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VIETNAM CENTRAL COMMITTEE FOR PROPAGANDA AND EDUCATION MEETING ON CHALLENGES IN PROTECTING ENDANGERED, RARE, AND PRECIOUS SPECIES

JULY 3, 2020

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Vietnam Central Committee for Propaganda and Education

Meeting on Challenges in Protecting Endangered, Rare, and Precious Species

July 3, 2020

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EXECUTIVE SUMMARY

Responsible for developing and disseminating key communication on a range of priorities including legislation, policy, guidance, and directives, the Central Committee for Propaganda and Education (CCPE) is a critical institution within the Vietnamese government. USAID Wildlife Asia's partnership with CCPE enables messaging against illegal wildlife consumption to penetrate to the core of Vietnamese government and leverage its communication network to spread this messaging to relevant agencies, ministries, and leadership at the national, provincial, and local levels.

With this in mind, USAID Wildlife Asia, in collaboration with the Scientific Council of the Central Party Committees (the Council) of the CCPE and USAID Vietnam, organized a workshop on July 3, 2020 to offer guidance on strengthening communication to reduce demand for illegal wildlife products.

The integrated workshop engaged 59 CCPE officials and government communicators in exploring social behavior change communication (SBCC) best practices and exchanging views on wildlife protection strategies. USAID Wildlife Asia provided in-depth guidance on how to roll out SBCC activities, especially by embedding wildlife protection into communication campaigns and into the propaganda workplan to be carried out by the Party and government agencies. A 20-page journal prepared by CCPE on the challenges of protecting endangered, rare, and precious wildlife was introduced by CCPE leaders and disseminated at the event.

Participants at the event included leaders of CCPE departments and agencies, leaders of provincial and city propaganda and education committees, government communicators from the Central and Southern regions of Vietnam; and representatives of related ministries. All attendees signed pledges against illegal wildlife consumption. Some of them are considering becoming USAID Wildlife Asia key opinion leaders (KOLs).



ACTIVITIES

PREPARATORY WORK

USAID Wildlife Asia supported CCPE at all points of preparation for the event including the selection of participants. The event checklist, presentations, and training modules were developed in Vietnamese, and focused on strengthening communication to oppose illegal wildlife trade.

TRAINING

The resource and training team consisted of Ms. Bui Thuy Nga, TRAFFIC Program Officer, and Ms. Tran Bao Ngan, USAID Wildlife Asia Communications Officer.



Representatives from the Central Scientific Council of the Communist Party of Vietnam. Photo: USAID Wildlife Asia

OBJECTIVES

This workshop aimed to:

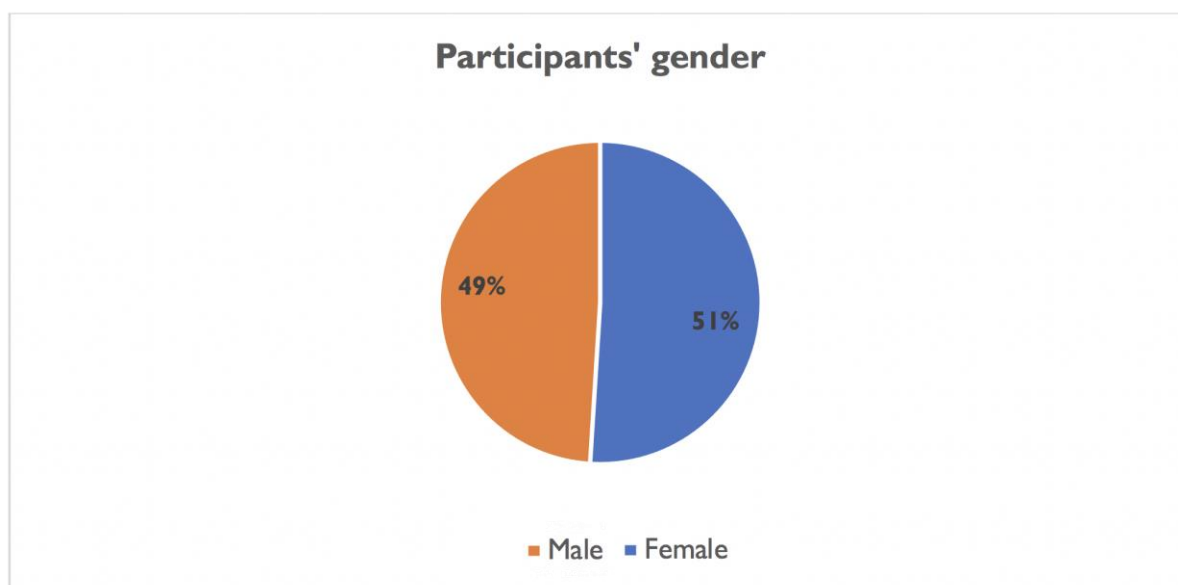
- Provide up-to-date information on the changing context of illegal wildlife consumption in Vietnam and around the world;
- Provide in-depth guidance for participants on rolling out behavior change communication activities;
- Explain SBCC techniques and create opportunities for participants to share their own insights and experiences for developing comprehensive evidence-based action plans on wildlife protection in line with CCPE's tasks and responsibilities;
- Disseminate a CCPE-featured journal on CWT to reduce demand for illegal wildlife products in the propaganda department;
- Offer guidance on embedding wildlife protection and Chi messaging into communication

campaigns and the propaganda workplan to be carried out by the Party and government agencies;

- Promote the application of SBCC methodology and SBCC campaigns, particularly demand reduction campaigns for illegal wildlife products;
- Encourage the Central Party, government, and sectoral leaders and officials to take measures to address wildlife trafficking, especially by refusing gifts of endangered, precious, and rare wildlife parts and products, and adopting a zero-tolerance approach to illegally traded wildlife products;
- Enhance the capacity for CCPE's propaganda reports and officials to deliver SBCC interventions, promote Chi-themed messaging, and organize effective propaganda and education activities;
- Motivate Central Party and government agencies' leaders and officials, business community, and society to take a stand against wildlife crime and adopt a zero-tolerance approach towards illegal wildlife trade and consumption.

PARTICIPANTS' PROFILE

The workshop featured a total of 59 CCPE leaders/officials and government communicators, of which 49 percent were male and 51 percent were female.



WORKSHOP IMPLEMENTATION

The workshop was structured as follows:

- 1) Introduction of participants: Mr. Nguyen Huy Cuong, Chief Secretary of the Central Scientific Council of the Communist Party of Vietnam.
- 2) Opening remarks: Mr. Phung Huu Phu, Permanent Vice President of the Central Theoretical Council of the Communist Party of Vietnam, President of the Central Scientific Council of the Communist Party of Vietnam.
- 3) Introduction to the *CCPE Journal on Challenges in Protecting Endangered, Rare, and Precious Wildlife*: Mr. Pham Ngoc Linh, Central Propaganda and Training Commission.
- 4) SBCC to counter wildlife trafficking for communication officials: Ms. Bui Thuy Nga, USAID

Wildlife Asia.

- 5) Discussion about CCPE's role in wildlife protection: Open to all participants.
- 6) Closing remarks: Mr. Phung Huu Phu.

Mr. Nguyen Huy Cuong, Chief Secretary of the Central Scientific Council of the Communist Party of Vietnam introduced the speakers for the event as well as the event's major objectives. Mr. Phung Huu Phu, Permanent Vice President of the Central Theoretical Council of the Communist Party of Vietnam, President of the Central Scientific Council of the Communist Party of Vietnam, then opened the event officially.

Mr. Pham Ngoc Linh of the Central Propaganda and Training Commission introduced the CCPE-penned *Journal on Challenges in Protecting Endangered, Rare, and Precious Wildlife*. Mr. Linh discussed key aspects of the journal, including reasons why protecting wildlife is a critical government priority, current efforts to protect wildlife, the threat wildlife trafficking poses to Vietnam's national security and economy, and the role of different government agencies in strengthening wildlife protection.



Mr. Pham Ngoc Linh from the Central Propaganda and Training Commission introduced the journal. Photo: USAID Wildlife Asia

Ms. Bui Thuy Nga then gave a presentation on how the SBCC methodology could be used by the CCPE to optimize their communication on countering wildlife trafficking. She used TRAFFIC survey data to illustrate the scale of illegal wildlife product consumption within the country and spoke about opportunities to use SBCC to reduce consumer demand.



Mr. Nguyen Quoc Doan of the Commission for Mass Mobilization of the Communist Party of Vietnam talked about the need for transparency and data sharing. Photo: USAID Wildlife Asia

A group discussion followed on CCPE's role in protecting wildlife. Mr. Nguyen Quoc Doan, Deputy Director General of the Union Department, the Commission for Mass Mobilization of the Communist Party of Vietnam, spoke about the need for greater transparency and data sharing when it comes to wildlife population figures in Vietnam. He also discussed the need for SBCC campaigns to target the country's ethnic minorities in Vietnam—people who rarely use illegal wildlife products but are often involved in hunting protected species and may not be fully aware of the law.

Mr. Tran Duy Hung, Deputy Director General of the Scientific Research and Central Inspection Committee of the Communist Party of Vietnam, discussed government efforts to prevent future zoonotic transmission from wildlife to humans. He suggested there should be a focus on animal welfare to help prevent this.

Mr. Nguyen Khac Tien, Vice President of Party Committee for Central Agencies Block, brought up loopholes in the legal framework around protected species, particularly that Decree 160/2019/NĐ-CP from the government needed to be specified and enacted. He also highlighted the role of government officials as role models for the general public in rejecting illegal wildlife products and refusing to go to restaurants where illegal wildlife is served.

Mr. Nguyen Manh Hung, member of the Secretariat of the Central Theoretical Council of the Communist Party of Vietnam, talked about the importance of ensuring that local hunters have an adequate legal livelihood so that they will not turn to illegal hunting out of economic necessity. He also discussed the importance of using relevant cultural markers to inform people about the importance of wildlife protection. He advocated the use of Buddhist philosophy to help frame the message.



Mr. Nguyen Manh Hung, member of the Secretariat of the Central Theoretical Council of the Communist Party of Vietnam, talked about the importance of capacity building for local hunters. Photo: USAID Wildlife Asia

Mr. Nguyen Van Giang, former Vice Chairman of the Central Theoretical Council of the Communist Party of Vietnam, talked about the devastating effect of deforestation on wildlife populations. He advocated an official count of remaining wild species in the country so that the government was aware of the urgent need for wildlife protection.

Mr. Phung Huu Phu reflected on the discussion, particularly the need for individual responsibility from education and communication officials for following the law. He suggested that the Scientific Council prepare a guidance document on wildlife protection for the Secretariat and the Political Bureau of the Party Central Committee focusing on the urgent need to protect wildlife for the good of humanity. He emphasized that communication campaigns on wildlife protection should be diverse, practical, and consistent.



Closing remarks delivered by Mr. Phung Huu Phu, Permanent Vice President of the Central Theoretical Council of the Communist Party of Vietnam, President of the Central Scientific Council of the Communist Party of Vietnam. Photo: USAID Wildlife Asia

TRAINING MATERIALS

Materials provided to participants included the CCPE *Journal on Challenges in Protecting Endangered, Rare, and Precious Species* and electronic and printed versions of the presentations in Vietnamese.

COST SHARING

The CCPE provided significant resources to conduct the training. This included contributing meals for participants, and human resources and staff time to facilitate the workshop. CCPE also provided significant administrative support, including in-kind contribution of materials, equipment, and supplies in setting up and running the event. CCPE led in the mobilization of experts to deliver training sessions, and was responsible for issuing invitations to all participants. USAID Wildlife Asia funded the workshop and provided communication materials and other support as needed.

RECOMMENDATIONS

Based on the success of the event and the excellent collaboration, it is recommended that USAID Wildlife Asia continue to work in close partnership with CCPE, leveraging its influence on the nation's communication networks to spread wildlife protection messaging at both a governmental and societal level. To ensure optimal engagement, several lessons learned should be taken into consideration when developing activities in the future.

Events conducted in partnership with the CCPE require significant preparation, as the organization has very specific internal administrative requirements. Non-Vietnamese participation in government-led events requires registration four to five weeks in advance. The CCPE also has specific branding rules which make compliance with USAID requirements challenging. CCPE does not allow placement of international donor logos next to its own on communication materials. USAID Wildlife Asia has worked closely and negotiated with the CCPE team to address these issues while avoiding delays in project activities. As this was the first event conducted with the CCPE, it took time for the agency to become familiar with USAID requirements. Future jointly sponsored events should be easier to conduct as a result, but advanced preparation remains essential.

As the CCPE has limited capacity to engage in the English language, significant support was required from USAID Wildlife Asia to develop communication materials and meeting minutes. CCPE provided a Vietnamese version of these materials, which the project team translated. When developing activities in the future, sufficient resources should be allocated for the preparation and translation of materials as appropriate.

Working with CCPE revealed the limitations for government officials in Vietnam to serve as Key Opinion Leaders (KOLs). Government leaders are not able to manage personal social media accounts with a high number of followers, nor are they able to place SBCC posters in their workplaces without permission. This indicates the need to consider alternative contributions/actions through which these representatives can show their commitments towards counter wildlife trafficking while meeting USAID Wildlife Asia's KOL requirements.

ANNEX: LIST OF PARTICIPANTS

Participant Name(s)	Position and Organization	Sex (M/F)
Nguyen Bich Diep	Central Organizing Committee	F
Ngo Dinh Sang	Scientific Council of the Central Party Committees	M
Nguyen Huy Cuong	Scientific Council of the Central Party Committees	M
Khuat Thi Yen	Scientific Council of the Central Party Committees	F
Nguyen Thi Nga	Scientific Council of the Central Party Committees	F
Vu Kim Thoa	Scientific Council of the Central Party Committees	F
Dang Bich Ngoc	Scientific Council of the Central Party Committees	F
Tran Thi Ha	Scientific Council of the Central Party Committees	F
Nguyen Quoc Dung	Party Central Office	M
Duong Van Truong	Party Central Office	M
Tran Thi Thanh	Central Economic Committee	F
Tran Viet Luu	Central Committee of Propaganda and Education	M
Dao Nguyen Phuc	Department of Education and Training	M
Nguyen Hong Son	Central Reasoning Council	M
Le Thi Van Anh	Department of Propaganda	F
Ho Hoai Linh	Department of International Cooperation	F
Nguyen Quang Thinh	Institute of Public Opinion	M
Tran Thi Hong	Department of Propaganda	F
Vu Thanh Son	Central Organizing Committee	M
Nguyen Le Huyen Trang	Committee of Internal Affairs	F
Vo Thanh Phong	Department of Science and Technology	M
Nguyen Van Anh	Central Economic Committee	F
Bich Lien	Communist Party of Vietnam Online Newspaper	F
Nguyen Huong Giang	Institute of Public Opinion	F
Tran Duy Hung	Department of Inspection	M
Hoang Phong Ha	Scientific Council of the Central Party Committees	M
Pham Duc Tien	Department of Science and Technology	M
Le Dieu Thuy	Department of Personnel and Organization	F
Pham Gia Cuong	Department of Social Issues	M
Nguyen Viet Chung	Committee of Foreign Affairs	M
Le Thi Mai Hoa	Department of Education and Training	F
Tran Thanh Huong	Foreign Affairs Online Newspaper	F
Le Thi Ngan	Department of Science and Technology	F
Ha Chinh Nghia	Committee of Health Care and Protection	M

Hoang Manh Thang	National Political Publishing House	M
Quynh Hoa	Vietnam News Agency	F
Tuan Anh	Vietnam News Agency	M
Hoang Thi Quy	Central Organizing Committee	F
Bui Huy Nam	Department of Education and Training	M
Mai Thi Thu Hien	National Political Publishing House	F
Nguyen Thi To Nga	Central Mass Mobilization Commission	F
Vu Thi Kim Anh	Department of Social Issues	F
Nguyen Tuan Anh	Central Mass Mobilization Commission	M
Nguyen Thi Ngoc	Department of Inspection	F
Ha Cong Nghia	Department of Inspection	M
Do Thi Xuyen	Party Committee for Central Agencies Block	F
Nguyen Duy Phong	Journal of the Central Propaganda Department	M
Le Van Giang	Scientific Council of the Central Party Committees	M
Nguyen Kim Phuong	Department of Political Reasoning	F
Dao Thanh Quyen	Propaganda Work Information Center	F
Nguyen Ngoc Lam	Scientific Council of the Central Party Committees	M
Nguyen Khac Tien	Party Committee for Central Agencies Block	M
Do Thi Thanh Mai	Party Committee for Central Business Block	F
Ngo Thi Thiet	Party Committee for Central Business Block	F
Doan Van Ngan	Party Committee for Central Business Block	M
Nguyen Thanh Ha	Department of Education and Training	F
Nguyen Manh Hoang	Central Reasoning Council	M
Nguyen Quoc Doan	Central Mass Mobilization Commission	M
Mai Thi Ngoc Bich	Department of Social Affairs	F