

**ỦY BAN NHÂN DÂN TỈNH QUẢNG NAM**



**KẾ HOẠCH HÀNH ĐỘNG  
GIÁO DỤC BẢO TỒN TỈNH QUẢNG NAM 2005 - 2010  
QUANG NAM  
CONSERVATION EDUCATION ACTION PLAN 2005 - 2010**

**QUẢNG NAM - 2005**



**QUANG NAM PEOPLE'S COMMITTEE**

**QUANG NAM  
CONSERVATION EDUCATION  
ACTION PLAN  
2005 – 2010**

**With Involvement and Development from:**

**Quang Nam Conservation Education Working Group  
Quang Nam Forest Protection Department**

**And with Technical Assistance from:**

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**DECISION**

**On the promulgation of the "Quang Nam Conservation Education  
Action Plan 2005 - 2010"**

**QUANG NAM PEOPLE'S COMMITTEE**

In pursuant to the People's Council and People's Committee organization law, dated 26/11/2003;

In pursuant to Decision No. 1334/QD-UB dated 4/5/2005 of Quang Nam People's Committee on the issuing of the Quang Nam Natural Resource and Biodiversity Conservation Strategy 2005 - 2020;

Considering the request of the Provincial Forest Protection Department in the letter No.19/TT-CCKL dated 07/9/2005,

**DICIDE:**

**Article 1.** To promulgate with this decision the "Quang Nam Conservation Education Action Plan 2005 - 2010".

**Article 2.** Assign responsibilities:

- Provincial Forest Protection Department is the main and standing office to implement the "Quang Nam Conservation Education Action Plan 2005 - 2010".

- The director of related departments, provincial unions, stakeholders, chairman of all districts and chairman of all towns must deploy and implement the related parts of this action plan as well as cooperate with the provincial Forest Protection Department to carry out the plan effectively.

**Article 3.** The head of the provincial People's Committee office, director of the provincial Forest Protection Department, director of provincial Border Army Headquarters, director of the following provincial departments: Education and Training, Natural Resource and Environment, Agricultural and Rural Development, Culture and Information, Tourism, Sport, Ethnic Minorities, the head of all relevant offices, chairman of all districts and chairman of all communes must implement this Action Plan based on this decision.

This decision is valid from the signing date.

**Delivered to:**

- As article 3;
- MARD;
- National FPD;
- Standing committee of provincial Party
- Standing of People's Council and Committee;
- All unions, QN teacher training college,
- QN newspaper, QN Radio and Television,
- Head and vice-head PPC's office;
- Store: archives, forestry unit, general unit, general economic.

**ON BEHALF OF PEOPLE'S COMMITTEE  
CHAIRMAN**

*(Signed)*

***Nguyễn Xuân Phúc***

# Background To Quang Nam

## 1. Introduction

Quang Nam is a central province of the Socialist Republic of Vietnam located between 14°57'22" - 16°04'28" north and 107°13'35" - 108°42'06" east. The land area of Quang Nam is 10,405.14km<sup>2</sup> (DONRE, 2000) being divided into 16 districts and 2 towns. Twelve of these 16 districts have natural forest cover. Provincial statistics classify 7,948.98km<sup>2</sup> as forest land accounting for 76.4% of the province's total land area. 4,393km<sup>2</sup> of this total are classified as forest, of which 3,892km<sup>2</sup> is natural forest (Anon, 2003). Forest land is divided into Special-Use Forest, Protection Forest and Production Forests. Natural forests of Quang Nam are broadleaf evergreen, with their composition and structure depending on altitude, aspect and precipitation.

The population at the end of 2003 was 1,438,818 at an average density of 138 people per km<sup>2</sup> and a population growth rate of over 2% (Anon, 2003). Human demography correlates to the province's topography, with the highest human densities along the coast and decreasing densities to the west as hills turn to mountains and forest cover increases.

Five ethnic groups are found in Quang Nam; the Kinh majority predominantly inhabits the low and midlands, although are found throughout the province. The other groups are focused on the mountainous districts. The second largest ethnic group is the Ka Tu followed by the Xe Dang (Xe Dang and Ca Dong sub-groups), Gie-Trieng (Gie-Trieng, M'Nong, Ta-Rieng and Ve sub-groups) and Cor are also present in significant numbers (adapted from Nguyen Lam Thanh, 2003).

Quang Nam is a poor province with a GDP at current prices of 5,991,177 million Dong. Of this total, 35.66% comes from the agriculture, forestry, and fishery sectors, 30.19% from industry, and construction and 34.15% from service (Anon, 2003).

**Table 1. Population demographics of Quang Nam province**

District	Population (av pop)	Density (pers/km <sup>2</sup> )	Urban population	Rural population	Natural growth rate ‰	Ethnic composition %
Tam Ky	103,730	112	55,918	117,914	12.34	
Phu Ninh	84,477	33				
Hoi An	82,020	1,351	37,969	44,051	9.74	
Dong Giang	21,025	26	3,984	17,041	22.64	Ka Tu: 68 <sup>1</sup>
Tay Giang	13,734	15	-	13,734	24.54	Ka Tu: 98 <sup>1</sup>
Dai Loc	157,217	269	17,300	139,917	12.35	
Dien Ban	194,117	906	8,520	185,597	10.81	
Duy Xuyen	128,119	430	22,581	105,538	11.78	
Nam Giang	19,992	11	6,397	13,595	17.16	Ka Tu: 57 <sup>1</sup> Ta Rieng: 21 <sup>1</sup>
Thang Binh	186,372	484	17,092	169,280	12.18	
Que Son	128,451	182	9,462	118,989	13.50	
Hiep Duc	39,509	80	3,008	36,501	13.23	Ca Dong: 5 <sup>1</sup> M'Nong: 2 <sup>1</sup>
Tien Phuoc	73,535	162	7,428	66,107	10.96	
Phuoc Son	19,939	17	6,605	13,334	22.97	M'Nong: 63 <sup>1</sup> Others: 5.5 <sup>1</sup>
Nui Thanh	141,286	265	10,017	131,269	15.10	Cor: 0.5 <sup>1</sup>
Bac Tra My	37,312	45	11,380	25,932	16.64	Ca Dong: 33 <sup>1</sup> Cor: 11 <sup>1</sup> Gie Trieng: 1.5 <sup>1</sup> Xo Dang: 1.5 <sup>1</sup>
Nam Tra My	20,953	25	-	20,953	18.52	Xo Dang: 36.5 <sup>1</sup> Ca Dong: 55 <sup>1</sup>

Notes:

All data Anon (2003) unless stated otherwise;

<sup>1</sup> Sourced or calculated from unpublished 2003 data of the Department for Ethnic Peoples

**Table 2. The number of schools and pupils in Quang Nam province**

	Total		Primary		Middle		Secondary	
	Schools	Pupils	Schools	Pupils	Schools	Pupils	Schools	Pupils
Tam Ky	<b>49</b>	<b>38,951</b>	27	18,080	18	15,693	4	5,178
Phu Ninh								
Hoi An	<b>25</b>	<b>16,498</b>	14	7,536	9	6,495	2	2,467
Dong Giang	<b>27</b>	<b>6,096</b>	19	3,589	7	2,167	1	340
Tay Giang	<b>12</b>	<b>4,165</b>	9	3,158	3	1,007		
Dai Loc	<b>45</b>	<b>37,985</b>	25	16,364	17	16,286	3	5,335
Dien Ban	<b>50</b>	<b>41,821</b>	30	19,091	16	17,289	4	5,441
Duy Xuyen	<b>37</b>	<b>28,944</b>	21	12,994	14	12,627	2	3,323
Nam Giang	<b>14</b>	<b>6,143</b>	6	3,434	7	2,148	1	561
Thang Binh	<b>53</b>	<b>44,204</b>	29	21,485	21	17,724	3	4,995
Que Son	<b>41</b>	<b>28,632</b>	21	12,725	17	12,087	3	3,820
Hiep Duc	<b>23</b>	<b>8,828</b>	14	4,439	8	3,166	1	1,223
Tien Phuoc	<b>32</b>	<b>20,250</b>	16	8,749	14	8,481	2	3,020
Phuoc Son	<b>14</b>	<b>5,622</b>	10	3,689	3	1,641	1	292
Nui Thành	<b>43</b>	<b>31,793</b>	26	15,639	15	12,760	2	3,394
Bac Tra My	<b>20</b>	<b>10,432</b>	6	6,162	13	3,022	1	1,248
Nam Tra My	<b>12</b>	<b>6,052</b>	2	4,677	10	1,375		
Semi state	<b>8</b>	<b>12,728</b>					8	12,728
Private	<b>2</b>	<b>1,118</b>					2	1,118
<b>Total</b>	<b>462</b>	<b>350,262</b>	<b>264</b>	<b>161,811</b>	<b>169</b>	<b>133,968</b>	<b>29</b>	<b>54,483</b>

Source: Anon (2003).

Forest and freshwater systems are a critical component of the livelihood of the majority of Quang Nam's population. As the province develops into an industrial province this importance is increasing further as it depends more and more on forests to provide a stable environment and freshwater its irrigation and electricity supply.

An initial plan for 10 large-scale hydro-power stations (> 30 MW) was proposed with eight receiving approval in May 2003 by the Ministry of Industry. These have a planned annual productivity of  $4,654 \times 10^6$  Kwh. Moreover, there is an additional plan to construct 30 small to medium sized hydro-power stations in Quang Nam with a combined annual productivity of nearly  $650 \times 10^6$  Kwh. Such plans to develop hydro-power stations in Quang Nam highlight the urgent requirement to protect remaining natural forests as water catchment protection of hydro-power stations.

## 2. Geography of Quang Nam

Officially Quang Nam is divided into three topographic regions (FIPI, 2003):

### 2.1. Mountainous area

Distributed primarily in western Quang Nam across eight districts (Tay Giang, Dong Giang, Nam Giang, Phuoc Son, Nam Tra My, Bac Tra My, Tien Phuoc and Hiep Duc), but also with localised areas in Dai Loc, Que Son, Thang Binh and Nui Thanh districts. Mountainous land covers  $6,938.62 \text{ km}^2$  accounting for 66.6 percent of the province's land area and can be divided into two sub-categories:

- High-mountainous area ( $2,869.06 \text{ km}^2$ ) is located primarily in the six districts of Tay Giang, Dong Giang, Nam Giang, Phuoc Son, Nam Tra My and Bac Tra My
- Low-mountainous area ( $4,065.81 \text{ km}^2$ ) is found in the lower regions of the above mentioned districts plus the majority of Hiep Duc and Tien Phuoc districts.

## 2.2. Hilly area

Comprising 2,102.48 km<sup>2</sup> and accounting for 20.2 percent of the province's land area, hilly areas cover the majority of Dai Loc and Que Son districts with some hilly communes located in other districts.

## 2.3. Lowland and coastal area

The rest of the province, mostly in the east, is lowland, comprising 1,122.94 km<sup>2</sup> accounting for 10.8 percent of the province's land area. There are 125 km of coastal line.

## 3. Biodiversity values of Quang Nam

Quang Nam has a rich and varied biodiversity. To date, a total of 50 species of large mammal have been confirmed with an additional 11 being provisionally recorded through interview. Twelve confirmed and two provisionally recorded large mammal species are classed as Globally Threatened: Vulnerable. 22 species of bat also confirmed.

A total of 270 birds have been confirmed with two species being Globally Threatened: Vulnerable, these being crested argus (*Rheinardia ocellata*) and golden-winged laughingthrush (*Garrulax ngoclinhensis*).

48 taxa of reptile of which six turtles species are Globally Threatened: Vulnerable and 38 amphibians of which one frog, the Annam flying frog (*Rhacophorus annamensis*), is Globally Threatened: Vulnerable have been confirmed from Quang Nam.

194 species of butterfly have been confirmed to date.

To date 1,129 species of plant in 164 families have been identified. Of these, six are classified as Globally Threatened: Vulnerable by IUCN (IUCN, 2003) and 47 species are classed as Vulnerable by the 2003 Vietnam Red Data Book (MONRE, 2003).

A list of priority species (table 3) has been produced to assist in focusing conservation efforts and resources. Additionally flagship species were identified; these will be used to gain consensus for biodiversity conservation as they have appeal with the general public.

**Table 3. Priority 1 species in Quang Nam**

Mammals	Birds	Turtles	Trees
grey-shanked douc	Annam partridge	All turtle species	<i>Dipterocarpus costatus</i>
saola	[Edwards's pheasant]		<i>Parashorea stellata</i>
[Lowe's otter civet]	[chestnut-eared		<i>Hopea hainanensis</i>
red-shanked douc	laughingthrush]		<i>Dalbergia oliveri</i>
white-cheeked	golden-winged		<i>Pterocarpus macrocarpus</i>
crested gibbon	laughingthrush		<i>Lithocarpus annamensis</i>
[yellow-cheeked	[black-crowned barwing]		<i>Rhodoleia championii</i>
crested gibbon]			<i>Magnolia annamensis</i>
			[ <i>Pinus dalatensis</i> ]
			<i>Fokienia hoginsii</i>
		<i>Aquilaria crassna</i>	

Note: species in square brackets [ ] are not yet confirmed from Quang Nam

### Flagship species of Quang Nam province

- **Large mammals:** saola, grey-shanked douc, red-shanked douc, gibbons, tiger, elephant
- **Birds:** hornbills, crested argus, laughingthrushes, [Edwards's pheasant]

## 4. Priority areas and their management principles

48 Forest Management Units (FMUs) are found in Quang Nam. A conservation assessment of Quang Nam (Long *et al.*, in prep) identified geographic patterns of species distribution that show four regions of the province exhibit different species compositions. In order to conserve a representative sample of Quang Nam's biodiversity therefore, the four priority FMUs, representing one from each biogeographic area (see table 4) must be strictly protected from forest clearance, hunting, logging and over exploitation of NTFPs. The other priority



FMUs (table 4) should also be managed sustainably to enable ecosystem adaptability and preserve habitat connectivity.

**Table 4. The biogeographic regions of Quang Nam and their distribution within FMUs**

Biogeographic region	Priority FMU	Other priority FMUs
Kon Tum Plateaux	Nam Tra My Main	Phuoc Son Southeast
Truong Son Lowlands	Que Son West	Phuoc Son North; Nam Giang East
South-Central Truong Son Ridge	Nam Giang Main	Phuoc Son West
Bach Ma - Hai Van Mountains	Tay Giang Main	Dong Giang North

The Forest Management Units of highest importance for watershed protection are:

- Nam Tra My Main
- Dong Giang South
- Nam Giang Main

These are all watersheds of planned large dams, so their protection is of high economic and development importance so increased investment in their protection will be cost effective.

## 5. Threats to biodiversity and natural resources

A conservation assessment of Quang Nam (Long *et al.*, in prep) identified a range of direct and indirect threats to biodiversity and natural resource protection and sustainable use (table 5).

**Table 5. Threats to biodiversity and natural resources in Quang Nam**

Direct threats		Indirect threats	
Rating	Threat	Rating	Threat
1	Trade driven hunting Trade driven illegal logging Gold mining	1	Commercial resource extraction Dam construction
2	Forest conversion	2	Road construction
3	Trade driven NTFP harvest	3	Logging concessions
4	Subsistence hunting Subsistence logging Subsistence fishing	4	
5	Trade driven fishing	5	In-migration
7	Subsistence NTFP harvest	7	

## 6. Overview of conservation education in Quang Nam in the recent years

One of a ranger's responsibilities is to carry out community outreach on forest management and protection and mobilize the people to protect and develop forest resources. To implement this task, Quang Nam FPD has cooperated with relevant departments, especially the Education Department to strengthen the conservation awareness of communities and students.

Every year district FPDs conduct community outreach programmes to educate people on forest fire prevention during the forest fire season.

Since 2001 Quang Nam FPD has nominated a ranger to work with the community in each commune in line with Decision 105/2000/QD-BNN-KL dated 17<sup>th</sup> October 2000 of MARD. One of the responsibilities of the commune ranger is to cooperate with relevant stakeholders and instruct them how to develop and implement forest management and protection regulations in their area as well as disseminate forestry laws to communities.

From December 1999 to May 2002, with the support from WWF Indochina program and in collaboration with relevant departments, Quang Nam FPD has implemented the tiger corridor project. Activities were conducted in 12 communes of Nam Giang, Phuoc Son and Dong Giang districts. One of the activities was to increase community awareness with the following results:

1. Established 31 community relation groups between communities and local authorities
2. Village meetings to increase the awareness of communities including the use of films and quizzes
3. 4,315 households have signed "Forest protection and biodiversity conservation agreements"

3. Student competitions on biodiversity conservation
5. Green clubs established in 12 schools
6. Awareness messages broadcast through radio, TV and mobile broadcasting units
7. Nature clubs established in five communes in Nam Giang and Phuoc Son to supply skills on forestry and agriculture.

Although conservation education activities have been occurring, weakness are still present:

- Activities have tended to be conducted primarily by FPD rangers, with little cooperation between departments
- Activities have been irregular and lacking direction and coordination
- Quang Nam FPD does not have dedicated education staff and so lacks the skills to develop, implement and monitor education activities effectively
- To date, most education activities have focused on students, whereas the immediate problem lies with adults; a re-orientated programme is required
- Education methods have been limited and only suitable for certain target groups. Most of the education activities have been implemented under the financial support of external projects, providing a short period activity only. Education activities require institutionalising within departmental roles and responsibilities.

# Environmental and Conservation Education

## 1. What is environmental education?

The most widely used definition and concept of environmental education is:

*'Environmental education is a process aimed at developing a world population that is aware of and concerned about the total environment and its associated problems, and which has the knowledge, attitudes, motivation, commitment, and skills to work individually and collectively toward solutions of current problems and the prevention of new ones'* (UNESCO, 1977).

## 2. Goal of environmental education

Environmental education is a process aimed to achieve the following goals:

- To foster a clear awareness of, and concern about, economic, social, political and ecological inter-dependence in urban and rural areas
- To provide every person with opportunities to acquire the knowledge, values, attitudes, commitment and skills needed to protect and improve the environment
- To create new patterns of behaviour in individuals, groups, and society as a whole towards the environment.

## 3. Areas of environmental education learning

Environmental education addresses five areas of learning:

- Knowledge:** To provide individuals and communities with a basic knowledge and understanding of the environment and the inter-relationship between humans and the environment
- Awareness:** To promote awareness and a sensibility in individuals and communities about the environment and its problems
- Attitude:** To encourage individuals and communities to value the environment and consider it important and tries to inspire participation in the process of improving and protecting the environment
- Skills:** To provide people with skills to identify, predict, prevent and solve environmental problems
- Participation:** To provide individuals and communities with the chance to actively participate in solving environmental problems and to make educated decisions about the environment.

## 4. Principles of environmental education

UNESCO also outlined the principles of environmental education and these form the basis of the process that is being developed for Quang Nam province. These principles are that environmental education should:

- Consider the environment in its totality - natural, man-made, technological and social (economic, technological, cultural-historical, moral, aesthetic)
- Be a continuous and lifelong process, beginning at the pre-school level and continuing through adulthood in all formal and non-formal sectors
- Be interdisciplinary in its approach, drawing on the specific content of each discipline in order to gain a holistic and balanced perspective
- Examine major environmental issues from local, national, regional and international viewpoints so that students appreciate environmental conditions in other geographical areas
- Focus on current and potential environmental situations while taking into account the historical perspective
- Promote the value and necessity of local, national, and international co-operation to prevent and solve environmental problems
- Assist others to explicitly consider environmental concerns when planning for development and growth
- Enable learners to play a role in planning their learning experiences and provide opportunities for making decisions and accepting their consequences
- Enhance environmental sensitivity, knowledge, and problem solving skills and establish values
- Help learners to identify the symptoms and the root causes of environmental problems
- Emphasize the complexity of environmental problems and thus the need to develop the skills to think critically and solve problems
- Use diverse learning environments and a broad array of educational approaches to teach and learn about, and from the environment, with an emphasis on practical activities and first hand experience.

## 5. Approaches to environmental education

Three approaches to environmental education are (after Palmer, 1998):

- **Education about the Environment** provides learners with practical knowledge about the environment and the impact humans have on it
- **Education from the Environment** uses the natural environment as a teaching tool - a natural laboratory to provide knowledge and hone the skills to protect it. This component helps develop values and creates positive attitudes
- **Education for the Environment** develops a consciousness and deep concern about the living environment and promotes responsibility for taking care of and protecting it. The objective of this component is to develop attitudes and levels of understanding, which influence people to take collective action that will positively benefit the Earth.

## 6. Conservation education

Conservation education, whilst conforming to the above discussion, focuses on the immediate threats to biodiversity loss in contrast to long-term processes. The focus of work in Quang Nam needs to focus immediately on conservation education and over time, adapt into an environmental education process through the school curricular.



# Developing The Action Plan

The development of this Action Plan began in June 2003 with technical support from the WWF MOSAIC project and financial assistance from the Rufford Small Grants for Conservation and the John D. and Catherine, T. MacArthur Foundation. In order to develop an appropriate action plan, a 3 step process occurred:

1. Conservation Education Working Group establishment
2. Training needs assessment
3. Action plan drafting and consultation.

## 1. Why is conservation education important?

The biodiversity of Quang Nam is of high national and global importance having some species unique to the Truong Son Mountains such as the saola (*Pseudoryx nghetinhensis*) and grey-shanked douc (*Pygathrix cinerea*) as well as species of cultural importance in Vietnam including elephant (*Elephas maximus*) and tiger (*Panthera tigris*). Rampant hunting and illegal logging is threatening this biodiversity to the extent where the most important and valuable species are close to extirpation from Quang Nam province. An awareness of the importance of this situation needs to be fostered in all citizens of the province.

Forest and freshwater resources are vital to the maintenance and development of the socio-economic conditions of the rural communities of Quang Nam with dependence on forest and freshwater resources being high. The mountainous region of Quang Nam is classified as one of the poorest in Vietnam. Deforestation, over-harvesting and open-access forest areas are depleting essential natural resources, whilst soil fertility and productivity are decreasing due to exhausting agricultural practices and the adverse effects of seasonal drought and erosion. 'Outsiders' continue to infringe on local resources, reducing forest areas and decimating populations of key subsistence, cultural and economic species vital to local communities. Understanding of the concepts and techniques of sustainable natural resource management are therefore critical to the development objectives of Quang Nam province.

The importance of forests and river management to watershed protection is of immense development importance in Quang Nam due to the annual floods that devastate lowland economies. To address such large, cross-sectoral issues, the long-term solution has to be a change in behaviour and attitude towards conservation and environmental protection. This can only be achieved through a comprehensive approach to raising the conservation consciousness and environmental understanding targeting all stakeholders within Quang Nam province. This conclusion was reached during all problem analysis workshops, whether at village or provincial level during the development of this action plan.

## 2. Conservation Education Working Group establishment

### 2.1 Conservation Education Working Group

A comprehensive environmental education and conservation awareness campaign that will underpin all conservation and development efforts in Quang Nam is currently not active. To activate such an approach three conditions must be met:

- Increased capacity across relevant stakeholders
- Inter-departmental co-operation and mobilisation
- A sustained and continuous programme, not short-term 'flash' activities.

The Forest Protection Department of Quang Nam province, realising the importance of conservation education to biodiversity conservation, sustainable development and watershed protection, worked with support from the WWF MOSAIC project to establish Vietnam's first provincial level Conservation Education Working Group (CEWG). The aim of this group is to reach the above three conditions and so facilitate the transfer of information to the citizens of Quang Nam.

The CEWG comprises representatives from 16 government departments with expertise in school teaching, the mass media and community outreach. This group defined the environmental education needs of the province and will facilitate mobilisation of actors towards its 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.

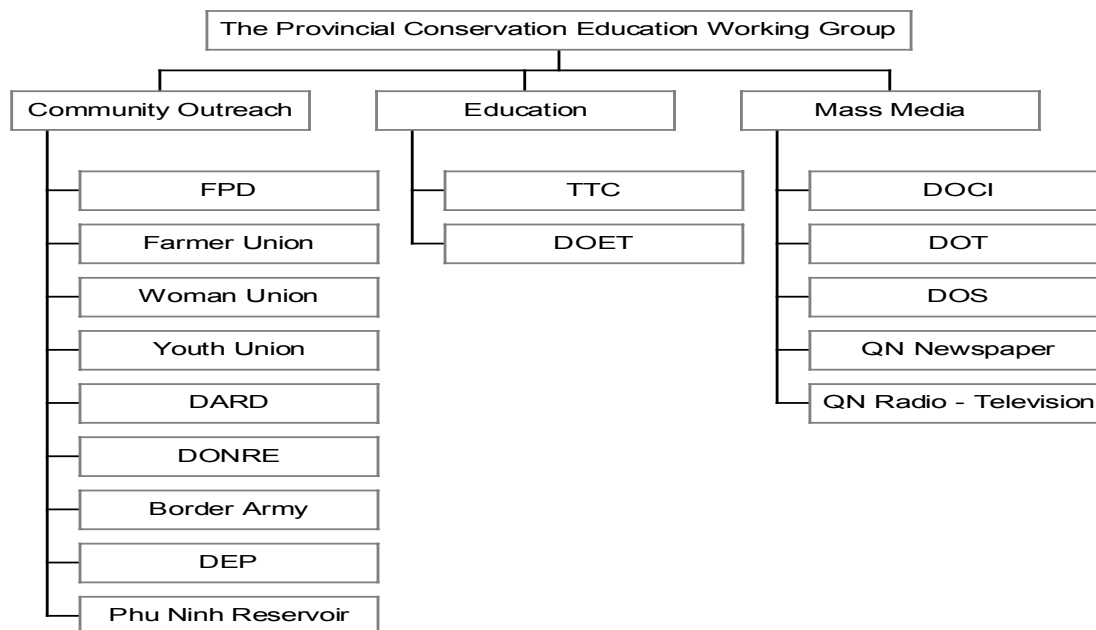
The CEWG, facilitated and chaired by the Forest Protection Department of Quang Nam includes the following provincial departments:

**Community outreach:** (1) Department of Forest Protection, (2) Department of Agriculture and Rural Development, (3) Department of Natural Resources and the Environment, (4) Department of Ethnic Peoples, (5) Farmers Union, (6) Women’s Union, (7) Youth Union, (8) Border Army, (9) Phu Ninh Watershed Protection Management Board.

**Mass media:** (1) Department of Culture and Information, (2) Quang Nam Newspaper, (3) Quang Nam Radio and Television, (4) Department of Tourism, (5) Department of Sports.

**Education:** (1) Teacher Training College, (2) Department of Education and Training.

**Figure 1. Quang Nam Conservation Education Working Group Structure**



## 2.2 CEWG department responsibilities

Each department defined its responsibilities for implementation of the provincial Conservation Education Action Plan as the incorporation of conservation education activities within all aspects of their department’s work as defined below:

### Forest Protection Department

- Act as an advisor to Quang Nam Provincial People’s Committee on the management and protection of forest and biodiversity, including the implementation and enforcement of laws on forest protection and forest development
- Organise and implement awareness and education on management and protection of forest and mobilise local people to participate in forest protection and development
- Cooperate with commune People’s Committees to develop and train Village Protection Teams
- Cooperate with mass unions to guide communities in the development and implementation of village forest management and protection agreements.

### Department Of Natural Resources and Environment

- Act as an advisor to Quang Nam Provincial People’s Committee on land, water, minerals, the environment, meteorology, hydrology and cadastral issues
- Environmental protection
- Implement environmental impact assessments and their recommendations
- Implement communication campaigns on World Environment day 5<sup>th</sup> June, International Biodiversity day 22<sup>nd</sup> May and the national Clean Water and Environmental Hygiene week
- Training courses
- Forest land allocation to communities.

### Department of Agriculture and Rural Development and Forestry sub-department

- Act as an advisor to Quang Nam Provincial People's Committee to manage agriculture, forestry, silviculture, irrigation, natural disaster prevention, irrigation and rural development
- Forestry extension work
- Forest and forest land use planning
- Forest resource harvest planning, regulation and implementation
- Management, protection and development of forests
- Agriculture and silviculture extension work
- Conservation of local endemic species.

#### **Department of Ethnic People**

- Act as an advisor to Quang Nam Provincial People's Committee on ethnic peoples issues
- Manage and implement socio-economic development programmes in 70 remote, forested communes
- Training courses.

#### **Woman's Union, Farmer's Union, Youth Union**

- Mobilisation of the people through their networks from province level to village level
- Raising awareness
- Training courses
- Annual knowledge competitions
- Youth Union has a national programme on population, health and the environment including a 'Green Summer' campaign, a 'Green Volunteers' team and cultural and sports activities.

#### **Border Army**

- Management and protection of national sovereignty and security in border areas
- Community relations
- Education on the law
- Development of cultural villages in border areas
- School teaching in border communes
- Implementation of army - civil combined medical service programme
- Extension work in agriculture, silviculture and sustainable development in border communes.

#### **Department of Culture and Information**

- Act as an advisor to Quang Nam Provincial People's Committee on the management of culture and information including cultural heritage, art, performances, film, fine arts, photography, exhibitions, newspapers and magazines, publications, printing, press releases, copyright, libraries, advertisements, awareness, communications, radio and television
- Facilitate the development of village level cultural conventions.

#### **Department of Tourism**

- Act as an advisor to Quang Nam Provincial People's Committee on the management of tourism
- Registration of foreign tourist company representative offices
- Training courses for tourism guides
- Develop eco-tourism guidelines for Quang Nam
- Education on tourism, sustainable tourism and eco-tourism.

#### **Department of Sports**

- Act as an advisor to Quang Nam Provincial People's Committee on the management of sports
- Annual sport events at the commune, district and province levels.

#### **Phu Ninh Watershed Protection Management Board**

- Manage and protect Phu Ninh watershed forest
- Cooperate with tourist companies to manage tourism activities.

#### **Quang Nam Newspaper**

- Run regular quality environmental stories
- Develop and maintain a "conservation and environment column" in Quang Nam newspaper.

#### **Quang Nam Radio and Television**

- Develop and maintain a "conservation and environment" programme on television.

### **Department of Education and Training**

- Act as an advisor to Quang Nam Provincial People's Committee on education and training
- Develop the school curricular (and incorporate conservation education within it)
- Organise extra-curricular activities, including conservation education, in key schools
- Develop and distribute conservation education materials to all school in the province.

### **Teacher Training College**

Incorporate conservation and environmental education training into teacher training programmes, especially biology and geography teachers.

## **3. Conservation Education needs assessment**

### **3.1 Training needs analysis of the CEWG**

The CEWG discussed and examined their training needs based on their:

- Own responsibilities within their departments and the CEWG
- Existing knowledge and skills.

The content of the training programme was designed to meet the immediate needs of the group. The results of the conservation education training needs assessment were a series of identified 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 effective consultation meetings and workshops
- Fund raising: participatory project proposal design, planning and writing using the logical framework approach
- Participatory monitoring and evaluation systems
- Study tour to learn lessons from the Cuc Phuong Conservation Awareness Project and 'Education for Nature, Vietnam' (ENV).

### **3.2 Identifying conservation education needs in Quang Nam province**

A Participatory Rural Appraisal (PRA) was conducted in July 2002 with data being obtained from 338 households across 120 villages, 21 communes and eight districts. Within this, sections to collect baseline data on existing conservation awareness levels and the preferred medium for information transfer were included (see tables 6 and 7).

The results reveal some interesting facts, for example:

- 87.5% of people claim they would not clear forest if they understood the problems this causes
- The preferred means to receive information is through village meetings and not through posters TV or leaflets.

## **4. Defining target groups**

Threats to biodiversity and sustainable natural resource use were analysed to identify their root causes and the groups responsible for the threat and the mitigation of the threat. These were then amalgamated to define overarching target groups to which conservation education could be targeted:

### **1. Forest-edge communities**

People who live by or in the forest can live in harmony with it or can rapidly destroy it. Hunting, logging, over exploitation of non-timber forest products and mineral extraction all occur in Quang Nam and cause loss of biodiversity and a decrease in the long-term development prospects for rural communities. While most community members are not destructive some are, including some that hunt, log or transport illegal forest resources for commercial gain. Education of these groups will promote direct forest conservation and sustainable development through community-based natural resource management.

**Table 6. Results of conservation awareness assessment questions**



from a provincial PRA study

Statement	Agree %	No opinion %	Disagree %
Reducing the size of the forest reduces the number of types of animals that live there	94.8	01.5	03.7
Living near to forest brings people many benefits	90.1	05.0	04.9
If people understood the problems caused by clearing forests, they wouldn't do it	87.5	08.0	04.5
Reducing the size of the forest reduces the number and type of animals found there	85.7	04.6	09.7
Forest law is fair for everybody	85.1	11.3	03.6
There are no more tigers near the village because they have all moved away	82.3	08.6	09.1
Bats and birds help the forest to regenerate after it has been cleared	76.2	18.2	05.6
I know about the forest law and what it means for my household	61.1	29.5	09.4
We should make our forests into a Nature Reserve	57.5	25.0	17.5
If I owned an area of forest, I would cut it down and use the land for some other purpose	09.2	08.4	82.4

**Table 7. Results from a provincial PRA study on the preferred medium for receiving information in Quang Nam province**

What are the best ways to receive information?	Good %	Medium %	Bad %	No opinion %
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

## **2. General public (non-forest edge communities)**

While often not directly impacting natural resources, it is the general public that consume forest products whether wild meat, timber, medicines or handicrafts. To halt the decline of Quang Nam's biodiversity the demand for illegal products must be removed so the general public is a key focus group. Moreover the general public includes lowland people who make their living illegally harvesting forest resources.

## **3. Policy makers and enforcement agencies**

People's Committees at all levels, relevant departments from province to district and enforcement agencies are all included in this target group. The effect of this relatively small group can be substantial if their knowledge is good and their attitude pro sustainable use. Programs for better identification of endangered species and knowledge of the pertinent laws would result in more frequent and vigorous prosecution of offences. There is also a recognised deficiency in the awareness of this target group on the importance of forest, biodiversity and sustainable use of natural resources to socio-economic development in Quang Nam.

In addition to the target group analysis outlined above, a further group was identified based on the need for a long-term vision where people do not want to destroy the environment because awareness levels have been raised from an early age. As such a fourth target group was defined:

## **4. Teachers and students**

Teachers are instrumental in forming public opinion and could act as efficient 'message multipliers'. Students are the general public and policy makers of the future so it makes economic sense to target them at an early

stage so that large scale, out of school education campaigns are not required in the future. Cooperation between conservation education officers and teachers would ensure that environmental knowledge is widely disseminated. It is expected that this will motivate the students to consider environmental and social concerns when they make natural resource decisions later in their professional careers.

## 5. Identifying required knowledge for threat mitigation

Each target group was further analysed to identify what impact they have on biodiversity and natural resources and then the knowledge required by each group to enable them to make informed decisions on their impact (see table 8).

## 6. Action Plan drafting and consultation

This action plan was drafted by the CEWG based on the results of the above activities and numerous meetings of the CEWG. Once drafted, it was distributed to all working group members for comments which were further discussed at meetings before finalisation.

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**Table 8. Required conservation knowledge for identified target groups**

<b>Target Group</b>	<b>Impact</b>	<b>Required Knowledge</b>	<b>Expected Result</b>
1 + 2	Illegal timber exploitation	<ul style="list-style-type: none"> <li>- The role of nature in mans life</li> <li>- Sustainable harvest techniques</li> <li>- The consequences of over exploitation</li> <li>- Awareness of the laws of Vietnam</li> </ul>	<ul style="list-style-type: none"> <li>- No illegal timber exploitation</li> <li>- Sustainable natural resource harvest</li> <li>- Participation in community-based management and protection activities</li> </ul>
	Unsustainable NTFP exploitation	<ul style="list-style-type: none"> <li>- The role of nature in mans life</li> <li>- Sustainable harvest techniques</li> <li>- The consequences of over exploitation of NTFPs</li> <li>- Awareness of the laws of Vietnam</li> </ul>	<ul style="list-style-type: none"> <li>- Sustainable NTFPs exploitation</li> <li>- Participation in community-based management and protection activities</li> </ul>
	Illegal and unsustainable hunting	<ul style="list-style-type: none"> <li>- The role of nature in mans life</li> <li>- concepts of extinction</li> <li>- The consequences of unsustainable hunting</li> <li>- Awareness of the laws of Vietnam</li> </ul>	<ul style="list-style-type: none"> <li>- No hunting of protected species</li> <li>- Sustainable hunting of non-protected species</li> <li>- Participation in community-based management and protection activities</li> </ul>
	Illegal mineral extraction	<ul style="list-style-type: none"> <li>- The negative effects of uncontrolled mining on the environment, biodiversity and health</li> <li>- Awareness of the laws of Vietnam</li> </ul>	<ul style="list-style-type: none"> <li>- No illegal mining</li> <li>- Low impact mining techniques implemented</li> </ul>
	Illegal trade in natural resources	<ul style="list-style-type: none"> <li>- Awareness of the laws of Vietnam</li> <li>- Awareness of the effects of trade on biodiversity and rural communities</li> </ul>	<ul style="list-style-type: none"> <li>- No illegal trade in natural resources</li> </ul>
	Illegal transport of natural resources	<ul style="list-style-type: none"> <li>- Awareness of the laws of Vietnam</li> </ul>	<ul style="list-style-type: none"> <li>- No illegal transportation of natural resources</li> </ul>
2	Illegal consumption of natural resources	<ul style="list-style-type: none"> <li>- The role of nature in mans life</li> <li>- Awareness of the laws of Vietnam</li> <li>- Awareness of the effects of trade on biodiversity and rural communities</li> </ul>	<ul style="list-style-type: none"> <li>- No illegal consumption of natural resources or products thereof</li> <li>- Purchasing power drives sustainable production of natural resources</li> </ul>
	Irresponsible tourism	<ul style="list-style-type: none"> <li>- The role of nature in mans life</li> <li>- The effects that visitors can have on the environment</li> </ul>	<ul style="list-style-type: none"> <li>- Responsible tourism; no litter, no environmental destruction, no purchase of natural resources</li> </ul>
3	Weak natural resource management and protection	<ul style="list-style-type: none"> <li>- Knowledge on biodiversity, environment and conservation</li> <li>- The positive role of a stable environment and biodiversity on socio-economic development</li> <li>Conservation with sustainable development</li> <li>- Awareness of the roles and responsibilities of all stakeholders in natural resource management</li> <li>- Awareness of the laws of Vietnam</li> </ul>	<ul style="list-style-type: none"> <li>- People aware of the value of the environment</li> <li>- All people take action for forest and environmental protection</li> <li>- Strengthened law enforcement</li> <li>- Policies reflect the needs of the environment</li> </ul>
4	Lack of environmental conscious	<ul style="list-style-type: none"> <li>- Knowledge on biodiversity, environment and conservation</li> <li>- The role of nature in mans life</li> <li>- Endangered species awareness: elephant, tiger, gibbons, doucs, turtles, saola, timber trees etc.</li> </ul>	<ul style="list-style-type: none"> <li>- Environmental education mainstreamed in the school curricular</li> <li>- All people take action for forest and environmental protection</li> </ul>

# **Quang Nam Conservation Education Action Plan**

**2005 - 2010**



# Quang Nam Conservation Education Action Plan

## 1. 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.

## 2. 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.

## 3. 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.

## 4. 2010 Objectives

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

## 5. Implementation mechanism

### District Conservation Education Collaborator Network

District People's committees should establish conservation education collaborator networks consisting of representatives of cooperating agencies.

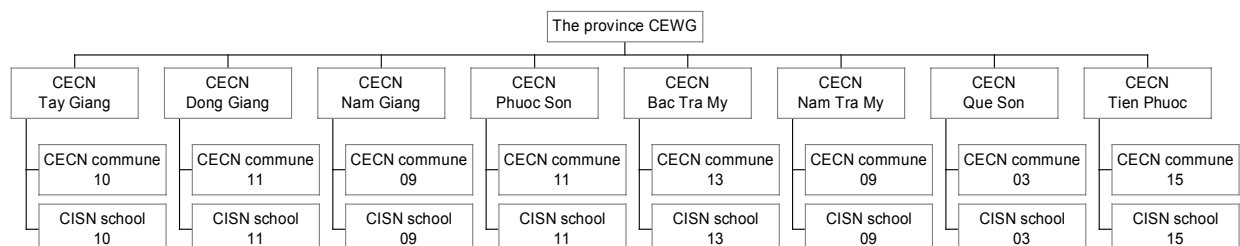
### Commune Conservation Education Collaborator Network

Commune People's committees should establish conservation education collaborator networks consisting of representatives of cooperating agencies.

### Conservation In Schools Network

The management board of schools in each commune should establish a 'Conservation In Schools Network' consisting of representatives of the school management board, biology teachers, civics teachers and the school youth union officers.

Figure 2. Conservation Education Collaborator Network structure





**Figure 3. Hierarchical implementation structure of the Conservation Education Collaborator Network**

Province	District	Commune
<b>Community Outreach</b>		
Provincial FPD	District FPD	Commune ranger
Provincial Farmer's Union	District Farmer's Union	Commune Farmer's Union
Provincial Woman's Union	District Woman's Union	Commune Woman's Union
Provincial Youth Union	District Youth Union	Commune Youth Union
Provincial DARD	District DARD	Commune agro-forestry officer
Provincial DONRE	District DONRE	Commune land officer
Border Army	Tay Giang	Border Army station: 645 (A'Nong), 649 (A'Xan), 651 (Ga Ri)
	Nam Giang	653 (La Ee), 657 (La De), 661 (Dak Pring)
Department of Ethnic People	District DEP (in 6 mountainous districts)	
	Phu Ninh Watershed Protection Management Board	Commune ranger
<b>Mass media</b>		
Department of Culture and Information	District Culture, Information and sport department	Commune culture, Information and sport officer
Department of Sports	District Culture, Information and sport department	Commune culture, Information and sport officer
Department of Tourism	Tourism company	Guides
Quang Nam Newspaper	Journalists	
Quang Nam Radio and Television	District Radio and Television	Commune Radiobroadcast.
<b>Education</b>		
Teacher Training College		
Department of Education and Training	District Department of Education and Training	School teachers

**6. Enabling foundations to ensure the implementation of the approved Conservation Education Action Plan**

- All leaders of departments involved in the CEWG have signed a cooperation agreement regarding conservation education activities
- Each CEWG department has defined the daily activities within which conservation education can be incorporated along with its responsibilities to the CEWG
- This action plan was designed by all departmental members of the CEWG
- This action plan is approved by Quang Nam Provincial People's Committee so stated departments must implement it
- The CEWG has been provided with a provincial remit for incorporating conservation education into departmental and general provincial activities.

**Figure 4. Collaborator responsibilities and required training**

<b>Group</b>	<b>Responsibilities</b>	<b>Training course</b>	<b>Trainers</b>
CEWG 	<ul style="list-style-type: none"> <li>- Develop and implement conservation education activities at the provincial level</li> <li>- Act as trainers for district CECNs</li> <li>- Define the contents of training courses for district and commune CECNs</li> <li>- Train district CECNs in required conservation education and departmental knowledge and skills</li> <li>- Provide technical support for district CECNs</li> <li>- Monitor and evaluate district CECNs</li> </ul>	For all CEWG members	Experts
District CECN 	<ul style="list-style-type: none"> <li>- Develop and implement conservation education activities at the district level</li> <li>- Act as trainer for commune CECNs</li> <li>- Train commune CECNs in required conservation education and departmental knowledge and skills</li> <li>- Develop, organise and implement action plans for commune CECNs in focal communes</li> <li>- Provide technical support for commune CECNs</li> <li>- Key district CECN members are commune rangers and the mass unions as they should act as the communication link with commune CECNs</li> </ul>	Basic knowledge and skills for all members Specific knowledge and skills for each department	CEWG
Commune CECN	<ul style="list-style-type: none"> <li>- Act as active facilitators and implementers</li> <li>- Cooperate with district CECN to develop and implement conservation education activities at the commune and village levels</li> </ul>	Basic knowledge and skills for all members Specific knowledge and skills in each department	District CECN
CISN - schools	<ul style="list-style-type: none"> <li>- Cooperate with district CECN to develop and implement conservation education activities in schools</li> <li>- Provide technical support for the commune CECN</li> </ul>	Basic knowledge and skills for all members	District CECN (DET)

## 7. 2010 Actions

### 2010 Objective 1

**Conservation awareness and education work is intrinsically built within all relevant work through a trained provincial Conservation Education Working Group**

#### **Action 1.1 Further training for the CEWG in education techniques relevant to each department**

Outcomes and outputs of education and awareness activities will be increased with better trained trainers and implementers through a series of training courses, which are ongoing:

- 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 effective consultation meetings and workshops
- Fund raising: participatory project proposals design, planning and writing by using the logical framework approach
- Participatory monitoring and evaluation systems
- Study tour to learn lessons from the Cuc Phuong Conservation Awareness Project and 'Education for Nature, Vietnam' (ENV).

#### **1.1 Targets:**

- By the end of 2006 all provincial CEWG members are effectively trained to act as a trainer for their respective department
- By the end of 2007 training course manuals are compiled and provided for all CEWG members
- By the end of 2007 all provincial CEWG members can act as trainers for conservation education training courses at the district and commune level.

#### **Action 1.2 The CEWG is provided with a provincial remit for incorporating conservation education into departmental and general provincial activities**

To be an active group the CEWG requires political support to empower its members to incorporate their knowledge and activities within departmental work and therefore increase the scope, scale and impact of their work.

The CEWG should be provided provincial level recognition, potentially with a vice-chairman of the Provincial People's Committee as the group's figure head. This will ensure all departments implement the activities under this action plan relevant to their department.

#### **1.2 Targets:**

- By the end of 2005 the provincial CEWG will be recognised by Quang Nam Provincial People's Committee and provided a provincial remit for incorporating conservation education into departmental and general provincial activities
- By the end of 2005 the cooperation mechanism between the CEWG and each department is developed and approved by Provincial People's Committee to ensure the implementation of conservation education activities at all levels (province, district, commune, village)
- By the end of 2006 guidelines for the incorporation of conservation education into departmental and general provincial activities are produced.

#### **Action 1.3 A CEWG collaborators network is established in each priority district and focal communes and schools**

Conservation education should reach as many people as possible across the target groups. Activities will be conducted at decentralised levels; districts, communes and schools, to increase the number involved with and receiving conservation education.

##### **1.3.1 Develop and mobilise local Conservation Education Collaborator Networks (CECN) and 'Conservation In Schools Networks' (CISN)**

For conservation education messages to reach as many people as possible across the target groups, CECNs and CISNs require establishment in all forested districts (Tay Giang: 10 communes, Dong

Giang: 11 communes, Nam Giang: 9 communes, Phuoc Son: 11 communes, Nam Tra My: 9 communes, Bac Tra My: 13 communes, Que Son: 3 communes, Tien Phuoc: 15 communes), focal communes and schools, especially in the six priority 1 Forest Management Units (Nam Tra My Main, Que Son West, Nam Giang Main, Tay Giang Main, Phuoc Son Southeast and Phuoc Son North).

#### **1.3.1 Targets:**

- By the end of 2006 the activities and tasks of CECN will be clearly identified
- By the end of 2006 a Conservation Education Collaborators Network is established in each priority, and each focal commune and school.

#### **1.3.2 Conduct a training needs analysis and resultant training courses for CECNs**

For CECNs to be effective they need to be provided the relevant knowledge and skills. Based on the functions and responsibilities of networks, a series of training topics have been defined:

- Understanding ecosystems: the roles and relationships between animals, plants, humans and the environment.
- Endangered species: saola, elephant, tiger, gibbon, douc, turtles
- The concepts of sustainable harvest and its links to sustainable economic development
- Forest protection and resource harvest laws and mechanisms of community-based natural resource harvest and its benefits
- How communities can help protect forest and natural resources
- Communication skills
- Village meeting and facilitation skills
- Management skills to enable the incorporation of conservation education into department's daily activities.

Training courses for district CECNs should be organised in Tam Ky by CEWG trainers. Training courses for commune CECNs and CISNs should be organised in the districts by the district CECN.

#### **1.3.2 Targets:**

- By the end of 2006 two training courses for district CECNs will be held in Tam Ky
- By the end of 2007 two training courses for commune CECNs and CISNs will be held in each district
- By the end of 2007 all provincial network members will be trained
- By the end of 2007 training course manuals are compiled and provided for all CECN members.

#### **1.3.3 Develop conservation education handbooks for CECN and CISN members**

Handbooks to guide the implementation of conservation education activities for both CECN and CISN members. Handbooks should include suggested activities, useful facts, answers to common questions about the forest, rivers, species and the environment and information on how humans interact with the environment.

#### **1.3.3 Targets:**

- By the end of 2006 a conservation education handbook for CECN members is compiled and 1,000 copies distributed
- By the end of 2007 a conservation education handbook for CISN members is compiled and distributed to all focal schools.

#### **Action 1.4 Incorporate conservation education into all CEWG departments' daily activities**

Through a trained provincial CEWG conservation education will be incorporated into departmental and general provincial activities as outlined in section 2.3.

#### **1.4 Targets:**

- By the end of 2009 at least three departmental training courses or knowledge competitions of the mass unions have incorporated conservation education each year
- By the end of 2009 at least three activities of culture, sport or art performance have incorporated conservation education each year.

#### **Action 1.5 Co-operation and exchange of information and experiences**

An important part of training and development is the sharing of ideas with other practitioners. The CEWG will develop links and cooperate with other conservation education practitioners such as the Environment Education Unit of WWF Indochina, Education for Nature-Vietnam (ENV), Conservation Education Network and the conservation education units of the protected area system of Vietnam.

Concurrently the CEWG will design and submit proposals to raise the fund for CE activities, exchange visits and training.

#### **1.5 Targets:**

- By the end of 2006 the CEWG will develop cooperation relationships with other partners inside and outside Vietnam
- By the end of 2009 the CEWG will design and submit at least one successful proposal to raise funds for conservation education activities independent of external technical assistance or provincial funding.

#### **Action 1.6 Linking of networks to form a provincial conservation education community**

It is important that network members in remote locations feel part of a large network with the associated support. Network news bulletins will be quarterly and distributed to every network member; membership materials will also be produced to raise morale and a sense of belonging to the network. Bulletins consisting of information, games, quizzes, knowledge about the environment, biodiversity and conservation in the province and Vietnam will be produced and distributed to all CEWG, CECN and CISN members. Additionally it will include technical support for network members.

#### **1.6 Targets:**

- By the end of 2007 each network member will have received a T-shirt and hat
- By the end of 2009 bulletins will be being compiled and distributed to CEWG, CECN and CISN members on a quarterly basis.

#### **Action 1.7 Information gathering and sharing**

Information is not always easy to acquire and for a province-wide network large amounts of material will be required. A website hosted by the CEWG will be developed to provide information on the biodiversity of Quang Nam and actions being taken to protect the province's environment. Training materials and background information will also be up-loaded and so the site will serve as an implementation aid for the conservation education network.

A library of toolkits, books, reports, maps, dissertations, bulletins, magazines, workshop summary records, reports, videos and other relevant information to conservation, sustainable development and environmental protection will be developed. The library will also serve as a resource centre for conservation education where songs, poems, games, and photos can be obtained to help network members develop appropriate materials. The library will be centrally placed but also made mobile so that it can reach all communes.

#### **1.7 Targets:**

- By the end of 2006 a provincial conservation website will be on-line
- By the end of 2006 the provincial conservation website will be updated every month based on reports, features and news from the network
- By the end of 2007 a conservation education library and database will be operational.

## **2010 Objective 2**

**A series of high profile provincial awareness campaigns is conducted targeting many issues and localities**

### **Action 2.1 A conservation education campaign in and around each Special-Use Forest is conducted**

The aim of this target is to ensure all communities and local authorities living around important areas for biodiversity understand the importance, benefits and values of the area. Areas that should be targeted are: Song Thanh Nature Reserve, Cu Lao Cham Nature Reserve, Phu Ninh Watershed Protection Forest, Ngoc Linh proposed Nature Reserve, Western Que Son proposed elephant conservation landscape and Tay Giang proposed saola conservation landscape.

#### **2.1.1 Training courses provide knowledge, skills for local people**

Based on the results of the training needs assessment for communities, training courses on the importance, benefits and the values of the forest to the human life as well as the basic knowledge of biodiversity and biodiversity conservation will be held for communities living within and around 7 priority areas.

##### **2.1.1 Targets:**

- By the end of 2007, 81 communes will be trained through one training course for each commune.

#### **2.1.2 Conduct CE meetings at village and commune levels**

Periodically, villages and stakeholders hold meetings to discuss community issues. The network collaborators will insert conservation education content to such meetings to open community discussions on and action to relevant environmental issues.

##### **2.1.2 Targets:**

- By the end of 2007, village meetings to discuss natural resource management and protection will be held on a quarterly basis in all communes around important conservation areas.

#### **2.1.3 Communication campaigns on biodiversity conservation**

Communication campaigns should be coordinated by district CECNs and aim to create widespread interest and participation in conservation. Campaigns should focus on the delivery of a message to as many people as possible so to be resource effective should link to existing activities such as competitions, sports events and media broadcasts.

##### **2.1.3 Targets:**

- By the end of 2007 at least one culture or sport activity in each district will incorporate conservation education messages each year
- By the end of 2008 one big meeting to discuss conservation issues will be held annually in each mountainous district and at the provincial level
- By the end of 2009 one competition per target group is active in each priority district each quarter
- By the end of 2009 a film on conservation in Quang Nam will be produced and shown to all communes in priority areas
- By the end of 2009 a community music show will be performed in 40 communes across eight districts.

### **Action 2.2 Species focused awareness campaigns are conducted**

Well-formulated awareness campaigns can change behaviour and so prevent the harvest of priority species through a reduction in hunting and demand. Harboring a sense of pride and ownership of priority species among local communities is important to local protection. These attitudes can be harnessed through a combination of training and discussion so that people understand the relationships between all living things and the importance of sustainable use of natural resources.

##### **2.2 Targets:**

- By the end of 2008 training courses will be held in all focal communes
- By the end of 2008 all households in focal communes will have signed no hunting agreements for priority species
- By the end of 2009 a system will be in place ensuring an annual conservation meeting in each focal commune
- By the end of 2009 conservation education materials on priority species will be produced and distributed to all focal communes.



### **Action 2.3 Develop and distribute awareness materials to the consumers of natural resources**

Consumers are driving the unsustainable and illegal trade in natural resources. To stop this demand, which is centred on urban areas, requires decreasing.

#### **2.3 Targets:**

- By the end of 2006 awareness materials will be developed and distributed to consumers in restaurants throughout the province
- By the end of 2007 all retail outlets for forest products will have signed a pledge to not trade illegal products
- By the end of 2008 a high profile awareness campaign on the illegal consumption of natural resources in the mass media is operational focusing on urban centres
- By the end of 2008 a film about illegal natural resource trade will be developed and regularly shown on Quang Nam television.

### **Action 2.4 Water and watershed campaign to promote sustainable use of water and protect the provinces watersheds**

Quang Nam has a very important relationship with water due to its irrigation systems, hydropower plans and the annual floods. It is important that the issues of sensible water management are understood by all.

#### **2.4 Targets:**

- By the end of 2007 a provincial campaign on freshwater pollution has been conducted focusing on the effects of gold mining, agricultural pollution and industrial pollution on the health of the province's population
- By the end of 2007 watershed protection is at the forefront of development planning due to a awareness campaign targeting policy makers and the electricity company.

### **Action 2.5 Education focused on tourism, sustainable tourism and eco-tourism**

Tourism can be both a benefit and a threat to natural systems. Educating tourist companies can mitigate the impact of irresponsible tourists before it arises. Moreover conservation awareness activities targeting tourists is an effective way to reach consumers.

#### **2.5.1 Develop eco-tourism guidelines for Quang Nam**

A comprehensive set of eco-tourism guidelines based on internationally recognised standards are developed and approved by Provincial People's Committee to ensure the implementation of eco-tourism activities in Quang Nam benefits the environment, local people and local authorities..

##### **2.5.1 Targets:**

- By the end of 2006, eco-tourism guidelines are developed and approved by Provincial People's Committee.

#### **2.5.2 Conservation education training for tourist guides**

Trained tour guides will conduct environmentally sensitive programmes as well as raise the awareness of tourists by inserting environmental messages into their presentations.

##### **2.5.2 Targets:**

- By the end of 2008 all tour guides and tourism volunteers in Quang Nam will be trained on how to insert conservation messages into their presentations
- By the end of 2008 a handbook of conservation education for tourist guides will be compiled and distributed.

#### **2.5.3 Education for tourists**

Targeting tourists, especially in eco-tourism sites, is an effective tool in educating the consumers of natural resources.

##### **2.5.3 Targets:**

- By the end of 2007 materials on low impact tourism will be printed and distributed
- By the end of 2008 a visitors centre will be built in Phu Ninh for environmental education
- By the end of 2008 the conservation café in Hoi An will promote certified eco-tourism products
- By the end of 2008 a conservation café will be opened in Tam Ky.

### **2010 Objective 3**

**Conservation and environmental issues are regularly discussed in lessons and integrated into the school curricular throughout Quang Nam**

#### **Action 3.1 A provincial programme of integrating conservation and environmental issues into the school curricular is developed**

An educated, aware and responsible next generation can be created to prevent the need for intensive natural resource management and protection education programmes in the future.

##### **3.1 Targets:**

- By the end of 2007, 20 formal periods within biology, geography and civil society subjects will have conservation education incorporated within them
- By the end of 2007, middle schools throughout the province will be furnished and equipped with conservation education materials
- By the end of 2007 teachers in schools surrounding Song Thanh Nature Reserve have been trained in the delivery of conservation education programmes
- By the end of 2008, high schools throughout the province will be furnished and equipped with conservation education materials.

#### **Action 3.2 The Education Department and Teacher Training College work together to incorporate conservation and environmental education training into teacher training programmes**

Training trainee teachers provides a mechanisms for mass replication of messages across the province and represents a long-term exit strategy for this action plan as when all teachers routinely teach environmental education then all people of the province will develop an environmental conscious without the need awareness campaigns.

##### **3.2 Targets:**

- By the end of 2006 three conservation education units will be developed and incorporated within training for biology, geography and civil society teachers
- By the end of 2007 biology, geography and civil society subjects will incorporate conservation education in their teaching programmes
- By the end of 2007 the teacher training college will be equipped with suitable conservation education information and training materials.

#### **Action 3.3 Extra-curricular conservation education activities are established in schools in focal communes**

Non-formal education can be very effective so targeted materials, distributed in priority areas, will facilitate enthusiastic teachers to deliver conservation messages.

##### **3.3 Targets:**

- By the end of 2006, 10 field study lessons will be developed and organised
- By the end of 2007 Green Clubs will be established in middle schools in all focal communes
- By the end of 2008, 20 extracurricular periods on conservation education will be taught through Green Club activities
- By the end of 2009 conservation competitions will be organised in eight priority districts and at the provincial level on a bi-annual basis
- By the end of 2009 a drama show will be produced each year in 40 middle schools throughout the province
- By the end of 2009 a film on conservation in Quang Nam will be presenting to all schools annually
- By the end of 2009 a 'green volunteer festival' will be organised in each district during school holidays
- By the end of 2009 an annual New Year tree planting festival will be organised in all middle schools of focal communes.

#### **2010 Objective 4**

**All policy makers and law enforcement agents are well informed about the importance of ecosystem management and its individual components**

#### **Action 4.1 An awareness campaign targeting provincial policy makers and departmental leaders is conducted**

Increased support for biodiversity conservation and sustainable natural resource management will be increased through more aware and knowledgeable policy makers throughout Quang Nam.

##### **4.1 Targets:**

- By the end of 2006 all CEWG departments will lobby for conservation and environmental strengthening of their departments work and policies
- By the end of 2006 a coordinated environmental journalism group regularly informs the provincial authorities of conservation and environmental issues
- By the end of 2009 a provincial conservation workshop will be held annually to discuss conservation issues and decide on actions to strengthen provincial action
- By the end of 2009 a provincial conservation bulletin will be produced quarterly and distributed to all government departments at the province and district level.

#### **Action 4.2 An awareness campaign targeting law enforcement agencies**

Current nature law enforcement is hampered due to low levels of awareness among agents from all law enforcement departments. One particular problem for example is that few enforcement agents can identify protected species preventing prosecution when hunters or traders of these species are apprehended. Moreover the laws of forest and environmental protection are little understood by agencies outside of the immediate remit of the law hindering effective inter-departmental cooperation.

##### **4.2 Targets:**

- By the end of 2006 annual inter- and intra-departmental discussion forums on environmental protection will be organised at the provincial level
- By the end of 2006 a manual on environment and conservation law will be developed and distributed to all enforcement agencies
- By the end of 2006 a protected species identification manual will be developed and distributed to all enforcement agencies
- By the end of 2009 annual inter- and intra-departmental discussion forums on environmental protection will be organised at the district level.

## 8. Action Plan

Action	Target	Milestone	Responsibility	Partners	Total (USD)
1.1	<b>The CEWG is further trained in education techniques relevant to each department</b>				
	1.1.1 All provincial CEWG members are effectively trained	End of 2006	WWF	CEWG	10,300
	1.1.2 Training course manuals are compiled and provided for all CEWG members	End of 2007	WWF	CEWG	600
	1.1.3 All provincial CEWG members can act as trainers for CE training courses at the district and commune level	End of 2007	WWF	CEWG	0
1.2	<b>The CEWG is provided with a provincial remit for incorporating CE into departmental and general provincial activities</b>				
	1.2.1 The provincial CEWG will be recognised by Quang Nam Provincial People's Committee and provided a provincial remit	End of 2005	PPC	CEWG	0
	1.2.2 The cooperation mechanism is developed and approved by Provincial People's Committee	End of 2005	PPC	CEWG	0
	1.2.3 Guidelines for the incorporation of CE into departmental and general provincial activities are produced	End of 2006	CEWG	PPC	600
1.3	<b>A CEWG collaborators network is established in each priority district and focal communes and schools</b>				
1.3.1	Develop and mobilise local CE collaborator networks (CECN) and 'conservation in schools' network (CISN)				
	1.3.1.1 The activities and tasks of CECN will be clearly identified	End of 2006	CEWG	DPC, CPC, district DOET	0
	1.3.1.2 A CECN is established in each priority and each focal commune and school	End of 2006	CEWG	DPC, CPC, district DOET	5,500
1.3.2	Conduct a training needs analysis and resultant training courses for CECNs				
	1.3.2.1 Training courses for district CECNs will be held	End of 2006	CEWG	DPC, CPC, district DOET	2,600
	1.3.2.2 Training courses for commune CECNs and CISNs will be held	End of 2007	CEWG	DPC, CPC, district DOET	10,300
	1.3.2.3 All provincial network members will be trained	End of 2007	CEWG	DPC, CPC, district DOET	0
	1.3.2.4 Training course manuals are compiled and provided	End of 2007	CEWG	DPC, CPC, district DOET	3,900
1.3.3	Develop CE handbooks for CECN and CISN members				
	1.3.3.1 A CE handbook for CECN members is compiled	End of 2006	CEWG	FPD, DONRE	1,900
	1.3.3.2 A CE handbook for CISN members is compiled	End of 2007	CEWG	FPD, DONRE	1,900
1.4	<b>Incorporate CE into all CEWG departments' daily activities</b>				
	1.4.1 Incorporate CE into departmental and mass organization competitions.	End of 2009	CEWG	CEWG's departments	3,900
	1.4.2 Incorporate CE into the cultural and sport activities: camps, sports, drama,....	End of 2009	CEWG	CEWG's departments	3,900
1.5	<b>Co-operation and exchange of information and experiences</b>				
	1.5.1 CEWG develops cooperation relationships with other partners inside and outside Vietnam	End of 2006	CEWG	FPD, DONRE	0

Action	Target	Milestone	Responsibility	Partners	Total (USD)
	1.5.2 CEWG design and submit at least one successful proposal to raise the fund for CE activities independent of external technical assistance or provincial funding	End of 2009	CEWG	FPD, DONRE	0
1.6	<b>Linking of networks to form a provincial CE community</b>				
	1.6.1 Provide the T-shirt, hat for CECN, CISN members	End of 2007	CEWG	FPD	8,800
	1.6.2 Compile and distribute the bulletin for CEWG, CECN, CISN	End of 2009	CEWG	DOCI, FPD, DONRE	1,800
1.7	<b>Information gathering and sharing</b>				
	a provincial conservation website will be on-line	End of 2006	CEWG	FPD, DONRE	300
	the provincial conservation website will be updated every month	End of 2006	CEWG	FPD, DONRE	300
	a CE library and database will be operational	End of 2007	CEWG	DOCI, FPD, DONRE	12,900
2.1	<b>A CE campaign in and around each Special-Use Forest is conducted</b>				
2.1.1	Training course provide knowledge, skills for local people	End of 2007	CEWG	FPD, DONRE, DARD	10,500
2.1.2	Conduct CE meetings at village and commune levels	End of 2007	CEWG	CPC, FPD, DONRE, YU, WU, FU, BA	2,100
2.1.3	Communication campaigns on biodiversity conservation		CEWG	CPC, FPD, DONRE, DARD	30,900
	at least one culture or sport activity in each district will incorporate CE messages each year	End of 2007	CEWG	DOCI, DOS	2,300
	one big meeting to discuss conservation issues will be held	End of 2008			3,500
	one competition per target group is active in each priority district each quarter	End of 2009	CEWG	FPD, DONRE, YU, WU, FU, QRT	8,300
	a film on conservation in Quang Nam will be produced and shown	End of 2008	CEWG	FPD, QRT	6,500
	a community music show will be performed	End of 2009	CEWG	DOCI, FPD	10,300
2.2	<b>Species focused awareness campaigns are conducted</b>				
	Training course	End of 2008	FPD	CEWG	10,500
	all households in focal communes will have signed no hunting agreements for priority species	End of 2008	FPD	CEWG	500
	a system will be in place ensuring an annual conservation meeting	End of 2009			-
	Develop and distribute awareness materials: posters, leaflets, T-shirts about species, law enforcements and sanctions	End of 2009	CEWG	FPD	6,500
2.3	<b>Develop and distribute awareness materials to the consumers of natural resources</b>				
	awareness materials will be developed and distributed	End of 2006	CEWG	FPD	2,600
	all retail outlets for forest products will have signed a pledge to not trade illegal products	End of 2007	FPD	CEWG, QLTT	4,400

Action	Target	Milestone	Responsibility	Partners	Total (USD)
	Awareness campaigns in mass media about species	End of 2008	CEWG	FPD, QRT, QN Newspaper	3,900
	Develop a film about priority species in Quang Nam	End of 2008	CEWG	FPD, QRT, DOCI	3,200
2.4	<b>Water and watershed campaign to promote sustainable use of water and protect the provinces watersheds</b>				
	a provincial campaign on freshwater pollution has been conducted	End of 2007	DONRE	CEWG	600
	watershed protection is at the forefront of development planning due to a awareness campaign targeting policy makers and the electricity company	End of 2007	CEWG	FPD	600
2.5	<b>Education focused on tourism, sustainable tourism and eco-tourism</b>				
2.5.1	Develop eco-tourism guidelines in Quang Nam				-
2.5.2	CE training course for tourist guides				3,200
	all tour guides and tourism volunteers in Quang Nam will be trained	End of 2008	CEWG	DOT	2,600
	a handbook of CE for tourist guides will be compiled and distributed	End of 2007	CEWG	DOT	600
2.5.3	Education for tourists				15,900
	materials on low impact tourism will be printed and distributed	End of 2008	DOT	CEWG, QRT	2,600
	a visitors centre will be built in Phu Ninh for EE	End of 2008	DOT	CEWG, DOCI	12,900
	the conservation café in Hoi An will promote certified eco-tourism products	End of 2009	CEWG	FPD, DOCI	
	a conservation cafes will be opened in Tam Ky				400
3.1	<b>A provincial programme of integrating conservation and environmental issues into the school curricular is developed</b>				
	20 formal periods within biology and civil society subjects will have CE incorporated within them	End of 2007	DOET	CEWG	2,600
	middle schools throughout the province will be furnished and equipped with CE materials	End of 2007	DOET	CEWG	21,900
	teachers in schools surrounding Song Thanh Nature Reserve have been trained in the delivery of CE programmes	End of 2007	DOET	CEWG	300
	high schools throughout the province will be furnished and equipped with CE materials	End of 2008	CEWG	DOET	3,900
3.2	<b>The Education Department and Teacher Training College work together to incorporate conservation and environmental education training into teacher training programmes</b>				
	Compile and teach the CE special subjects into teacher training programmes	End of 2006	TTC	DOET, CEWG	1,300
	Incorporate conservation and environmental education training into teacher training programmes	End of 2007	TTC	DOET, CEWG	600
	Furnish and equip college with CE materials	End of 2007	CEWG	TTC	6,500
3.3	<b>Extra-curricular CE activities are established in schools in focal communes</b>				

Action	Target	Milestone	Responsibility	Partners	Total (USD)
	Develop and organize the field study activities	End of 2006	DOET	CEWG	300
	Maintain and establish the Green Clubs, Green Volunteer and the action plans	End of 2007	DOET	CEWG	2,600
	20 extracurricular periods on CE will be taught through Green Club activities	End of 2008			600
	Organize CE competition (knowledge, painting, poet,...)	End of 2009	DOET	CEWG, QRT, DOCI	5,800
	Conduct CE drama shows, quiz, amateur theatre,...at commune, district and province levels	End of 2009	DOET	CEWG, QRT, DOCI, YU	7,700
	Presenting film on biodiversity and discuss the film	End of 2009	DOET	CEWG, QRT	1,500
	a 'green volunteer festival' will be organized in each district	End of 2009	DOET	CEWG, YU	2,100
	an annual New Year tree planting festival will be organized	End of 2009	DOET	CEWG	10,500
4.1	<b>An awareness campaign targeting provincial policy makers and departmental leaders is conducted</b>				
	all CEWG departments will lobby for conservation and environmental strengthening of their departments work and policies	End of 2006	FPD	CEWG	-
	a coordinated environmental journalism group regularly informs the provincial authorities of conservation and environmental issues	End of 2006	CEWG	FPD	-
	a provincial conservation workshop will be held annually to discuss conservation issues and decide on actions to strengthen provincial action	End of 2009			3,200
	a provincial conservation bulletin will be produced quarterly and distributed to all government departments at the province and district level	End of 2009			400
4.2	<b>An awareness campaign targeting law enforcement agencies</b>				
	annual inter- and intra-departmental discussion forums on environmental protection will be organized at the provincial level	End of 2006	FPD	CEWG	1,300
	a manual on environment and conservation law will be developed and distributed to all enforcement agencies	End of 2006	CEWG	FPD	3,200
	a protected species identification manual will be developed and and distributed to all enforcement agencies	End of 2009	CEWG	FPD	3,200
	annual inter- and intra-departmental discussion forums on environmental protection will be organized at the district level	End of 2009	FPD	CEWG	5,200



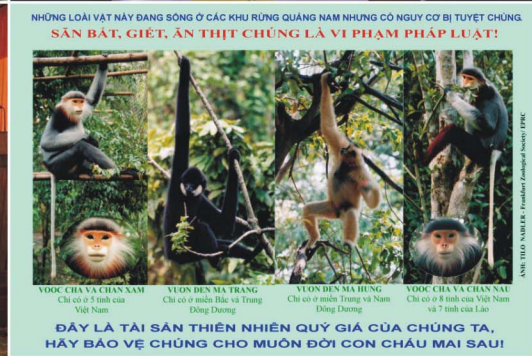
## 9. Detailed Budget

Action	Target	Unit	No. Units	VND		USD					
				Unit Cost	Total	Total	2006	2007	2008	2009	2010
1.1	<b>Trained CEWG</b>										
	All provincial CEWG members are effectively trained	Course	8	20,000,000	160,000,000	10,300	10,300	0	0	0	0
	Training course manuals	Copy	200	50,000	10,000,000	600	0	600	0	0	0
	CEWG members can act as trainers	Member	16	0	0	0	0	0	0	0	0
1.2	<b>Provincial remit for CEWG</b>										
	CEWG receives People's Committee approval	Regulation	1	0	0	0	0	0	0	0	0
	Cooperation mechanism approved	Regulation	1	0	0	0	0	0	0	0	0
	CE mainstreaming guidelines produced	Copy	200	50,000	10,000,000	600	0	600	0	0	0
1.3	<b>CEWG collaborators network established</b>										
1.3.1	CECN activities identified	Regulation	1	0	0	0	0	0	0	0	0
	CECN and CISN active	Unit	170	500,000	85,000,000	5,500	2,750	2,750	0	0	0
1.3.2	Training for district CECNs	Course	2	20,000,000	40,000,000	2,600	0	2,600	0	0	0
	Training for commune CECNs and CISNs	Course	16	10,000,000	160,000,000	10,300	0	5,150	5,150	0	0
	Training manuals	Copy	2,000	30,000	60,000,000	3,900	0	0	3,900	0	0
1.3.3	CE handbook for CECN	Copy	1,000	30,000	30,000,000	1,900	0	1,900	0	0	0
	CE handbook for CISN	Copy	1,000	30,000	30,000,000	1,900	0	0	1,900	0	0
1.4	<b>CE incorporated in departmental activities</b>										
	CE incorporated in competitions	Action	12	5,000,000	60,000,000	3,900	0	975	975	975	975
	CE incorporated in cultural and sport activities	Action	12	5,000,000	60,000,000	3,900	0	975	975	975	975
1.5	<b>Co-operation and information exchange</b>										
	CEWG partnerships developed	Unit	5	0	0	0	0	0	0	0	0
	Proposal submitted	Unit	1	0	0	0	0	0	0	0	0
1.6	<b>Provincial CE network</b>										
	T-shirt and hat for members	Members	1,700	80,000	136,000,000	8,800	4,400	4,400	0	0	0
	CECN bulletin	Copy	13,600	2,000	27,200,000	1,800	0	450	450	450	450
1.7	<b>Information gathering and sharing</b>										
	Provincial conservation website active	Site	1	5,000,000	5,000,000	300	300	0	0	0	0
	Monthly website updates	Months	48	100,000	4,800,000	300	0	75	75	75	75
	CE library and database	Unit	1	200,000,000	200,000,000	12,900	0	6,450	6,450	0	0
2.1	<b>CE campaigns in Special-Use Forests</b>										
2.1.1	Training courses	Course	81	2,000,000	162,000,000	10,500	0	5,250	5,250	0	0
2.1.2	CE meetings	Meeting	648	50,000	32,400,000	2,100	0	525	525	525	525

Action	Target	Unit	No. Units	VND		USD					
				Unit Cost	Total	Total	2006	2007	2008	2009	2010
2.1.3	District culture and sport activity	Activity	36	1,000,000	36,000,000	2,300	0	575	575	575	575
	Conservation meeting	Meeting	27	2,000,000	54,000,000	3,500	0	1,200	1,150	1,150	0
	District competitions	Activity	128	1,000,000	128,000,000	8,300	0	2,075	2,075	2,075	2,075
	Conservation film	Film	1	100,000,000	100,000,000	6,500	0	0	0	3,250	3,250
	Music shows	Activity	160	1,000,000	160,000,000	10,300	0	0	5,150	0	5,150
2.2	<b>Species awareness campaigns</b>										
	Training course	Course	81	2,000,000	162,000,000	10,500	0	0	5,250	5,250	0
	No hunting agreements	Activity	162	50,000	8,100,000	500	0	125	125	125	125
	Annual conservation meeting	Meeting	0	0	0	0	0	0	0	0	0
	Awareness materials	Copy	5,000	20,000	100,000,000	6,500	0	1,625	1,625	1,625	1,625
2.3	<b>Consumer awareness campaign</b>										
	Awareness materials	Copy	2,000	20,000	40,000,000	2,600	0	2,600	0	0	0
	Retail outlet pledge	Activity	34	2,000,000	68,000,000	4,400	0	2,200	2,200	0	0
	Mass media awareness campaign	Campaign	12	5,000,000	60,000,000	3,900	0	3,900	0	0	0
	Film on priority species conservation	Film	1	50,000,000	50,000,000	3,200	0	0	0	3,200	0
2.4	<b>Water and watershed campaign</b>										
	Freshwater pollution campaign	Campaign	2	5,000,000	10,000,000	600	0	0	600	0	0
	Watershed protection integrated in development planning	Campaign	2	5,000,000	10,000,000	600	0	0	600	0	0
2.5	<b>Sustainable tourism and eco-tourism education</b>										
2.5.1	Eco-tourism guidelines	Regulation	1	0	0	0	0	0	0	0	0
2.5.2	Tour guide training	Course	2	20,000,000	40,000,000	2,600	0	0	1,300	1,300	0
	CE tourist guide handbook	Copy	200	50,000	10,000,000	600	0	0	0	600	0
2.5.3	Low impact tourism guide	Copy	2,000	20,000	40,000,000	2,600	0	1,300	1,300	0	0
	Phu Ninh EE visitor's centre	Centre	1	200,000,000	200,000,000	12,900	0	0	0	12,900	0
	Certified eco-tourism established	Unit	0	0	0	0	0	0	0	0	0
	Conservation cafe in Tam Ky	Unit	1	6,000,000	6,000,000	400	0	140	130	130	0
3.1	<b>Environmental issues Integrated in school curricular</b>										
	CE incorporated in 20 formal periods	Periods	20	2,000,000	40,000,000	2,600	0	1,300	1,300	0	0
	Middle schools equipped with CE materials	School	170	2,000,000	340,000,000	21,900	0	10,950	10,950	0	0
	Song Thanh Nature Reserve schools trained in CE	Course	2	2,000,000	4,000,000	300	0	0	300	0	0
	High schools equipped with CE materials	School	30	2,000,000	60,000,000	3,900	0	0	1,950	1,950	0
3.2	<b>Environmental education in teacher training programmes</b>										
	Training package developed for teachers	Package	2	10,000,000	20,000,000	1,300	0	1,300	0	0	0
	EE incorporated into teacher training programmes	Activity	2	5,000,000	10,000,000	600	0	0	600	0	0
	Teacher training college equipped with CE materials	College	1	100,000,000	100,000,000	6,500	0	3,250	3,250	0	0

Action	Target	Unit	No. Units	VND		USD						
				Unit Cost	Total	Total	2006	2007	2008	2009	2010	
3.3	<b>Extra-curricular CE activities established in schools</b>											
	Field study activities	Activity	10	500,000	5,000,000	300	0	300	0	0	0	
	Green Clubs	Clubs	81	500,000	40,500,000	2,600	0	1,300	1,300	0	0	
	Extra-curricular periods development	Period	20	500,000	10,000,000	600	0	0	0	600	0	
	CE competitions	Activity	18	5,000,000	90,000,000	5,800	0	0	2,900	0	2,900	
	CE cultural events	Activity	240	500,000	120,000,000	7,700	0	1,925	1,925	1,925	1,925	
	Film shows	Activity	240	100,000	24,000,000	1,500	0	375	375	375	375	
	Green volunteer festival	Activity	32	1,000,000	32,000,000	2,100	0	525	525	525	525	
	New Year tree planting festival	School	324	500,000	162,000,000	10,500	0	2,625	2,625	2,625	2,625	
4.1	<b>Policy maker awareness campaign</b>											
	Departmental environmental standards increased	Department	16	0	0	0	0	0	0	0	0	
	Coordinated environmental journalism group	Group	1	0	0	0	0	0	0	0	0	
	Annual provincial conservation workshop	Workshop	5	10,000,000	50,000,000	3,200	640	640	640	640	640	
	Quarterly provincial conservation bulletin	Copy	1,280	5,000	6,400,000	400	0	100	100	100	100	
4.2	<b>Law enforcement agency awareness campaign</b>											
	Provincial inter-departmental forum on environmental protection	Workshop	2	10,000,000	20,000,000	1,300	0	650	0	650	0	
	Environment and conservation law manual	Copy	1,000	50,000	50,000,000	3,200	0	3,200	0	0	0	
	Protected species identification manual	Copy	1,000	50,000	50,000,000	3,200	0	3,200	0	0	0	
	District inter-departmental forum on environmental protection	Workshop	16	5,000,000	80,000,000	5,200	0	2,600	0	2,600	0	
				<b>Total</b>		<b>3,868,400,000</b>	<b>249,600</b>	<b>18,390</b>	<b>82,680</b>	<b>76,470</b>	<b>47,170</b>	<b>24,890</b>





The Rufford Small Grants for Nature Conservation

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