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LEADERSHIP WORKSHOP ON SOCIAL AND BEHAVIOR CHANGE COMMUNICATION (SBCC) AND INTEGRATION OF WILDLIFE PROTECTION INTO CORPORATE SOCIAL RESPONSIBILITY POLICY REPORT

Quy Nhon, Vietnam
November 23-24, 2018

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EXECUTIVE SUMMARY

Vietnam Chamber of Commerce and Industry, Da Nang Branch Office (VCCI Da Nang) is a leading business association working to build the capacity of Central Vietnam-based enterprises through training, consultation, seminars, conferences, promotion of business contacts/networking, and the collection and dissemination of information on issues affecting members. By integrating Chi-themed messaging into its capacity-building activities, VCCI Da Nang has empowered member businesses to adopt wildlife-integrated corporate social responsibility (CSR) policies; it has motivated key business leaders to take a public stance against wildlife crime and disseminate wildlife-protection messaging throughout their networks; and it has given members the understanding and tools necessary to disrupt the trade chain of illegal wildlife parts and products.

Da Nang, along with Hanoi, Ho Chi Minh City, Hai Phong, and Can Tho, is a key city for USAID Wildlife Asia program activities. Situated on the north-south transport axis of Vietnam, Da Nang was identified in USAID research (commissioned by the US Saving Species project in 2018) as a market and transit hub for the country's illegal wildlife trade. In 2018 alone, this port city has seen at least eight seizures of illegal wildlife products, including six tons of pangolin scales and two tons of ivory. More broadly, Vietnam is a leading consumer of endangered species, especially rhino horn, pangolin scales, ivory, and tiger bone.

USAID Wildlife Asia, in collaboration with VCCI Da Nang, conducted a two-day Leadership Training Workshop on social and behavior change communication (SBCC) techniques and the integration of wildlife protection into CSR policy on November 23-24, 2018 in Quy Nhon, Binh Dinh Province, Vietnam. The workshop introduced USAID Wildlife Asia activities and provided the latest tools and methods necessary to change consumer behavior. Thirty-five participants from twenty business associations in Central Vietnam pledged to actively combat illegal wildlife consumption. They also developed and shared their own action plans to integrate wildlife protection into their CSR activities for FY2019.

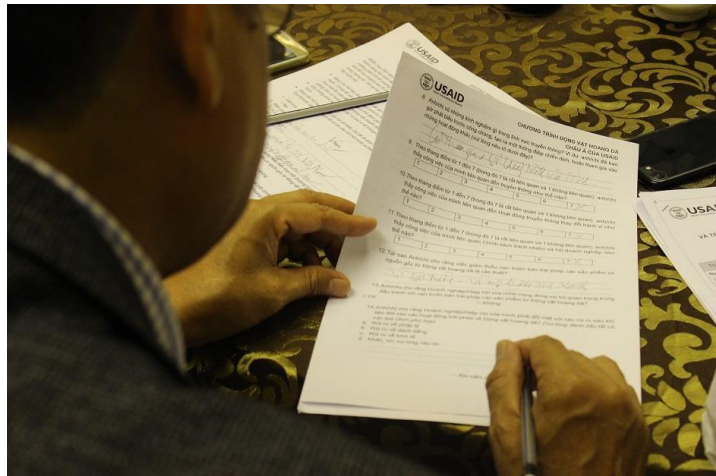


ACTIVITIES

PREPARATORY WORKS

USAID Wildlife Asia worked closely with VCCI Da Nang to prepare for the workshop in November 2018. Following the submission of the event form and agenda one month prior to the event date, key experts, trainers, and trainees were carefully selected and invited to join. The event checklist, presentations, and training materials were developed in both English and Vietnamese and focused on the state of illegal wildlife trafficking in Vietnam and on SBCC techniques.

USAID Wildlife Asia standees and backdrop were also produced for display at the event.



BRANDING

All materials were branded USAID Wildlife Asia.

MONITORING AND EVALUATION PROCEDURE

USAID Wildlife Asia, with the support of VCCI Da Nang, conducted pre-training and post-training surveys for sessions related to SBCC, CSR, training facilities, training materials, and the trainer quality. Thirty trainees responded to the pre-training questionnaire and 28 responded to the post-training questionnaire. Participants' knowledge uptake on crucial issues from the training, including SBCC, was gathered and analyzed.

TRAINING

The resource and training team consisted of Mr. Nguyen Dien (Training Consultant), Mr. Le Duc Sau (Deputy Head - Binh Dinh Provincial Forest Protection Department), and Ms. Nguyen Tuyet Trinh, TRAFFIC's Senior Program Officer – Consumer Behavior Change.





The workshop was opened by Ms. Truong Thi Kim Anh, Deputy Director of VCCI Da Nang, and Ms. Nguyen Tuyen Trinh, TRAFFIC's Senior Program Officer – Consumer Behavior Change.

TRAINING OBJECTIVES

- To introduce participants to USAID Wildlife Asia, the current status of wildlife crime, and illegal wildlife consumption in Vietnam;
- To offer participants guidance on SBCC, methods with which to change consumer behavior and teach them how to apply the toolkit¹ to integrate wildlife protection into their businesses' CSR policies;
- To encourage leaders and representatives of business associations to publicly commit to not buy, consume, or gift illegal wildlife products, including those from rhinos, pangolins, tigers, and elephants; and to disseminate Chi-themed messages to their association members;
- To support participants as they develop effective action plans towards the development of wildlife-integrated CSR.

PARTICIPANT PROFILE

Thirty-five (35) representatives from 20 business associations attended the event. The business associations present at the workshop represented thousands of member enterprises in various sectors across the Central Highlands region of Vietnam. Of the total participants, 69% were key leaders directly involved in decision making, and the remaining 31% were senior officials. The selection of trainees was managed by VCCI Da Nang, as co-host of the workshop. The number of female participants (43%) nearly equaled those of male participants (57%).

¹ The CSR guide book developed by TRAFFIC

WORKSHOP AGENDA

1) **Introduction to CITES and its work** monitoring wildlife trade in Vietnam; data on emerging drivers of consumption; information on how the amended penal code has affected usage.

2) **Current status of wildlife consumption and management** in Binh Dinh province

3) **Introduction to USAID Wildlife Asia in Vietnam; introduction to SBCC:** behavior change techniques and integration of wildlife protection into CSR policies of the member enterprises.

4) **Capacity enhancement for the leaders of business associations:** leadership skills; development strategies for the association's members; networking strategies for business associations; planning and organizing skills for SBCC activities

4) **Pledge signing** (please see Figure 1)

5) **Field trip:** to observe wildlife in action.

On Day 1, the workshop trained participants on techniques for leadership, social marketing, and CSR, and showed how these skills can be used to counter illegal trade and consumption of wildlife in Vietnam. Leaders from 20 business associations pledged to actively combat illegal wildlife consumption, to employ new programs to shed light on wildlife crime, and debunk myths about consumption that are driving the trade in and through the country. Participants also developed and shared their own action plan to integrate wildlife protection into their CSR activities for FY2019.

On Day 2, participants took a field trip to visit the FLC Safari. The trip offered a unique opportunity for leaders to enrich their understanding of animals, their habitats, and conditions to survive. The training was well received, with training materials and trainees scoring high on post-training feedback forms.

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DECLARATION OF SUPPORT
Commitment of the Business Communities in the Central Highlands region of Vietnam to combat illegal trade in wildlife products

We, [Name of Business Association], declare our full support for initiatives to reduce demand for illegal wildlife products in Vietnam.

We endorse the belief that the world's wildlife is precious and represents a limited resource, and, therefore, needs to be protected against poaching, illegal trade and consumption.

By signing this declaration, we agree to support the conservation of wildlife and commit to the following:

1. We will be in no way involved in the consumption and/or trafficking of illegal wildlife commodities.
2. Our association will adopt a wildlife conservation policy, notifying all member enterprises and their staff that the consumption of illegal wildlife will not be tolerated.
3. We will declare to our customers/guests that we do not support the illegal trade and consumption of wildlife.

We understand that by adopting this initiative, we are enhancing our business' reputation by working to reduce demand for illegal wildlife, including rhino horn, and in so doing, contribute to the protection of endangered species.

Full Name _____ Organisation _____ Signature _____

Figure 1 Pledge

Figure 2 Participants visit the Safari park



TRAINING MATERIALS provided to participants included: a) a CSR guidebook; and b) electronic and printed versions of the presentations in Vietnamese.

DISCUSSION at the workshop was divided into two main parts:

- (1) Participants shared perspectives and insights on wildlife protection issues and personal recommendations on how to improve wildlife protection where each business association is situated
- (2) Participants developed and shared action plans for the integration of wildlife protection into their CSR policies in FY19 and the dissemination of SBCC messaging amongst their member enterprises

Participants were engaged and responsive in running the discussion. One participant shared that he had once purchased rhino horn and offered it to a leader of the provincial authority during Tet. The gift was rejected by the receiver, who explained the illegality and misguided medical belief surrounding rhino horn. The participant had to take the rhino horn back, feeling ashamed for what he had done but having learned a valuable lesson.

Some participants emphasized that each leader of each business association should be a role model and champion in engaging their member enterprises in wildlife protection. All participants agreed that it is difficult to alter the existing public perception on the use of rhino horn, pangolin scale, and other wildlife products as part of traditional medicine ingredients. Participants said that USAID Wildlife Asia should lend its support in producing and sharing more communication materials on SBCC and should offer more training in a similar format, and, more importantly, should recruit Key Opinion Leaders (KOLs)/Champions to lead the change. In the second round of discussion, participants worked in groups to develop their own action plans to use SBCC techniques in upcoming activities.

COST SHARING

VCCI Da Nang contributed human resource/staff time to facilitate the workshop, as well as providing significant administrative support, including in-kind contribution of materials/equipment/supplies in setting up and running the workshop. They issued invitations to all participants and printed the feedback forms. VCCI Da Nang also secured placement of workshop information and messaging of the program on local and national media.

USAID Wildlife Asia funded the training and provided communications materials, including the CSR guidebook, standees, and banner.

FINDINGS

PRE-TRAINING FEEDBACK indicated that 53% (n=16) of participants self-reported to have pre-knowledge on CSR and communication activities. 53% also mentioned that they had previously engaged in a CSR activity or were involved/helped in developing and/or implementing a CSR policy that integrated wildlife protection and/or a communication strategy to reduce demand for illegal wildlife products.

Eighteen (18) out of 30 participants confirmed that they had some experience in the field of communications, including hosting public events and workshops, making speeches/presentations, and delivering communications training at major public events. The same number said that they were familiar with CSR and SBCC activities. However, only 30% (n=8) of participants said they found communications highly relevant to their work. Some participants said the reason for this was because they are leaders and are more involved in decision making.

POST-TRAINING FEEDBACK Upon the completion of the workshop, 85% of respondents (n=22) said they would like to have a follow-up training workshop in the future or a workshop for their colleagues. The top three most useful sections of the workshop as chosen by the participants were: 1)

the section on developing a wildlife-integrated CSR policy (24 percent (n=14)), 2) the introduction to CITES (and other work monitoring trade?) (23 percent (n=13)) and 3) developing leadership skills and capacity enhancement (23 percent n=13)).

Among the respondents, 85 percent (n=15) saw a significant improvement in their capacity to develop and implement communication/CSR programs to tackle the illegal trade in wildlife products in their association. Over 70% of respondents were satisfied with the organization of the event in terms of preparation, workshop facilities, and supporting materials.

In general, the post-training feedback suggests that the workshop was successful in delivering against four key objectives set out by USAID Wildlife Asia, which were to “Provide updates on the current state of wildlife crime and illegal wildlife consumption in Vietnam,” “Provide the latest SBCC tools and methods,” “Encourage leaders to address CWT issues and disseminate the Chi-themed messaging” and “Discuss and develop innovative and effective action plans for business associations to maintain the sustainability of CSR integration and behavior change towards illegal consumption of wildlife products.”

Please see the Annex 2 for more detailed information.

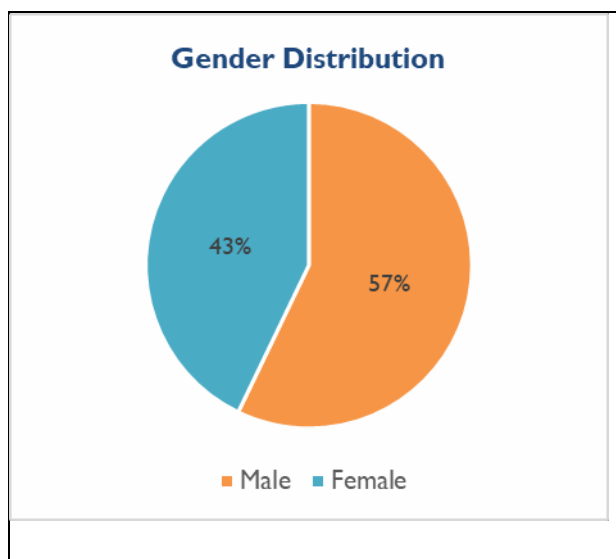
LESSONS LEARNED

- The administration works for both pre and post event took longer time than expected. USAID Wildlife Asia team should have given clearer guidance and explanations to VCCI Da Nang on all USAID’s branding requirements, event implementation standard procedures, and other relevant communications and M&E documents/reports. As a solution, USAID Wildlife Asia team will create a checklist with full information on the preparatory steps and deadlines of submission to send to VCCI Da Nang and other project partners. The team will also plan to deliver orientation trainings on branding to our partners.
- TRAFFIC/UWA team observed some participants, as leaders, will only give instructions to do what they think is good from the training (which is already GOOD), but perhaps due to their lack of SBCC and communications knowledge, they might not be able to give practical guidance to their CSR/communications staffs on the execution. Thus, USAID Wildlife Asia should consider inviting communications-associated staff (in addition to key leaders and senior officials) in these organizations who are more familiar with communications techniques and responsible for practical implementation to other future trainings/workshops.

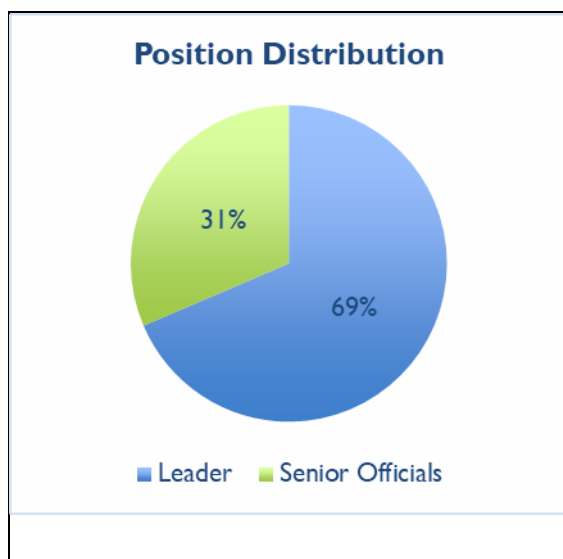
RECOMMENDATIONS

The training workshop was the first organized by USAID Wildlife Asia that focused on leadership skills and SBCC techniques to tackle CWT issues for key leaders and senior officials of business associations in the Central Highlands of Vietnam. It was highly appreciated and well received by the participants. Following the training, a comprehensive action plan was developed and shared by key leaders of the association. The plan proposed multiple follow-up activities and echo trainings, coupled with an estimated time range and specific requests of support from the participants’ discussion-based outcomes for integrating wildlife protection into the FY19 activity plan. It is recommended that USAID Wildlife Asia should continue its support during this stage to ensure effective outcomes for follow-up activities.

ANNEX I: PARTICIPANT DEMOGRAPHICS



The number of female participants (43 percent) nearly equaled the number of male participants (57 percent) at this workshop.



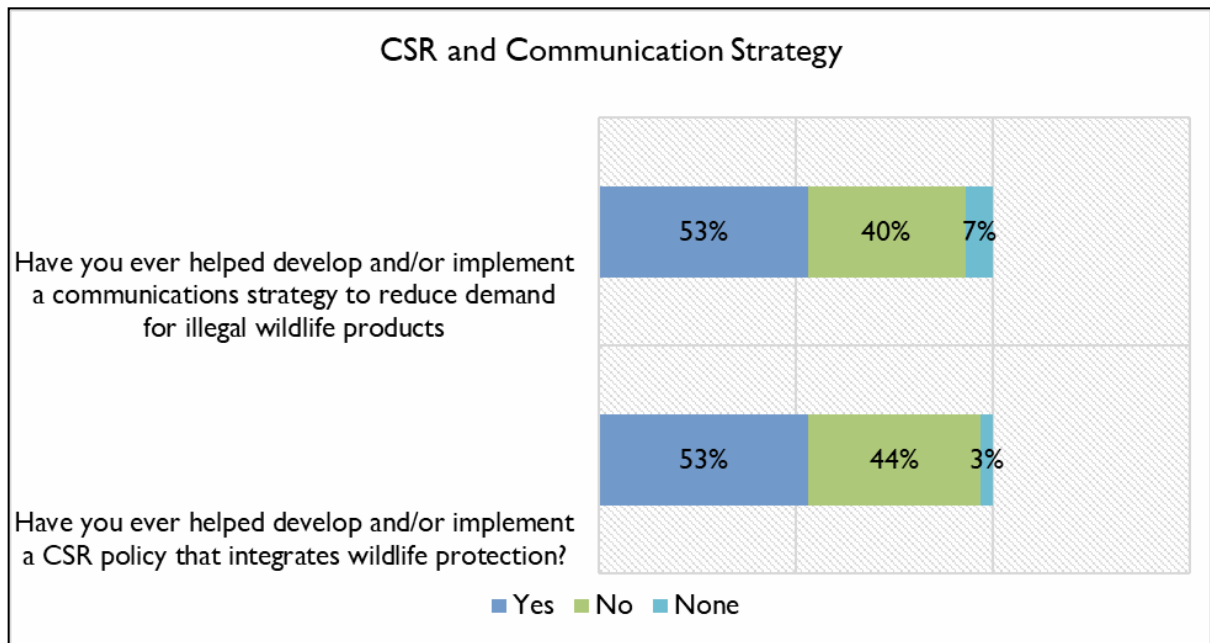
Most participants (69 percent) were key leaders (presidents or vice presidents) of business associations who are directly involved in decision making. The remainder were senior officials (31 percent).

ANNEX 2: PRE- AND POST-TRAINING FINDINGS

PRE-TRAINING FEEDBACK: Background information

Total: 30 respondents

I. Pre-knowledge



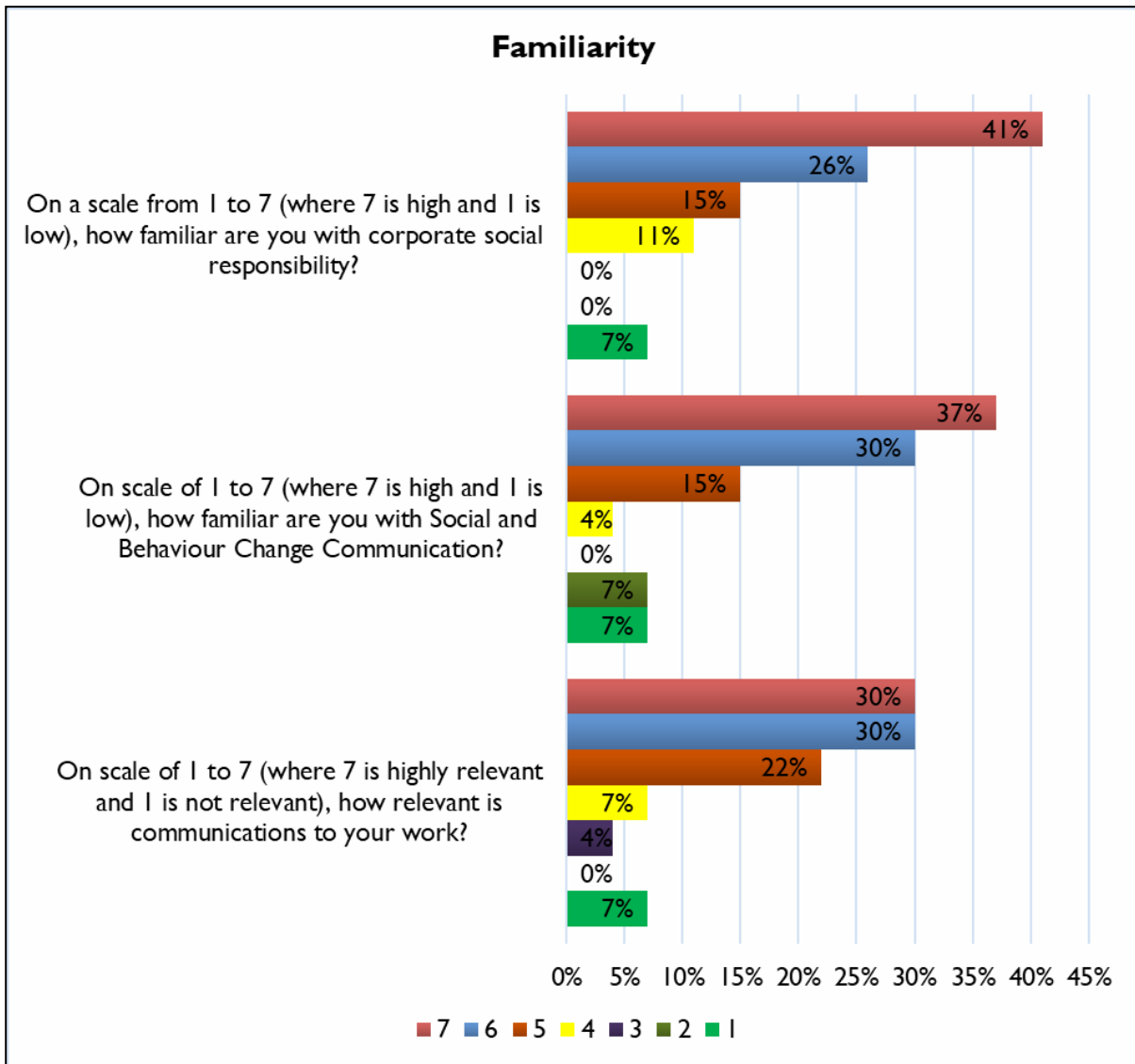
Total: 30 respondents

2. What communications experience have you had?

Most of the communications experience shared by respondents centered around organizing (n=5) or attending (n=5) events. Five respondents mentioned delivering speeches, and one had delivered communications activities on legal regulations. Twelve respondents reported having no communications experience.

Total: 30 respondents

3. Familiarity



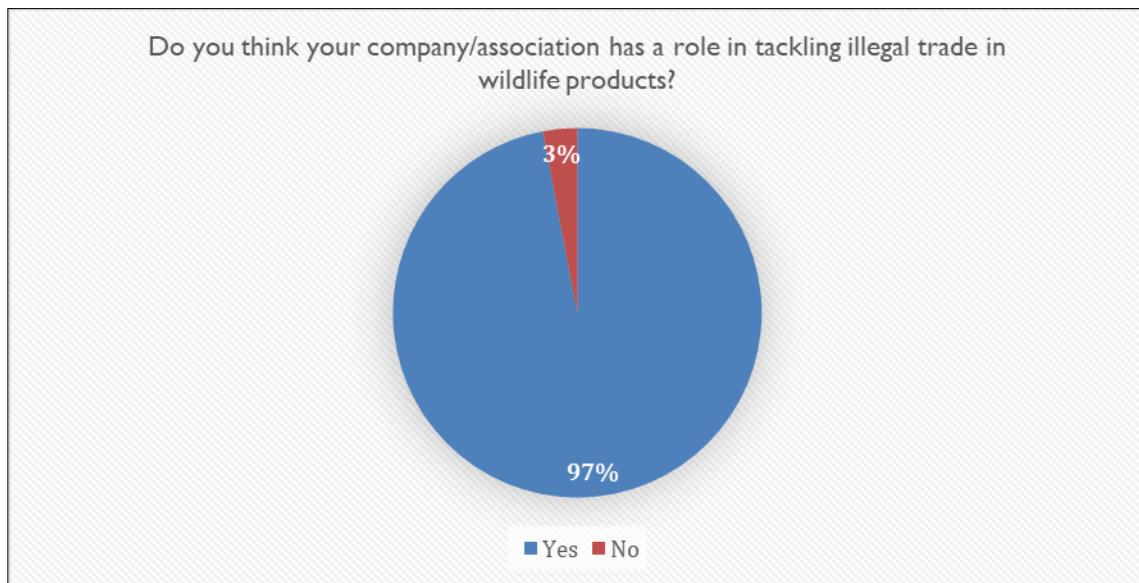
Total: 27 respondents

4. Why do you think it is important to reduce illegal trade in wildlife products?

Almost all respondents mentioned the importance of protecting endangered wildlife as it is under threat (n=14). Several also mentioned the importance of wildlife to the ecosystem (n=16).

Total: 28 respondents

5. Role in tackling illegal trade in wildlife products

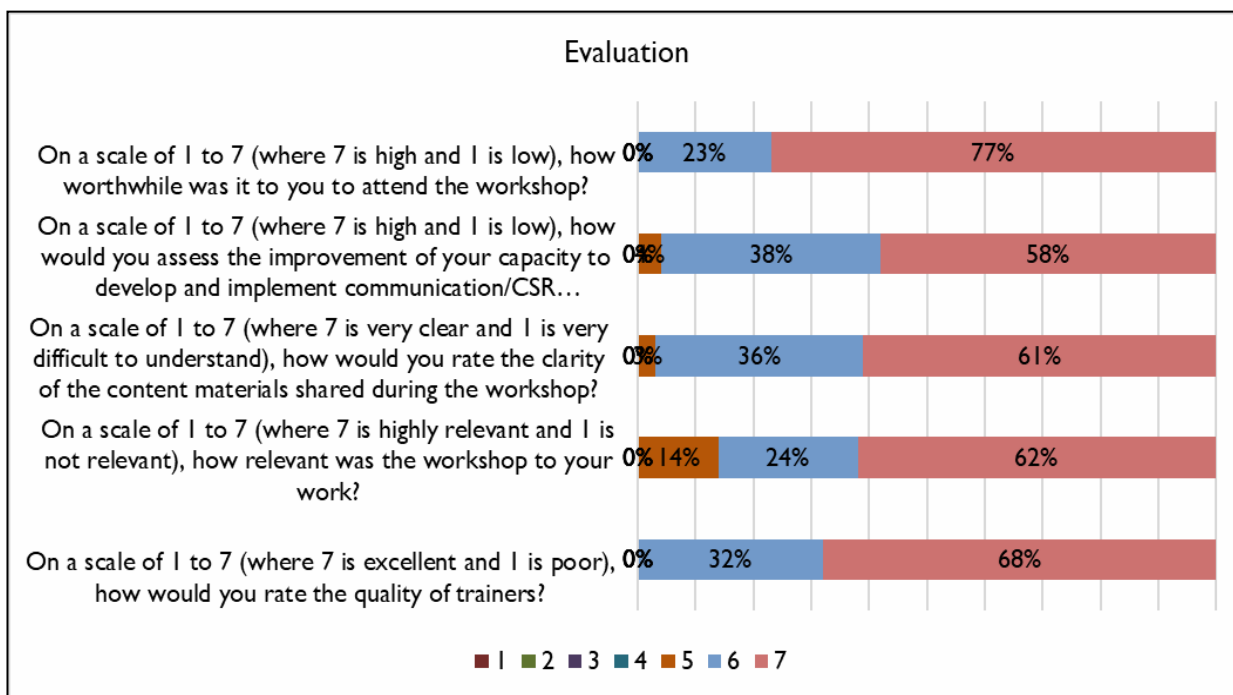


Total: 30 respondents

POST-TRAINING FEEDBACK

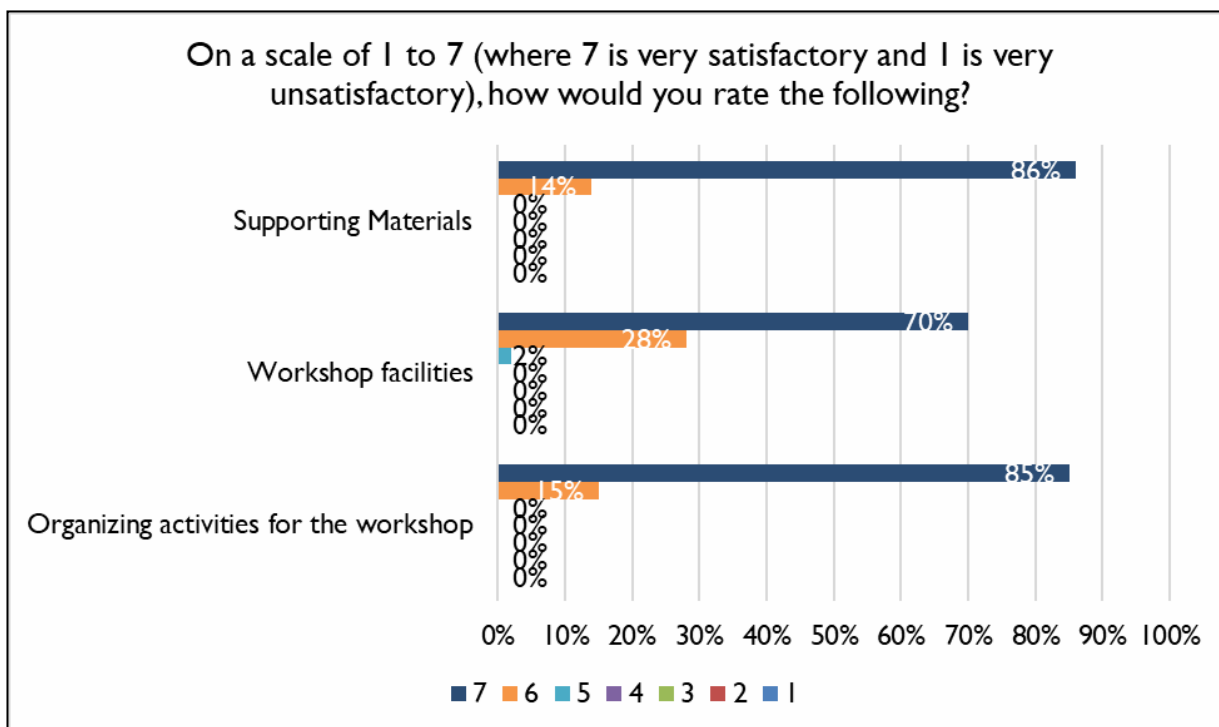
Total: 28 respondents

I. Overall Evaluation



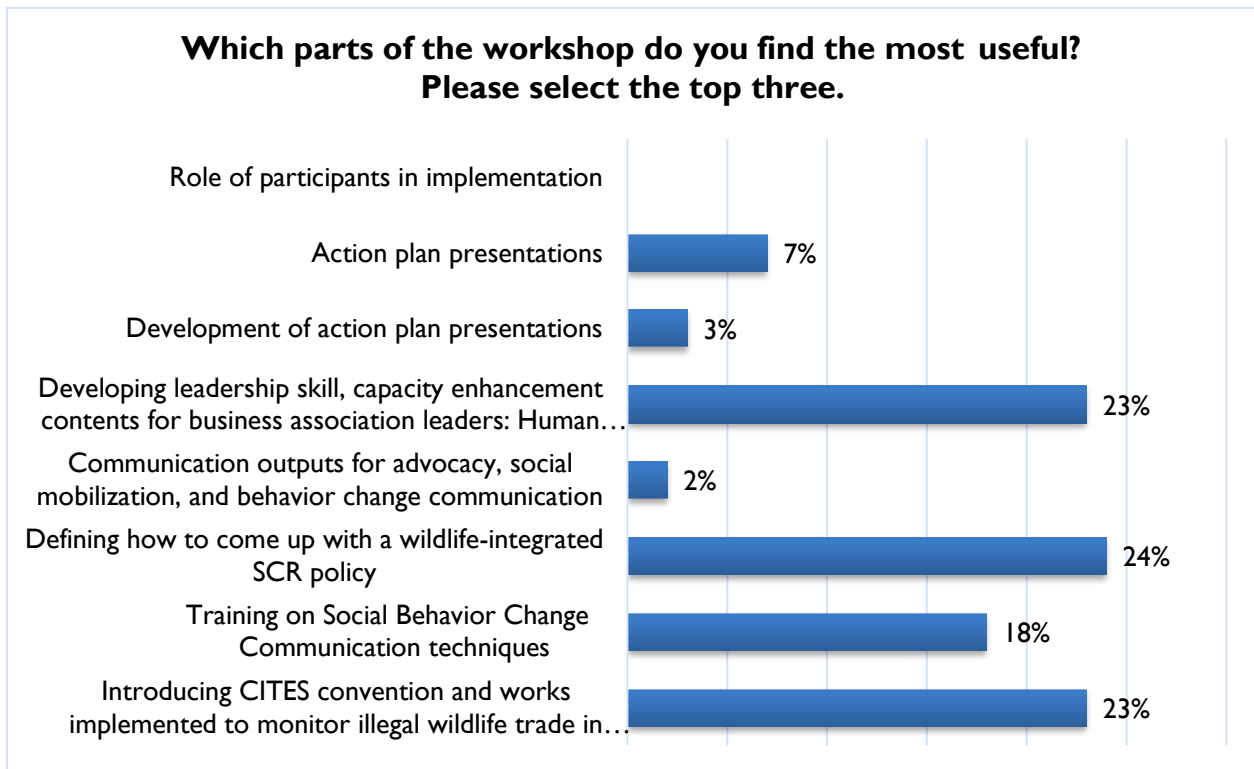
Total: 28 respondents

2. Organization of the workshop



Total: 28 respondents

3. Training content



Total: 28 respondents

4. Actions:

What would you do differently after participating in the workshop?

Several respondents (n=13) stated that they intend to raise awareness among the public and peers on wildlife and environmental protection. Four respondents said they would consult with leaders to make a communications plan and conduct communications events for their staff. Two respondents said they would say No to illegal wildlife consumption, while one respondent pledged to enrich his/her own knowledge of wildlife protection.

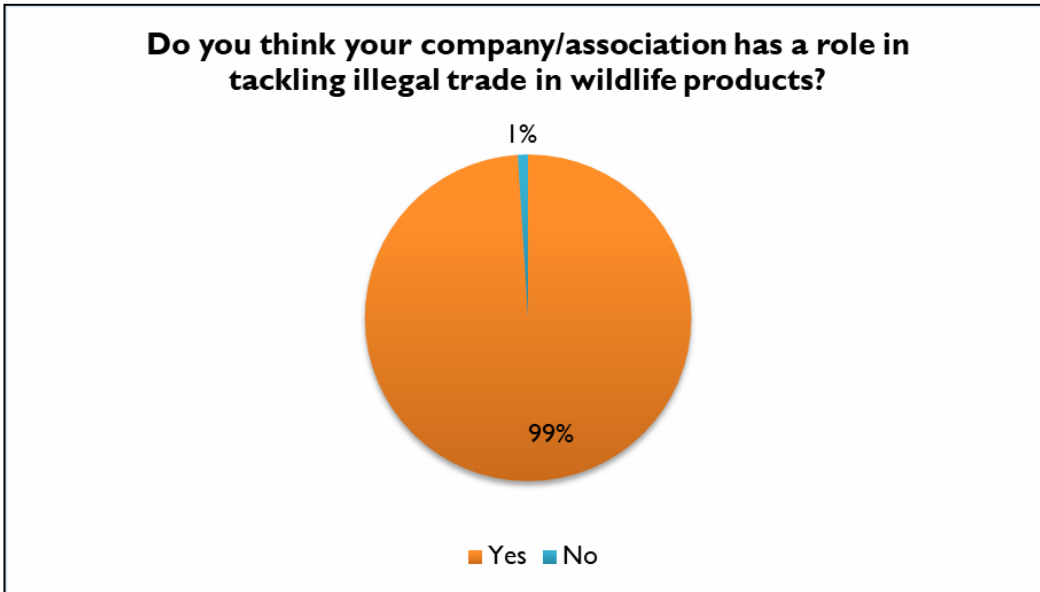
Total: 20 respondents

Why do you think it is important to reduce illegal trade in wildlife?

Seventeen respondents reported that it was important to protect biodiversity and wildlife for the next generation. Five specifically noted that without proper communication and regulated trade, species will face extinction.

Total: 20 respondents

5. Role in tackling illegal trade in wildlife products



Total: 28 respondents

6. Follow-up training requests



Total: 28 respondents

ANNEX 3: TRAINEE NAMES

No.	First Name	M/F	Title and Organization
1	Le Minh Loi	Male	Vice president - Business Association of Thua Thien Hue Province
2	Pham Van Duoc	Male	Vice president - Business Association of Thua Thien Hue Province
3	Nguyen Thanh Ngoc	Male	Vice president - Vietnam Association of Business Administrators
4	Nguyen Thi Kim Lien	Female	President - Business Association of Thanh Khe District
5	Cao Thi Quy	Female	Officer - Business Association of Ngu Hanh Son District
6	Huynh Thi Tam	Female	Vice President - Business Association of Cam Le District
7	Truong Thi Kim Van	Female	Commissioner - Business Association of Thanh Khe District
8	Bui Thi Dung	Female	Member of Executive Committee - Business Association of Thanh Khe District
9	Chau Quang Anh	Male	Vice President - Business Association of Lien Chieu District
10	Nguyen Thuan	Male	Vice President - Lawyer Association of Da Nang City
11	Tran Van Duong	Male	Chief of office - Lawyer Association of Da Nang City
12	Tran Phuoc Tuan	Male	President - Construction Contractor Association of Central Region
13	Pham Thi Chau Hong	Female	Officer - Construction Contractor Association of Central Region
14	Truong Phuoc Anh	Male	Vice President - Da Nang Information Technology Association
15	Pham Quoc Hung	Male	Member of Executive Committee - Business Association of Quang Nam Province
16	Pham Thi Xuan Tuyen	Female	Officer - Business Association of Quang Nam Province
17	Nguyen Hong Son	Male	President - Business Association of Quang Ngai Province
18	Dong Thi Anh	Female	President - Business Women's Association of Binh Dinh Province
19	Nguyen Thi Ha	Female	Vice President - Business Women's Association of Binh Dinh Province
20	Tan Thi Xuan Hien	Female	Vice President - Business Women's Association of Binh Dinh Province
21	Nguyen Van Hoc	Male	President – Dat Vo Business Association
22	Hoang Thanh Vinh	Male	Chairman – Binh Dinh Real Estate Club
23	Tran Thi Bich Ngoc	Female	Chairwoman – Club of Female CEO – Quy Nhon City
24	Le Duc Sau	Male	Deputy head - Binh Dinh Provincial FPD
25	Ho Thi Thanh Thao	Female	Forest ranger - Binh Dinh Provincial FPD
26	Tran Le Huy	Male	Vice President - Binh Dinh Wood and Forest Product Association
27	Nguyen Thi Bich Khoa	Female	Secretary - Binh Dinh Wood and Forest Product Association
28	Cao Thi Kim Lan	Female	Vice President - Binh Dinh Fisheries Association
29	Tran Xuan Quyen	Male	General secretary - Association of Binh Dinh Construction Contractors

No.	First Name	M/F	Title and Organization
30	Le Van Minh	Male	Deputy General secretary - Association of Binh Dinh Construction Contractors
31	Vo Ta Quoc	Male	Vice President – Business Association of Dak Lak Province
32	Le Van Hanh	Male	Member of the Executive Committee - Business Association of Dak Lak Province
33	Tran Van Thuan	Male	President - Young Entrepreneur Association of Dak Nong Province
34	Truong Thi Kim Anh	Female	Vice Director – VCCI Da Nang
35	Tran Ky Nam	Male	Officer – VCCI Da Nang
36	Le Thi Huyen Trang	Female	Officer – VCCI Da Nang
37	Nguyen Dien	Male	Consultant
38	Le Quang Ha	Male	President – Business Association of Lien Chieu District
39	Pham Quoc Cuong	Male	Construction Contract Association of Central Region

ANNEX 4: AGENDA

Time	Content	In-charge
Day I		
7:30 – 8:15	Participant registration	Organizer
8:15 – 8:20	Opening remarks	VCCI Da Nang
8:20 – 8:40	Introduction to VCCI Da Nang and TRAFFIC's cooperation program	Ms. Truong Thi Kim Anh, Vice Director of VCCI – Da Nang Branch
8:40 – 9:00	Introduction to CITES and work on monitoring wildlife trade in Vietnam	Mr. Nguyen Anh Tuan, Wildlife Expert
9:00 – 9:30	Current status of illegal wildlife consumption and management in Binh Dinh province	Mr. Le Duc Sau, Deputy Head of Binh Binh FPD
9:30 – 9:45	Coffee break	
9:45 – 10:00 10:00 – 11:00	Introduction to USAID Wildlife Asia Activity in Vietnam; Introduction to Social Behavior Change Communications Q&A	Ms. Nguyen Tuyet Trinh, USAID Wildlife Asia
	Group exercise on Social Behavior Change Communications	
10:45 – 11:45	Capacity enhancement for Business Association leaders <ul style="list-style-type: none"> - Leadership skills - Development strategy for association members 	Mr. Nguyen Dien, Consultant
11:45 – 13.30	Luncheon	All participants
13:30 – 13:45	Ice - breaker	Organizer
13:45 -15:00	Capacity enhancement for business association leaders <ul style="list-style-type: none"> - Networking strategy for business associations 	Mr. Nguyen Dien, Consultant

	- Planning and organizing skills for SBCC activities	
15:00 – 15:15	Coffee break	
15:15 – 16:30	Action plan: Participants develop action plans to integrate wildlife protection into activities of their associations' and business members' activities.	Group discussion and presentation
16:30 – 17:00	Pledge signing Group photo	All participants
Day 2		
8:00 – 8:30	Briefing on objectives of the field visit Departure to the site location	VCCI Da Nang
8:30 – 11:00	Field trip: - Visit wildlife Safari Park in FLC Qui Nhon. - Q &A	All participants
11:00 – 11:30	On-site discussion/Debriefing Q & A	VCCI Danang TRAFFIC
11:30 – 13:00	Closing and Luncheon	

ANNEX5: ACTION PLAN (TENTATIVE)

After the two-day Leadership Workshop on SBCC techniques and the integration of wildlife protection into CSR policy on November 23-24, 2018 in Quy Nhon, Binh Dinh Province, Vietnam, VCCI Da Nang and leaders of local business associations in Central Highland of Vietnam developed and shared action plans to integrate wildlife protection into their CSR activities for FY2019 as below:

No	Action	In need of support
1	Disseminate wildlife-protection messages to association staff, sub-associations leaders and affiliates.	E-copy of training materials, event press release and USAID Wildlife Asia fact sheet
2	Display and disseminate Chi-branded communication materials through the following channels:	
2.1	Business associations' official online channels such as websites, forums, Facebook fan pages, mailing lists, etc.	Development of electronic posters, fact sheets, banners, CSR guidebook with Chi branding
2.2	Business associations' offices and offline events/conferences organized by business associations, such as annual membership meeting, training workshops, etc.	Development and production of printed posters, fact sheet, roll-ups, CSR guidebook, etc. with Chi branding
3	Integrate wildlife protection messaging into the following:	
3.1	The code of conduct and CSR policies of business associations and their members	Technical support on the most updated wildlife information and appropriate SBCC methods to be applied
3.2	Training modules, speeches, presentations, etc. at events/conferences organized by business associations, such as annual membership meetings, training workshops, etc.	
3.3	Member recruitment procedures, by adding to member selection criteria and requesting members to pledge to fight against illegal wildlife consumption.	

3.4	Daily legal forms and documents at Danang Lawyer Association	
3.5	Training module at educational institutions including elementary, secondary, and high school	Open for further discussion if interested
4	Develop a summary of all legislations and policies relating to wildlife crime, which later can be disseminated among the business community	Technical support where applicable and production of such material
5	USAID Wildlife Asia and the business associations further explore opportunities to co-organize training workshops at the provincial level or with relevant stakeholders like local forest rangers, etc. or public events like Chi Bike Ride.	Open for further discussion if interested

END