

**Project title:** Raising public awareness to minimize the poaching and consumption of endangered forest animals in Phong Nha-Ke Bang National Park

**Project duration:** 10/2022 – 4//2023

**Geographic area of the proposed project:** Phuc Trach Commune, Bo Trach district, Quang Binh province.

**Project idea:**

## 1. Background

Phuc Trach commune belongs to the buffer zone of Phong Nha - Ke Bang National Park with an area of 60.22 km<sup>2</sup>, a population of over 12,500 people, and a population density of over 200 people/km<sup>2</sup>. Phong Nha - Ke Bang National Park is a place containing biodiversity values that need to be prioritized for protection. According to the recorded data, the National Park is the habitat of 1,394 animal species, of which 39 species are on the endangered list. There are 05 primate species: Ha Tinh langur (*Trachypithecus hatinhensis*), brown-shanked douc langur (*Pygathrix nemaeus*), the great loris (*Nomascus siki*), the great loris (*Nycticebus bengalensis*) and the little loris (*Nycticebus pygmaeus*).

In 2021, the functional forces have issued decisions to handle 10 violations in the forestry field, a decision to prosecute 01 criminal cases for violations of regulations on protection of endangered, precious and rare animals mentioned at the Article 244 of the Civil Code. This shows that animal resources are still seriously threatened. Moreover, people's livelihoods depend a lot on natural resources, mainly interested in exploiting wild animals. People who are in the working age range from 18 to 45 years old are seriously underemployed. If they do not work far away or do not have stable jobs in the locality, they go to the forest to illegally harvest forest products from August to December annually. Products are mainly from wild animals, including many endangered and rare species prioritized for protection by law.

The Phuc Trach Community Communication Group was established with 15 volunteer members. The Regulations and Operation of the Community Communication Group are built on the basis of the provisions of law and the consensus of all members of the Group. On that basis, plans are developed to realize the objectives of raising awareness of environmental conservation and protection in the area of Phuc Trach commune.

One of the important activities is to prevent the hunting and consumption of wild animals in the area, contributing to preserving the resource values of the World Heritage Site of Phong Nha - Ke Bang National Park. Raising conservation awareness for the community is an important long-term tool to create a sense of and responsibility for the community in protecting natural resources, contributing to preventing negative actions that lead to loss of natural resources. original value of nature.

## **2. Objectives and expected results**

### ***2.1. Main purpose***

- Building a communication system through which people can assess information about the threat of hunting and consuming endangered forest animals;
- Local participation in communication sessions; food and beverage businesses' commitment to stop hunting and consuming wild animals;
- Publications, documents, videos, communication channels are developed and published to the community.

### ***2.2. Specific objectives***

- 1 workshop on skills and activities development training;
- 4 community meetings; 100% of key participants are from women's unions, youth unions, and reputable individuals who have the capacity to mobilize the community;
- 100% of restaurants, motels, tourist service points commit to stop consuming, buying or selling wild animals (50);
- 1 drawing contest “Say no to hunting and consuming wild animals”;
- 200 posters are displayed at service restaurants, motels, tourist attractions;
- 1 locally-appropriate communication handbook;
- 3 media videos on raising awareness of wildlife conservation were posted on Youtube channel Green VTV.

### ***2.3. Project Beneficiary***

- Communities in Phuc Trach commune, working age from 18-45 years old: enhanced awareness and changed behaviors.
- Local government officials, key people of women's unions, youth unions, and village officials: enhanced awareness and capacity to mobilize local community.

### 3. Project implementation plan

<b>Month</b>	<b>Description of activities</b>	<b>Implementing organization</b>
1	<p>Organize a conference to introduce the project's goals, objectives and activities to all members of the Phuc Trach Commune Community Communication Group; Time: 01 day, October 2022:</p> <ul style="list-style-type: none"> <li>- Location: Phuc Dong Village Cultural House, Phuc Trach Commune;</li> <li>- Objectives: 25 members (100%) understand the method, activities, and objectives of the project;</li> <li>- Expected results: Each member gets the information and builds personal action plan.</li> </ul>	<p>The Board of Directors of the community communication group in Phuc Trach Commune; Lead implementation: Mr. Le Van Hieu, group leader;</p>
2	<p>Training to improve communication capacity, legal framework to protect endangered and rare wild animals prioritized for protection by the Law.</p> <ul style="list-style-type: none"> <li>- Time: 2 days, November 2022;</li> <li>- Location: Office of Community Communication Group in Phuc Trach Commune;</li> <li>- Objectives: Members understand community communication skills, and community approach methods; legal framework for wildlife protection; synthesize basic contents into a brochure on wildlife protection suitable for local communities;</li> </ul>	<p>The Phuc Trach Community Communication Group</p>

	<ul style="list-style-type: none"> <li>- Develop a set of communication posters for wildlife protection including identification of and rare animals, and legal framework for wildlife protection;</li> <li>- Agree on a commitment not to trade or consume wild animals;</li> <li>- Develop a 50-page community conservation communication handbook.</li> </ul>	
3	<p>Commitment of restaurants, and ecotourism services with local authorities and stakeholders (Police, local rangers, National Parks) not to buy, sell or consume wild animals:</p> <ul style="list-style-type: none"> <li>- Time: January 2023.</li> <li>- Location: at the People's Committee of Phuc Trach Commune;</li> <li>- Objectives: 200 posters are displayed; 50 commitments of restaurants, motels, tourist services are made; 50 posters are displayed at the pledge facilities; organize 01 inspection and supervision of poster display.</li> </ul>	<p>Phuc Trach Commune People's Committee;</p> <p>Phuc Trach Commune Community Communication Group</p>
4	<p>Making bulletin boards for activities and broadcasting:</p> <ul style="list-style-type: none"> <li>- Time: January, February, March 2023;</li> <li>- Location: At the People's Committee of the commune, in 9 villages of Phuc Trach commune;</li> <li>- Objective: To organize broadcasting and communication on the commune-level radio system, 4 articles/month; 10 active news articles are posted in villages and People's Committees.</li> </ul>	<p>Phuc Trach Commune Community Communication Group</p>
5	<p>Organizing communication conference on wildlife conservation at village level:</p> <ul style="list-style-type: none"> <li>- Time: February 2023.</li> </ul>	<p>Phuc Trach Commune Community</p>

	<ul style="list-style-type: none"> <li>- Location: At 4 key villages in Phuc Trach commune (Phuc Dong 1 village, Thanh Sen 2 village, Chay Lap village, Phuc Khe village)</li> <li>- Objectives: 04 conferences are held, 200 household representatives listen and are provided with guidance materials.</li> </ul>	<p>Communication Group;</p> <p>Center for Rescue, Conservation and Development of Creatures;</p> <p>Phong Nha - Ke Bang National Park Forest Protection Department</p>
--	---	--

#### **4. Project Sustainability**

##### ***4.1. Project Sustainability***

- The community communication group in Phuc Trach commune uses documents, publications, and videos posted on social channels as communication tools for activities on conservation of natural resources.
- With the consent of the local government, units of the Commune Police, National Park Rangers, and Area Rangers under the Quang Binh Forest Protection Department contribute to the implementation of the task of forest protection and biodiversity conservation. biology of each agency and unit in Phuc Trach commune, Bo Trach district, Quang Binh province;
- Receive the consent and response of the people; the participation of key people in the community such as village command committees, branches and youth unions will contribute to the realization of the project's objectives;
- Information and communication are carried locally and repeatedly to gradually enhance people's awareness;
- Key officials acquire knowledge regarding communication, wildlife protection and local law enforcement.

##### ***4.2. Risks and Solutions***

- Because wildlife hunting and trading is highly profitable, there might be some obstacles in the implementation process.
- Some people may not be supportive due to the impact on their livelihoods.
- Restaurants may adopt a more complex range of operations to achieve their own benefits.

### **5. Relevance to VB4E thematic areas**

The project aligns with VB4E's Biodiversity Conservation focus.

### **6. Total budget**

- 111.300.000 VND (fund already granted)
- 250.000.000 VND (mobilizing additional funds for PN-KB NP community communication group to maintain the operation)

### **7. Partner organization**

- Phong Nha - Ke Bang National Park Management Board appoints forest rangers who are responsible for coordinating the implementation;
- Forest rangers in the area under the Forest Protection Department of Quang Binh Forest Protection Department shall coordinate in carrying out communication and law enforcement tasks during the project implementation;
- Phuc Trach commune police participate in field operations when training, media conferences and committing not to consume wild animals at food and beverage establishments, motels, and tourist service points. ecotourism agency;
- The People's Committee of Phuc Trach Commune, Bo Trach District, Quang Binh Province directs the implementation of the Community Communication team to carry out the project's planned tasks.

*Please contact the coordinator at [VB4EAlliance@gmail.com](mailto:VB4EAlliance@gmail.com) for further information if you are interested in the project idea.*



# Vietnam Business for Environment – VB4E