

**THE RUFFORD MAURICE LAING FOUNDATION  
The Rufford Small Grants For Nature Conservation**

**FINAL PROJECT REPORT**

**“RAISING THE STANDARD”  
STRENGTHENING CONSERVATION EDUCATION CAPACITIES  
IN QUANG NAM PROVINCE, VIETNAM**

**A component of the MOSAIC  
(Management Of Strategic Areas for Integrated Conservation)**

**Grant recipient : Luong Quang Hung**  
**Organization name : WWF - Indochina**  
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**CONTACT DETAILS**

Luong Quang Hung  
Conservation Education Officer  
WWF MOSAIC project office  
Forestry Protection Department  
77 Tran Quy Cap  
Tam Ky  
Quang Nam  
Vietnam

Tel/Fax: + 84 510 810735

Email: luongquanghung@dng.vnn.vn mosaic@dng.vnn.vn

Website: [www.wfindochina.org](http://www.wfindochina.org)  
[www.panda.org/about\\_wwf/where\\_we\\_work/asia\\_pacific/  
where/indochina/mosaic\\_project/](http://www.panda.org/about_wwf/where_we_work/asia_pacific/where/indochina/mosaic_project/)



**“Raising the Standard”  
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**OBJECTIVES AS STATED IN ORIGINAL APPLICATION**

**Project goal**

To ensure that identified target groups in Quang Nam are aware of the importance of natural resources and conservation, have a clear conservation consciousness, and the skills to act accordingly.

**Project objective**

To strengthen the capacity of the Quang Nam provincial government and partners to promote conservation through education, both formal and informal, to a range of identified target groups.

A provincial-level coordination unit for conservation education will, through training and guidance, develop a clear strategy and action plan for wide-ranging conservation education activities. This plan will commit focused resources from all local departments and suitable agents (external, local, national) to reach all target groups.

Whilst working towards the long-term goal, the first year of this provincial conservation education initiative, the Rufford Foundation grant recipient made four major achievements:

1. Established Vietnam's first provincial Conservation Education Working Group, comprising of 16 government departments.
2. Developed Vietnam's first provincial Conservation Education Action Plan and facilitated its incorporation into provincial policy.
3. Initiated and trained two commune level conservation education networks as pilots for replication throughout Quang Nam province.
4. Institutionalised conservation education within two provincial departmental training courses.



***Conservation Education in ACTION  
in  
Quang Nam Province***

## PROGRESS IN ATTAINING THESE OBJECTIVES

### 1. Mobilising a provincial Conservation Education Working Group

The overriding priority for this initiative is the sustainability of the approach. As such, buy-in to the process by the relevant departments is of paramount importance to ensure the working group and identified activities under a provincial action plan continue after development and training support. One approach adopted to facilitate this provincial buy-in was to facilitate the Forest Protection Department of Quang Nam as the leaders and hosts of the working group. In this way, the Rufford recipient became a technical advisor to a provincial process rather than a leader.

#### 1.1. Developing provincial consensus on conservation education

A series of meetings and workshops were organised by Quang Nam FPD with the participants from all relevant departments of Quang Nam province. Participants discussed the need for a strategic and comprehensive Conservation Education (CE) programme in Quang Nam and the development of an inter-departmental CE working group. The workshops also initiated discussions on the concepts of education, the content of future plans and campaigns and which target groups should be the focus of CE activities. Moreover, the requirements, constraints and opportunities for successful CE in Quang Nam were discussed. These discussions led to the clarification of the goal and objectives of a CE network as well as identifying the responsibilities, structure, budget and membership of the CEWG.

#### 1.2. Formation of a group

Based on the results of the above workshops, the Forest Protection Department of Quang Nam worked with the support of the WWF MOSAIC project to establish Vietnam's first provincial level Conservation Education Working Group. The aim of this group is to achieve three targets by the year 2010, facilitating the transfer of information to the citizens of Quang Nam:

- Increased capacity across relevant stakeholders
- Inter-departmental co-operation and mobilisation
- A sustained and continuous programme.

Through a series of meetings the CEWG members defined the structure and implementation mechanism of the group along with the function and responsibility of each participating department.

The CEWG is comprised of representatives from 16 government departments with expertise in school teaching, the mass media and community outreach. It has identified the environmental education needs of the province and will facilitate mobilisation of actors towards clear targets. The idea is to facilitate appropriate training for group members so that they can act as trainers for their departments to enable them to incorporate conservation education into their department's daily activities. This will be achieved through the establishment of district networks of trained departmental staff, who work with both government and communities to promote conservation education for sustainable development.

### *Quang Nam Provincial Conservation Education Working Group*



The CEWG is chaired by the Forest Protection Department of Quang Nam and includes the following provincial departments:

**Table 1. Departments of the Quang Nam Conservation Education Working Group**

<b>Thematic group</b>	<b>Department</b>
Community outreach	Department of Forest Protection
	Department of Agriculture and Rural Development
	Department of Natural Resources and the Environment
	Department of Ethnic People and Mountainous Areas
	Farmers Union
	Women's Union
	Youth Union
	Border Army
	Phu Ninh Watershed Protection Management Board
Mass media	Department of Culture and Information
	Quang Nam Newspaper
	Quang Nam Radio and Television
	Department of Tourism
	Department of Sports
Education	Teacher Training College
	Department of Education and Training

### **1.3. Defining roles and responsibilities**

Each department defined its own responsibilities in the development and implementation of a provincial conservation education action plan. These are detailed in the attached draft of the provincial conservation education action plan. Roles and responsibilities were formulated around the work and skills of each department and designed so that training and provision of materials could in itself be sufficient to enable a range of provincial, district and commune workers to become educators. In this way, capacity development of the working group members will result in intra-departmental training, action planning and work planning so large multiplier effects will be obtained.

## **2. Conservation Education Needs Assessment for Quang Nam province**

Initial technical support allowed the CEWG to conduct their own provincial conservation education needs assessment. This identified priority conservation education training needs, target groups, partners, and activities.

Activities of the group to date have focused on the development of a workable strategic approach and implementation possibilities. This involved detailed identification of conservation and environmental problems, CE analysis, threats (see box 1), root causes, and grass-roots participation. This was then converted into an objective tree and key stakeholders were identified using Venn diagrams.

For each target group the CEWG identified required knowledge requiring transmission, appropriate actions and the most effective message delivery system. Message delivery was analysed using the results of a province wide community survey (see table 2 and attached conservation education action plan).

**Table 2. Message delivery effectiveness results**

<b>What are the best ways to receive information?</b>	<b>Good</b>	<b>Medium</b>	<b>Bad</b>	<b>No opinion</b>
Community Meetings	93.1	04.8	01.1	01.0
Radio	74.6	16.1	05.5	03.8
TV	55.6	11.4	22.5	10.5
Loud-speaker announcements	38.2	18.4	42.4	01.0
Posters	36.6	24.1	24.1	15.2
Newspapers	34.5	23.7	25.6	16.2
Leaflets	31.9	35.2	17.7	15.2
Cassette tapes with information	21.8	23.9	39.1	15.2

### Box 1. Threats to biodiversity and natural resources

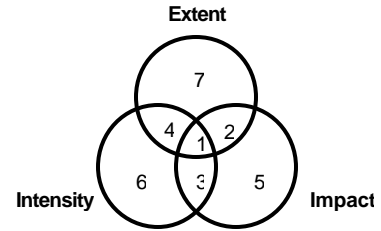
Threats were ranked according to three factors:

Extent: The geographical area covered by the threat

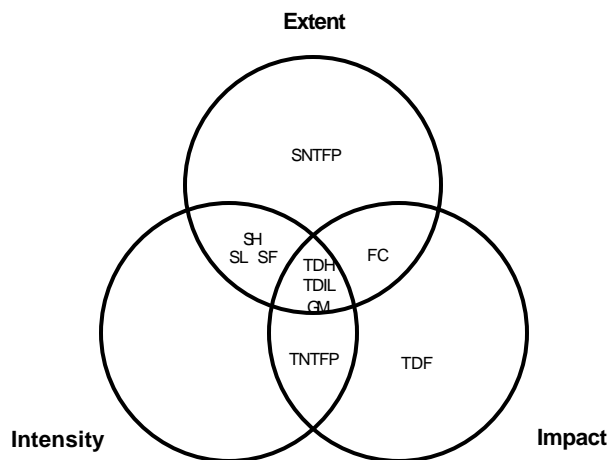
Intensity: The amount and concentration of a threat within a given area

Impact: The influence a threat has and its knock-on effects in a given area

Scores represent the seriousness of the threat in ascending order (1 = highest threat; 7 = lowest threat)

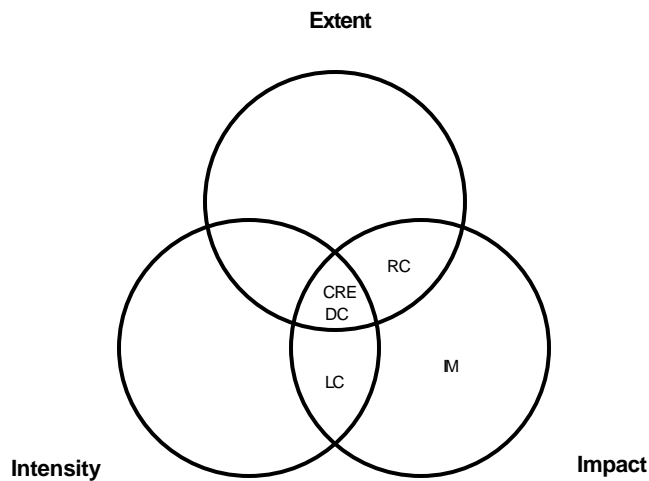


#### Direct threats ranking exercise for Quang Nam province



Rank	Code	Threat
1	TDH	Trade Driven Hunting
1	DTIL	Trade Driven Illegal Logging
1	GM	Gold Mining
2	FC	Forest Conversion
3	TNTFP	Trade Driven HTFP harvest
4	SH	Subsistence Hunting
4	SL	Subsistence Logging
4	SF	Subsistence Fishing
5	TDF	Trade Driven Fishing
7	SNTFP	Subsistence NTFP harvest

#### Indirect threats ranking exercise for Quang Nam province



Rank	Code	Threat
1	ME	Commercial Resource Extraction
1	DC	Dam Construction
2	RC	Road Construction
3	LC	Logging Concessions
5	IM	In Migration

### 3. Conservation education training needs assessment

The CEWG undertook structured discussions and activities to examine their training needs based on:

- The responsibilities of each department
- The responsibilities of each department within the CEWG
- The existing skills within each department.

A training programme was developed to meet the immediate needs of the group. The results of the CE training needs assessment were a series of training courses as follows:

- Environment education and Community based Conservation Education
- Community outreach techniques
- Communication skills
- Biodiversity, biodiversity conservation and the biodiversity of Quang Nam and Vietnam
- Global environmental processes and issues
- Environmentally sensitive sustainable development
- Environmental journalism
- Skills -for-nature training of trainers
- How to organise meetings, workshops etc.
- Fund raising: participatory project proposal design, logical framework analysis
- Participatory monitoring and evaluation systems
- Study tour to learn lessons from the Cuc Phuong Conservation Awareness Project and 'Education for Nature, Vietnam' (ENV).

***What is taught is what is required  
and  
What is required is what is taught.***

### 4. Training

With clearly identified training needs based on prioritised threats, actions and delivery mechanisms, training of the working group members could begin. Teaching was focused on the 'training of trainers' approach so that all knowledge could be transferred from the CEWG members to other members of their departments in the future. A training programme was developed as follows:

#### 4.1. In-situ training

In-situ training represents the core of the training programme and consists of a combination of practical courses, seminars and on-going technical support. This training can be categorised into two sections:

Courses provided by the CEWG technical Advisor (Rufford recipient):

- Participatory project proposal design, logical framework analysis
- Biodiversity, biodiversity conservation and the biodiversity of Quang Nam and Vietnam
- Skills -for-nature training of trainers
- How to organise the meeting, workshops etc.
- Technical support to guide the CEWG and other project partners in the undertaking of project activities and project development.

#### ***Journalists from each district receive training on environmental journalism***



Courses delivered by outside experts:

- Environment education and community-based conservation education
- Community outreach techniques
- Communication skills
- Environmental journalism.

These courses were delivered by experienced experts who liked the approach being taken by the CEWG and wanted to become part of the development process including the WWF environmental education officer, the Population, Environment and Development Centre (PED), 'Education for Nature, Vietnam' (ENV) and the Environmental Education and Communication Consultancy ' *Thien Nhien*'

#### **4.2 Study tours**

Study tours are planned for Cuc Phuong National Park and Bach Ma National Park to learn lessons from the 'Education for Nature, Vietnam' school-based approach to education.

### **5. Commune education networks – pilot feeding into action plan**

The implementation mechanism of the conservation education action plan will occur at two levels:

- CEWG training district networks of government educators
- Community level approaches.

A co-financed set of activities focused on establishing pilot community-based conservation education activities. These occurred in two communes; Que Lam and Tabhing. Here commune level conservation education networks were established, with representatives from schools, the commune People's Committee, Farmer's Union and Women's Union and Youth Union, local rangers and commune forestry officials. These networks developed commune education action plans including activities such as species awareness campaigns, competitions, film shows and school-based activities.

The successes and constraints faced by this approach were fed into the provincial conservation education action plan, informing the development process and implementation mechanisms.



***The Song Thanh Nature Reserve and provincial FPD Education Officers hold a Tabhing commune education meeting in a traditional Ka Tu meeting house***

***The New Song Thanh Nature Reserve Logo was designed based on the winning entry of a local school competition***



### **6. Developing a provincial Conservation Education Plan**

Armed with clear needs, new knowledge and experience from field examples; the CEWG was then able to develop a provincial action plan. In line with the provincial conservation strategy, a vision was designed, 20 year objectives identified and five year targets set (see box 2).

A set of activities were designed through structured discussion by the CEWG to reach the five year targets. The draft provincial conservation action plan is attached to this report as an appendix. The action plan has the full backing of each CEWG member and is currently being formatted for submission to the provincial government for approval. This submission will be done by the Forest Protection Department, but will supporting documentation from all departments on the CEWG.

Once approved by the provincial government the document will be printed and widely distributed throughout Quang Nam and its implementation can officially begin. The activities of the action plan have been integrated within the provincial biodiversity and natural resource conservation strategy that was commissioned by the province and that the Forest protection department and WWF have developed. This strategy is currently with the provincial government for approval.

## **Box 2. Provincial Conservation Education Action Plan framework**

### **Vision**

Education and awareness of all people in Quang Nam is such that all organizations, individuals and communities take an active responsibility for natural resource management and protection.

### **2020 Goal**

To ensure that identified target groups in Quang Nam are aware of the importance of natural resources and conservation, have a clear conservation consciousness, and the skills to act accordingly.

### **2020 Objective**

To strengthen the capacity of the Quang Nam provincial government and partners to promote conservation through education, both formal and informal, to a range of identified target groups.

### **2010 Targets**

1. Conservation awareness and education work is intrinsically built within all relevant work through a trained provincial Conservation Education Working Group - CEWG.
2. A series of high profile provincial awareness campaigns is conducted targeting key issues and priority sites.
3. Conservation and environmental issues are integrated into the school curricular throughout Quang Nam and regularly discussed in lessons.
4. All policy makers and law enforcement agents are well informed about the importance of ecosystem management and its individual components.

## **SUMMARY OF RESULTS**

- Conservation education was new concept with all the provincial departments. Due to this project, it is now a commonly discussed and popular concept with all relevant provincial departments. Simultaneously, their awareness on conservation has noticeably increased.
- The CEWG is the first provincial-level working group in Vietnam with inter-departmental co-operation and mobilisation being achieved. It is also the first time so many departments have been motivated to assist in conservation education.
- Each department has realised that conservation education is one of the responsibilities of their department.
- The CEWG and relevant stakeholders have increased their capacity through a series of training courses. CEWG members are now ready to act as trainers for their department and local collaborators networks in districts and communes.
- This is the first time in Vietnam that a sustained and continuous conservation education programme has been developed and commissioned through a provincial action plan. The Quang Nam conservation education action plan was developed by the CEWG and highlights the initial success of the project. It will focus on priority conservation education needs, target groups, and partners. The action plan will guide activities across Quang Nam, for a range of agents, to meet identified needs. The action will feed directly into the Provincial Biodiversity and Natural Resource Conservation Strategy.
- Two members of the CEWG have approached WWF/FPD to incorporate CE components within their provincial level training courses: (1) The 135 programme (a government rural development project) operates in 67 mountainous communes across the province. The Department of Ethnic People and Mountainous Areas requested a half day training course for all commune chairmen from these communes; the most important communes for conservation in Quang Nam. (2) The Farmers Union requested training for all their representatives; that is one person from every single commune in the province. Both training courses were conducted by the WWF and FPD CE officers. With this kind of delivery, conservation and environmental messages can be spread directly to influential parties throughout the province.

## **PARTICULAR CHALLENGES FACED AND SOLUTIONS ADOPTED**

Being a new initiative the CEWG faced initial constraints that required addressing. Although each member of the working group is dedicated and motivated to assist in conservation education, they hold



official positions within the provincial government and so are sometimes busy and unable to attend meetings and trainings. Moreover, despite the motivation of members, some departments still have not bought into the working group fully leading to a limited amount of members having limited time to work with the group. This proved especially problematic during training as some members found it difficult to get permission to join courses, despite receiving adequate notice and in fact the group deciding on dates and course durations.

Being an inherent problem due to the design of the approach, this issue has to be dealt with. The CEWG discussed this issue at length as it was the major obstacle to the implementation of the action plan and adopted the following solutions:

- The conservation education action plan was developed on a quarterly timetable. This, it was decided, would provide sufficient time for members to arrange their work plans and the necessary permissions
- Many activities and training courses were and will be organised at the weekend and last a maximum of five days to ensure as many members as possible can attend
- All members will lobby their respective department leaders to facilitate participation in CEWG's activities.

### **CHANGES TO YOUR PROJECT ARISING DURING THE YEAR/18 MONTHS**

Only one substantial change was made during the project implementation and was made due to the challenge discussed above. The proposal stated a study trip to Cuc Phuong National Park would be made to gain experience from the school-based education programme there. Despite arranging the trip twice, insufficient CEWG members were able to join to make the trip economically worth while. As such the money was spent on additional *in-situ* trainings, including one given by one of the team who established the Cuc Phuong example. This study trip has been highlighted as important in the action plan and will occur in 2005, funding permitting.

### **EXPENDITURE AND BUDGET**

See attached financial report.

### **WHERE NEXT?**

1. The CEWG will be further trained in education techniques relevant to each department. This will enable members to act as trainers for their department and the local collaborators networks.
2. The CEWG will be provided with a provincial remit for incorporating conservation education into departmental and general provincial activities. The CEWG will mobilise all resources (human, financial and material) to implement the conservation education action plan, once it is approved by Quang Nam People's Committee.
3. A CEWG collaborators network will be established in each district, each priority 1 forest management unit, focal communes and priority schools. These networks will implement conservation education activities at the local community level and trained by the CEWG members.

### **HOW WILL THIS TAKE YOU FORWARD?**

1. Further funding is being sought provide further training for the CEWG and implementing activities throughout the province.
2. The Quang Nam People's Committee will be lobbied by all cooperating departments to approve the action plan and hand over authority to the CEWG. Once this occurs, each department will be assisted in the development of departmental conservation education action plans so that activities and resources can be planned and allocated appropriately.
3. CEWG members will work with their district offices to establish local educators, which they will then train and assist in implementing conservation education activities in cooperation with other district departments.