gather information about a local market to provide inputs for IF's future planning.



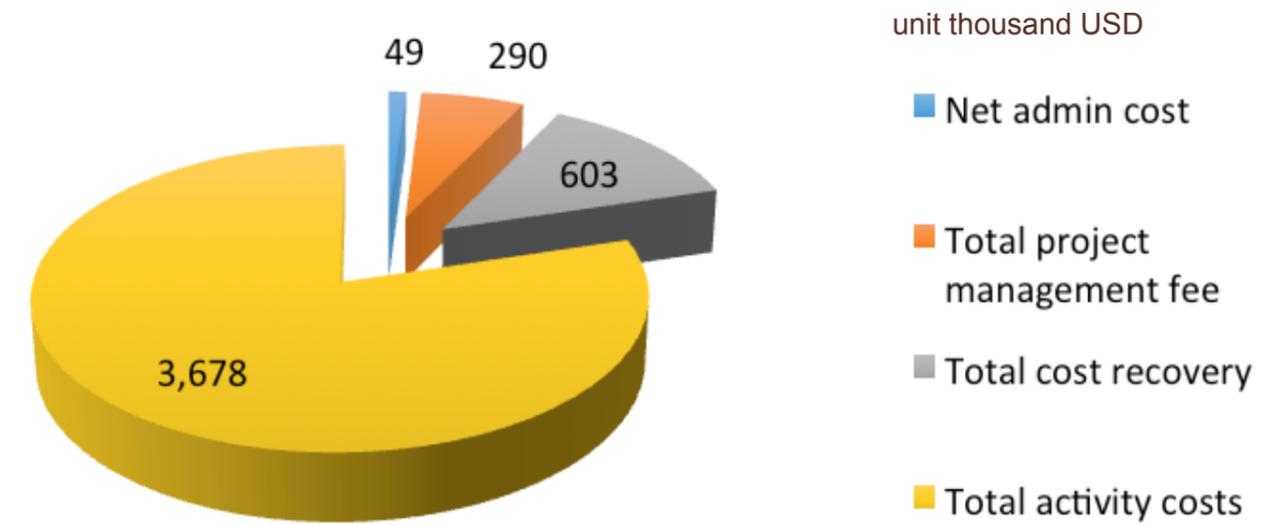
FINANCIAL FIGURES



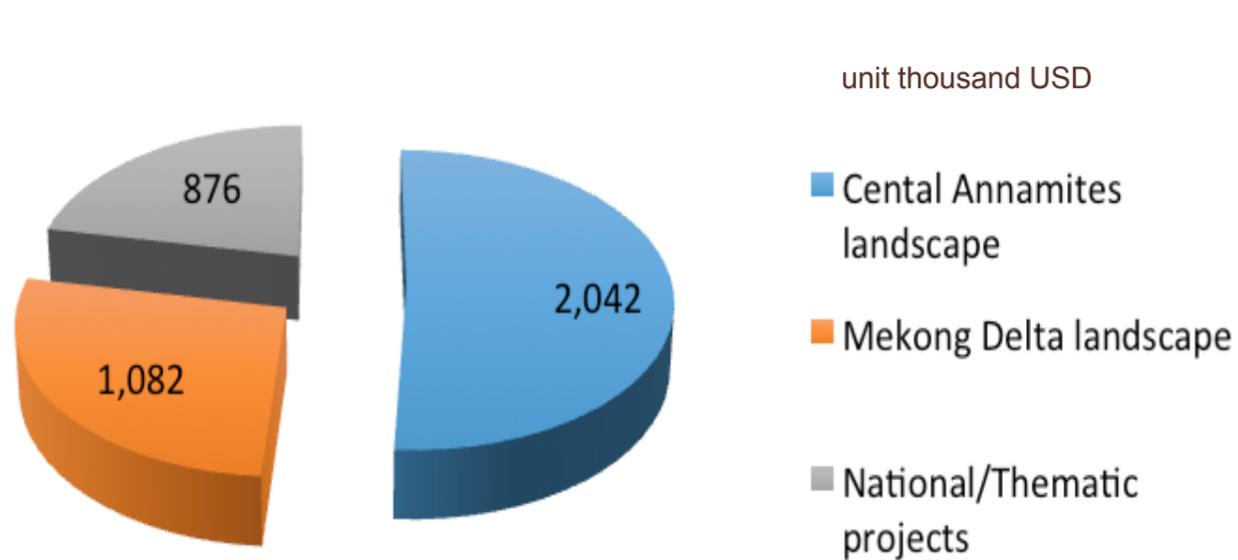
FY 15 SPEND



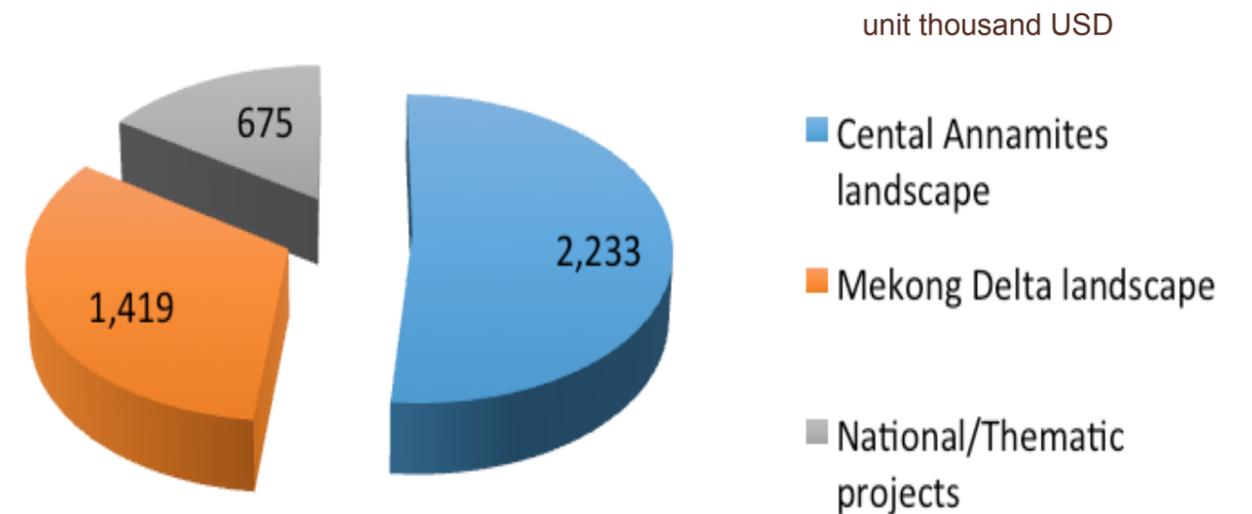
FY16 PROJECTED BUDGET



FY15 GROSS PROJECT COST BY LANDSCAPE

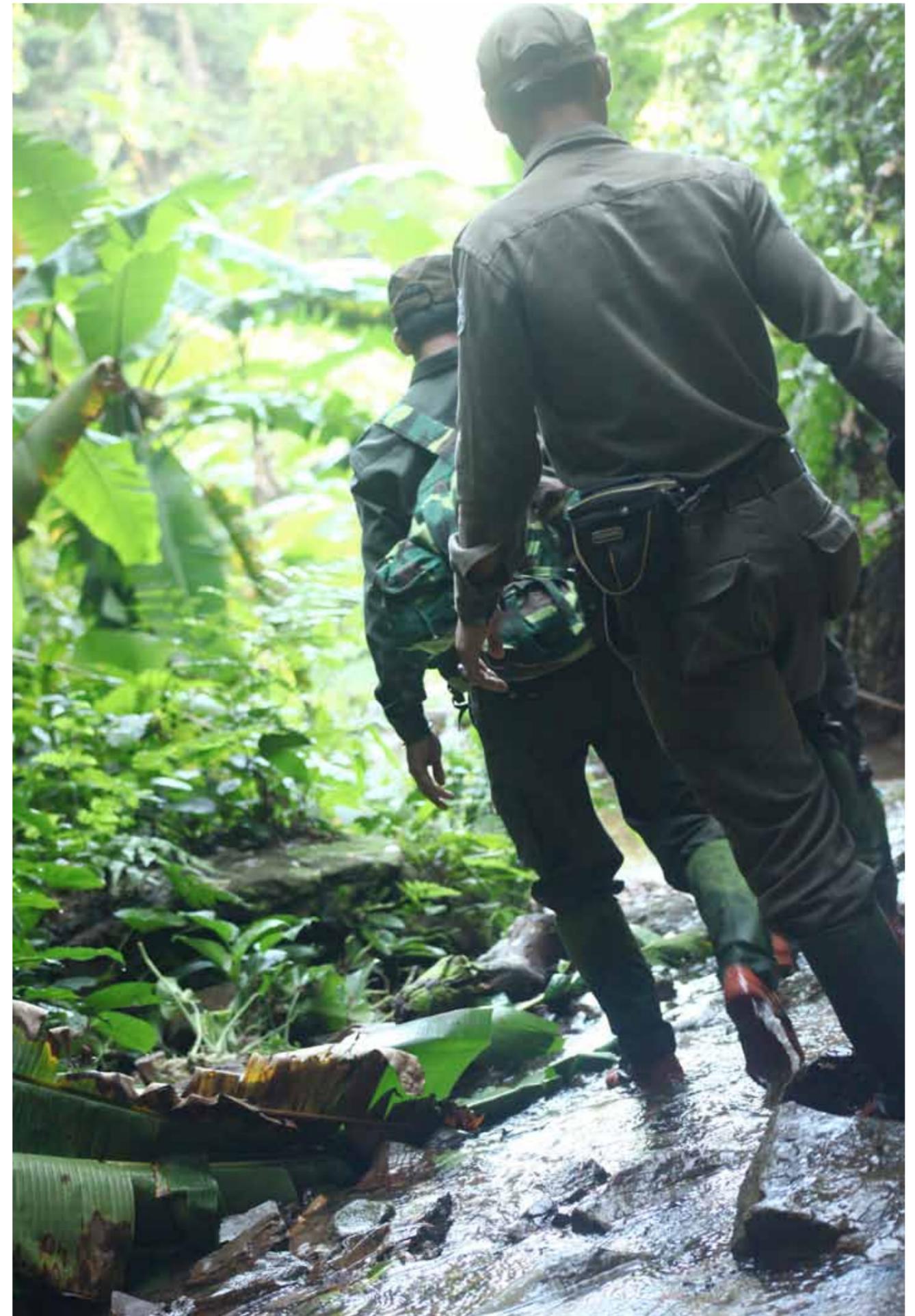
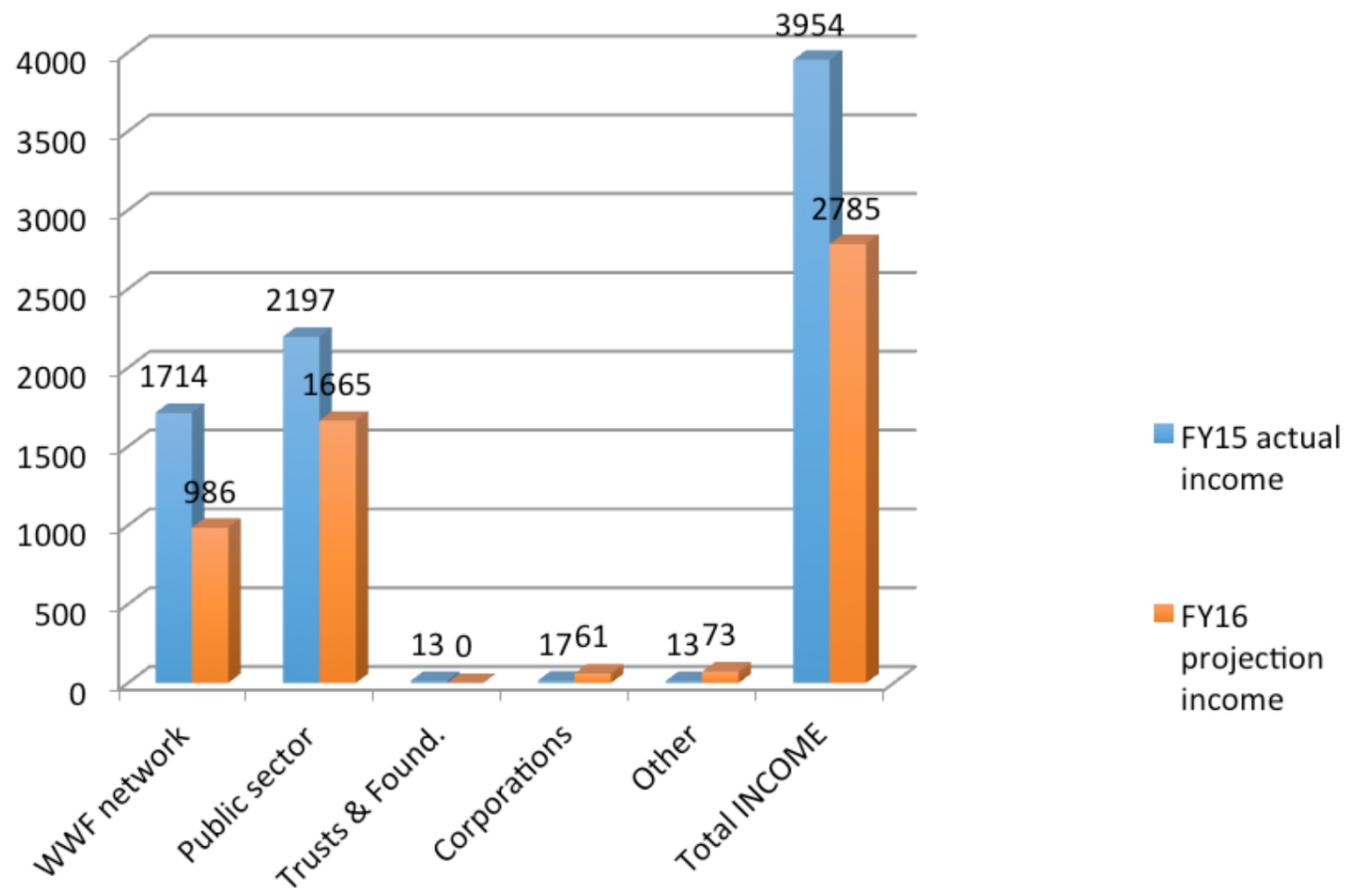


FY16 GROSS PROJECT COST BY LANDSCAPE



FY15 ACTUAL AND FY16 PROJECTION INCOME BY SOURCES

unit thousand USD



Forest guard on patrolling in Quang Nam Sao La Nature Reserve. Vietnam © Kayleigh Ghiot / WWF-Vietnam

“We shan’t save all we should like to, but we shall save a great deal more than if we had never tried.”

Sir Peter Scott, founder of WWF.



WWF WORLDWIDE NETWORK

WWF Offices

Armenia	Indonesia	Uganda
Azerbaijan	Italy	United Arab Emirates
Australia	Japan	United Kingdom
Austria	Kenya	United States of America
Belgium	Laos	Vietnam
Belize	Madagascar	Zambia
Bhutan	Malaysia	Zimbabwe
Bolivia	Mauritania	
Brazil	Mexico	
Bulgaria	Mongolia	
Cambodia	Mozambique	
Cameroon	Namibia	
Canada	Nepal	
Central African Republic	Netherlands	
Chile	New Zealand	
China	Norway	
Colombia	Pakistan	
Costa Rica	Panama	
Democratic Republic of	Papua New Guinea	
Congo	Paraguay	
Denmark	Peru	
Ecuador	Philippines	
Finland	Poland	
Fiji	Romania	
France	Russia	
Gabon	Senegal	
Gambia	Singapore	
Georgia	Solomon Islands	
Germany	South Africa	
Ghana	Spain	
Greece	Suriname	
Guatemala	Sweden	
Guyana	Switzerland	
Honduras	Tanzania	
Hong Kong	Thailand	
Hungary	Tunisia	
India	Turkey	

Publication details

Published in December 2015 by WWF-Vietnam. Any reproduction in full or in part of this publication must mention the title and credit the above-mentioned publisher as the copyright owner.

Recommended citation:
WWF-Vietnam. 2015. *Annual Report 2015*
WWF Vietnam, D13 International Village,
Cau Giay Distric, Hanoi.

Text and graphics: 2015 WWF-Vietnam
All rights reserved.

Reproduction of this publication for educational or other non-commercial purposes is authorized without prior written permission from the copyright holder. However, WWF does request advance written notification and appropriate acknowledgement. Reproduction of this publication for resale or other commercial purposes is prohibited without prior written permission of the copyright holder.

The designation of geographical entities in this report, and the presentation of the material, do not imply the expression of any opinion whatsoever on the part of WWF concerning the legal status of any country, territory, or area, or of its authorities, or concerning the delimitation of its frontiers or boundaries.

WWF-VIETNAM ANNUAL REPORT 2015



Why we are here

To stop the degradation of the planet's natural environment and to build a future which humans live in harmony with nature.

www.vietnam.panda.org

WWF-Vietnam Country Office
D13 Thang Long International Village
Cau Giay District
Hanoi, Vietnam
Tel:0084 (04) 37193049
Website: www.vietnam.panda.org
www.facebook.com/vietnamwwf
Instagram: WWF Vietnam