



**Part I: Project Information**

**GEF ID**

10787

**Project Type**

FSP

**Type of Trust Fund**

GET

**CBIT/NGI**

CBIT No

NGI No

**Project Title**

Promote Wildlife Conservation and Responsible Nature Based Tourism for Sustainable Development in Vietnam

**Countries**

Viet Nam

**Agency(ies)**

UNDP

**Other Executing Partner(s)**

Ministry of Natural Resources and Environment (MONRE)

**Executing Partner Type**

Government

**GEF Focal Area**

Biodiversity

**Sector**

Mixed & Others

**Taxonomy**

Focal Areas, Influencing models, Stakeholders, Gender Equality, Capacity, Knowledge and Research

**Rio Markers**

**Climate Change Mitigation**

Significant Objective 1

**Climate Change Adaptation**

Significant Objective 1

**Biodiversity**

Significant Objective 1

**Land Degradation**

Significant Objective 1

**Submission Date**

5/1/2023

**Expected Implementation Start**

1/1/2024

**Expected Completion Date**

12/31/2028

**Duration**

60In Months

**Agency Fee(\$)**

679,250.00

**A. FOCAL/NON-FOCAL AREA ELEMENTS**

<b>Objectives/Programs</b>	<b>Focal Area Outcomes</b>	<b>Trust Fund</b>	<b>GEF Amount(\$)</b>	<b>Co-Fin Amount(\$)</b>
BD-1-1	Mainstream biodiversity across sectors as well as landscapes and seascapes through biodiversity mainstreaming in priority sectors	GET	4,767,000.00	70,047,255.00
BD-2-7	Address direct drivers to protect habitats and species and improve financial sustainability, effective management, and ecosystem coverage of the global protected area estate	GET	2,383,000.00	35,023,627.00
<b>Total Project Cost(\$)</b>			<b>7,150,000.00</b>	<b>105,070,882.00</b>

## **B. Project description summary**

### **Project Objective**

To promote biodiversity conservation and sustainable livelihoods through innovative solutions for nature-based tourism

<b>Project Component</b>	<b>Financing Type</b>	<b>Expected Outcomes</b>	<b>Expected Outputs</b>	<b>Trust Fund</b>	<b>GEF Project Financing(\$ \$)</b>	<b>Confirmed Co- Financing(\$ )</b>
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Project Component	Financing Type	Expected Outcomes	Expected Outputs	Trust Fund	GEF Project Financing(\$)	Confirmed Co-Financing(\$)
Component 1: Enabling framework to harmonize tourism development with nature conservation.	Technical Assistance	<p>Outcome 1: Strengthened and harmonized policy, regulatory and incentive framework for promotion of nature-based tourism while reducing threats to wildlife and habitats.</p> <p>Measured by:</p> <p>(i) Nature conservation and biodiversity requirements and guidelines incorporated into tourism and sectoral policies, regulatory and incentive frameworks, and master plans, as well as integrated into the work plans of coordinating agencies at national level (Ministry of Natural Resources and Environment - MONRE, Ministry of Culture, Sport and Tourism - MOCST and</p>	<p>Output 1.1: An effective national Biodiversity and Ecosystem Services (BES) platform on biodiversity and ecosystem services established for multi-level planning on nature-based tourism in high-value biodiversity areas to support the effective coordination and implementation of the National Biodiversity Strategies and Action Plan (NBSAP), tourism law and national tourism strategies.</p> <p>Output 1.2: Biodiversity conservation standards, criteria and guidelines for sustainable tourism development, management</p>	GET	1,674,387.00	22,029,807.00

Project Component	Financing Type	Expected Outcomes	Expected Outputs	Trust Fund	GEF Project Financing(\$)	Confirmed Co-Financing(\$)
		<p>Ministry of Agriculture and Rural Development - MARD) and within provincial departments (Department of Natural Resource and Environment - DONRE, Department of Agriculture and Rural Development -DARD, Department of Culture Sport and Tourism - DOCST and Department of Protected Area Management - DOPAM).</p>	<p>and operations in high-value biodiversity areas developed and adopted, supported by a monitoring, verification and reporting system.</p>			
		<p>(ii) Improved institutional capacity for nature-based tourism development, as measured by UNDP capacity development scorecard, increasing from 28 to 47.5 for MONRE, from 23 to 50 for MOCST, from 15 to 45 for Nui Chua</p>	<p>Output 1.3: Mainstreaming biodiversity conservation into tourism policy, regulations, and master planning for development of national nature-based tourism and integration in PA management policies.</p>			
			<p>Output 1.4: Guidelines for operationalizing nature-based tourism strengthened, in particular for promotion of: (i) public-private partnerships in nature-based tourism; and (ii)</p>			

Project Component	Financing Type	Expected Outcomes	Expected Outputs	Trust Fund	GEF Project Financing(\$)	Confirmed Co-Financing(\$)
		National Park and from 20 to 49 for Phong Nha-Ke Bang National Park.	community participation and benefit sharing from nature-based tourism, that ensures biodiversity conservation improvement and informs a clear policy.			
		(iii) Number of methodologies and guidelines to support monitoring efforts of nature-based tourism developed and operationalized for promotion of effective protected area / biosphere reserve / world heritage site management, as well as for improved connectivity planning at the landscape level.	Output 1.5: Practical and standardized methodologies for ecological and social impact assessments developed for nature-based tourism in high-value biodiversity areas to minimize impacts on wildlife, habitats and local culture and lifestyles and standards to ensure compliance.			
		(iv) National policy and legislative framework for PMES and PWES supported by technical guidelines	Output 1.6: Enabling national policy and clear legal framework underpinning			



Project Component	Financing Type	Expected Outcomes	Expected Outputs	Trust Fund	GEF Project Financing(\$)	Confirmed Co-Financing(\$)
		submitted to competent authorities for approval.	the promotion and application of payment for ecosystem services from marine ecosystems (PMES) and wetlands applied in project sites and replicated.			
		(v) Number of modified / newly developed tourism certifications, codes of conduct and stewardship designations integrating biodiversity conservation and local livelihoods increase to at least 1 at national level and 2 at provincial level, as well as 4 certification schemes being implemented at targeted demonstration sites.				

Project Component	Financing Type	Expected Outcomes	Expected Outputs	Trust Fund	GEF Project Financing(\$)	Confirmed Co-Financing(\$)
Component 2: Nature-based tourism partnerships benefitting communities, wildlife and habitats at Nui Chua and Phong Nha-Ke Bang national parks.	Technical Assistance	<p>Outcome 2: Strengthened public-private partnerships for nature-based tourism enhance local livelihoods, increase PA revenue generation, improve tourism management, and reduce threats in PAs from poaching, illegal activities and related impacts.</p> <p>Measured by:</p> <p>(i) 4 visitor / tourism management and business plans including nature-based tourism and livelihood considerations finalized for each project site, including guidelines for business planning for nature-based tourism development, as well as a policy handbook for</p>	<p>Output 2.1: Provincial multi-sectoral nature-based tourism platform established to support coordinated action and investment across government and private sector for promotion of nature-based tourism development and biodiversity conservation in Quang Binh and Ninh Thuan provinces.</p> <p>Output 2.2: Integrated nature-based tourism programs designed in Nui Chua and Phong Nha-Ke Bang national parks.</p> <p>Output 2.3: Improved monitoring of status of key biodiversity</p>	GET	3,407,854.00	46,651,355.00

Project Component	Financing Type	Expected Outcomes	Expected Outputs	Trust Fund	GEF Project Financing(\$)	Confirmed Co-Financing(\$)
		forest environmental service/ leasing contracts developed for Nui Chua and Phong Nha-Ke Bang national parks.	resources to assess effectiveness of PA management, illegal wildlife threat management and biodiversity conservation outcomes of nature-based tourism.			
		(ii) Reduced threats in PAs, as indicated by # of Illegal activities as shown in SMART monthly patrolling reports (500 SMART patrols in Nui Chua and 3400 SMART patrols in Phong Nha-Ke Bang); Increased detection rate (40 administrative and 4 criminals cases in Nui Chua; 25 administrative and 5 criminal cases in Phong Nha-Ke Bang); % of violations prosecuted in court (70% of criminal cases	Output 2.4: Institutional capacity for improving biodiversity conservation and management of PAs and effective monitoring, surveillance and prevention of illegal wildlife activities.			
			Output 2.5: Implementation of community-based biodiversity conservation and benefit sharing programs from nature-based tourism			

Project Component	Financing Type	Expected Outcomes	Expected Outputs	Trust Fund	GEF Project Financing(\$)	Confirmed Co-Financing(\$)
		<p>in Nui Chua and 80% of criminal cases in Phong Nha-Ke Bang prosecuted in court); and Improved landscape connectivity through planning of landscape corridors (2 new corridors totaling 2,841 ha planned for approval by the end of the project based on application of approved national guidelines and criteria, including 1 new corridor at each National Park (1802 ha at Nui Chua and 1039 ha at Phong Nha-Ke Bang).</p>	<p>and related products and services that provide new and innovative income generation activities.</p>			
			<p>Output 2.6: Demonstration of PMES in Nui Chua national park and surrounding landscape.</p>			
			<p>Output 2.7: Distillation of results from the piloting / evidence-based application of guidelines, criteria at local level as a feedback loop for refinement.</p>			
		<p>(iii) Improvements in key biodiversity metrics, as indicated by waste management and human wildlife conflict (HWC) in the</p>				

Project Component	Financing Type	Expected Outcomes	Expected Outputs	Trust Fund	GEF Project Financing(\$)	Confirmed Co-Financing(\$)
		<p>project landscape as indicated by # of Silver-backed Chevrotain (from 40 to 50); decrease in the # of HWC incidents involving black-shanked douc (from 5 to 0); # of Southern White-checked Gibbon (from 250 to 300); decrease in the # of HWC incidents involving Black Hatinh Langur (from 6 to 0); # of Crested argus at Phong Nha-Ke Bang National Park (from 20 to 30); # of Cao Van Sung bent-toed gecko at Nui Chua National Park (from 500 to 700); # of Green sea turtle at Nui Chua National Park during nesting season (from 20 to 30); and reduced threats to sea turtles at Nui</p>				

Project Component	Financing Type	Expected Outcomes	Expected Outputs	Trust Fund	GEF Project Financing(\$)	Confirmed Co-Financing(\$)
		Chua National Park through the application of turtle excluder devices used in at least 70% of local fishermen's nets.				
		(iv) # of tourism ventures (including homestays, hotels, resorts, and tour operators) supporting local livelihoods criteria in the project sites increase from 200 to 300.				
		(v) Number of households benefiting from PMES, and related economic activities in Nui Chua national park and surrounding landscape, as measured by 1 Provincial Ecosystem services Plan and 1				

Project Component	Financing Type	Expected Outcomes	Expected Outputs	Trust Fund	GEF Project Financing(\$)	Confirmed Co-Financing(\$)
		National Park Ecosystem Services Plan being implemented, and results of socio-economic survey (end-of-project target to be determined by Y3).				
		(vi) # of new and/or existing recovered/stable ?green? employment and/or community-based livelihood opportunities created in the 2 PAs increase from 1,100 (of which 70% female) to 1,800 (of which 70% female).				

Project Component	Financing Type	Expected Outcomes	Expected Outputs	Trust Fund	GEF Project Financing(\$)	Confirmed Co-Financing(\$)
Component 3: Capacity building and behavior change for acceptance of value of nature-based tourism and wildlife and biodiversity protection.	Technical Assistance	<p>Outcome 3: Change in social norms and behavior promote society's acceptance of a more sustainable approach to nature-based tourism that protects wildlife.</p> <p>Measured by:</p> <p>(I) Number of hotels and tourist operations within the 2 National Parks functioning in accordance with biodiversity-friendly best practice, as indicated by hotels and resorts (increase from 2 to 30); tour operators (increase from 5 to 25); and botanical and fruit gardens (increase from 11 to 70).</p> <p>(ii) Knowledge Attitudes and Practices (KAP) of</p>	<p>Output 3.1: Advocacy with travel and tourism sector to encourage promotion of responsible nature-based tourism and biodiversity conservation.</p> <p>Output 3.2: Targeted social and behavioral change communications and initiatives for domestic and international tourists aiming to influence the purchase, use and trafficking of illegal wildlife products and promote more positive attitudes towards wildlife and nature conservation.</p> <p>Output 3.3: Community outreach to shift attitudes and create</p>	GET	1,212,427.00	18,142,194.00



Project Component	Financing Type	Expected Outcomes	Expected Outputs	Trust Fund	GEF Project Financing(\$)	Confirmed Co-Financing(\$)
		<p>tourism industry, communities and tourists (domestic and international) for the importance of biodiversity and wildlife to tourism improved, as measured by the KAP survey score (baseline and targets to be determined in Y1).</p>	<p>social pressures for deterred involvement in poaching and trafficking of wildlife and increased awareness of the benefits of nature-based tourism, and payment for environmental services.</p>			
		<p>(iii) Number of tour guide certificate courses / accreditations in Vietnam issued with biodiversity conservation components as part of curriculum, increase from 2 to 10, as well as new graduates benefiting from enhanced biodiversity conservation content in curriculum increases from 60 to 295.</p>	<p>Output 3.4: Tourism and related enterprises integrate biodiversity-friendly practices to enhance biodiversity protection, improve visitor awareness and behavior change and participation in actions that protect biodiversity.</p>			
			<p>Output 3.5: Institutional capacity building and training of national and</p>			

Project Component	Financing Type	Expected Outcomes	Expected Outputs	Trust Fund	GEF Project Financing(\$)	Confirmed Co-Financing(\$)
			<p>local stakeholders to integrate and mainstream biodiversity in nature-based tourism planning, monitoring, implementation and enforcement.</p>			

Project Component	Financing Type	Expected Outcomes	Expected Outputs	Trust Fund	GEF Project Financing(\$)	Confirmed Co-Financing(\$)
Component 4: Marketing, knowledge management and M&E.	Technical Assistance	<p>Outcome 4: Up scaling and replication of nature-based tourism in Vietnam is supported by effective marketing, knowledge management, and monitoring and evaluation of results.</p> <p>Measured by:</p> <p>(i) # of nature-based tourism featured products on Vietnam tourism, websites, online travel agents? platform and tour operators? itineraries increase from &lt; 5% to 20%; international and domestic tourists respectively increase (from 3.8 million to 20 million and 113</p>	<p>Output 4.1: Marketing strategies and informational materials for promoting the quality and diversity of nature- based tourism at demonstration PAs developed and disseminated across tourism platforms in Vietnam and abroad.</p> <p>Output 4.2: Knowledge exchange platform developed for sharing of experiences for replication of nature-based tourism planning and management models.</p> <p>Output 4.3: M&amp;E system incorporating gender mainstreaming and safeguards developed and implemented for adaptive</p>	GET	514,858.00	8,747,129.00

Project Component	Financing Type	Expected Outcomes	Expected Outputs	Trust Fund	GEF Project Financing(\$)	Confirmed Co-Financing(\$)
		million to 124 million); and average commercial night stays increase from 8 to 10 days for domestic tourists and from 3.6 to 5 days for international tourists.	project management.			
		(ii) Project best practices and lessons learned developed, disseminated, and used, including on gender mainstreaming and socio-cultural benefits of nature-based tourism increase from 0 to 6.				
		(iii) Replication strategy developed and disseminated based on lessons from the project increase from 0 to 2, with indicators to evaluate the				

Project Component	Financing Type	Expected Outcomes	Expected Outputs	Trust Fund	GEF Project Financing(\$)	Confirmed Co-Financing(\$)
		effectiveness of the management of target protected areas piloted at 5 additional national parks, nature reserves and natural heritage sites.				
<b>Sub Total (\$)</b>					<b>6,809,526.00</b>	<b>95,570,485.00</b>

**Project Management Cost (PMC)**

GET	340,474.00	9,500,397.00
<b>Sub Total(\$)</b>	<b>340,474.00</b>	<b>9,500,397.00</b>
<b>Total Project Cost(\$)</b>	<b>7,150,000.00</b>	<b>105,070,882.00</b>

Please provide justification

**C. Sources of Co-financing for the Project by name and by type**

<b>Sources of Co-financing</b>	<b>Name of Co-financier</b>	<b>Type of Co-financing</b>	<b>Investment Mobilized</b>	<b>Amount(\$)</b>
Recipient Country Government	Ministry of Natural Resources and Environment	In-kind	Recurrent expenditures	3,000,000.00
Recipient Country Government	Quang Binh Provincial People's Committee	In-kind	Recurrent expenditures	4,562,672.00
Recipient Country Government	Quang Binh Provincial People's Committee	Public Investment	Investment mobilized	54,130,409.00
Recipient Country Government	Quang Binh Provincial People's Committee	Other	Investment mobilized	299,299.00
Recipient Country Government	Ninh Thuan Provincial People's Committee	Public Investment	Investment mobilized	28,048,039.00
Recipient Country Government	Ninh Thuan Provincial People's Committee	In-kind	Recurrent expenditures	1,737,725.00
Donor Agency	USAID	In-kind	Investment mobilized	13,092,738.00
GEF Agency	UNDP	In-kind	Recurrent expenditures	200,000.00
<b>Total Co-Financing(\$)</b>				<b>105,070,882.00</b>

**Describe how any "Investment Mobilized" was identified**

Co-financing type has been allocated in accordance with GEF co-financing policy, using conservative estimates and definitions. Any budget that cannot be expected to be repeated annually into the future is considered as Investment Mobilized. ?Investment mobilized? figures include budget for tourism-related development/conservation projects, including those related to the scope of the project, as well as those allocated for repairment/improvement of infrastructure within the targeted PAs. The term ?Recurrent Expenditure? has been used to reflect aligned efforts/activities through recurrent budget provisions across the implementation timeframe, including complimentary in-kind support from both the Ministry of Natural

Resources and Environment - Vietnam Environment Administration, and the Ministry of Culture, Sport and Tourism - Vietnam National Administration of Tourism for product and policy development, marketing and project management; support for development and maintenance of tourism infrastructure; in-kind recurrent and operating costs for conservation and landscape management in the demonstration landscapes. Recurrent Expenditure also includes new tourism funds from government in support of the Government of Vietnam's National Tourism Strategy (Decision No. 147/2020/QĐ-TTg) under the Tourism Law (Law No.09/2017/QH14) to be allocated towards the further development of nature-based tourism initiatives, additional investment of revenue in nature-based tourism (e.g. PA revenue, tourist fees) and increased private sector engagement in tourism development and operations within the targeted landscapes. Based on the contents of the co-financing letters from the two provinces, the portion of the co-financing that is "Investment mobilized" from the Provincial Administration of Quang Binh and Ninh Thuan provinces, represents budgetary provisions from public investment to the tourism sector for investment in nature-based tourism development through national tourism flagship programs and complimentary initiatives under the National Tourism Strategy, public investment in nature-based tourism and conservation in the demonstration landscape (particularly in PAs). Other Investment Mobilized includes aligned initiatives in the demonstration landscape from WWF via the thematically and geographically aligned "Vietnam Biodiversity Conservation" initiative (also known as the Biodiversity Conservation and Demand Reduction Program), made possible through USAID donor agency funds towards linking forest management units across ten Special-use Forests and five Protection Forests, including within the project landscapes, to maintain forest cover and connectivity of habitats vital for the protection of Vietnam's threatened and endemic species, as well as addressing the fundamental drivers of unsustainable natural resource extraction and illegal wildlife trade, including Human-Wildlife Conflict.

**D. Trust Fund Resources Requested by Agency(ies), Country(ies), Focal Area and the Programming of Funds**

<b>Agency</b>	<b>Trust Fund</b>	<b>Country</b>	<b>Focal Area</b>	<b>Programming of Funds</b>	<b>Amount(\$)</b>	<b>Fee(\$)</b>	<b>Total(\$)</b>
UNDP	GET	Viet Nam	Biodiversity	BD STAR Allocation	7,150,000	679,250	7,829,250.00
<b>Total Grant Resources(\$)</b>					<b>7,150,000.00</b>	<b>679,250.00</b>	<b>7,829,250.00</b>



**E. Non Grant Instrument**

NON-GRANT INSTRUMENT at CEO Endorsement

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Includes Non grant instruments? **No**

Includes reflow to GEF? **No**

**F. Project Preparation Grant (PPG)**

PPG Required **true**

**PPG Amount (\$)**

155,936

**PPG Agency Fee (\$)**

14,814

<b>Agency</b>	<b>Trust Fund</b>	<b>Country</b>	<b>Focal Area</b>	<b>Programming of Funds</b>	<b>Amount(\$)</b>	<b>Fee(\$)</b>	<b>Total(\$)</b>
UNDP	GET	Viet Nam	Biodiversity	BD STAR Allocation	155,936	14,814	<b>170,750.00</b>
<b>Total Project Costs(\$)</b>					<b>155,936.00</b>	<b>14,814.00</b>	<b>170,750.00</b>

## Core Indicators

### Indicator 1 Terrestrial protected areas created or under improved management

Ha (Expected at PIF)	Ha (Expected at CEO Endorsement)	Ha (Achieved at MTR)	Ha (Achieved at TE)
146,984.00	145,414.00	0.00	0.00

#### Indicator 1.1 Terrestrial Protected Areas Newly created

Ha (Expected at PIF)	Ha (Expected at CEO Endorsement)	Total Ha (Achieved at MTR)	Total Ha (Achieved at TE)
0.00	0.00	0.00	0.00

Name of the Protected Area	WDP A ID	IUCN Category	Total Ha (Expected at PIF)	Total Ha (Expected at CEO Endorsement)	Total Ha (Achieved at MTR)	Total Ha (Achieved at TE)
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#### Indicator 1.2 Terrestrial Protected Areas Under improved Management effectiveness

Ha (Expected at PIF)	Ha (Expected at CEO Endorsement)	Total Ha (Achieved at MTR)	Total Ha (Achieved at TE)
146,984.00	145,414.00	0.00	0.00

Name of the Protected Area	WDP A ID	IUCN Category	Ha (Expected at PIF)	Ha (Expected at CEO Endorsement)	Total Ha (Achieved at MTR)	Total Ha (Achieved at TE)	METT score (Baseline at CEO Endorsement)	METT score (Achieved at MTR)	METT score (Achieved at TE)
Nui Chua National Park	303041	National Park	23,658.00	22,088.00					

Name of the Protected Area	WDA ID	IUCN Category	Ha (Expected at PIF)	Ha (Expected at CEO Endorsement)	Total Ha (Achieved at MTR)	Total Ha (Achieved at TE)	METT score (Baseline at CEO Endorsement)	METT score (Achieved at MTR)	METT score (Achieved at TE)
Phong Nha-Ke Bang National Park	10345	National Park	123,326.00	123,326.00					

**Indicator 2 Marine protected areas created or under improved management**

Ha (Expected at PIF)	Ha (Expected at CEO Endorsement)	Ha (Achieved at MTR)	Ha (Achieved at TE)
7,352.00	7,352.00	0.00	0.00

**Indicator 2.1 Marine Protected Areas Newly created**

Total Ha (Expected at PIF)	Total Ha (Expected at CEO Endorsement)	Total Ha (Achieved at MTR)	Total Ha (Achieved at TE)
0.00	0.00	0.00	0.00

Name of the Protected Area	WDA ID	IUCN Category	Total Ha (Expected at PIF)	Total Ha (Expected at CEO Endorsement)	Total Ha (Achieved at MTR)	Total Ha (Achieved at TE)
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**Indicator 2.2 Marine Protected Areas Under improved management effectiveness**

Total Ha (Expected at PIF)	Total Ha (Expected at CEO Endorsement)	Total Ha (Achieved at MTR)	Total Ha (Achieved at TE)
7,352.00	7,352.00	0.00	0.00

Name of the Protected Area	WDA ID	IUCN Category	Total Ha (Expected at PIF)	Total Ha (Expected at CEO Endorsement)	Total Ha (Achieved at MTR)	Total Ha (Achieved at TE)	METT score (Baseline at CEO Endorsement)	METT score (Achieved at MTR)	METT score (Achieved at TE)
<input type="checkbox"/> Nui Chua National Park	<input type="checkbox"/> 303041	National Park	7,352.00	7,352.00					

**Indicator 4 Area of landscapes under improved practices (hectares; excluding protected areas)**

Ha (Expected at PIF)	Ha (Expected at CEO Endorsement)	Ha (Achieved at MTR)	Ha (Achieved at TE)
77000.00	45802.00	0.00	0.00

**Indicator 4.1 Area of landscapes under improved management to benefit biodiversity (hectares, qualitative assessment, non-certified)**

Ha (Expected at PIF)	Ha (Expected at CEO Endorsement)	Ha (Achieved at MTR)	Ha (Achieved at TE)
77,000.00	45,802.00		

**Indicator 4.2 Area of landscapes under third-party certification incorporating biodiversity considerations**

Ha (Expected at PIF)	Ha (Expected at CEO Endorsement)	Ha (Achieved at MTR)	Ha (Achieved at TE)

Type/Name of Third Party Certification

**Indicator 4.3 Area of landscapes under sustainable land management in production systems**

Ha (Expected at PIF)	Ha (Expected at CEO Endorsement)	Ha (Achieved at MTR)	Ha (Achieved at TE)	
<b>Indicator 4.4 Area of High Conservation Value or other forest loss avoided</b>				
Disaggregation Type	Ha (Expected at PIF)	Ha (Expected at CEO Endorsement)	Ha (Achieved at MTR)	Ha (Achieved at TE)

**Indicator 4.5 Terrestrial OECMs supported**

Name of the OECMs	WDPA-ID	Total Ha (Expected at PIF)	Total Ha (Expected at CEO Endorsement)	Total Ha (Achieved at MTR)	Total Ha (Achieved at TE)

**Documents (Please upload document(s) that justifies the HCVF)**

Title	Submitted

**Indicator 6 Greenhouse Gas Emissions Mitigated**

Total Target Benefit	(At PIF)	(At CEO Endorsement)	(Achieved at MTR)	(Achieved at TE)
Expected metric tons of CO <sub>2</sub> e (direct)	0	15704236	0	0
Expected metric tons of CO <sub>2</sub> e (indirect)	0	0	0	0

**Indicator 6.1 Carbon Sequestered or Emissions Avoided in the AFOLU (Agriculture, Forestry and Other Land Use) sector**

Total Target Benefit	(At PIF)	(At CEO Endorsement)	(Achieved at MTR)	(Achieved at TE)
Expected metric tons of CO <sub>2</sub> e (direct)				
Expected metric tons of CO <sub>2</sub> e (indirect)				
Anticipated start year of accounting				
Duration of accounting				

**Indicator 6.2 Emissions Avoided Outside AFOLU (Agriculture, Forestry and Other Land Use) Sector**

Total Target Benefit	(At PIF)	(At CEO Endorsement)	(Achieved at MTR)	(Achieved at TE)
Expected metric tons of CO <sub>2</sub> e (direct)		15,704,236		
Expected metric tons of CO <sub>2</sub> e (indirect)				
Anticipated start year of accounting		2024		
Duration of accounting		20		

Indicator 6.3 Energy Saved (Use this sub-indicator in addition to the sub-indicator 6.2 if applicable)

Total Target Benefit	Energy (MJ) (At PIF)	Energy (MJ) (At CEO Endorsement)	Energy (MJ) (Achieved at MTR)	Energy (MJ) (Achieved at TE)
<b>Target Energy Saved (MJ)</b>				

Indicator 6.4 Increase in Installed Renewable Energy Capacity per Technology (Use this sub-indicator in addition to the sub-indicator 6.2 if applicable)

Technology	Capacity (MW) (Expected at PIF)	Capacity (MW) (Expected at CEO Endorsement)	Capacity (MW) (Achieved at MTR)	Capacity (MW) (Achieved at TE)
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Indicator 11 People benefiting from GEF-financed investments

	Number (Expected at PIF)	Number (Expected at CEO Endorsement)	Number (Achieved at MTR)	Number (Achieved at TE)
<b>Female</b>	1,500	1,319		
<b>Male</b>	1,500	1,681		
<b>Total</b>	3000	3000	0	0

Provide additional explanation on targets, other methodologies used, and other focal area specifics (i.e., Aichi targets in BD) including justification where core indicator targets are not provided

## **Part II. Project Justification**

### **1a. Project Description**

Reference is made to Annex H\* herein, articulating in tabular format the changes to the project hierarchy and intervention logic, including tweaks to the Objective, Outcomes and Outputs where these have been updated, with corresponding justifications why these changes were necessary and how they improve the project design. It is important to note that the content and baseline information in both the CEO ER template and PRODOC, represents a significant delta and upgrade from that in the PIF and is testament to the considerable primary and secondary research undertaken during the PPG phase by the team of national consultants and the extensive consultation with myriad stakeholders that has taken place to carefully craft a package of interventions that is purpose-built to be transformative in nature.

**[\*See Annex H: Changes to the Project Design from the PIF; the file has been uploaded to the portal]**

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Both Annex F and Annex H note changes to GEF Core Indicators. Specifically, GEF Core Indicator 4.1 has changed based on due diligence conducted during the PIF stage. As such, the area of landscapes under improved management to benefit biodiversity (excluding PAs) has decreased from 77,000 ha to 45,802 due to the limited potential of biodiversity conservation in the densely populated buffer areas at Nui Chua National Park, and with a refocus on adjacent Special Protection Forest. In addition GEF Core Indicator 6.1 has been added based on anticipated greenhouse gas emissions mitigated through the project (see **UNDP PRODOC Annex 15b: Greenhouse Gas Calculations**).

Pledged co-financing to the project has also increased by more than 261% against that committed at PIF stage, owing to the recognition of the importance of biodiversity conservation and potential of nature-based tourism for Vietnam and heightened attention it is receiving in terms of budget allocations within national and provincial government.

#### **1) The global environmental and/or adaptation problems, root causes and barriers that need to be addressed (systems description).**

Section II Development Challenge (?Project context?, ?Problems and root causes?, and ?Barriers to addressing these problems?) of the UNDP Project Document (PRODOC) has been updated - and supported by current data - and remains fully aligned with the description in the original Concept Note.

With a focus on the quantity and volume of tourists, the high growth of tourism has been maintained by the destruction of the natural environment for the fast construction of the resort and hospitality system. Unchecked tourism growth has led to myriad social problems such as the rapid urbanization of tourism cities, deforestation and encroachment, destruction of natural landscapes on which the current and



viability of nature-based tourism depends, and insidious issues such as an increase in income inequality and illegal/unsustainable practices. While tourism growth has been remarkably high, the quality of tourism development and products has not kept pace[1]<sup>1</sup>. Tourism is a major driver of economic development bringing in jobs and revenues, it relies on Vietnam's biodiversity assets for some of this economic potential, and yet it is a threat to the same asset base if not managed responsibly. The growing tourism sector, therefore, and more importantly its unsustainable development, is of particular concern as a source of threats to biodiversity in Vietnam[2]<sup>2</sup>,[3]<sup>3</sup>. The main challenge going forward will be to balance the rapid development of tourism activities and the preservation of Vietnam's authentic natural and socio-cultural features that make Vietnam an attractive destination for tourists.[4]<sup>4</sup>.

**Uncontrolled tourism development has degraded and polluted ecosystems.** Infrastructure-related developments in sensitive habitats have had disastrous impacts on biodiversity and the very resources on which tourism depends. The physical construction of tourism facilities in high biodiversity areas, riparian areas, mangroves, and other coastal forest lands can have a direct impact on biodiversity through clearance of natural vegetation, loss and fragmentation of habitats, disruption of feeding and breeding of key species, erosion of beach habitat and filling up of coastal lagoons and wetlands[5]<sup>5</sup>. The indirect spin-off developments from tourism, such as housing for hotel staff, tourist homes, and other service provisions, can impact biodiversity, increase forest and coastal vegetation clearance, and increase waste loads on sensitive ecosystems[6]<sup>6</sup>. To illustrate, poor regulation compliance has already led to the conversion of 8.44 ha of critical conservation forests in Hoang Lien National Park[7]<sup>7</sup>. Furthermore, in Phu Quoc national park, 98 ha of the park's critical forestland was destroyed to build a safari facility without compliance with legislative procedures[8]<sup>8</sup>. Over-visitation and uncontrolled access to some protected areas (such as Cu Lao Cham, Hon Mun), to sensitive ecological sites (high-value conservation forests, coastal mangrove ecosystems, coral reefs, and migratory corridors) can have a lasting impact on species and biodiversity[9]<sup>9</sup>. Recent studies have noted that rapid visitor growth has been achieved, in large part, through a shift to a lower-spending visitor mix, a continued emphasis on mass market tourism products, and increased concentrations of visitors into already-crowded and popular local destinations[10]<sup>10</sup>. These patterns of unsustainable tourism development threaten to negatively affect the quality of the visitor experience in many of Vietnam's destinations, contributing to low rates of repeat visits, including those to the project landscapes.[11]<sup>11</sup> The share of repeat international visitors to Vietnam stood at around 32-40 percent in 2017, which is low compared to key regional competitors such as Thailand, where around 60 to 70 percent of international arrivals in 2016 were returning visitors, and Indonesia, which had 55 percent repeat visitors in 2016[12]<sup>12</sup>. This, coupled with indirect influences on

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economic policies and strategies related to tourism development such as gaps in Strategic Environmental Assessment and Environmental Impact Assessment requirements, can increase the footprint on these sensitive habitats, with long-term impacts on biodiversity and ecosystems (see **UNDP PRODOC Annex 22: Status of EIA and SEA in Vietnam** for more information). Left unaddressed, these issues, in combination with the increased crowding in destinations, risk deterring first-time visitors from returning and fueling negative word-of-mouth referrals.

**The destruction and disturbance of habitats and species account for unsustainable tourism operations.** Tourism operations in protected areas can have a variety of positive and negative impacts[13]<sup>13</sup>. The types of impacts are broad in their range, and affect protected area resources, local economies, local communities, and the tourists themselves. Recreation activities, including plant collection and trampling, poorly controlled trekking and climbing, sports fishing, snorkeling, scuba diving, boat anchoring and fast power activities (cable cars, jet skiing, off-road vehicles, etc.) pose a direct threat to biodiversity[14]<sup>14</sup>. These activities may cause significant and irreversible damage, including soil and water disruptions, ecosystem degradation and habitat loss. Furthermore, the lack of regulations and control of tourism - including insufficient guidelines on carrying capacity and zoning - even if it is nature-based, can lead to the destruction of habitats, and interfere with the reproduction behavior of some species (e.g., sea turtles, nesting sites, birds, etc.). While it is clear that uncontrolled tourism activities can cause the destruction of habitats and species, there is limited availability of information from Vietnam, except for a few locations. For example, in Nha Trang Bay, it is reported that the hard coral cover in Hon Mun islands has decreased from 27% to 3% in 2015[15]<sup>15</sup>. The dramatic decline of the limestone coral framework has almost fully depleted coral fish communities, and future tourism development must be cognizant of the threat. Each new hotel room brings with it increased demands for electricity, water, waste management, and other basic services. However, improvements to such services capacity and other critical infrastructure to support the rapidly increasing volume of visitors have been lagging[16]<sup>16</sup> and comes at a cost to the environment. Sometimes the balance is difficult to establish[17]<sup>17</sup>. As more infrastructure has been built in some protected areas in response to increased visitation, concerns have been expressed about the negative environmental and social impacts of visitors and the facilities required to serve them. If not properly managed, rapid tourism growth threatens to exacerbate Vietnam's already elevated environmental pressures and poor sustainability practices. Southeast Asian countries are among the worst performers globally in terms of environmental sustainability, but Vietnam lags even relative to this low regional benchmark.[18]<sup>18</sup>

**Pollution, solid waste accumulation and effluent discharge**, as well as other activities threaten biodiversity, wildlife habitat and public health. Hue, a medium-sized city and listed as one of the greenest in Vietnam, has struggled with uncontrolled urban and air pollution, which has led to a deterioration of

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the natural environment and degradation of national monuments and heritage sites[19]<sup>19</sup>. Sediment and effluent discharge into coastal and marine areas harm coral reefs and fish species. It is reported that tourism activities in the Nha Trang Bay contributed to approximately 5,700 tons of waste and 780 million litres of sewage in 2014, much of which was dumped into the sea without proper treatment and removal of toxic substances[20]<sup>20</sup>. This has caused nutrient enrichment, favouring certain species (algae in particular) at the expense of corals[21]<sup>21</sup>. In addition, tour boats cause significant petroleum hydrocarbon pollution, especially when oil and fuel spills occur[22]<sup>22</sup>. Tour boats also produce a considerable amount of sewage and waste, likely directly discharged into the sea[23]<sup>23</sup>. It is estimated that 500 tons of solid waste are generated in Phong Nha-Ke Bang national park annually, ending in landfills or being burned[24]<sup>24</sup>. Tourism in Can Gio Biosphere Reserve negatively impacts the environment and the community. With the number of visitors increasing rapidly, beach pollution from food refuse from tourist shops is a problem due to the limited knowledge of shop owners of nature-based tourism and business practices[25]<sup>25</sup>. In terms of marine plastic pollution, Vietnam is ranked the 4th largest generator of marine plastic (0.28-0.73 tons/year), affecting marine biodiversity and ecosystems that have implications for promoting healthy marine tourism[26]<sup>26</sup>. Analysis suggests that if the pace of use of plastic products continues to increase, there will be an additional 33 billion tons of plastic produced by 2050. Thus, more than 13 billion tons of plastic waste will be buried. Backfill into landfills or into the ocean. Meanwhile, the recycling of Vietnam's plastic waste has not been developed[27]<sup>27</sup>.

**Unsustainable fishing and marine product harvest practices** is a particular problem in Vietnam with the last Rural, Agricultural and Fishery Census[28]<sup>28</sup>, suggesting that about 4 percent of Vietnamese rural households derive their income mainly from fisheries, with more than 10 percent indirectly and practicing some form of non-commercial artisanal fishing and about one-fifth of the country's population depending on fishery resources for their lives. In addition, fishing contributes to meeting domestic consumption and exportation and in Nui Chua National Park, the sea is the backbone of the economy and the key source of sustenance for local families, many of whom have been fishermen for generations. Increasing demand on the global fresh fish consumption market has also induced the growing exploitation and extermination of fishes and the coastal coral reef spawning areas. Hot spots for fishing exploitation are concentrated in places where large number of fish spawn. The increase in consumption and unsustainable fishing management has led to the overexploitation of aquatic products in many regions. As a result, many valuable marine species are decreasing seriously, such as lobster (*Panulirus spp.*), abalone (*Haliotes spp.*), scallop (*Chlamys spp.*), etc. Destructive fishing techniques such as explosives, poison and electricity are popularly used in inland and coastal areas. They are considered a severe threat to more than 80% of coral reefs in Vietnam. In tourist areas, overfishing is a threat to meeting the tourist demand for sport and consumption. These include illegal fishing practices, selective

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removal of species from reef communities and the use of damaging fishing gear and techniques, such as undersized nets and practices of dynamite fishing practices that have wide-ranging ecological consequences. Recent studies indicated that coral reefs in Ninh Thuan province are deteriorating as a result of various natural and anthropogenic impacts such as overfishing, destructive fishing, eutrophication, sedimentation, reef mining, dredging, tourism, hurricanes, coral bleaching from climate change, coral diseases, and outbreak of coral-eating predators[29]<sup>29</sup>.

**Unsustainable exploitation of forest products.** Many communities in Vietnam depend on the forest for their survival. Local communities, including ethnic minorities, collect forest products, fuels, and construction materials and hunt for food. The influx of tourists to these remote locations has increased the demand for illegal meat, timber to construct tourist facilities and other wildlife products, particularly for medicinal purposes. Wildlife is commonly traded for making traditional medicine, such as bears, monkeys, civets, turtles, lizards, pangolins, pythons, and other snakes. Many bird species are also trapped for selling out as pets. Although Vietnam has adopted its national action plan to control the wildlife trade, this has not reached the expected results because the market is getting bigger with increasing profits (see **UNDP PRODOC Annex 17: Demonstration Landscape Profile Report** for more information). Action is needed to enhance and improve collaboration between protected areas and law enforcement staff to contain wildlife poaching. While Vietnam banned trade in ivory in 1992, selling specimens produced before this date remains legal, allowing some shopkeepers to pass off recently carved ivory as old stock. Much illegal trade continues with impunity. In particular, Chinese tourist demand has been an important driver of the wildlife trade in mainland Southeast Asian countries. Though demand for wildlife parts remains a distinct minority taste, the sheer number of Chinese tourists visiting the lower Mekong countries--around 20 million per year before the pandemic, has created a strong pool of demand for endangered wildlife[30]<sup>30</sup>,[31]<sup>31</sup>. Anecdotally, HWC is also a growing problem, but the severity of the issue has mostly been neglected in Vietnam and there has been no systematic and comprehensive studies focusing on HWC anywhere in the country.

**Limited economic benefits of tourism accruing to local communities.** Vietnam's richer provinces still capture the majority of tourism sector revenues, and the geographic distribution of tourism earnings remains highly concentrated?60 percent of revenues accrue to just 2 of Vietnam's 63 localities (Ho Chi Minh City and Ha Noi), and nearly 90 percent to only 9 localities[32]<sup>32</sup>. While nature-based tourism has the potential to bring substantial economic benefits to the local community, there are often limited benefits that are actually derived from the local communities[33]<sup>33</sup>. Tourism development that does not actively enable the participation of local communities can pose an indirect threat to biodiversity[34]<sup>34</sup>. In addition, local people's weak and fragmented participation in the tourism economy can often lead to social conflicts within the tourism sector and the lack of incentives to conserve important natural resources[35]<sup>35</sup>. A number of examples from Vietnam show that viable community-based tourism (CBT)

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models can flourish with active participation of local communities in nature-based tourism-related activities and have led to reduced pressure on marine resource exploitation of local coral reefs and sea grass beds in Cham Islands, for example, and consequential increased economic benefits to local communities[36]<sup>36</sup>.

**Climate change exacerbates threats to PAs, particularly marine and coastal ecosystems.** Vietnam is seen as being particularly sensitive to global climate change and predicted as one of ten countries that will soon be seriously affected by climate change[37]<sup>37</sup>. Over the past few decades, Vietnam has seen higher temperatures and a sharp rise in the frequency of extreme weather events, including droughts, floods, and tropical cyclones[38]<sup>38</sup>. Ongoing research demonstrates the impact of climate change on the distribution of wildlife and an increase in forest fires[39]<sup>39</sup>. The increase in average temperature will change many ecosystems' geographic distribution and population structure and exacerbate tourism-related threats, particularly coastal and marine ecosystems[40]<sup>40</sup>. Under climate change projections, the intensity and frequency of storms are expected to change, and storms may become more unpredictable[41]<sup>41</sup>. Coral reefs have been bleached by warmer temperatures, affecting important ecosystems and nursery areas for fish. The tourism sector is exposed to numerous direct and indirect impacts from climate change, including: i) impacts on biodiversity affecting natural tourism attractions (e.g. bleached coral reefs); ii) sea-level rise and more acidic oceans threatening coastal tourism infrastructure and natural attractions; and iii) rising temperatures that will shorten winter seasons and threaten activities in colder seasons (e.g. hiking in Vietnam's mountains in cooler months; wetland boat tours that cannot take place in the dry season)[42]<sup>42</sup> (see **UNDP PRODOC Annex 15a: Climate Risk Screening**).

[Reference to (1) Table 5: PRESENCE OF THREATS TO BIODIVERSITY AT THE PROJECT LANDSCAPES; and (2) Figure 7: Threats to Biodiversity Related to the Cultivation of the Nature-based Tourism Sector in Vietnam, pg. 26 , Project Document]

**Root causes and drivers of the threats to biodiversity from unsustainable tourism operations** can be summarized as a combination of an intense and fast national economic growth agenda prioritizing the tourism sector (volume over the quality of products and services), combined with an inadequate supply of skilled and professional tourism workforce and infrastructure to follow the enormous growth rates of international and domestic visitors, as well as weak and inefficient mechanisms and resources for protected area management; made worse by a challenging business climate hindering investment and insufficient experiences of successful NBT models in Vietnam. Furthermore, there are limited

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favorable policies for promoting nature-based tourism and biodiversity, responsible tourism, local community's participation and particularly for mobilization of financial resources for preservation of tourism resources). The relationship between the tourism and related sectors in terms of preservation and utilization of natural resources value for tourism development remains weak. Financial resources for investing in environmentally friendly tourism infrastructures (such as renewable energy, waste disposal, climate change adaptation in tourism areas and sites) are very limited. The management capacity in high-value environmental and biodiversity tourism destinations is not sufficient.

**Barrier 1: Complicated and incomplete policy and legal framework to harmonize tourism development with biodiversity conservation and its enforcement**

Currently, Vietnam has perhaps the most complicated legal system globally[1]. This system is characterized by the numerous legal documents and the complexity of having so many types of legal documents. There is a lack of cohesiveness with too many loopholes, overlaps, conflicts, and inconsistent regulations between them, hindering people and businesses to interpret a messy patchwork of regulations. As a result, Vietnam faces challenges of coordination and the lack of policy harmonization for tourism and biodiversity conservation. Responsibilities for tourism planning, development and monitoring are spread across multiple agencies and Ministries, and there is no effective mechanism to coordinate coherent policies. This has led to across-the-board challenges of coordination and the lack of policy harmonization for both biodiversity conservation and tourism. Responsibilities for biodiversity and tourism planning, development, and monitoring are spread across mandates earmarked to multiple agencies and ministries. This is a problem for cohesive and coherent planning and coordination on biodiversity and nature-based tourism. There is also no effective mechanism to coordinate policies and prioritization of actions. Although the Government has focused on the planning and development of national tourist areas and has also issued a number of related policies on nature-based tourism management and development, such as the Law on Biodiversity in 2008, Tourism Law in 2017, Forestry Law in 2017, Vietnam Tourism Development Strategy to 2030 with a vision to 2050, Prime Minister's Decision No. 24/2012/QĐ-TTg on development investment policies on special-use forests which regulate the development of eco-tourism, their implementation still faces challenges and shortcomings. There are also insufficient sector-specific policies and regulations to encourage businesses and communities to participate in nature-based tourism and benefit sharing mechanisms, and to manage tourism activities to ensure that these contribute to effective conservation priorities.

Despite a robust legal framework for nature-based tourism inside PAs, there is a lack of parallel institutional arrangements and Vietnam still faces challenges and barriers in biodiversity conservation and natural resource management, which also have implications for nature-based tourism (see para 44 in the UNDP PRODOC and **UNDP PRODOC Annex 16: Policy Baseline Analysis** for more information)

A significant barrier is that the tourism law and current strategy do not include any clear ideas on how nature-based tourism should operate or principles to manage new types and forms of emerging tourism. Terms such as "ecological" and its derivatives "ecological tourism" or "nature-based tourism" are used

loosely and displayed in marketing throughout Vietnam. The freewheeling use of these terms is negative for the image of the quality of tourism in Vietnam, especially among foreign tourists who are better informed and more accustomed to certain benchmarks and standards than most domestic tourists and are often disappointed when they do not have authentic experiences. As a result, the country receives quite a low number of returning visitors. Their spending in Vietnam is relatively modest compared to other ASEAN countries[2].

Although Vietnam has made incremental efforts to orient its policies and actions toward more sustainable forms of tourism, in fact, Vietnam's ecosystem and biodiversity are continuously being degraded at an alarming rate. While overall, the tourism strategy provides an overarching vision and clear direction for tourism development in Vietnam, it is remarkably short on details and a guiding framework at best that neither provides the requisite guidelines for action or underpinned by clear operational policies outlining respective roles and responsibilities. Furthermore, despite a legal framework for tourism inside PAs, there is a lack of parallel institutional arrangements. It is unclear, for example, whether the agency responsible for NBT should be its management board, Vietnam's National Administration of Tourism or a district/provincial agency. Please refer to Annex I for more information.

## **Barrier 2: Lack of private sector participation, financial mechanisms to support conservation and poor business climate**

While there is a large engagement of the private sector in the mass tourism market, the participation and support of both the private sector and community for nature-based tourism and nature-based tourism are limited. The private sector has not fully integrated conservation policies into business operation principles due to lack of specific guidelines for integration. Therefore, its participation in conservation activities is very limited. Although the GoV also has issued policies and regulations to encourage the participation of businesses and communities in nature-based tourism activities, such as encouraging economic sectors to invest in developing eco-tourism in special-use forests (Article 10. Clause 1 Decision No. 24/2012/QĐ-TTg of the Prime Minister on policies for investment and development of special-use forests in the 2011-2020 period) and Decree No. 63/2018/ND-CP approved by the Government on investment in the form of public-private partnerships, but practical implementation is not effective.

Under the current-state, PPP investment is predominantly geared towards large infrastructure projects such as road, energy and health, with infrastructure investment costs borne by and benefits shared between government and private companies. Investment under PPP has been defined in Decree 108/2009/ND-CP on construction contracts between public and private sector entities, as well as Vietnam's first law on public-private partnership investment ([Law No. 64/2020](#) and [Decree No. 35/2021/ND-CP](#)), as well as financial management mechanisms applicable to investment projects in the form of public-private partnership (under [Decree No. 28/2021/ND-CP](#)). Unhappily these mechanisms do not align with the nuances of the tourism sector, let alone to the nature-based tourism segment; a significant gap and hinderance to its relevance and its application (see **UNDP PRODOC Annex 20: Private Sector Analysis - Annex 2** for more information).

Traditional stewardship and benefit-sharing arrangements remain areas of concern poorly spelt out in regulations and management approaches. While Vietnam has realized many significant achievements in applying Payment for Ecosystem Services (PES) in terrestrial situations through models and demonstration sites with satisfactory results, there is limited application of the concept of marine and wetland PES to Vietnam (PMES and PWES, respectively). This concept is still quite new, requiring thorough research to apply in practice to the management of marine resources and the environment in Vietnam. In the promotion of marine PES, some of the following policy issues in management need to be considered:

? The Biodiversity Law mentions PES revenues. The Prime Minister has also issued Decree 99/2010-ND-CP and Decree 147/2016-ND-CP, changing Decree 99/2010 / ND-CP on forest environmental services policy (PFES). Both those decrees have been replaced by Decree 156/2017/ND-CP since 01 January 2019 to implement Forestry Law 2017. However, it is considered that Decree 99/2010/ ND-CP and Decree 147/2016-ND-CP are the first legal framework for PFES applied in forestry sector in Vietnam. The potential for PMES and PWES in Vietnam has not mentioned marine and coastal ecosystems such as corals, mangroves, and sea grass, now wetlands. There is a need for a national framework on PMES and PWES as well as detailed instructions and guidelines to ensure coordination and avoid conflicts.

? At localities/provinces in the country, it is necessary to identify ecological zones with PMES and PWES potential and quantify the economic value of marine ecosystems. Creating a PES exchange market with the identification of service providers and users of marine ecosystems.

? It is necessary to promote the development of integrated wetland and coastal zone management models as the coastal zone is the region with the most dynamic and rapid economic and social activities. The tools of integrated coastal management will help to reconcile multidisciplinary interests, and contribute to the effective use of position resources, marine space, marine ecosystems, environmental protection, and services; marine ecosystems.

? There is a need for a clear distinction between public/private ownership of the use of marine space, thereby creating a legal basis for building a healthy PMES and PWES exchange market. For areas with unidentified resource owners or with complex interdisciplinary exploitation of resources, the state should be responsible for paying PES to communities living around the area.

? Need initial support from the state for project implementation, research, and application of PES. Help civil organizations improve their capacity, diversify funding sources and technical support from home/domestic and abroad.

? The Prime Minister approved the system of 16 national marine protected areas in 2010 as one of the conditions for implementing marine PMES and PWES in Vietnam. However, not all nature reserves can rely on the funds collected from nature-based tourism activities to partially guarantee conservation.



? PES policy development must ensure that opportunity costs are covered, benefit the entire community, and build confidence in them to deliver long-term services. Encourage socialization of nature conservation in provincial protected areas to involve communities in PES. Gradually raise people's income and contribute to local socio-economic development. In addition, funding from PES should be prioritized for community development activities as this is the group is most affected by marine biodiversity conservation policies.

Another dimension to this barrier is inadequate financing for conservation actions at high-value biodiversity sites in Vietnam. The devolution of management authority to local government has led to a shift in authority and responsibility from the center to the provinces and, by extension, to the districts and communes. PAs have received state budget for operations; however, funds are seldom enough to cover the PAs' full operations and maintenance costs, giving rise to a persistent funding problem; an overall lack of funding for protected area management; varying annual budget allocations; and an imbalance in investment priorities for PAs with a tendency to attach special importance on infrastructure development while giving insufficient investment priority to conservation. At the local level, provinces regularly compete to attract jobs and investment and fill budget deficits. This competition, and the limited ability of central ministries to exert appropriate oversight and control, has often resulted in poor choices to maximize budget at the expense of biodiversity conservation and the unregulated use of natural resources and concomitant degradation of natural habitats, increase in large-scale pollution, and species loss. Nature-based tourism is expected to help offset some of the management costs of PAs, generate income for local populations and promote the acceptance of nature conservation as an indirect driver of economic impact. From a financing perspective, the private sector's involvement in NBT is also ambiguous. Further clarifying the sectors involved in NBT, Decision 104/2007 QD-BNN dated 27/12/2007 of MARD on the management of nature-based tourism activities in national parks and nature reserves outlines three forms of businesses in the national parks and nature reserves: (a) businesses self-organized by the management board of the parks; (b) private sector investment in national parks, and (c) public-private partnerships (i.e., joint-ventures for tourism initiatives). However, Decision 104/2007 QD-BNN dated 27/12/2007 of MARD is out of date, while the details and enabling policies on how these should operate at a more granular level are non-existent.

The national accounting system is also not transparent and complex. Protected area entrance fees are not retained at specific destinations and instead, re-directed to a central/provincial government budget and earmarked for recurring PA expenditures in the annual budget and for investment in approved projects for which PAs must apply on a case-by-case basis. Furthermore, revenue from tourism businesses is used to cover overhead costs, with profits redirected to the government budget as well. The problem is that PAs do not keep revenues to directly invest in biodiversity conservation, nor are there provisions in the government budget line for PAs to invest directly in conservation; this means PAs allocate little biodiversity conservation from their allocated government budget (see **UNDP PRODOC Annex 20: Private Sector Analysis - Section 3** for more information on budgeting and gaps therein). There are no direct incentives to improve the sustainability of tourism experiences or maximize revenues because

managing tourism well is not compensated. The inefficient collection has also resulted in leakage and revenue loss.

Finally, while the country's business environment has been gradually changing as the government seeks to develop the private sector, the results neither meet enterprises' expectations nor government targets. Industry and businesses often complain that the many conditions and regulations on businesses in the country do not meet international regulations, such as the requirements on minimum or legal capital or human resources rules. As a result, Vietnam has been lagging behind its Southeast Asian peers in the World Bank's Doing Business index. While there has been a marked improvement over the past decade, Vietnam still trails its peers in the region for its business and investment climate. According to the World Bank's 2020 Ease of Doing Business Report[3], Vietnam ranked 70 out of 190 economies, lagging behind neighbours, including Singapore (which came in second place), Malaysia (12th), Thailand (21st) and Brunei Darussalam (66th).

### **Barrier 3: Limited awareness, information and capacity of government to ensure sustainable nature-based tourism**

Cross-sector coordination on sustainable tourism development is impeded by a lack of awareness of functional knowledge of biodiversity benefits from tourism and technical capacity for integrating these within tourism planning, development and monitoring. Generally, biodiversity conservation and tourism are not integrated. They are considered disparate domains, with mainstreaming weak or non-existent within these sectors. This has been evident throughout consultation processes with all key stakeholders.

Government agencies in charge of tourism do not understand the critical role of biodiversity and the benefit of ecosystem services. Awareness of value-added biodiversity conservation for tourism development has improved. Still, promoting the mainstreaming of wildlife/and biodiversity conservation themes into responsible nature-based tourism is limited. Nature-based tourism is promoted in some national parks and protected areas. Still, it is not a high priority and lacks a legal framework and guidelines for implementation. Provinces have superficial plans for sustainable tourism, but they are not pursued effectively. Most communication and public campaigns in nature-based tourism lack in-depth information and often lose opportunities to capitalize on the tourism destination with biodiversity potential. A provincial-level of nature-based tourism/ responsible nature-based tourism plans could provide a strong and clear legal mandate for mainstreaming biodiversity conservation into the tourism industry. At the national level, nature-based tourism is used in abusive manner to call all forms of nature-based tourism, including those not complying with principles of nature resources conservation and sustainable development. There are a limited number of conservation NGOs or international development organizations and national institutions trying to integrate biodiversity conservation with tourism, for example, WWF, SNV, GIZ, USAID, EU funded projects (see **UNDP PRODOC Annex 18: Tourism Landscape Report - Annex 1** for details of partner baseline activities and complimentary initiatives). Some relevant legal frameworks on tourism and sustainable tourism/nature-based tourism are available,

but the biodiversity aspect does not stand out. Currently, specific guidelines to mainstream biodiversity conservation into sector policy development are lacking.

In addition, the private sector (hotel and travel companies) has limited knowledge and awareness of the impacts of tourist behavior and the application of applied environmental or biodiversity-friendly standards regarding services provided. Similarly, there is a lack of monitoring to decipher the impacts of tourism on biodiversity, which could provide a guide for the management and mitigation of tourism-related impacts on biodiversity. PA managers and tourism agencies also do not have access to necessary information for decision-making on appropriate measures for managing biodiversity and ecosystems, including establishing visitor controls and restrictions, and maintaining tourism within sustainable limits. There is a limited capacity and tools for sufficient enforcement regarding biodiversity regulations within the tourism sector. While unsustainable tourist behaviors are prohibited in PAs and high biodiversity tourist destinations, there is concern regarding the involvement of tourists in undesirable activities that endanger wildlife and critical ecosystems (such as coral reefs and other sensitive habitats) and the consumption of illegal wildlife products.

#### **Barrier 4: Limited local capacity to develop sustainable local tourism enterprises**

The capacity and awareness of local stakeholders and communities on the benefits of nature-based tourism is not fully recognized, particularly its contribution to the local economy and the promotion of green employment. Consequently, local communities have not fully capitalized on the potential and strengths of diverse biodiversity values for tourism activities and the need to effectively preserve these values from the negative impacts of tourism activities. Most local community members cannot plan and manage successful green tourism operations and have limited knowledge of potential alternatives available to them to capitalize on the tourism potential. Local tourism businesses have limited incentives and penalties that necessitate them to adhere to sustainable standards and policies. Similarly, there are limited controls placed by local authorities to ensure that particular standards are met and complied with.

Local stakeholders (e.g., communities, social enterprises, PPCs and local commune administrations) have limited awareness of nature-based tourism opportunities and lack the required skills to develop and operate tourism to meet required standards and ensure objectives of different partners. Due to persistent and ongoing pressures of the COVID-19 pandemic and emerging global geopolitical risks and uncertainty resulting from the conflict in Europe, few local operators are currently interested in sustainability, as their operations concentrate on business survival. Those who were interested during the Project Identification Form (PIF) stage, as well as during consultations during the PPG all indicated that they lack the required expertise and critical skills for tourism (e.g. knowledge of tourism expectations, soft skills and the integration of biodiversity in certifications and standards). These will still be relevant within a post-COVID landscape.

While communities have diverse and unique knowledge of their local biodiversity and how it is used and interacts with local cultures and livelihoods, language barriers and lack of business skills and interpretation materials prohibit the passing on of this information to tourists, impeding their overall tourist experience. A value chain for nature-based tourism at the community level needs to be developed and capacity building provided for communities to develop new community-based tourism ventures, supported by appropriate financing mechanisms, market access and business development skills, so that the benefits of local biodiversity resources utilization can be shared within the community and used to maintain ecosystems in their community.

### **Barrier 5: Impact of COVID-19 related tourism restrictions**

While all sectors were impacted badly, COVID-19 continues to have an outsize impact on Vietnam's tourism sector. The country's tourism sector relies heavily on international travel, which plunged in 2020. International flights dropped 80 percent in October 2020 from the same period a year earlier, while hotels, in turn, filled only 30 percent of their rooms. As a result, while tourism contributed more than US\$32.5 billion in 2019, the tourism industry contributed only US\$13.5 billion in 2020, down 41.53%[4]. In 2019 it was estimated that Vietnam received 6.8 million visitors (1.8 million international tourists and about 5 million domestic tourists), of which 2.4 million tourists visited and brought in VND 156 billion (USD 6.7 million) to different National Parks, including Nui Chua and Phong Nha-Ke Ban NPs.

The sharp drop in foreign travelers, including those to Vietnam's NPs, has had a significant impact on tourism expenditures and revenues that can be used to finance conservation and Vietnam's overall economy because they spend significantly more than their local counterparts. For example, in 2019, international travelers made up only 17 percent of overall tourists in Vietnam yet accounted for more than half of all tourism spending, averaging \$673 per traveler compared with \$61 spent on average by domestic travelers.

The disruption from a reduction in tourism demand and public health measures have put pressure on many businesses to stop operations and lay off workers. The COVID-19 pandemic has had mixed impacts on wildlife conservation. While positive signals have been documented, such as increasing political will among policymakers[5] for strengthening wildlife conservation policies in Vietnam and securing more bilateral agreements to help fund wildlife conservation and efforts to address the illegal wildlife trade, there has also been anecdotal evidence of adverse impacts on natural resources like forest products, fishing and illegal exploitation for subsistence and survival. There have also been global and national concerns over human-wildlife interactions, unsustainable and illegal wildlife trade, ecosystem degradation, and the need to transform both policies and practices to achieve effective conservation outcomes. Illegal wildlife trade remains prevalent nationwide, and due to dwindling natural resources,

human-wildlife conflict is a growing concern. Challenges in monitoring cross-border wildlife trade and a fall in funding for conservation also hamper the implementation of such policies.

The Government has responded to the economic crisis with fiscal stimulus and monetary policies to support affected industries and people. For example, Decision 107/NQ-CP on 11/9/2021 has assigned the Ministry of Planning and Investment (MPI) to fast track the Government's Economic Development and Recovery Program in 2022-2023, in which tourism development is one of the 8 priorities.

The project has been designed specifically to address these impacts and plans are in place to mitigate the impacts and risks presented by COVID-19, climate change and local community considerations (see **UNDP PRODOC Section IV Results and Partnerships, Risks; UNDP PRODOC Annex 4 SESP; UNDP PRODOC Annex 15a Climate risk screening, and UNDP PRODOC Annex 25 COVID-19 Analysis and Action Framework**).

## **2) The baseline scenario and any associated baseline projects.**

*Section III: Strategy* (?Baseline scenario and projects?) of the UNDP PRODOC has been updated but remains fully aligned with the description in the original Concept Note.

The project rationale and approach are fully consistent with broader government planning and policy at the national and provincial levels. The overall intent of the project is to be strategically aligned with and to operationalize national policy (where it is not already) ranging from the Tourism Law (Law No.09/2017/QH14), Decree No. 168/2017/ND-CP providing details for the implementation of tourism law and Vietnam's recent Tourism Development Strategy to 2030 under Decision No. 147/2020/QD-TTg (ref. Annex 18: Tourism Landscape Report - Annex 1).

The proposed project is consistent with Vietnam's Tourism Development Strategy to 2030. Decision No. 147/2020/QD-TTg is anchored to the following 5 priority ?viewpoints?: (i) tourism development has really become a key economic sector, creating a driving force for the development of other industries and fields, making an important contribution to forming a modern economic structure; (ii) sustainable and inclusive tourism development, on the basis of green growth, maximizing tourism's contribution to the United Nations sustainable development goals; effectively manage and use natural resources, protect the environment and biodiversity, actively adapt to climate change and ensure national defense and security; (iii) tourism must attach importance to the development of cultural tourism, to associate tourism development with the preservation and promotion of heritage values and national cultural identity; (iv) to develop tourism in the direction of professionalism, quality and efficiency; promote the application of

achievements of the industrial revolution 4.0 and focus on developing high-quality human resources; and (v) simultaneous prioritization and development of international tourism and domestic tourism; promote local exports through tourism; strengthening linkages in order to bring into play the advantages of natural and cultural resources; develop a variety of tourism products, expand the market and improve the competitiveness of Vietnam's tourism.

Vietnam's sixth National Report on the implementation of the Convention on Biological Biodiversity stated that Vietnam's contribution to the economy and its GDP is still not commensurate with tourism opportunities. It notes further that while tourism models associated with biodiversity conservation have been developed and explored at several national parks and biosphere reserves (although there is untapped potential since development has not generated significant contribution in returning to the conservation and sustainable development of biodiversity resources). The report points out that Vietnam also needs to conduct reviews on existing rules and regulations in order to establish effective mechanisms and guidelines to monitor and control impacts of tourism activities on biodiversity and ecosystems, as well as recommends that measures be developed to reduce the impacts of tourism activities on ecosystems that have been affected from climate change (e.g. coastal areas and wetlands) by building on models tested in various coral reefs in the central of Vietnam, specifically in Cu Lao Cham MPA, Nha Trang Bay, encouraging tourism enterprises to participate in the management and reasonable use of coral reef resources. There is further recognition that, if managed well, nature-based tourism can potentially be of the economic sectors with the largest contribution to the financial resources to maintain the system of protected areas, and therefore, the project has been purpose-built to explore and test different models of sustainable nature-based tourism that can contribute responsibly to the national economy.

The project is also aligned to more recent biodiversity priorities. Under Decision No. 149/2022/QĐ-TTg dated 28 January 2022, the Government of Vietnam has approved a national strategy on biodiversity to 2030, vision to 2050, encouraging the development of mechanisms, policies and standards for sustainable eco-tourism and nature-based tourism to minimize impacts on biodiversity; implementing nature-based tourism models in nature reserves, important ecological landscapes, and natural heritage areas with green and environmentally friendly service infrastructures; developing specific eco-tourism products that associate with and contribute to biodiversity conservation; strengthening capacity at all levels, coordination and linkage among parties involved in nature-based tourism activities, especially between Management Boards, organizations assigned to manage nature reserves, tourism businesses calendar, community and promoting the role of the private sector in public-private partnership models . The project will promote the sustainable use of species, genetic resources, and effective nature-based tourism models.

The national action plan on biodiversity protection "National Biodiversity Strategy to 2020, Vision to 2030" identifies as one of three specific objectives to improve the quality and populations of endangered and rare species and ensure that no new species are extinct. As a result, the status of endangered, rare and threatened species is greatly improved. The project is aligned with specific objectives of Decision

No. 450/2022/QĐ-TTg on the Vietnam's national environmental protection strategy to 2030, vision to 2050, specifically the need to "strengthen the protection of natural heritages, restore ecosystems, prevent the trend of biodiversity loss". The project will act as a conduit for action on its priorities, especially in the context of augmenting wildlife/biodiversity provisions in the existing Environmental Impact Assessment (EIA) framework and Strategic Environmental Assessment (SEA), through relevant guidance to sectors impacting tourism.

The project builds upon a strong baseline of prior GEF investment. The following GEF investments will contribute to the baseline in the manner described:

? GEF-6 Mainstreaming Natural Resource Management and Biodiversity Conservation Objectives into Socio-Economic Development Planning and Management of Biosphere Reserve in Vietnam, implemented by MONRE and supported by UNDP, which will provide a scalable model for mainstream biodiversity conservation and natural resources management objectives into governance, planning and management of socio-economic development and tourism in biosphere reserves (that can be applied to nature-based tourism development). The project is also relevant in helping inform the establishment of functional governance and coordination mechanisms to support dialogue, information flow and decision-making between provinces and national levels to facilitate integrated planning and management of biosphere reserves that will be of relevance for nature-based tourism governance structures at national and provincial levels. It also supports other activities that are extremely relevant to the GEF-7 project, namely the zoning of the reserves for biodiversity conservation, natural resource use, tourism and livelihood activities, application of biodiversity impact monitoring, improved management effectiveness of PAs, law enforcement to address hunting and poaching and enforcement of infringements in PAs. The GEF-7 project is also expected to leverage and dovetail on its framework for small grant mechanisms to local communities for livelihood-based enterprise development, that would be beneficial for promotion of community-based nature-based tourism ventures, establishment of community-based revolving funds as a basis for ensuring sustainability and the promotion of responsible tourism through design of tourism certification programs, voluntary certification for hotels, guesthouses and tourism facilities and promotion of selected nature-based tourism products and services.

? GEF-6 Strengthening Partnerships to Protect Endangered Wildlife in Vietnam, implemented by MONRE and supported by the World Bank, focuses on strengthen the legal and regulatory framework, and the related implementation capacity for the protection of threatened wildlife, and is relevant under the project's demand reduction component, includes activities to change behavior of key consumer groups for illegal wildlife products and raise industry awareness of the links between tourism and illegal wildlife trade (e.g. ivory purchase in Vietnam's under-the-radar markets by Chinese tourists). Efforts will be made to leverage and build on the project's advancements in law enforcement efforts, changes to the penal code and application of the national wildlife crime prevention strategy in order to reduce poaching, illicit wildlife trade and consumption of wildlife products, as well as deter tourists from actively or tacitly consuming or purchasing illegal wildlife products as exotic experience or souvenirs.

? GEF-7 Sustainable Forest and Forest Land Management in Vietnam's Ba River basin landscape, implemented by the Forest Inventory and Planning Institute (FIPI) of the Ministry of Agriculture and

Rural Development (MARD), is relevant as it uses the tourism sector as one of its pilot sectors to promote a comprehensive and integrated approach to mainstream land, resource management, and biodiversity conservation into forest management. The project is expected to pay special attention to the manner in which the GEF-7 Ba River project is able to improve opportunities for community co-management of forests in commune lands, promotion of livelihood improvement programs and strengthening financial incentives to local communities through payment for forest ecosystem services. The latter is particularly important as the project explores ways to bridge PES to marine and wetland habitats. Tourism aspects such as developing tourism products associated with production process or traditional craft will be useful demonstration models on the real value of the handicraft products, as well as mechanisms to support for small-scale tourism enterprises, including homestays.

? GEF-7, Integrated Sustainable Landscape Management in the Mekong Delta of Vietnam, implemented by MONRE and the Institute of Policy and Strategy for Agriculture and Rural Development (IPSARD), supported by the Food and Agriculture Organization provides a model for the development and use of an integrated monitoring and reporting platform and how to digitize pre-defined metrics and enable the collection of site-level geo-tagged data from value-chain actors and communities in real-time to enable the aggregation of periodic reports, updates, and information from myriad stakeholders and how to harvest related information for compliance against indicators and enhance decision-making. It will serve as a mechanism for learning on the integration of web-based tools and implementing a multi-layered dashboard to visualize the reported spatial and temporal data.

Furthermore, the project builds on other partner initiatives in Vietnam including (also see **UNDP PRODOC Annex 18: Tourism Landscape Report - Annex 1** for an exhaustive list of partner initiatives contributing to the baseline over and above those referenced in the table below):

[ Table 20: Summary of BASELINE PROJECTS AND NATIONAL INITIATIVES, pg. 77, Project Document]

These baseline projects that the project will build on and coordinate with are described in more detail in the **UNDP PRODOC Section II Development Challenge and Annex 18: Tourism Landscape Report - Annex 1** (and later in this CEO ER). A key initiative among these is the USAID Biodiversity Conservation and Demand Reduction Program being implemented by WWF. WWF is working to strengthen PA management effectiveness and financing in Vietnam with site-based interventions on SMART patrolling and nature-based tourism development, offering excellent opportunities for partnership. Also relevant for the project, is building on the successes achieved by the EU funded Environmentally and Socially Responsible Tourism Capacity Development Programme to promote the delivery of environmentally and socially responsible tourism services as part of Vietnam's tourism sector strategy. The baseline activities and partner initiatives have been reviewed in detail during the PPG phase and used to inform development of the activities of this project so that active projects are closely integrated and mutually reinforcing.



A key change in the project baseline has been the acceleration of the COVID-19 pandemic during the PPG stage coinciding a fourth wave immediately following approval of the Concept Note, as well as the deteriorating conditions for and negative impacts on the tourism sector in Vietnam and on government policies, priorities and programmes for tourism development and recovery. The updated baseline is detailed in the **UNDP PRODOC Section II Development Challenge** and **UNDP PRODOC Annex 25: Vietnam COVID-19 Analysis and Action Framework**. The ongoing importance of tourism to the economy remains well-recognized and strengthening tourism resilience is a core part of the government's COVID-19 recovery strategy. Policy recommendations in the socio-economic impact assessment include building resilience and sustainability into the future of tourism and using Vietnam's long-standing aspiration for nature-based tourism as a competitive advantage in this regard. Green economic recovery including the tourism sector, and support to new approaches and strategies for the future of tourism, is captured as one of the main pillars within the country's COVID-19 economic response plan.

The specific baseline for each Component and its outputs is also elaborated in the **UNDP PRODOC Section II Development Challenge** (specifically in the description of root causes and threats, and within the articulation of key barriers), shown in **Table 20 in Section III Strategy** and in **Section IV Results and Partnerships**. These baseline efforts remain broadly consistent with that noted in the concept note. Collection of some baseline activities and partner initiatives initially experienced slowdowns and disruptions due to COVID-19 but were firmed up late in the PPG stage due to the limited presence of COVID-19 within Vietnam.

### **3) The proposed alternative scenario with a brief description of expected outcomes and components of the project.**

*Section III: Strategy* (?Theory of change and alternative scenario?) and *Section IV: Results and Partnerships* (?Expected results?) of the UNDP PRODOC are fully aligned with the project strategy, project components and project outcomes, as described in the original Concept Note.

Due to limited space availability, reference is made to additional and more granular information provided on the Theory of Change in the Project Document, specifically related to the four main impact pathways and component texts. Please refer to the sub-heading 'Theory of Change' in Section III: Strategy within the Project Document for details on this.

Through a suite of detailed studies conducted during the PPG phase, and the subsequent reassessment and alignment of these to updates to national policies and plans in Vietnam following the approval of the original Concept Note, the relevance and feasibility of the planned interventions have been re-confirmed

and elaborated in more detail. Dedicated stakeholder consultations and discussions were undertaken early on to confirm the relevance of the project strategy and revisit the Theory of Change (TOC) and to define detailed project interventions and their coordination with other related ongoing and planned initiatives in consultation with key stakeholders that will be key to the project's success and realization of Global Environmental Benefits (GEBs). By transforming the national legislative and regulatory landscape into a more cohesive, supportive and harmonized framework, the project proposes an alternative scenario for nature-based tourism in high-value biodiversity areas in Vietnam, which is established at the landscape and community level and contributes to the conservation and monitoring of globally significant biodiversity, including a number of flagship species. Under the alternative scenario, sustainable and inclusive tourism destinations are established where biodiversity is conserved, financed, and provide net benefits to local people.

**Project Objective** is to promote biodiversity conservation and sustainable livelihoods through innovative solutions for nature-based tourism. To achieve this, the project will implement three complementary, strategic approaches[1] (corresponding with the impact pathways shown in the TOC, shown the **UNDP PRODOC's Figure 16**, and described in **Figure 3** below), which collectively address the development challenges. The key assumptions that have been made in the Theory of Change are detailed in **Table 19** the **UNDP PRODOC**. These include assumptions related to the interconnection of tourism development, livelihoods improvement and biodiversity threat reduction; and COVID-19 related assumptions such as restarting of international travel, increased interest of travelers in unique experiences associated with nature-based, including "adventure" or "remote" tourism, and the continued/strengthened marketing potential of Vietnam to position itself as a premier nature-based tourism destination in this adjusted tourism operating context. There are a number of COVID-19 linked assumptions underpinning the Theory of Change, including assumptions about the recovery of tourism that underpin the project objective. These assumptions are copied in this CEO ER for easy reference in **Table 3** below and COVID-19 related impacts while substantial at the moment will be reassessed during the project inception phase.

To summarize the above, the Theory of Change is based on four impact pathways: (i) Strengthened enabling framework and systemic guidelines for integrated nature-based tourism; (ii) Demonstration of improved conservation practices in concert with tourism development across different landscape types, improving management practices, reducing threats and enhancing local livelihoods; (iii) Triggering behavior change among key tourism value chain actors through engagement, sustained social marketing and advocacy; and (iv) Design and implementation of systems to ensure monitoring and evaluation, knowledge management and gender mainstreaming to facilitate upscaling and replication. Again, reference is made to the sub-heading "Theory of Change" in Section III: Strategy, in the Project Document.

Figure 3: Theory of Change DIAGRAM

[Please refer to the attached legible TOC , uploaded separately to the portal]

[See Table 19: Key Assumptions underpinning the theory of change, pg. 71, Project Document]

The project Theory of Change can be summarized as follows: in order to address the serious threats to biodiversity in Vietnam that threaten the current and future potential of an emerging nature-based tourism segment of the tourism sector, the project will mainstream biodiversity conservation into the tourism sector through creating a supportive legislative and regulatory enabling structure for nature-based tourism development and enable local communities to benefit from nature-based tourism-related livelihoods through public-private partnerships so that they value biodiversity and contribute to its conservation including through a reduction in poaching, unsustainable use and Human Wildlife Conflict. This will also help prevent and mitigate threats to biodiversity from tourism development. Theory of Change considerations include:

? Putting in place national policy requirements and enablers and both national and local capacity to support nature-based tourism development, leveraging and strengthening ties between tourism and biodiversity policies;

? Building the infrastructure and nature-based tourism products/experiences to provide a quality nature-based attraction for tourists aligned to and benefitting conservation priorities and enhancing revenue potential;

? Ensuring appropriate financial mechanisms in forest, marine, and wetland environments for tourism revenue collection and retention of funds for local biodiversity conservation, including an adopted concessions framework to stimulate private sector investment and public-private partnerships and government-agreed policy enabling on incentivizing private sector investment and the reinvestment of nature-based tourism revenues in biodiversity conservation and PA management; along with provision of diversified, resilient and attractive local livelihood opportunities to deter from unsustainable practices;

? Raising awareness of the link between biodiversity conservation, tourism development, and livelihoods through a combination of marketing, training, and promotional activities.

Nature-based tourism[1], hence, can be a lever of change, by promoting the sustainable use of natural features and biodiversity as tourism attractions (e.g., wildlife, forests, marine and coastal environments, wetlands, rivers, mountains, etc.) that generate employment and entrepreneurial opportunities for local people, and that provide sustainable flows of financing for biodiversity conservation including ongoing management of the PA system. The creation of unique nature-based tourism sites and experiences will attract tourists (domestic and international) generating revenue through the nature-based tourism sector. Where tangible and meaningful economic benefits to local people are realized, and the conceptual link between jobs and conservation is understood, pressures on protected and natural areas for conversion or wildlife poaching can be reduced. Further, the establishment of practical mechanisms to capture a portion of nature-based tourism revenue for biodiversity conservation and its reinvestment in management of the

PA system and the mitigation of threats to wildlife will generate a new sustainable financing source for biodiversity conservation. The Theory of Change therefore, is predicated on four impact pathways: (i) Strengthened enabling framework and systemic guidelines for integrated nature-based tourism; (ii) Demonstration of improved conservation practices in concert with tourism development across different landscape types, improving management practices, reducing threats and enhancing local livelihoods; (iii) Triggering behavior change among key tourism value chain actors through engagement, sustained social marketing and advocacy; and (iv) Design and implementation of systems to ensure monitoring and evaluation, knowledge management and gender mainstreaming to facilitate upscaling and replication.

While the project objective and outcomes have remained largely consistent with the original Concept Note, several outputs have been slightly adjusted, revised or reworded in line with recent legislative developments, national priorities and to reflect the realities in the operating environment for the tourism sector in Vietnam, also in light of comments made by the GEF and the STAP on the PIF (See **Annex B**). Annex H: Changes to the Project Design During the PPG Phase (See **Annex H**) summarises the **minor** adjustments made to the project outputs within each component, in response to stakeholder consultations, due diligence and feasibility assessments undertaken during the PPG phase.

In terms of project strategy relating to the promotion of innovative approaches to nature-based tourism in Vietnam, the project seeks to demonstrate the provincial level application of biodiversity mainstreaming in nature-based tourism guidelines, strategies, criteria and plans developed under **Component 1** that are consistent with the new thinking and reorientation towards more benign forms of tourism in Vietnam's Tourism Development Strategy to 2030 (Decision No. 147/2020/QĐ-TTg), the Tourism Law (Law No.09/2017/QH14) and in Decision No. 450/2022/QĐ-TTg on Vietnam's national environmental protection strategy to 2030, vision to 2050, which collectively recognize nature-based tourism as one of the important tourism products that must be promoted. In addition, there is increasing recognition within Vietnam that tourism controls and restrictions (ones based on carrying / load capacity assessments and zoning requirement for recreational and tourism activities) need to be put in place at heavily visited and at high-value biodiversity sites where tourism has already or has the potential to damage and/or degrade ecological assets.

**Component 2** will be implemented at landscape scale at two national parks, of which 145,414 ha is terrestrial and 7,352 ha marine. Best practices will be introduced in high-value biodiversity protection forest totaling 45,802 ha, including demonstration of some of the national mechanisms for the operationalization of the national tourism strategy advanced under Component 1 and provide field-tested findings and lessons that will then be fed back into Component 1 implementation for fine-tuning and policy development. To align to Vietnam's policy directions and reflect socio-ecological systems, the project strategy will also cover impacts of tourism on local habitats and to local communities, both adverse negative and positive. This will provide the basis and underlying data for an overall monitoring and decision-making system for assessing both ecological and social benefits and impacts of tourism.

This need for such monitoring comes from both the national park authorities themselves and by MONRE's obligation to harmonize national mechanisms to measure the effectiveness of protected area management mandated in the country's NBSAP, which has in principle committed to upscale adopted

methodologies in national parks across Vietnam. The methodologies and demonstration of monitoring platforms are proposed for demonstration under Outputs 2.2, 2.3 and 2.5 in Nui Chua and Phong Nha-Ke Bang national parks in order to balance promotion and visitor management to avoid overtourism under Output 1.2. Component 2 will therefore collectively generate the intermediate outcome of strengthened public-private partnerships for nature-based tourism that enhance local livelihoods, increase PA revenue generation, improve tourism management, and reduce threats in PAs from poaching, illegal activities, and related impacts. For Nui Chua and Phong Nha-Ke Bank national parks, the long-term outcome will be a competitive, inclusive, and sustainable tourism destinations where biodiversity is conserved, financed and benefiting local people, and high-quality natural assets where tourism does not exceed carrying capacity in high-value biodiversity areas.

While there are certainly some elements of capacity building in Component 2 (i.e., Output 2.4), **Component 3** is a purpose-built component that will support capacity building and training needs across Components 1, 2 and 4. It will be implemented at both national level and at landscape level within the two target PAs. It is designed to facilitate the adoption of more sustainable behaviors to enable nature-based tourism, reduce negative impacts to biodiversity from private sector operations and foster a deeper appreciation of conservation, biodiversity monitoring and wildlife protection across the travel and tourism sector. There will be an emphasis on ensuring behavior change among tourists, tour operators and among local communities and ethnic minorities to promote environmentally friendly practices, as well as address the demand for wildlife and wildlife products and the unsustainable exploitation of natural resources.

Also cross-cutting, **Component 4** will aggregate, distil and disseminate information and knowledge management, marketing, awareness, gender mainstreaming and monitoring and evaluation based on experiential learnings from the project. Knowledge management and strategic communications are aimed at increasing learning and uptake of the project's experiences to increase the adoption of sustainable tourism in other high-value biodiversity destinations in the country, and to bring livelihood and green recovery benefits to other communities living in and around high-value biodiversity areas.

The expected results, outcomes, outputs and indicative activities from the **UNDP PRODOC Section IV Results and Partnerships**, are synthesized below for easy reference. The GEF funding requested by the Vietnam Environment Administration (VEA) of Ministry of Natural Resources and Environment (MONRE) will be used to achieve the objective through three inter-related component outcomes (the respective objective and outcome level indicators, baselines and targets are detailed in **UNDP PRODOC Section V Results Framework**):

? Outcome 1: Strengthened and harmonized policy, regulatory and incentive framework for promotion of nature-based tourism while reducing threats to wildlife and habitats;

? Outcome 2; Strengthened public-private partnerships for nature-based tourism enhance local livelihoods, increase PA revenue generation, improve tourism management, and reduce threats in PAs from poaching, illegal activities and related impacts;

? Outcome 3: Change in social norms and behavior promote society's acceptance of a more sustainable approach to nature-based tourism that protects wildlife; and

? Outcome 4: Up scaling and replication of nature-based tourism in Vietnam is supported by effective marketing, knowledge management, and monitoring and evaluation of results.

Component 1 will apply at the national level. Component 2 will be implemented at landscape scale, including to demonstrate some of the national mechanisms progressed under Component 1 and provide field-tested findings and lessons that will then be fed back into Component 1 implementation. Capacity building and training under Component 3 will apply at the national and landscape levels. Component 4 will also apply at the international, national and landscape levels and help tie together Components 1, 3 and 3 through supporting national upscaling and replication of demonstration landscape activities progressed under Component 2 in other national parks, and through using the findings of those demonstrations to inform the compilation of lessons and best practices. To ensure gender dimensions of the project are not only strengthened, but remain a cross-cutting priority of the project, Table 11 herein articulates the gender dimensions of each output across the 4 Components.

**Component 1: Enabling framework to harmonize tourism development with nature conservation**

***Outcome 1: Strengthened and harmonized policy, regulatory and incentive framework for promotion of nature-based tourism while reducing threats to wildlife and habitats***

Taken together, this component will create a supportive environment through an integrated set of harmonized policies and regulations needed for the responsible diversification and sustainable growth of the tourism sector, and specifically the nature-based tourism segment. It will entail enabling the transition towards more conservation and biodiversity-oriented tourism, by strengthening the institutional and policy framework to mainstream biodiversity conservation with tourism development. The six corresponding Outputs under Component 1 are designed collectively to establish the necessary regulatory conditions and policies for responsible tourism growth to flourish, environmental conservation and social well-being to be mutually reinforcing - with green tourism creating new, green jobs -, accelerating investment opportunities and partnerships with the private sector, and supporting the local economy by reducing poverty.

**Output 1.1:** An effective national BES platform on biodiversity and ecosystem services established for multi-level planning on nature-based tourism in high-value biodiversity areas to support the effective coordination and implementation of the NBSAP, tourism law and national tourism strategies.

A supportive legislative and regulatory landscape is the cornerstone in transforming Vietnam into a more competitive and sought-after sustainable tourism destination. Currently, there are minimal nature-based tourism activities or plans under relevant Decisions[2] and there is insufficient systemic coordination and mainstreaming within Government on nature-based tourism strategies that also support biodiversity conservation, particularly in high-value biodiversity and protected areas, and insufficient understanding of how to enable the flow of conservation and financial benefits from tourism. MONRE has been tasked by the Prime Minister under Decision 149/2021/QĐ-TTg, with establishing a partnership forum between it and relevant organizations on biodiversity and ecosystem services to share information, create opportunities for cooperation and coordination to enhance the conservation and sustainable use of biodiversity. Currently, MONRE is developing and implementing a plan to establish a platform to promote the participation of stakeholders including government agencies, development partners, NGOs (both national and international), private partners to realize the goals of the Post-2020 Global Biodiversity Framework and Vietnam's NBSAP. While nature-based tourism is a key pillar to the Government's vision, it has not been studied enough to become a focal area of the forum. Without the intervention, there is a risk of expansion of the status quo with further negative impacts on ecosystems, biodiversity and the conservations status of wildlife in Vietnam, including key flagship species, if tourism growth and development is not planned and implemented in a sustainable fashion that respects ecological limits, carrying capacity, zoning restrictions and local needs.

Vietnam was recently selected as a priority target country under the BES-Net II project to "create a shared vision and mode of collaboration among science, policy and practice communities for sustainable BES conservation and management in target countries". BES-Net II aims strategically to strengthen the interface and partnership between "policy", "science" and "practice", and promote the harmonized implementation of National Ecosystem Assessment. As part of this output, a new sub-group on nature-based tourism will be formed under the forthcoming BES platform for information exchange and dialogue between policy, science, and practice promote joint efforts to protect, maintain, and improve biodiversity and key ecosystem services in Vietnam, to press forward with this important pillar of work to advance objectives of improving conservation outcomes in tourism policy and planning, especially as it applies to high-value biodiversity destinations, and to ensure a coordinated effort across government and the alignment of sector strategies and policies. By leveraging existing governance structures, this will provide a cross-government mechanism to support the development and adoption of biodiversity friendly economic development and nature-based tourism policies and approaches. This group is expected to consist of MONRE, other ministries and competent authorities on environmental matters, development partners, NGOs and the private sector.

The intent of this platform is to bring together a range of key stakeholders and sectors to facilitate and support common dialogue and collaborative cross-sectoral decisions relating to the harmonization and better integration of biodiversity conservation, nature-tourism development and social-economic development to increase community livelihoods, especially in high-value biodiversity areas. It will

facilitate MONRE's efforts to strengthen cross-sectoral planning functions within and across agencies to enable more effective technical guidance for project implementation, advocacy for creation of awareness and support for biodiversity-friendly socio-economic and nature-based tourism development and define the roles and responsibilities of key sector institutions (including MONRE, MARD, MOCST, Provincial governments and provincial specialized agencies such as DONRE, DARD, DOCST/or DOT, district and commune governments, etc.) to ensure a coordinated approach to promotion of biodiversity conservation outcomes.

When required, it will include and solicit the input and participation of the various stakeholders, including private sector. Representatives of the hotel sector (large chains, local hotels and tour operators) and of other related tourism services will participate in the generation of inputs as well as recommendations to harmonize planning measures with the economy and development of Vietnam and to better integrate biodiversity conservation objectives in the tourism strategy. The Project Management Unit will serve as the primary interface and liaison between the platforms at national and provincial levels.

Indicative activities under Output 1.1 include:

**1.1.1** Assessment of the current state of existing committees established, as well as requirements to support the BES platform, including the issue of nature-based tourism, and validation of platform model. This will be undertaken during the project's inception phase within the first 60 days of operations.

**1.1.2** Support the formalization and operationalization of the BES platform with a focus on thematic area of nature-based tourism, including (i) agreeing on its mandate and scope; (ii) identification and confirmation of line agencies and other entities to participate in the platform; (iii) assembling / convening the platform; and (iv) validation and adoption of its Terms of Reference to integrate nature-based tourism.

**1.1.3** Formalize and operationalize the communication function and prepare documents for meetings during the operation of the Platform for 3 years.

**1.1.4** Augment the 3-year action plan of the Platform to integrate the thematic area of nature-based tourism.

**1.1.5** Support the operationalization, transition, and sustainability of the national BES platform. This will also entail a comprehensive review of its effectiveness, mandate, value added to nature-based tourism and transition plan post-project upon its operational closure.

**Output 1.2:** Biodiversity conservation standards, criteria and guidelines for sustainable tourism development, management and operations in high-value biodiversity areas developed and adopted, supported by a monitoring, verification, and reporting system.



Sustainability of tourism development in protected areas relies largely on the ability of destination management to harmonize the activities of visitors, local communities, entrepreneurs, and other tourism actors with the primary aim of nature and landscape protection. In the current state, tourism development is skewed towards quantity and volume of tourists rather than the quality of tourism assets and the high growth of the tourism sector has not been sufficiently aligned with carrying capacity and has been maintained by the destruction of the natural environment for the fast construction of the resort and hospitality system. An accurate evaluation of the tourism sector and nature-based tourism segment, therefore, necessarily involves aspects related to productive activities (production of goods and services for tourists), the construction and management of tourist facilities (hospitality and leisure structures, management of mobility), consumption of resources (energy consumption, water consumption and wastewater treatment, waste management) and the effects of tourism activities on the quality of life of the local community (availability of services, crowding, pollution). If managed in a responsible and sustainable way, tourism can be a motivating force for the conservation of landscapes, species, and local heritage; on the other hand, if the strategy adopted for tourism development has the sole aim of getting large and immediate economic results through the uncontrolled growth of the tourist flow, it will lead to a rapid exploitation of the destination, which, after a short period, will become spoilt and no longer attractive.

While the global COVID-19 pandemic has reduced foreign tourism demand in many popular destinations, domestic visitor pressures have increased in many rural and natural areas, to cater to pent-up outdoor recreation demands as viral cases decrease. Increasing tourism intensity in many areas as well as ever-changing visitor demands, and behavior patterns require planning and temporal and spatial zoning to implement and enforce limits of acceptable use.

This Output will enable better assessment of tourism carrying capacity and alignment of load limits for high-visitation and high-biodiversity sites, providing information that will guide where tourism activities need to be subject to stricter control measures and where nature-based tourism development must be compatible with conservation objectives. Spatial analysis and carrying capacity assessments will be developed through technical studies and practical tools for creating and establishing more rational management principles and zoning requirements (to be included in a sustainable tourism plan) within PAs. These will also address how marine and wetland ecosystems are and should be used, considering the demand that this sector is generating at Nui Chua National Park. The participation of representatives of the tourism sector will be of great importance for the development of the spatial analysis and the carrying capacity assessments. Visitor management requirements for COVID-19 safety protocols (e.g., social distancing and visitor tracking) will also be integrated and monitored to avoid over-promotion of popular sites.

Indicative activities under Output 1.2 include:

**1.2.1** Assess and develop national carrying capacity guidelines for PAs, high-value biodiversity areas and at designated national tourism areas, including spatial analysis and carrying capacity assessment.

**1.2.2** Impact assessment of tourism activities on wildlife, biodiversity and natural heritage to propose suitable nature-based tourism solutions and development of criteria for determining sustainable nature-based tourism products and services in the PAs and in high-value biodiversity areas.

**1.2.3** Develop biodiversity conservation impact management and monitoring framework for tourism in high-value biodiversity areas, to underpin the monitoring of compliance against guidelines and criteria. This will integrate the requirements, criteria and KPIs and inform the design and development of the information system / dashboard.

**1.2.4** Develop national tourism area planning and visitor management criteria and guidelines and operational mechanisms such as landscape zoning and protection of high-value biodiversity habitats and tourism areas in PAs and in designated national tourism and heritage areas.

**1.2.5** Design and develop a comprehensive information system / dashboard for monitoring, compliance, and reporting of tourism operations (to be piloted as in Nui Chua and Phong Nha-Ke Bang NPs under Component 2) against national requirements.

**1.2.6** Establish an incentive framework with uniform criteria, to minimize the negative impacts of tourism development in high-value biodiversity areas while maximizing positive contribution to nature conservation and local communities.

**1.2.7** Assess management and conservation effectiveness of PAs and recommend standards/criteria for effective management of PA in Vietnam.

**Output 1.3:** Mainstreaming biodiversity conservation into tourism policy, regulations, and master planning for development of national nature-based tourism and integration in PA management policies.

As part of this Output the project will develop sectoral guidelines and recommendations on integrating the requirements of nature conservation and biodiversity in tourism planning/plans, as well as sustainable development of nature-based tourism at national, provincial and site levels. These will be piloted at each demonstration site as part of Component 2. Technical and documentation for interpreting requirements on nature-based tourism to control impact on high-value biodiversity areas will also be developed. A roadmap for ecologically sustainable nature-based tourism under the overall framework of Vietnam's tourism development strategy to 2030 and vision to 2050 will be developed and approved at the national level. Adopted guidelines will also be integrated into revisions of the biodiversity policies, curriculums guiding the implementation of decisions and planning instruments, and into key tourism policies, master plans and tourism development plans at national tourism areas. They will also be integrated into PA management policies and practices and will guide the integration of biodiversity conservation objectives in tourism development and tourism development projects within national parks.

Indicative activities under Output 1.3 include:

**1.3.1** Develop a long-term roadmap and vision for ecologically sustainable nature-based tourism based on priorities of Vietnam's NBSAP to 2030, vision to 2050 and Vietnam's Tourism Development Strategy to 2030.

**1.3.2** Develop national guidelines, standards, and triggers for integrating nature-based tourism concerns into master planning, sectoral and local development planning.

**1.3.3** Develop and seek approval for priority tourism programs and projects addressing current legislative gaps and operational needs while also considering species conservation goals and priorities in the post-2020 Global Biodiversity Framework in order to reorient the current regulatory framework and Vietnam's national tourism strategy towards promoting biodiversity conservation and operationalizing nature-based tourism with a sustainable longer-term vision.

**1.3.4** Review and contribution to a national policy amendment to strengthen and enable a greater share of tourism revenue to be earmarked and directly re-invested for biodiversity conservation or shared with local communities.

**Output 1.4:** Guidelines for operationalizing nature-based tourism strengthened, in particular for promotion of: (i) public-private partnerships in nature-based tourism; and (ii) community participation and benefit sharing from nature-based tourism, that ensures biodiversity conservation improvement and informs a clear policy.

While a PPP is not the best tool for every requirement, the strategic use of partnerships can indeed benefit and contribute to investment in and the development of sustainable tourism, and PPPs can also be a vital tool for facilitating tourist access and improving the destination experience. Within the PA context public-private partnerships will entail formal agreements between the protected area authority and private sector in which the private partner is tasked to deliver a particular tourism product or service at a greater quality and efficiency, allowing protected area managers to focus on their core functions. The private sector in this regard may be a commercial business, an NGO or even a community organization. Currently in Vietnam, PPP investment mainly focuses on large infrastructure projects and while investment under PPP is well-defined for a number of sectors such as construction, energy, and public health under special policies such as Decree 108/2009/ND-CP and the 2020 Law on PPP Investment, these do not apply to the tourism sector.

This Output therefore, will involve supporting the development and adoption of forward-thinking instruments and policies to encourage investment in nature-based tourism through PPPs in a manner which optimizes quality of the product and service, and to mobilize community participation and

ownership within this segment. The project will explore the range of legal options and models for the use of outsourcing, which include instruments such as concessions, leases, licenses and permits. The decision tree of whether to adopt a PPP and characteristics of different models usually employed are described in the corresponding tables in the PRODOC and typically, PA management uses several of these instruments, sometimes within one contract for one service. Guidelines on mobilizing participation of the private sector investment in nature-based tourism activities and on community engagement and benefit sharing will undergo a feedback loop where they will be first tested at the provincial and landscape level, undergo subsequent refinement and finally, inform policy and wider adoption. Guidelines will be vetted by both national and provincial platforms and in the latter case, adapted to the local provincial context if required.

Indicative activities under Output 1.4 include:

**1.4.1** Assessment of PPP experiences, engagement / participation strategies, models, instruments, and incentive models to accelerate investment in nature-based tourism within the Vietnam context. These will leverage both national experiences and will be based on international case studies and best practices.

**1.4.2** National study, gap analysis, guidelines, and model biodiversity / wildlife / community development criteria to underpin nature-based tourism certifications for private sector enterprises in the tourism sector.

**1.4.3** Develop a mechanism on mobilizing participation from the private sector and communities, and how to incentivize biodiversity-friendly conservation priorities in tourism investment and benefit sharing to local communities. Dependencies will be made with Activity 1.2.6. These guidelines will address legislative gaps and underpin the development of priority programs and projects under key related Decisions to support the National Tourism Development Strategy to 2030, also in conjunction with biodiversity conservation strategy to 2030, vision to 2050 and National environmental protection strategy to 2030, vision to 2050.

**1.4.4** Compile an inventory of priority programs and projects for PPP and community engagement, through consultation with private sector enabled by requests for information and expressions of interest.

**1.4.5** Strengthen current guidelines and framework to enable NP authorities to effectively engage in livelihood activities, including establishing guidance on skill sets and mandatory roles.

**1.4.6** Establish a national standards and policy framework on minimum management capacity and mandatory roles to ensure enabling conditions are present at PAs to address PPPs and community development to support nature-based tourism, including: (i) recommended skill sets (ii) support to increase personnel and head count to align with mandatory roles; and (iii) training programme(s).

**1.4.7** Develop national policy on PPP and community participation in nature-based tourism based on testing of and experiences with guidelines.

**Output 1.5:** Practical and standardized methodologies for ecological and social impact assessments developed for nature-based tourism in high-value biodiversity areas to minimize impacts on wildlife, habitats and local culture and lifestyles and standards to ensure compliance.

Standards and guidelines developed will cover the use of SEA/EIA in tourism development planning, sustainable infrastructure design, specified forms of access and the operation of specific tourism activities to ensure that tourism development is compatible with biodiversity and ecosystem conservation outcomes and minimize harm on local cultural and social practices and norms.

In Vietnam all biodiversity relevant Laws, such as LEPs, Law of Biodiversity, Law on Forestry, and Law of Fisheries, Law on Tourism, Law on Planning etc. have included the provision that any projects, policy, programs which has the potential to affect biodiversity, must implement an EIA or SEA. However, in recent years, the EIA, SEA reports evaluated and approved have unsatisfactory and very sketchy biodiversity impact assessments. They do not provide enough baseline information on biodiversity in order to assess the impacts and do not provide enough guidance on how to manage and mitigate the impacts on biodiversity and wildlife.

Indicative activities under Output 1.5 include:

**1.5.1** Review and analyze current Environmental Impact Assessment (EIA) and Strategic Environmental Assessment (SEA) standards and guidelines from the perspective of biodiversity, wildlife, and cultural considerations.

**1.5.2** Based on gaps within current EIA standards and guidelines, integrate biodiversity conservation elements into EIA process focusing on wildlife protection and human-wildlife conflict issues stemming from tourism development, as well as local cultural considerations.

**1.5.3** Based on gaps within SEA standards and guidelines, mainstreaming of biodiversity considerations and provisions into the SEA framework to inform nature-based tourism policy and strategy and investment projects.

**1.5.4** Develop and submit for approval a mechanism to unify and harmonize the SEA/EIA methodologies used by line ministries and provide streamlined guidance for their application at PAs.

**1.5.5** Develop guidelines for nature and wildlife watching/viewing tours for application and refinement in targeted PAs and high-value national tourist areas.

**Output 1.6:** Enabling national policy and clear legal framework underpinning the promotion and

application of payment for ecosystem services from marine ecosystems (PMES) and wetlands applied in project sites and replicated.

There is currently a robust policy, legislation, and extensive experience in the application of payment for forest environmental services (PFES). PFES has been practiced in Vietnam for many years ago under the Law of Forest protection and Development (now the Law on Forestry). However, while the wetland and marine ecosystems have substantial potential (from commercial fisheries and marine products, tourism and recreation, storm protection services from mangroves, etc.) for generating revenues for promoting conservation outcomes, these are a relatively new idea. While PMES and PWES have been regulated under the 2020 LEP, and a newly adopted Governmental Decree No. 08/2022/ND-CP, guidance on their implementation has not been developed yet (see **UNDP PRODOC Section II (Development Challenge)** and **UNDP PRODOC Annex 21: Payment for Marine Ecosystem Services Baseline Analysis**).

As part of the consultation process during the PPG extensive consultations and foundational research was undertaken to enable these instruments. The activities detailed below seek to address the requisite enabling conditions, as well as trigger the requisite actions for a preparatory phase before piloting can commence. It is expected that the MONRE will provide an important supporting role at the central level in establishing these enabling conditions for PMES to be piloted, refined, phased-in and scaled-up over time. It is also recommended that a functional working group is set-up within MONRE to support the PMES piloting. This working group might not need to have regular and more formal face-to-face meetings but could generate ideas and recommendations via online forums or group conversations. Finally, specific support actions have been proposed for the project at both central and local level will focus on supporting MONRE in developing PMES in Nui Chua NP. The indicative activities or work packages have been gleaned from the following list of near- and medium-term priorities at the national level.

The project will support the development of policies, legislation, and protocols for promotion of payment for marine environmental services (PMES) and wetland environmental services (PWES) that channels revenues from tourism in high biodiversity areas as a means to generate community support for conservation of the marine and wetland space, which will be trialed in Component 2 in Output 2.6. By improving the overall regulatory environment, filling in legislative gaps by articulating guidance and criteria and standardizing and enhancing the quality of guidelines, towards the diversification of nature-based products and experiences which respect ecological thresholds and boundaries, while professionalizing human and institutional capacity, the project will establish a long-term foundation for stability and vision for Vietnam to reach its international and domestic nature-based tourism potential.

Indicative activities under Output 1.6 include:

**1.6.1** Review existing legislation and regulations relating to PES to identify key gaps in promoting PMES and PWES with special emphasis on pricing mechanism and revenue creation from tourism activities.

**1.6.2** Support development of guidance on development of provincial ecosystem services plan

**1.6.3** Support development of guidance on development of national park ecosystem services plan

**1.6.4** Policy learning and report on the results from piloting PES at project site and recommendations for policy revision and improvement.

**Component 2: Nature-based tourism partnerships benefitting communities, wildlife and habitats at Nui Chua and Phong Nha-Ke Bang national parks**

***Outcome 2: Strengthened public-private partnerships for nature-based tourism enhance local livelihoods, increase PA revenue generation, improve tourism management, and reduce threats in PAs from poaching, illegal activities and related impacts***

Under Component 2, the project will demonstrate public-private partnerships and mechanisms for stronger engagement with and integration of local communities, towards sustainable biodiversity conservation and nature-based tourism development at provincial level and at the two demonstration sites at Nui Chua National Park in Ninh Thuan Province and at Phong Nha-Ke Bang National Park in Quang Binh Province. The seven corresponding Outputs which make up the WBS under Component 2 are designed to develop and establish an integrated approach to nature-based tourism built around effective partnerships between government, private sector and communities that combine economic and social development and environment protection. Importantly, the demonstration sites will also act as a testbed for piloting, testing and subsequent refinement of the nature-based tourism guidelines, criteria and requirements developed under Component 1.

**Output 2.1:** Provincial multi-sectoral nature-based tourism platform established to support coordinated action and investment across government and private sector for promotion of nature-based tourism development and biodiversity conservation in Quang Binh and Ninh Thuan provinces.

Existing sectoral planning platforms in Quang Binh and Ninh Thuan provinces lack provincial tourism planning frameworks, guidance on symbiotic and cumulative impacts of tourism at provincial scale, and a strategy to strengthen nature conservation while reducing risks to biodiversity and critical wildlife from existing and conventional tourism practices. Without intervention there is a risk that tourism will be unplanned, fragmented, and unsustainable.

At a further level of granularity to Output 1.1 therefore, and operating at the sub-national level, the project will establish a provincial multi-stakeholder platform for nature-based tourism development and biodiversity conservation. Coordination Mechanism Between National and Provincial Platforms) with government and private sector participation, aiming to bring about more coordinated action and investment in nature-based tourism development, built on a common definition of nature-based tourism in the Vietnamese context and what standards need to be met. The multi-sectoral coordination mechanism will adapt and support the implementation of national policy, regulations and guidelines for mainstreaming biodiversity conservation in tourism planning and development, promoting public-private partnerships in nature-based tourism, promoting community participation in nature-based benefit sharing arrangements, overseeing EIA process in tourism development and investment, and creating the supporting regulatory environment for PMES / PWES policy realization in Nui Chua National park and its surroundings in Ninh Thuan Province. To ensure continuity, it is anticipated that any representatives from the provincial departments of line ministries participating in the BES Platform will also participate in the provincial multi-sectoral nature-based tourism platform and will be hosted by the respective national park management boards in each province, together with representative from PPC and provincial tourism and private sector entities to be identified during the inception phase, through a nomination process.

Indicative activities under Output 2.1 include:

**2.1.1** Validation of provincial multi-sectoral nature-based tourism platform for biodiversity conservation model. This assessment, along with Activity 1.1.1, will be undertaken during the project's inception phase within the first 60 days of operations.

**2.1.2** Establish and operationalize the provincial multi-sectoral nature-based tourism platform model, including (i) agreeing on the mandate of the provincial platform; (ii) identification and confirmation of provincial line departments and private sector entities; (iii) assembling / convening the provincial platform; and (iv) validation and formalization of its Terms of Reference (TOR) during its first sitting.

**2.1.3** Establish a Memorandum of Understanding (MoU) with private sector tourism entities, through an expression of interest, to support project activities such as exploration of nature-based tourism PPP opportunities at PAs, as well as participate in the provincial multi-sectoral nature-based tourism platform. This activity will also include a mini-study on private sector partners for PMES that might benefit from the improved environmental services.

**2.1.4** Establish and operationalize a liaison and communication function via national park management boards and nominate representative to participate in the BES platform established under Activity 1.1.1.

**2.1.5** Undertake and coordinate consultations of key project deliverables for trialing at the provincial level. It is anticipated that draft versions of the deliverables, guidance, criteria and studies developed under the first component will undergo a formal review and vetting process by the provincial multi-stakeholder platform to ensure these reflect and are tailored to the nuances of and reflect the needs of the provincial and local context.



**2.1.6** Make and communicate recommendations for the refinement of deliverables, guidance, criteria, and studies to the inter-agency coordination mechanism based on the experiences from them being piloted, via dependencies with Output 2.7.

**2.1.7** Support the implementation of project activities at sites.

**Output 2.2:** Integrated nature-based tourism programs designed in Nui Chua and Phong Nha-Ke Bang national parks.

Under this output, the project will facilitate the development of nascent nature-based tourism products and services which generate biodiversity conservation benefits, that improve local employment and incomes, and which also mitigate harmful tourism practices to wildlife (e.g., market demand for wild products, habitat degradation and pollution). This will entail: (i) development/revision of nature-based tools and resources, tourism plans, tourism business planning and management, tourism investment project regulations in both national parks; (ii) identification and development of innovative and culturally sensitive community-based tourism offerings; and (iii) exploration and demonstration of public-private partnerships in support of biodiversity conservation based on different models and using different instruments. It is expected that the nature-based tourism programs designed in Nui Chua and Phong Nha-Ke Bang national parks will leverage and make use of the guidelines and standards developed under Component 1 (i.e., zoning guidelines, carrying / load capacity, SEA / EIA and agreed monitoring and reporting parameters).

Through close consultation with local communities and tourism operators, nature-based tourism services and products will be identified/ modified that reflect the unique characteristics and local cultures of each region, and public-private partnerships and sustainable financing mechanisms demonstrated including the use of concessions, co-management, licensing arrangements. Exact mechanisms to be applied at each site will be determined based on feasibility assessments and the results of local consultations. Investment opportunities in Nui Chua and Phong Nha-Ke Bang National Parks have tremendous potential due to their rich biodiversity resources, beautiful landscapes and pristine environment and cultural heritage. Potential investment opportunities for Nui Chua and Phong Nha-Ke Bang PAs could generate revenue from promoting more biodiversity-oriented nature-based tourism for sustainable wildlife conservation and development. However, the direct transfer of benefits and revenues from tourism development within NPs to biodiversity conservation in those same NPs is impeded by an opaque and restrictive budget management process (see **UNDP PRODOC Section II (Development Challenge)**, **UNDP PRODOC Annex 19: Current Tourism Operations within the Demonstration Landscapes** and **UNDP PRODOC Annex 20: Private Sector Analysis**).

In an effort to establish a more favourable long-term financing strategy to support biodiversity conservation efforts in PAs, the project will explore the boundaries of new revenue streams, seek opportunities for sustainable revenue generation from the marrying of tourism activities with biodiversity protection, and collaboration in conservation efforts. During the PPG stage, various options have been reviewed to assess their viability, including, (i) identification and assessment of an array of potential investment opportunities for PAs (while also taking into consideration the BIOFIN catalogue of financing solutions ); (ii) defining a time plan and sequencing of different revenue options; (iii) providing recommendations for best concessionary options, partnerships and investments for potential promotion and marketing; (iv) identifying and supporting feasibility studies and business plan development for best business opportunities; (v) developing safeguards and environmental actions for these businesses that integrate best practices; (vi) capacity building for enhancing co-management between communities and businesses and the effective enforcement and monitoring of business outcomes; and (vii) seed financing to support implementation of pilot tourism business investment opportunities. In terms of private-public partnerships, this output will seek opportunities to engage the private sector on investments in nature-based tourism products and services for the creation, enhancement, and recovery of jobs, and promote green responsible tourism standards and practices. The learnings from Output 2.2 will support promotion of replication of these successful models (including use of PMES) to other high tourism destinations (including PAs) in the country through advocacy, sharing of best practices, exchange visits and capacity building that is covered under output 4.2.

Indicative activities under Output 2.2 include:

**2.2.1** Identify, catalogue, design, demonstrate and test innovative investment models, instruments, tools and resources that can be applied to both national parks and for the tourism sector to underpin feasibility studies, cost-benefit / Return on Investment (ROI) analyses, investment opportunities, business case development and planning of nature-based tourism programs and to also assist with the definition of tangible and intangible benefits to biodiversity in order to help refine current and future programming / tourism offerings.

**2.2.2** Training and capacity building on business planning and tourism business operations. This activity will focus on the removal of capacity barriers, prioritizing business planning and revenue generation skills, as well as co-management skills with local communities and identification of local products and markets.

**2.2.3** Development of business plans in Nui Chua and Phong Nha-Ke Bang national parks for improving coordination with private tourism and biodiversity conservation management, as well as work with private sector to augment the business plans of tour operators in Quang Binh and Ninh Thuan provinces to ensure the integration of biodiversity conservation considerations and to diversify nature-based tourism offerings.

**2.2.4** Develop nature-based tourism plan, environment management and protection plan for natural heritage and develop new operational management plans for the period 2023-2030 through full engagement and consultation with local stakeholders.

**2.2.5** Establishment of a community-based revolving fund, as well as other mechanisms/tools to be explored and developed by the project, to act as a catalyst for new and existing nature-based tourism enterprises. As part of this activity the project will explore revolving microcredit mechanisms through engagement with private sector financial institutions whereby local communities can borrow to participate in forest protection and conservation through innovation and entrepreneurship, and will orient itself towards the creation of commune-based and women-owned small business and enterprises. As an additional financial service, the project will provide support to develop community-based business and family spending plans for aspiring entrepreneurs to enable access to existing microcredit offered through the Bank for Agriculture, Rural Development and Vietnam Bank for Social Policy. These banking institutions provide credit to applicants who have a solid strategy anchored to a good business plan.

**2.2.6** Based on application of certification guidelines under Activity 1.4.2 and inclusion of 'green' and 'responsible' criteria within existing certification schemes and labeling, such as Green Lotus Label and other national and provincial initiatives, the project will work towards the proliferation of these existing schemes, ensuring tourism standards and practices prioritize biodiversity conservation and support to local livelihoods. In parallel, the project will propose and nurture new standards and certifications for tour operators, travel agencies, commune-based enterprise and nature-based tourism service offerings in Quang Binh and Ninh Thuan provinces and pilot them in Nui Chua and Phong Nha-Ke Bang national parks.

**Output 2.3:** Improved monitoring of status of key biodiversity resources to assess effectiveness of PA management, illegal wildlife threat management and biodiversity conservation outcomes of nature-based tourism.

The monitoring, evaluation and reporting system developed under Component 1 will be demonstrated and standards applied to protected area management, illegal wildlife threat management and local tourism developments and operations to assess impacts on key biodiversity species and habitats. A compliance and enforcement mechanism will also be demonstrated introducing best practice, especially in buffer areas, special protection forests and in marine habitats, harnessing the power of innovative frontier technologies to enhance conservation potential of the two targeted demonstration sites. Based on the monitoring exercise, situational awareness will be enhanced through the collection of new information and intelligence, enabling the more effective zoning and management of specific areas within the PAs for improved conservation, effective threat management, sustainable tourism development and low-impact visitation, including changing of existing tourism practices. It is expected that the activities under Output(s) 2.3 and 2.4 will collectively contribute to the achievement of core indicator 4.1.

Indicative activities under Output 2.3 include:

**2.3.1** Develop and implement a nature-based tourism focused conservation plan for iconic/flagship species in the pilot sites, including establishment of captive breeding and release program for silver-

backed chevrotain in Nui Chua National Park and other key flagship species at Phong Nha-Ke Bang National Park. This activity will also include surveys necessary for the development of corridor management plans and also hone efforts on underexplored areas of the PA where there is currently a dearth in data.

**2.3.2** Establish SMART patrol in Nui Chua national park and expand SMART patrol in Phong Nha-Ke Bang, including SMART patrol software upgrade and integration with monitoring, compliance, and reporting information system through the development of an application programming interface (API). This will also include development of drone capabilities to assist with monitoring efforts, rescue and fire prevention through automated flight paths and image processing technologies. This will be integrated into the requirements of the comprehensive information system.

**2.3.3** Introduce, pilot and integrate frontier technologies such as smart phone technologies (such as Gaia GPS), land-use crowdsourcing tools (such as Geo-Wiki and the Cornell Lab of Ornithology's Merlin app), wave devices in areas where there is poor signal, as well as integration of custom built mobile-enabled biodiversity identification tools within existing operations, to support and enable the work of park rangers and tour operators to blur the lines between tourism, education and conservation. There is a dependency between the mobile-enabled tools and the information system built as part of Component 1, and therefore, will be bundled as part of a single procurement. Mobile apps will be an extension of the system to facilitate data capture and the graphical user interface (GUI) should be tailored to different audiences and needs.

**2.3.4** Promotion of citizen science and crowd sourcing for the monitoring of species via the online app, as well as development of key messaging (i.e., modeled after the "see something, say something" campaign to encourage reporting of suspicious and illegal activity) to be rolled out in concert with Output 3.2 (activities 3.2.5, 3.2.6 and 3.2.8) and Output 3.3 (activity 3.3.3).

**2.3.5** Establish and implement standardized guidelines on monitoring (including guidelines for sensitive / endangered species) based on parameters defined in Component 1, ensuring that data is captured, fed into the monitoring system and information generates knowledge to support decision making.

**2.3.6** Develop guidelines and standard operating procedures on building skills on working and building trust with local communities, especially with ethnic minority groups, on issues such as wildlife crime and human wildlife conflict and integrating them into patrols.

**2.3.7** Development of at least 2 corridor management plans in the context of Phong Nha-Ke Bang and Nui Chua landscapes, including protected forests and biosphere reserves.

**Output 2.4:** Institutional capacity for improving biodiversity conservation and management of PAs and effective monitoring, surveillance, and prevention of illegal wildlife activities. It is expected that the activities under Output(s) 2.3 and 2.4 will collectively contribute to the achievement of core indicator 4.1.

Under this Output, the project will help build capacity of protected area staff for improved protected area management. This will entail technical guidance on survey and mapping techniques of hotspots for illegal wildlife activities to develop targeted responses for management such threats. Surveillance, monitoring and enforcement will be strengthened through improved SMART patrols, including collaboration with local communities for undertaking such patrols. It will also enhance PA staff capacity to integrate tourism development and management of the PA and generate revenues for management of services provided by the national parks. The intention is to strengthen the law enforcement value chain. It will demonstrate increased management effectiveness at the site level, through improved institutional and technical management capacities of sub-national PA network and guided by the national criteria and guidelines on ecological limits and carrying capacity.

The Centers of Education for environment protection and biodiversity conservation that are public-oriented service units legally established and operated by the respective PA Management Boards and will be strengthened and serve as a launch pad for technical support and training to PA staff in support of nature-based tourism and PFES/PMES operations and conduct of non-business activities such as environmental education and awareness, enhancement of tourism visitor experience and local nature-based tourism operations. The project will build and complement the lessons emanating from the World Bank GWP project, in that this output will help support capacity improvements for integration of protection of key species into the PA development activities at the two targeted national parks, support enhancement of management capacity of PA staff, including collaboration with law enforcement to address illegal activities and community capacity development for information sharing on illegal activities. By specifically honing efforts on threat management, the intent is to also maintain healthy and intact ecosystems within the PAs, with abundant wildlife and productive ecosystems so as to enhance the overall visitor experience, raising awareness, while working towards the global and national biodiversity benefits expected from the project.

Indicative activities under Output 2.4 include:

**2.4.1** Environment protection and biodiversity conservation education capacity gap analysis and needs assessment during inception phase based on the results of the capacity development scorecard due diligence and analysis undertaken during the PPG.

**2.4.2** Technical support to renovate and/or set up visitor and education and rescue center, as well as nature and cultural interpretation center facilities in the core / administrative zones of each national park to support nature-based tourism programs and capacity building.

**2.4.3** Capacity building for improved protected area management and conservation effectiveness at the landscape level leveraging both the METT and national management effectiveness system specifically designed for Vietnam.

**2.4.4** Training in SMART patrol and monitoring techniques, METT/national PA management effectiveness system, as well as the use of innovative tools for species identification, using technology tools, apps developed for local context tailored for tourists and park staff. Training in responding to human wildlife conflict and conflict resolution targeting rangers.

**2.4.5** Training and skill enhancement to park rangers, law enforcement personnel and expansion of the national Wildlife Crime Unit, focusing on identified gaps by the two national parks, including investigation and handling techniques, including enhanced detection and criminal investigation skills, preparation of administrative dossiers to process violations, conflict de-escalation and defensive skills, training in the usage of tools by environmental police requested to ensure there is sufficient expertise and knowledge to identify violations and make arrests.

**2.4.6** Training on how to leverage data that is being collected for data-driven decision making, what story or narrative the data is telling and how tools are intended to be used as part of existing job descriptions and supported by a change management plan.

**2.4.7** Application of zoning guidelines based on carrying capacity / load assessments undertaken under Component 1, as well as carrying capacity / gap and performance assessment (dependency on information system) including the development of a species distribution and illegal hotspot map for each national park.

**2.4.8** Training local communities to integrate them into patrols, as well as sensitization of illegal wildlife trade, human wildlife conflict.

**2.4.9** Capacity building and skill enhancement through "learning by doing", focusing on priority topics and thematic areas relevant to nature-based tourism and conservation best practices, facilitated through an expression of interest, to facilitate exchanges with other national parks, heritage sites and tourist areas in Vietnam (e.g., at Cat Tien, Con Dao, at national parks, at Pu Hu Nature Reserve, at cultural heritage destinations such as Hue, or other well-known tourist destinations such as Sapa in Lao Cai province). Where appropriate, linkages will be made to sections of the METT and national management effectiveness system specifically designed for Vietnam.

**2.4.10** Support for capacity development priorities at Nui Chua National Park based on gaps identified in the capacity development scorecard and where appropriate, making linkages to the METT and national management effectiveness system specifically designed for Vietnam, including: (i) training and capacity building in habitat monitoring (ii) capacity building training in coral reef monitoring; (iii) capacity building training in seagrass monitoring; (iv) training to improve monitoring capacity and identification of a number of endemic, endangered and rare species, including animals and plants using web-enabled tools; (v) training to improve the capacity of the community and local authorities in law enforcement for both terrestrial and marine; and (vi) support on conservation monitoring and active restoration of spawning grounds for sea turtles in Nui Chua National Park.

**Output 2.5:** Implementation of community-based biodiversity conservation and benefit sharing programs from nature-based tourism and related products and services that provide new and innovative income generation activities.

At the two project sites, community participation and benefit sharing from nature-based tourism products and services is poor and tends to operate in the informal economy. Furthermore, hunters who operate professionally out of villages in the buffer areas near the national parks also supply a stream wildlife through middlemen for additional income, and into supply chains destined for consumption by well-heeled domestic tourists and international tourists. The project will replace this practice through nurturing other income generation streams and livelihood strategies that can provide additional and sustainable sources of income. The intent of this output is to provide substantial economic benefits to local communities to replace incomes derived from current destructive activities such as hunting, poaching, unsustainable extraction of both timber and non-timber forest products (NTFPs), pollution and land encroachment. Efforts will be made to attract and transition professional hunters and loggers out of illegal trade into legal businesses and gainful employment.

The project will also encourage communities to value forests and biodiversity in new and sustainable ways, thereby incentivizing their preservation and internalizing environmental opportunity costs. These efforts might include growth of forest and biodiversity friendly value chains for NTFPs, high-value agriculture and products that have clear established and unmet demand. There is also potential to support women's entrepreneurship initiatives that are complementary to the nature-based tourism activities, such as organic vegetable production, and small-scale businesses (local specialty products). Training can be provided on the one commune one product (OCOP) program procedures and business planning, linking products with access to marketing. Products, will vary depending on the location, but can include production of fruit juices (pineapple, passion fruit, etc.), macadamia nuts, dried bamboo shoots, honey, medicinal plants, brocade weaving, handicrafts, musical instruments made of bamboo, cork, and rattan, ethnic cultures, etc. This will include training and support for establishing production groups, cooperatives, or interest groups managed by women, support for accessing affordable inputs, credit, technical support and extension services and trainings, and connecting these groups with traders, businessmen, cooperatives, and enterprises to help them improve market access.

A scoped SESA approach will be applied to the development of benefit-sharing mechanisms and any enhancements to livelihoods, to avoid and manage their potential downstream social and environmental impacts prior to their adoption, and to ensure compliance with the UNDP SES and gender mainstreaming. Government standards and UNDP standards for community consultation (including FPIC), governance and benefit-sharing will also be adhered to in the development of the methodologies. In accordance with UNDP Social and Environmental Standards Standard 6, a National EMPP Specialist will turn the Ethnic Minorities Planning Framework into an Ethnic Minorities Peoples Plan and implemented as part of this output.

The project will ensure activities and products will be supported that benefit local people, support local economic development, and help local people to benefit from diversified environmentally responsible livelihoods. The engagement process will ensure that project activities will have FPIC beforehand.

These activities and products will be supported by one or more local stakeholders and training providers contracted by the project. FPIC will be sought for villages at the commune level at both demonstration landscapes in view of its ethnic minority inhabitants (see **UNDP PRODOC Annex 7: Stakeholder Engagement Plan** and **UNDP PRODOC Annex 8a: Environmental Social Management Framework**), prior to the commencement of any project-supported tourism development that requires FPIC; no activities requiring FPIC will proceed until FPIC is secured. Potential impacts of community-based tourism development on project sites will be screened through application of the UNDP SESP at site level. Consideration of health safety standards and measures to manage COVID-19 risks and potential zoonotic disease transfer will be included within trainings as relevant. The planning of community-based tourism activities in Output 2.2 will also take account of this risk regarding the project workers at the demonstration sites.

Indicative activities under Output 2.5 include:

**2.5.1** Conduct market surveys and options analyses to develop an assessment and an inventory of indigenous knowledge.

**2.5.2** Study of mechanisms for benefit sharing and fair flow of and distribution of resources among communities in each national park, including the optimization of PFES to address shortcomings at Phong Nha-Ke Bang National Park. This will be followed by the set up and operationalizing of benefit sharing mechanisms, supported by training and awareness on the importance and benefits of equitable benefits.

**2.5.3** Training on both input- and output-oriented business knowledge, including business planning and knowledge (i.e., cooperatives, women groups, revenue generation, soft business skills such as negotiation, inventory planning and distribution and accessing credit - with built-in dependencies with the revolving fund, microcredit and other job creation tools.

**2.5.4** Awareness directed at local communities on the importance of biodiversity, role of national park its resources and nature-based tourism.

**2.5.5** Hiring and absorption of former hunters and poachers in tourism activities: national parks play an active role in hiring former hunters who know the park very well to be engaged in tours to high-value biodiversity areas. There needs to be proactive internalization of benefit sharing and engagement by national parks.

**2.5.6** Co-management arrangements in key biodiversity areas and corridor management plans with local communities not only in national parks but also in biosphere reserves.



**2.5.7** Engagement of local communities to join tourism activities organized by tour companies. Tour companies and operators have their own guides and there needs to be a paradigm shift (supported by decisions) ensuring that tour operators employ local communities and involve them in operations. It is not possible, nor economically viable for communities to only be engaged in peripheral services like porters and local tour guides.

**2.5.8** Provide scholarships so that community members can become certified and then be absorbed into tourism operations by being hired by companies, resorts and other nature-based tourism enterprises.

**2.5.9** Establish and sustain business linkages between commune-based enterprises with nature-based tourism companies and production / value chains.

**Output 2.6:** Demonstration of PMES in Nui Chua national park and surrounding landscape.

Despite several studies examining PFES impacts in Vietnam, there is a paucity of research and experiences evaluating the effectiveness of PFES on communities living in national park buffer zones and core zones, and no experience documenting the potential of either PMES or PWES in the country (see **UNDP PRODOC Annex 21: Payment for Marine Ecosystem Services Baseline Analysis**). Under this output, the project will support the trialing of relevant elements of the national policy and legal framework for promotion of PMES and PWES mechanisms in Nui Chua national park and its surroundings. It will entail primary evidence gathering to identify those ecosystem services that can be conserved and restored/maintained in the marine space, resource management practices that can contribute to achieve this outcome, interest of the private sector (particularly tourism enterprises in this high biodiversity destination) to participate and contribute to the PMES, capacity and interest of the community to implement such measures, etc.

Following the initial evidence gathering exercise, the planning and design of the PMES activities will require technical support for establishment of baselines, assessing market values and business and opportunity costs, enhancing technical and negotiating capacity of key partners, design, and implementation of PMES agreements and measures for verification of PMES delivery and benefits. In terms of Phong Nha-Ke Bang national park, current PFES operations (channel revenues from tourism) provide revenues to the Provincial Administration, part of which are channeled to PA management to maintain PA operations related to tourism, support nature-based tourism activities and forest conservation. The project would support assessments to improve the targeting of these PFES resources to ecosystem quality improvements and help strengthen and scale-up revenue generation in Phong Nha-Ke Bang national park.

Indicative activities under Output 2.6 include:

**2.6.1** Economic valuation of ecosystem goods and services at Nui Chua and Phong Nha-Ke Bang national parks.

**2.6.2** Validation of site selection in PPG for PWES to ensure location of appropriate wetland habitats.

**2.6.3** Based on guidance / guidelines from 1.6.2, support the provinces to develop a provincial ecosystem services plan.

**2.6.4** Based on the guidance / guidelines from 1.6.3, develop and implement a national park ecosystem services plan in Nui Chua national park.

**2.6.5** Exchanges on marine management and PMEs experiences with other NPs and PAs in the country.

**Output 2.7:** Distillation of results from the piloting / evidence-based application of guidelines, criteria at local level as a feedback loop for refinement.

This output serves as an aggregator of the results from the application of guidelines and criteria developed under Component 1. It will force the project to distil results, make recommendations for refinement and report back to the provincial multi-sectoral nature-based tourism platform.

Indicative activities under Output 2.7 include:

**2.7.1** Distill lessons from the guidelines, frameworks, criteria developed at the national level based on the project experience in piloting, including an assessment of tourism impact.

**2.7.2** Distill lessons and recommendations based on the PMES / PWES pilot and implications on concession rights for PAs to feed into national discussions on the concession regulations and law.

**2.7.3** Submit and present recommendations to the BES Platform and provincial multi-sectoral nature-based tourism platform.

**2.7.4** Report on the outcomes of the PES (PMES/PWES) to related agencies to inform policy making, research and education / awareness.

**Component 3 Capacity building and behavior change for acceptance of value of nature-based tourism and wildlife and biodiversity protection**

***Outcome 3: Change in social norms and behavior promotes society's acceptance of a more sustainable approach to nature-based tourism that protects wildlife***

Component 3 will facilitate the adoption of more sustainable behaviors and capacity building to accelerate the transition towards more responsible nature-based tourism and wildlife protection across the travel and tourism sector, including among tourists. In particular, this Component will focus on ensuring behavior change among tourists and tour operators and local communities to promote environmentally friendly practices as well as address the demand for wildlife and wildlife products and the unsustainable exploitation of natural resources to meet the tourist demand covering PA network. The project will also put communities at the center of conservation-oriented tourism. Through strengthening disincentives for illegal behavior, increasing incentives for wildlife, forest, and marine stewardship, and supporting sustainable livelihoods that are not related to wildlife and unsustainable exploitation of natural resources, this model addresses the drivers of unsustainable hunting and the wildlife trade, as well as poor participation and benefits flowing to local communities and ethnic minorities from the tourism sector at the local level. Component 3 will be implemented at both national level and at local level within the two targeted PAs.

There have been significant emerging developments in the theory of applying Social and Behavioral Change Communications (SBCC) to encourage voluntary shifts in behavior of the tourism sector, but this has not been sufficiently applied in relation to the uptake of nature-based tourism alternatives and wildlife consumption demand reduction[3] [4]. This evolving body of literature provides a basis for developing impactful social marketing messaging for impact and demand reduction campaigns and measuring impact, utilizing techniques that go beyond simple environmental education and mass awareness. Application of more sophisticated demand reduction at the local level directed at communities engaged in hunting has also not been attempted at any scale in Vietnam and, as such, represents an opportunity to address what has been an intractable issue for past awareness raising efforts.

**Output 3.1:** Advocacy with travel and tourism sector to encourage promotion of responsible nature-based tourism and biodiversity conservation.

This Output will seek to facilitate more sustainable behaviors and practices among tour operators, hotels, and tour associations through advocacy for the adoption of responsible tourism practices (e.g., pledges of 'biodiversity friendly' practices and commitments to go 'illegal wildlife free') and adherence to Codes of Conduct. In this regard, it will promote responsible tourism best practice guidelines that will be developed with project support including for promotion of: (i) best practice guidelines and codes of conduct for ensuring sustainable biodiversity-link tourist products and services and (ii) 'green tourism' network to promote uptake of responsible travel practices and create networking and marketing opportunities for nature-based tourism. The project will also demonstrate a 'green tourism' and 'nature protection', or 'biodiversity conservation' or 'wildlife friend' network approach to bring together tour

operators at a provincial level to jointly adopt more responsible tour practices, share lessons, and create social norms and pressure that facilitates increasing adoption of responsible tourism practices.

Indicative activities under Output 3.1 include:

**3.1.1** Augment principles and proposed guidelines by VNAT in line with biodiversity conservation best practice. Currently these principles are theoretical but there is a need for them to be grounded in experience and data, rather than aspirational.

**3.1.2** Expansion of awareness of and training of responsible tourism principles to cover all of Vietnam, with an explicit focus on incrementally establishing a green tourism network of a responsible-minded travel and tourism sector stakeholders that prioritize nature-based tourism and wildlife / biodiversity conservation.

**3.1.3** Establish consensus on code of conduct and guidelines through engagement with Vietnam tourism association ? and different branches under their umbrella, as well as provincial departments of tourism, culture, and sport.

**3.1.4** Piloting of PPP and community engagement and incentive mechanism developed under Component 1 for behavior change among tour enterprises at national level.

**Output 3.2:** Targeted social and behavioral change communications and initiatives for domestic and international tourists aiming to influence the purchase, use and trafficking of illegal wildlife products and promote more positive attitudes towards wildlife and nature conservation.

Tourist-facing social and behavioral change communications, social marketing and strategic initiatives will be developed to deter tourist engagement in destructive activities in sensitive sites (coral reefs, mangroves, endangered species habitats, etc.) as well as activities such as poaching, purchase, trade and consumption of endangered wildlife or wildlife parts as well as destruction of natural assets. A mix of approaches will be used including advocacy, social mobilization, behavior change communication and incentives that leverage gamification techniques. Target audiences will include domestic and international tourists, including Chinese citizens travelling for ivory purchase and medicines.

According to pre-pandemic market surveys, Chinese tourist demand in particular, has been an important driver of the wildlife trade in the mainland Southeast Asian countries. Though demand for wildlife parts remains a distinctly minority taste, the sheer number of Chinese tourists visiting the lower Mekong countries - around 20 million per year, prior to the pandemic - has created a strong pool of demand for endangered wildlife. These include exotic meats, known in Chinese as yewei, or ?wild taste,? luxury

knick-knacks carved from ivory, and wildlife products believed to have potent medicinal properties[5],[6]. The targeted efforts will include a number of educational and social media tools to promote changes in visitor attitudes, including production of leaflets, brochures, media campaigns, installation of sign boards in sensitive sites, promotion of awareness campaigns, training of tour operators in responsible behavior and development of guidelines for acceptable tourism behavior in different ecological habitats.

Indicative activities under Output 3.2 include:

**3.2.1** Survey and assessment on consumptive habits and purchases to establish a baseline on consumer insights in the context of the illegal wildlife trade chain to inform and underpin messaging and awareness campaigns. Based on results, develop proposed recommendations on awareness/social norms/behavior of visitors and tourism operators on environment and wildlife/biodiversity protection.

**3.2.2** Develop a strategy for changing social norms and behavior to promote society's acceptance of a more sustainable approach to nature-based tourism that protects wildlife / biodiversity.

**3.2.3** Address gaps in Decree No. 160/2013/ND-CP, Decree No. 64/2019/ND-CP and the Red Data Book of Vietnam by updating guidelines for the harmonization of species under the IUCN Red List, under CITES appendices, as well as flagship species being targeted for improving biodiversity conservation.

**3.2.4** Enhance law enforcement efforts targeting illegal wildlife traders and intermediaries with the objective of increasing detection rates, arrests, and prosecutions.

**3.2.5** Creation and installation of signboards, especially in sensitive marine environments at Nui Chua national park, at airports, hotels and within communities in buffer zones in concert with activities under Output 2.3 and Output 2.4.

**3.2.6** Development and implementation of communication material and campaigns (radio, commercials), also integrating the need to mainstream marine protected species. Awareness needed in the city campaigns focus on the demand ? behavior change campaigns and other awareness of penal code on trafficking and consumption activities.

**3.2.7** A photo, drawing, poem, play competition among communities, organizations (women's union, farmer associations), university, secondary and elementary students, at both national level and at site level to bring attention to key biodiversity issues.

**Output 3.3:** Community outreach to shift attitudes and create social pressures for deterred involvement in poaching and trafficking of wildlife and increased awareness of the benefits of nature-based tourism, and payment for environmental services.

This Output will promote behavioral shifts among communities at two targeted PAs, through outreach by adopting SBCC principles that aim to prevent and deter participation in poaching, forest offences and trafficking of illegal wildlife and forest products, as well as consumption of endangered wildlife or wildlife parts as well as destruction of natural assets through inappropriate behavior[7],[8]. A mix of approaches will be used including advocacy, social mobilization and behavior change communication. This Output will be enhanced by targeted capacity building and awareness aimed at increasing awareness and acceptance of the benefits of application of nature-based tourism practices, ensuring implementation of acceptable tourism practices to protect natural assets and increasing community-level awareness of payment for environmental services from forest and marine resource conservation.

Through a combination of strategic communications, social marketing and capacity building, this Output has been designed to ensure positive impacts that can be scaled for wildlife and is counterpoint to hard enforcement actions under Component 2. Engagement with communities is central under the theoretical framework described above, as the project must understand motivations for illegal behavior and develop approaches that reduce the need and desirability of these activities. Gender analysis is also relevant, with hunters being predominantly male, and informal guardians more likely to be female - gender power imbalances are important to address to achieve success here.

Indicative activities under Output 3.3 include:

**3.3.1** Engage and work with local communities and rangers at the two targeted PAs to raise awareness on the laws and penalties regarding poaching and trafficking of illegal wildlife. Trade-in program: guns and traps in exchange for seeds, fertilizer and livestock, as well as technical knowledge supported by communications and strategic messaging, with a focus on helping safeguard important ecosystem services, such as soil and water conservation, thus securing livelihoods for local populations, including subsistence farmers and generating NTFPs in degraded lands and forest areas within the densely populated buffer zones in each National Park. This activity will also raise awareness on the implications of illegal logging, poaching and unsustainable hunting from a biodiversity perspective. Awareness on the importance of flagship species within the national park and importance of corridors within wider landscapes and the parallel benefits that accrue.

**3.3.2** Based on activity 2.5.2, streamline and clarify distribution of environmental and forest fees collected earmarked to local communities at the two targeted PAs and establish a transparent and simplified payment and benefit mechanism in realizing current policy and regulation(s) (see **PRODOC Annex 21: Payment for Marine Ecosystem Services Baseline Analysis**).

**3.3.3** Set up an informant network and anonymous local hotlines at the two targeted PAs on the basis of and learning from successful models in the region and linkages to the Global Wildlife Program, as well as building on the work of community-based organization (CBOs).

**Output 3.4:** Tourism and related enterprises integrate biodiversity-friendly practices to enhance biodiversity protection, improve visitor awareness and behavior change and participation in actions that protect biodiversity.

As an extension to Output 3.1, the project will support targeted efforts at integrating biodiversity-friendly practices and activities in hotels and tourism enterprises to demonstrate a holistic and integrated approach to improving their overall environmental management. This would require these enterprises, particularly the hotels to grasp emerging opportunities based on biodiversity and ecosystem service, securing cost effective management options, develop new and biodiversity-friendly products and services and help them integrate BES in their business strategy and actions, reduce demand for illegal wildlife products and unsustainable natural resources (fish, seafood, harvest practices, forest products, etc.) as well as measures. The project will promote programs to improve staff and service provider awareness and responsibility for better stewardship of biodiversity and ecosystem conservation through environmental courses for conduct of responsible diving/snorkeling/water sports to create awareness of the impact of tourism on the coral reef ecosystem and marine environment and easy practices that could be introduced to reduce their impacts.

To complement this program, the project will support the development/strengthening of guidelines to integrate biodiversity considerations in tourism service activities, such as in hotel gardening (fertilizer and pesticide use indoors and outdoors), in landscaping and species choices to promote native vegetation, waste management and garbage disposal, beach clean-up, recycling, composting, shore management, etc. The project can provide supplementary materials and best practices that can be used by hotel management to help staff become more aware of the need for environmental stewardship and to recognize the linkages between good environmental ethics and tourism benefits. In addition, workshops will be conducted to encourage hotels to recognize the benefits of sourcing from sustainable food producers. It will also promote improved guest and visitor awareness and experiences through development and promotion of education and awareness activities to inform them on behavior and measures they can take to protect biodiversity and the natural environment around the tourist sites. Additionally, the project will work to introduce (either existing and new) ?green? tourism certification schemes developed under Component 1 for hotels, guesthouses, and tourism service providers, as well as opportunities for the private sector to participate directly in conservation action and/or support community programs of conservation and livelihood development.

Indicative activities under Output 3.4 include:

**3.4.1** Build awareness and conduct training on species identification app under Component 2 combined with workshops to identify use cases.

**3.4.2** Develop / amend certification system of tour guides to include nature protection and biodiversity as a criterion to be assessed in certification exams and to modify curriculum.

**3.4.3** Impact assessment of tour operators and hotel operations within the two targeted PAs against guidelines. Develop and strengthen voluntary guidelines to integrate biodiversity considerations in tourism service activities, such as in hotel gardening (fertilizer and pesticide use indoors and outdoors), in landscaping and species choices to promote native vegetation, waste management and garbage disposal, beach clean-up, recycling, composting, shore management, catering (using more responsibility and locally sourced foods), sustainability of toiletries and value chain purchases.

**3.4.4** Awareness raising of certifications / codes of conduct, gaps identified in the audit against voluntary guidelines and working with service industry on implementing remedial measures. Dependencies will be made with corresponding activities under Outputs 2.5 and 3.1.

**Output 3.5:** Institutional capacity building and training of national and local stakeholders to integrate and mainstream biodiversity in nature-based tourism planning, monitoring, implementation, and enforcement.

In terms of nature conservation, the unsustainable development of the tourism industry is considered a major threat to biodiversity conservation and relevant sectors due to notable gaps in adequate knowledge and understanding of biodiversity values (see **UNDP PRODOC Annex 14: Capacity Development Report and UNDP Capacity Development Scorecards**). There is also a lack of tools, mechanisms, and guidelines on managing the sustainable use of biodiversity in tourism sector. Enhanced institutional and professional capacity is an essential pillar to the project's intervention logic and is at the core of its success, not only to mainstream the opportunities of nature-based tourism into biodiversity conservation and wider tourism sector, but also engineer a new paradigm for tourism in Vietnam that can deliver responsible growth.

Indicative activities under Output 3.5 include:

**3.5.1** Design and deliver an awareness raising program among tourism stakeholders on the importance of biodiversity and different ecosystems to tourism industry and the roles of protected area in safeguarding environment and improving local livelihood, as well as about the importance of ecological and social impact assessment and monitoring. This activity will also establish and equip marine protection volunteer groups / clubs with promotional material for tourists, encouraging them to assist with marine clean-up, removal and prevention of plastic waste. Plastic waste will be collected for re-use and upcycling into tourism products and souvenirs.



**3.5.2** Training national and provincial stakeholders within different sectors on the interpretation of guidelines, criteria, and requirements, as well as how to use EIA / SEA in sectoral, development and tourism planning.

**3.5.3** Communication and raising public awareness about nature-based tourism to create a new paradigm of tourism in nature reserves (PAs).

**3.5.4** Training to monitor and evaluate the effectiveness of protected area management (for other PAs nationwide). This activity will develop standard curriculum on management and conservation effectiveness leveraging the methodologies and classification system developed under activity 1.2.7 for Vietnam for national institutionalization of this new methodology.

**3.5.5** Conduct specialized standardized trainings on nature-based tourism or nature-based tourism activities, including 1) Bird watching, 2) Primate watching, 3) Butterfly watching, 4) Wildflower watching, 5) Forest trekking, 6) Cave and Rock climbing, 7) mountain biking, 8) Eco-lodging, 9) Eco-Camp, 10) boating service, 11) Foraging of edible plants and identification traditional medicinal plants, etc.

**3.5.6** Publicize and standardize methodologies for tourism ecological and social impact assessment and monitoring developed for nature-based tourism/ biodiversity- based tourism in PAs and high-biodiversity areas across landscapes based on international best practices.

**3.5.7** Conduct international exchanges on knowledge in wildlife/biodiversity conservation and nature-based tourism.

#### **Component 4: Marketing, knowledge management and M&E**

***Outcome 4: Up scaling and replication of nature-based tourism in Vietnam is supported by effective marketing, knowledge management, and monitoring and evaluation of results.***

Component 4 is designed to strengthen marketing networks and knowledge exchange to help Vietnam become better-known as a premier travel destination for its nature-based tourism and also support the replication and upscaling of project approaches, interventions and outputs.

**Output 4.1:** Marketing strategies and informational materials for promoting the quality and diversity of nature- based tourism at demonstration PAs developed and disseminated across tourism platforms in Vietnam and abroad.

Amid the COVID-19 pandemic, traveler's interest in sustainable tourism products that also support biodiversity and local communities has grown. People are becoming more aware and appreciative of the value of nature and wildlife and the need to steward these resources. They are drawn to natural destinations to escape lockdowns and to improve mental health, and they are easily amenable to social distancing. This is expected to lead to more demand for close-up and purposeful experiences with nature. Amid the post-pandemic recovery, travel seems poised to re-emerge with experiences that include immersion in nature and new cultures, staying active and visiting remote communities[9].

However, domestic and international tourists and tour operators have limited access and knowledge of nature-based tourism products and services offered by national parks and local communities. Without intervention, nature-based tourism products will continue to be marginalized and unprofitable, as consumers and businesses will not be aware that they are available. The project will establish and strengthen marketing channels to businesses and tourists for nature-based tourism in viable originating international and domestic markets, including business linkages with tour operator packages and online systems. Marketing strategies and promotional materials will be developed to showcase nature-based tourism opportunities at demonstration PAs and disseminated across national, regional, and international tourism platforms.

Even before the pandemic, consumer reliance on digital for travel-related bookings had been growing. In 2018, online travel activity made up 19 percent of the total tours and activity market size. The pandemic has made the adoption of mobile and digital tools even more essential. Strategic collaborations such as online travel agencies providing ticket-booking services via instant messaging and social-media platforms could offer an opportunity for increased market penetration. At the same time, travel companies should revamp their online touchpoints and experiences to improve customer experience. This is already starting to happen: the website of the VNAT has virtual tours for its most popular destinations, and some tour guides have organized real-time online tours for international customers. In addition, a commercial titled, "Why not Vietnam?" aired on CNN in October 2020 to drive international traffic to the website, and on the domestic level, a reality show with the same name offered up weekly online travel photo contests to engage viewers. These resulted in an uptick in travel to popular destinations.

Furthermore, companies could also think about placing digital tools in new places within the customer journey. They must recognize that factors promoting customer loyalty may have changed; near-term uncertainty may mean, for example, that the ability to cancel a reservation matters more than brand choice or price. Taking this into account, companies could empower customers to build their own itineraries using connected digital tools that make it easier for them to modify or cancel their plans. Solutions and policies that provide choice and control will help build the long-term trust and confidence necessary to get travelers back on the road and in the air.

Indicative activities under Output 4.1 include:

**4.1.1** Assist nature-based tourism companies and tour operators to register their products and services with online travel agents that have the functionality to profile sustainable actors.

**4.1.2** Collaborate with online travel magazines, blogs, and podcasts to periodically showcase nature-based tourism offerings and products.

**4.1.3** Integrate nature-based tourism products and activities into local tour operator itineraries, by organizing familiarization workshops/trips for tour operators, major hotels in the project landscapes. Establishing a Green tour network/system and promoting tourist attractions.

**4.1.4** Provide technical guidance and mentorship to tour operators to develop and monetize virtual tours for nature-based tourism products, allowing them to supply COVID-19 safe experiences while diversifying their revenue streams. Embed biodiversity conservation and climate change awareness messages within the virtual tours.

**4.1.5** Establish an online virtual tour platform, to collect revenues from virtual experiences and allocate nature-based tourism products in the project landscape.

**4.1.6** Cooperation with organizations, including religious associations, national and international carriers, cellphone apps companies, etc. in Vietnam, and with influencers via social media, to improve market access of products and services supported under Component 2.

**Output 4.2:** Knowledge exchange platform developed for sharing of experiences for replication of nature-based tourism planning and management models.

The project will establish processes to share knowledge and best practices between the project sites, and from the project sites with other national tourism areas with high biodiversity in Vietnam, as well as across other countries by focusing on platforms that allow for two-way dissemination from global-to-site level and vice versa, as part of the effort to promote replication of successful models. In particular, this Output will entail: (a) improving dialogue with other provincial authorities; (b) strengthening awareness and improving capacity; and (c) developing best practice manuals and handbooks. As part of the effort to promote replication, the project will provide training, site visits and technical support to survey potential other PAs for promotion of best practices and lessons emanating from the project. The potential for replication of the project approach by the government to other high biodiversity areas that attract tourists will be assessed during the PPG with government counterparts, and an associated plan will be developed[10].

Indicative activities under Output 4.2 include:

**4.2.1** Develop a Knowledge Management Plan and Communications Strategy. Building on the KAP (see **UNDP PRODOC Annex 24: Knowledge, Attitudes and Practices Framework**), and disseminate lessons via awareness materials from the demonstration landscape, including through different digital channels and databases both provincially, nationally and within the region.

**4.2.2** Establish a one-stop project "digital front door" / website and multichannel presence, including on social media on nature-based tourism, hosted by MONRE, that will be sustained for the duration of the project, and will continue to be used by MONRE subsequently. As part of the project's website, create and operate a national multi-lingual webpage on Vietnam's nature and biodiversity, aiming at promoting the country's natural image to the whole world.

**4.2.3** Support the establishment of a national exhibition and exhibition center on nature and biodiversity for multi-purpose protection and conservation of nature, biodiversity, awareness raising, education, tourist attraction and scientific research activities.

**4.2.4** Identify, review and systematically document lessons learnt, developing knowledge products such as horizon scans and for the PANORAMA platform (Outcome 4, Indicator 19) from the demonstration landscape to be shared with project stakeholders and also a wider audience at the regional level and globally. The project will also conduct landscape and national level workshops on nature-based tourism development, biodiversity conservation, and solid waste disposal (including single use plastic) to share project lessons with stakeholders, including gender mainstreaming and women's leadership. These will collectively be used as inputs to inform the development of a replication / upscaling strategy (see **Project Results Framework Outcome 4, Indicator 20**).

**4.2.5** Conduct an annual provincial coordination and innovation forum on nature-based tourism from year 2, led by NPs with support from DOCST/or DOT[11].

**4.2.6** Collaborate with the Global Wildlife Program (GWP) on knowledge sharing and on potential participation in relevant GWP events; Host a regional online conference on best practices in nature-based tourism in Vietnam and Asia, to share experiences and knowledge about systems supported by the project.

**Output 4.3:** M&E system incorporating gender mainstreaming and safeguards developed and implemented for adaptive project management.

Implementation of project-based M&E including gender mainstreaming and social and environmental safeguards will ensure adaptive management and maximum project impact. Hold at least two Project Steering Committee meetings per year.

Indicative activities under Output 4.3 include:

**4.3.1** Convene project inception workshop and compile inception workshop report within the first 60 days of the project.

**4.3.2** Annual work plan preparation and monitoring of indicators in project results framework for adaptive management including annual lesson learning session among project stakeholders.

**4.3.3** Support the monitoring of project implementation, which includes completion of annual PIR review of annual work plan implementation status for adaptive management of project activities.

**4.3.4** Develop gender auditing scoring tool / rubric with rating and manual and conduct gender auditing analysis of the project at baseline, mid-term and end of project, in addition to annual implementation review of the Gender Action Plan and SESP, and complete sensitization workshops on gender and other safeguards for the Project Management Unit and executing partners.

**4.3.5** Conduct KAP survey towards conservation and biodiversity mainstreaming in nature-based tourism to assess KAP baselines (Year 1) and target achievement (Year 5).

**4.3.6** Conduct independent Mid-term Review (MTR) in line with UNDP/GEF requirements and incorporate recommendations of MTR into revised project plans (management response).

**4.3.7** Prepare a project completion report to compile project results and lessons learned, to inform the Terminal Evaluation.

**4.3.8** Conduct independent Terminal Evaluation (TE) in line with UNDP/GEF requirements.

**4.3.9** Review and update METT and Capacity Development Scorecard with identified national ministries and with PAs at project start, at Mid-term (Year 3) and end of project (Year 5) (see **UNDP PRODOC Annex 13: METT** and **UNDP PRODOC Annex 14: Capacity Development Report and UNDP Capacity Development Scorecards**).

#### **4) Alignment with GEF focal area.**

The project aligns to GEF-7 biodiversity programming directions through BD-1-1 to mainstream biodiversity across sectors as well as landscapes and seascapes through biodiversity mainstreaming in priority sectors. It is also aligned to BD-2-7 in addressing direct drivers to protect habitats and species and improve financial sustainability, effective management, and ecosystem coverage of the global protected area estate. Tourism is an identified priority sector for mainstreaming in the GEF-7 programming directions and a key sector impacting on biodiversity in Vietnam, with impacts likely to increase as visitation grows and as tourism is developed across more destinations.

More specifically, in terms of its alignment with GEF program BD-1-1, the project will support spatial planning of provincial tourism planning that identifies and recognizes natural tourism assets, promotes systemic change across the tourism sector in Vietnam (e.g., through capacity development, awareness-

raising and development of technical tools and operational guidelines and leveraging frontier technologies for monitoring biodiversity). Information will become available for informed decisions regarding ecological carrying capacity, zoning, and management of specific areas within the PAs for improved conservation, sustainable tourism development and low-impact visitation, including changing of existing tourism practices. This will ensure that development and operations are more sensitive to biodiversity needs and develop and demonstrate financial incentives for the adoption of biodiversity-positive tourism development and operation. Through its focus on two national parks, the project will also support enhanced protected area management and financing through reducing potential threats of tourism to habitats, enhancing revenue from tourism operations and activities that can contribute to protected area management (and community management of high-value protection forests adjacent to park boundaries and buffer zones), and strengthening management capacity in the areas of visitor management and community engagement. Targeted and bespoke capacity building, training and incentives for tourism facilities and communities will help transition to nature-based activities, demonstrating the value of new business models that better integrate dimensions of environmental protection, human rights, gender mainstreaming and community engagement in the post-COVID-19 recovery.

In terms of the GEF program BD-2-7, the project will arrest the drivers of habitat and species loss, by honing efforts at species and habitat protection - using flagship species as a bell weather for wider conservation objectives - by promoting the mainstreaming of biodiversity conservation (and threat reduction) into tourism development sectors. As part of this effort, the project will focus on improving and changing tourism practices to be more nature-friendly through capacity building, training and diversification of nature-based tourism products and services to change current mass tourism practices that degrade biodiversity and habitats. Without the GEF project, it is likely that there will be loss of biodiversity and ecosystem services in the protected areas that support tourism. The project will also establish community-private partnerships, thus, unlocking non-public sources of financing for nature-based tourism that benefit local communities, to provide alternative sources of incomes that replace illegal hunting and poaching, as well as act as an incentive for community engagement and stewardship for conservation. It will overall, strengthen policies for nature-based tourism development including viable livelihoods and job creation for local communities that will translate into individual and community incentives to protect wildlife, forests, and PAs (in turn also providing a disincentive for unsustainable practices such as poaching, forest crime, or allowing unsustainable development in PAs).

**5) incremental/additional cost reasoning and expected contributions from the baseline, the GEFTF *Section III Strategy* (?Programmatic alignment?) and *Section IV Results and Partnerships* (?Partnerships, incremental cost-reasoning and contributions from the baseline?) of the UNDP PRODOC has been updated but remains fully aligned with the original Concept Note.**

Under the baseline scenario (described in **UNDP PRODOC Section II Development Challenge**), poor regulatory environment for nature-based tourism, coordination and capacity limitations; inadequate financing for conservation; inequitable and uneven distribution of tourism's benefits; poor engagement from the private sector; degradation of ecosystems; predominance of mass tourism leading to overcrowding in popular and ecologically-sensitive tourism destinations; unsustainable and illegal use of wildlife, including HWC; and marginalised community involvement undermine Vietnam's ability to safeguard high-value biodiversity areas and generate resilient benefits to the people living adjacent to and surrounding protected areas.

The GEF-supported Project Alternative responds to the development challenge by systematically addressing the key barriers, namely: 1) a fragmented policy framework and institutional coordination; 2) a lack of field-tested guidelines, technical tools and methodologies to support the proliferation of nature-based tourism; 3) inadequate financing and incentives mechanisms for conservation with the tourism sector; and 4) limited awareness and capacity across government, among domestic and international tourists, the private sector and local communities on managing tourism sustainably, all of which have been made worse by (5) the global COVID-19 pandemic. In doing so, the project takes full account of the baseline summarized for each project component and will coordinate with ongoing initiatives described in the Results and Partnerships section (**UNDP PRODOC Section IV Results and partnerships**). The project proposes an **alternative scenario** for tourism in high-value biodiversity landscapes in Vietnam, which is established at the community level and contributes to the conservation and monitoring of globally significant biodiversity. Under the alternative scenario, sustainable and inclusive tourism destinations are established where biodiversity is conserved, financed, and provide net benefits to local people, and that Vietnam is recognized as a premier nature-based tourism destination highly regarded for the conservation of globally important species (see **UNDP PRODOC Section IV Results and Partnerships**). Incremental reasoning from the baseline is described below in relation to each project component.

Reference is also made to the baseline projects identified in Part 2 above, which articulates how the GEF-7 Nature-Based Tourism Project will leverage aspects of each project as a springboard going forward. This incremental benefit is further supported by Table 2 herein and UNDP PRODOC Annex 18: Tourism Landscape Report - Annex 1, both of which highlight traceability to and complementarity with individual Outputs to which baseline initiatives are aligned.

### **Component 1: Creation of an enabling framework to harmonize tourism development with nature conservation.**

The GEF investment will establish nature-based tourism as a new emerging segment of the tourism sector in Vietnam to help arrest unsustainable tourism and unlock financial benefits from tourism to local communities. A long-term roadmap and strategy for nature-based tourism will be established and multi-sector engagement and capacity development will help mainstream the nature-based tourism concept across government.

According to Decision No. 149/2021/QĐ-TTg, NBSAP will be organized and coordinated by MONRE without establishing a National NBSAP Steering Committee. A national BES platform on biodiversity and ecosystem services is being established by MONRE, in coordination with relevant partners, as a mechanism for the parties to share information, coordinate to improve the efficiency of resource use, consult on policies, strengthen capacity, promote initiatives for the conservation and sustainable use of biodiversity. The BES platform will create a shared vision and mode of collaboration among science, policy and practice communities for sustainable conservation and management. There are many thematic areas envisioned in this forum, and the project will ensure inclusion of topics/thematic areas about nature-based tourism to be explored by a sub-committee of the forum. Decision making will be better informed through policy analysis on areas for strengthening policy to support nature-based tourism as well as the mainstreaming of biodiversity into other forms of tourism, and application of Natural Capital Assessment and/or Payment for Ecosystem services approaches (Output 1.1).

The project will develop and validate biodiversity conservation standards, including criteria and guidelines for accommodation sustainable tourism development, management and operations in high-value biodiversity areas developed and adopted, supported by a monitoring, verification and reporting system adapting internationally-recognized visitor management and assessment tools for protected areas tailored to Vietnamese conditions (Output 1.2), as well as chart a roadmap for ecologically sustainable nature-based tourism under the overall framework of Vietnam's tourism development strategy (Output 1.3). Environmental Impact Assessment and Strategic Environmental Assessment standards and guidelines will be revisited from the perspective of biodiversity, wildlife, and cultural considerations (Output 1.5). These will allow the new national park authorities to operationalize visitor management practices that reduce over-tourism, ensure that development planning minimizes negative impacts on biodiversity, and improve the quality of experience for tourists.

The GEF investment will establish guidelines and model biodiversity / wildlife / community development criteria to underpin and standardize nature-based tourism certifications for private sector enterprises and service industry in the tourism sector. The project will also develop guidelines for operationalizing nature-based tourism for the promotion of public-private partnerships in nature-based tourism; and community participation and benefit sharing from nature-based tourism that ensure biodiversity conservation improvement to inform a clear policy (Output 1.4). An enabling national policy and clear legal framework for the promotion and application of payment for ecosystem services from marine ecosystems and wetlands will be explored and tested to inform decision makers on new mechanism to raise funds for biodiversity conservation (Output 1.6). These will broaden the range of financial incentives and solutions that enhance local financing for biodiversity conservation.

**Component 2: Nature-based tourism partnerships benefiting communities, wildlife and habitats at Nui Chua and Phong Nha-Ke Bang national parks.**



Responding to the baseline scenario the project will operationalize a provincial multi-sectoral nature-based tourism platform (Output 2.1) to support coordinated cross-sectoral action and investment across government and private sector for promotion of nature-based tourism, biodiversity conservation and development planning which could impact tourism operations, habitats and species in Quang Binh and Ninh Thuan provinces.

The GEF investment will ensure that the development of tourism guidelines and criteria under Component 1 will be tested and applied at site level and digitized allowing for stronger and more robust business intelligence. Improved access to visitor and biodiversity data will help with the development of new tourism products tailored to the local carrying capacity and zoning requirements. These will subsequently be entrenched in management and business plans (Output 2.2). The application of financial tools also developed under Component 1 in the project landscape will contribute to sustainable PA financing and enhance benefits flowing to local people (Outputs 2.5) and improve local authority budgeting for biodiversity management. Improved coordination and planning between national parks, tourism operators, service industry and local communities will improve the quantity and quality of nature-based tourism products and services and reduce the risk of over tourism in the NPs. This is expected to lead to improved tourism management and operations, an increase in visitor stays and spending and benefits accruing to local communities and ethnic minorities.

Development and implementation of visitor and tourism management plans, and nature-based tourism business plans together with the application of financial tools in the project landscape (Outputs 2.2), will and improve local authority budgeting for biodiversity management. Improved monitoring of status of key biodiversity resources and strengthening effectiveness of PA management, capabilities (Output 2.3) to respond to illegal wildlife threats (Outputs 2.4) will serve to protect critical assets on which nature-based tourism depends within the landscapes. The GEF investment will lead to improved tourism management and operation benefitting over 145,414 ha of terrestrial and 7,352 ha of marine PAs in Vietnam. Enhanced monitoring capabilities and improved practices will be introduced in buffer areas totaling 45,802 ha and the project will ensure that PA managers are better equipped and have the requisite skills and knowledge for better planning and operation of tourism that reduces negative impacts on biodiversity within PAs, also made possible through setting up visitor and education and rescue center facilities in the core zone of each national park to support nature-based tourism programs and capacity building (Output 2.4). The project will develop and test mobile applications that will enable surveillance, monitoring, and information sharing among partner agencies on wildlife crime and rescue efforts, as well as promote citizen science. The use of frontier technologies will be promoted to support anti-poaching and surveillance efforts. The above will contribute to supporting the conservation of globally threatened species such as Silver-backed Chevrotain (DD), Black-shanked douc (CR), Southern White-cheeked Gibbon (CR), Hatinh Langur (EN), Crested argus (CR), Cao Van Sung bent-toed gecko (EN) and Green Turtle (EN). Leveraging the national framework developed under Component 1, the GEF investment will also trial relevant elements of the national PMES and PWES policy and legal framework (Output 2.6) for promotion of a PMES mechanism in Nui Chua national park and surroundings. In doing so, it will increase resources for conservation from PMES and PWES programs that generate revenues from

tourism and benefit local communities. It is anticipated that a portion of PA revenue will be returned into PA management reducing ongoing management cost of PA estate to government and contributing to the distillation of experiences and lessons (Output 2.7) to help fine-tune the national framework into formal policy.

An important initiative to the project's incremental benefit is the USAID Biodiversity Conservation and Demand Reduction Program being implemented by WWF, and for which USAID has contributed significant co-financing. WWF is working to strengthen PA management effectiveness and financing in Vietnam with site-based interventions on SMART patrolling and nature-based tourism development, offering excellent opportunities for partnership and synergy across ten Special-use Forests and five Protection Forests, including within the project landscapes, to maintain forest cover and connectivity of habitats vital for the protection of Vietnam's threatened and endemic species, as well as addressing the fundamental drivers of unsustainable natural resource extraction and illegal wildlife trade, including Human-Wildlife Conflict. The GEF-7 Nature-Based Tourism Project will utilize the framework established by the USAID Biodiversity Conservation and Demand Reduction Program and apply it to high-risk areas adjacent to the core zone where the hypothesis is that there is a high potential for unsustainable hunting and illegal wildlife trade. The activities that will benefit from the USAID Biodiversity Conservation and Demand Reduction Program are the main drivers to the achievement of core indicator 4.1.

### **Component 3: Capacity building and behavior change for acceptance of value of nature-based tourism and wildlife and biodiversity protection.**

The GEF investment will result in a transformational improvement in capacity among national and demonstration landscape-level stakeholders (including government, private sector, and local communities) towards a deeper awareness and appreciation of biodiversity conservation and nature-based tourism. A bespoke and multi-pronged training programme will be established directly to national level stakeholders (Output 3.5) from key governmental and private sector organizations as well as to local stakeholders in the demonstration landscape, according to the individual needs and gaps of each target audience.

The GEF investment will improve tourism occupational standards in Vietnam and ensure that VNAT adopts training content and updates its curriculum to integrate biodiversity and nature-based tourism requirements and essential hospitality skills, that have not been officially recognized by the MOCST. High-quality vetted and standardized professional train-the-trainer programmes will be developed focusing on the middle and high management level of hospitality enterprises. The project will nurture the adoption of responsible tourism principles and ensure integration within private sector operations

(Outputs 3.1 and 3.4). Through the project, tourism and related enterprises will integrate biodiversity-friendly practices to enhance biodiversity protection, improve visitor awareness and behavior change and participation in actions that protect biodiversity.

The GEF investment will pilot PPPs - using the framework and principles developed under Component 1 - that provide opportunities to promote nature-based tourism and related services that enhance creation and recovery of jobs (Output 3.1) and local communities will be afforded an opportunity to integrate into the formal tourism economy through the facilitation of scholarships, certifications and incentives for private sector enterprises to hire and absorb local communities and ethnic minorities into the formal economy and tourism sector (Output 3.3). The project will also shift towards more sustainable purchasing behaviors among tourists in parallel with reduced unsustainable tour offerings and products among travel sector reduces the potential for Vietnam to be a destination for unsustainable and illegal wildlife tourism (Output 3.2). Community outreach shifts attitudes and creates social pressures for deterred involvement in poaching and trafficking of wildlife and increased awareness of the benefits of nature-based tourism, and payment for environmental services (Output 3.3).

#### **Component 4: Marketing, knowledge management and M&E.**

The GEF investment will catalyze bespoke marketing strategies, informational materials and campaigns targeting international and domestic audiences on promoting the quality and diversity of nature-based tourism products, services and offerings at demonstration PAs developed and disseminated across tourism platforms in Vietnam and abroad easily accessible to domestic and international tourists (Output 4.1). Project knowledge management will put in place a mechanism to capture and share lessons and best practices from nature-based tourism facilitating replication across Vietnam. This will lead to enhanced awareness and greater support for tested models of biodiversity conservation integrated with tourism, as well as benefits that can accrue at local level through community engagement and integration into the tourism sector (Output 4.2). The GEF project will design and implement systems and processes to ensure rigorous monitoring and evaluation (Output 4.3), knowledge management and gender mainstreaming are undertaken at regular intervals to facilitate upscaling and replication.

The connections between the threats, root causes, barriers and intervention strategies are indicated in the **UNDP PRODOC Project Conceptual Diagram**: [See separated file uploaded to the portal for clearer readability]

[The incremental reasoning for the project is in the Table 27: Incremental Cost reasoning for the project, pg. 113, Project Document.]

**GEF Trust Fund financing:** There has been a minor change in budget allocation among components compared to the budget in the Concept Note. See the table below and UNDP PRODOC **Section IV Total Budget and Workplan** respectively, for a summary overview of the changes and for details. The changes from the GEF budget in the concept note are summarized as follows:

? Component 1 on the enabling and coordinated policy framework supporting nature-based tourism has decreased slightly from USD 1,700,000 at concept note stage to USD 1,674,387. Some policy efforts initially proposed for the project have been completed by the government during the PPG stage and therefore no longer require GEF investment. Furthermore, the project will not be creating any net new governance structures but rather leveraging the existing BES platform under which a coordination committee on nature-based tourism will be established.

? Component 2 on demonstration of nature-based tourism partnerships at the landscape level has slightly increased from USD 3,317,000 at concept note stage to USD 3,407,854 in line with the recognition that the heavy lifting for the project will be in the testing and distillation of learnings from the piloting and usage of guidelines, tools and methodologies at the landscape level.

? Component 3 on capacity building at national and landscape level, has increased slightly since concept note stage from USD 1,200,000 to USD 1,212,427, to reflect the amalgamation of capacity development under Component 2 and activity revisions in consultation with project stakeholders such as enhanced attention on capacity development at national level in line with government priorities related to Vietnam's NBSAP.

? Component 4 on marketing strategies, knowledge management and M&E has decreased against the concept note from USD 592,524 to USD 514,858 resulting from more granular planning at the activity level that took place during the PPG stage.

Any reduced budgets allocated to Components 1-4 will not adversely affect the effectiveness of their outputs, nor the outcomes or impacts realized, and are a function of detailed planning at the activity level and parsing out corresponding inputs at the activity level that did not take place at the PIF stage.

Co-financing has increased considerably from \$40,200,000 at PIF to 105,070,882.00 at CEO Endorsement, a difference of \$64,870,882. Per the commitments in the table below, the co-financing ratio remains high and well beyond the 1:5 requirements. The difference is mainly due to:

? Observation 1: Pledged co-financing to the project has also increased by 261% against that committed at PIF stage, owing to the recognition of the importance of biodiversity conservation and potential of nature-based tourism for Vietnam and heightened attention it is receiving in terms of budget allocations within national and provincial government.

? Observation 2: Public Investment/Investment Mobilized has increased by 168% against the original PIF thanks to the increased commitment by Quang Binh PPC, Ninh Thuan PPC and USAID. This is the benefit to the project in the context of tackling biodiversity degradation and illegal wildlife trade and poaching.

[See Table 37: Summary of Co-Financing Commitments at CEO ER. pg. 203, Project Document]

## 6) Global environmental benefits (GEFTF) .

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*Section III Strategy* (?Contribution to Global Environmental Benefits?) of the **UNDP PRODOC** is fully aligned with the original Concept Note. The project will contribute to delivery of global environmental benefits through:

- ? Reduced impacts of national tourism industry on biodiversity assets ? including PAs, critical habitats such as coral reefs and tropical forest, and globally threatened species present in tourism areas;
- ? Increased financial support for biodiversity conservation from the tourism sector, benefiting PA management and species conservation;
- ? Increased support for biodiversity conservation within the tourism industry through increased awareness, capacity development and integration of biodiversity into tourism industry standards;
- ? Improved tourism management and revenue generation benefiting over 145,414 ha of terrestrial PAs at Nui Chua and Phong Nha-Ke Bang national parks; benefitting 7,352 ha of marine PAs at Nui Chua National Park; and indirectly benefitting 45,802 ha of adjacent landscapes to the targeted PAs (GEF Core Indicators 1.2, 2.2 and 4.1 respectively);
- ? Reduction of threats from tourism development to biodiversity through adoption and enforcement of industry requirements, guidelines, standards and impact monitoring at critical sites within the two landscapes;
  - ? Improved nature-based tourism opportunities and options within PAs strengthens revenue generation and management, supporting the conservation of globally threatened species, including Silver-backed Chevrotain (DD), Black-shanked douc (CR), Southern White-cheeked Gibbon (CR), Hatinh Langur (EN), Crested argus (CR), Cao Van Sung bent-toed gecko (EN) and Green turtle (EN);
  - ? Increased recognition and awareness of the need to support for biodiversity conservation within business operations among tourism operators, among visiting tourists and engaged communities through increased awareness, capacity development and sharing of best practices and knowledge management;
- ? A shift in tourist purchasing preferences away from illegal wildlife and unsustainable and destructive tourism practices, towards supporting demand for pristine and low impact tourism products and services;
- ? Reduction of 15,704,236 (tCO<sub>2</sub>-e) through improved management effectiveness of targeted PAs and improved management of biodiversity in the targeted production landscape (GEF Core Indicator 6.1)
  - ? (see **UNDP PRODOC Annex 15b: GHG Calculations**).

**SDGs and Aichi Targets:** The government has adopted the SDGs as a framework for national development. Recognizing the challenge of inequality in Vietnam, the government sees community-based tourism as instrumental for SDG localization, redistributing income from the tourism industry to the community level and maintaining sustainable livelihoods of local people. Many actors are promoting community-led and owned nature-based tourism. The project will support Vietnam's contributions to the Sustainable Development Goals and Aichi Targets. The primary SDG linkages will be SDG 15 (Life

on Land) and SDG 14 (Life Under Water). There are also contributions from the proposed project toward SDG 1 (No Poverty), SDG 5 (Gender Equality), SDG 8 (Decent Work and Economic Growth), SDG 11 (Sustainable Cities and Communities) and SDG 12 (Responsible Consumption and Production).

Sustainable tourism has been identified as contributing to all SDGs (e.g. see GSTC alignment of the GSTC destination criteria to SDGs[1]), so the project will have the potential for broad SDG contributions and coverage, particularly with criteria A1, A2, A3, A4, A6, A7, A8, A9, B2, B3, B4, B8, C1, C3, C6, C7, D1, D2, D3, D4 and D10[2]. Key contributions to Aichi targets include Target 1 (awareness of values of biodiversity awareness), Target 4 (sustainable production and consumption), Target 5 (habitat loss and degradation), and Target 11 (protected area expansion and management).

[See Table 18: Project Alignment with SDG Targets, pg. 60, Project Document]

## 7) Innovativeness, sustainability, and potential for scaling up. ?

*Section IV Results and Partnerships* (?Innovativeness, Sustainability and Potential for Scaling Up?) of the UNDP PRODOC is fully aligned with the original Concept Note.

**Innovation:** The project is based on the concept of nature-based tourism, which although not new, is emerging as an alternative model in Vietnam and represents an innovative approach unto itself within the current state. Nature-based tourism has been identified as a viable concept to pull together the different threads of the government policy baseline on tourism ? arresting unsustainable tourism impacts, generating enhanced tourism revenue, building community-level tourism, advancing the GoV?s National Tourism Strategy, and acts as a spearhead for the economy ? in an innovative way that maximizes alignment with government policy directions and will engage a range of partners. The project will seek to build off existing international and national best practices for tourism impact monitoring and adapt these into a Nature-Based Tourism Management and Planning Information System, as well as adapt a range of fit-for-purpose visitor impact management methodologies and monitoring tools that can be practically and consistently implemented by protected areas and site managers across Vietnam once these are fully tested and ready to be scaled. Opportunities to provide guidance for monitoring social impacts/benefits and incorporating climate change adaptation and mitigation into tourism planning, development and operation will also be explored ? these are emerging issues where more guidance is needed. Where practical, the project will also leverage technology such as a business intelligence platform and a range mobile-enabled applications and tools to support tourism impact monitoring, real-time decision-making, marketing, and the development of a multi-vendor marketplace to connect tourists and community providers of biodiversity-based experiences and products. It is also innovative in its approach to reducing negative impacts from fast and unsustainable tourism development by creating

?green? jobs and livelihoods, mobilizing participation of the private sector, and contributing to biodiversity conservation. In addition, the project will specifically look at replacing the current destructive activities of poaching and trade in wildlife products by providing alternative and more socially acceptable community revenue generation opportunities through nature-based tourism ventures, the success of which depends on the change of community attitudes that favor the conservation of species and habitats.

Specific innovations being planned through the project are the following: first, the project will support the development of policy and regulations for Payment of Wetland and Marine Ecosystem Services (PMES) to generate revenues for biodiversity conservation and local communities based on the already successful Payment of Forest Ecosystem Services (PFES) and its trialing in the project. It will also strengthen the national framework and guidelines on public-private partnerships to realize the innovative potential in terms of recovering and enhancing opportunities for green job creation recognizing the key role and contribution of business and private sector to job creation. Further, the project will work with the social impact business sector to create multi-stakeholder platforms to promote sustainable business models that benefit the environment and society. It will also explore potential opportunities offered by nature-based tourism for enhancing learning and coordination across the country, and the region. Importantly, the business model innovation will be demonstrated through support to local business entrepreneurs within the demonstration landscapes for model nature-based tourism products and services that have the potential for long-term financial returns and high social and environmental benefits. Through these, the plan is to test and expand PPP models ? eco-lodges, homestay, adventure and nature exploration - to promote an authentic local and Vietnamese experience and by fostering an appreciation for unique cultural heritage, which has high regard to its surrounding environment, nature, culture, custom and deep-rooted belief system. The project will help support a transition from current models based around local homestays to integrated landscape-scale programmes of nature-based tourism that cluster products and experiences and help transform socio-economic landscapes for human-wildlife coexistence. These innovations will help to reduce threats to biodiversity both in PAs and in the wider landscape in ways that have not been done to date and are urgently needed. Finally, through engagement with the private financial sector in activity 2.2.5, the project will work to ensure that local communities - and especially women and vulnerable groups - have access to tools and to access microcredit to start investing in nature-based tourism enterprises.

**Sustainability:** An important contribution to sustainability will be through significant investments in capacity building under Output 2.4 (institutional capacity building at the landscape level) and Component 3, for all the national and local stakeholders (government, community, and private sector) and Project Steering Committee and PMU team who are involved in some way in project delivery. The investment in these individuals is expected to give long-lasting benefits on the ground, well beyond the end of the project.

*Social sustainability* will be enhanced through fostering a deeper appreciation of biodiversity and wildlife among local and ethnical communities in the project landscapes, as well as improving human-wildlife co-existence by nurturing and further developing a nature-based tourism economy through nature-based tourism and therefore improving livelihoods, and reducing human-wildlife conflicts that currently have impacts on livelihoods and on harnessing nature's tourism potential. A gender mainstreaming approach

will contribute to social sustainability and resilience, and social risks will be monitored through the project's SESP and the Gender Action Plan. The integrated set of business plans, nature-based tourism plans, visitor management plans and environment management and protection plans for natural heritage plans under Output 2.2 will also collectively include opportunities for livelihood enhancement of communities so that community resilience is enhanced through the creation of employment and incomes to local communities from the enterprises to manage different nature-based tourism products and services and gender safeguards. Importantly, the project's focus on employment and income generation will target diversified and resilient livelihoods that acknowledge the impacts of COVID-19 (and future risks) on the tourism sector. The project design has adopted recommendations from recent socio-economic assessment of the tourism sector by expanding existing and new potential revenue streams for tourism-related businesses, including from domestic tourism and virtual tourism; linking tourism value chains with other sectors; focussing on economic development from sustainable use of biodiversity beyond its role in supporting tourism; and supporting the development of a COVID-proof tourism sector as international tourism continues to reopen.

*Environmental sustainability* is integral to the project objective and will be supported by all project outcomes. Landscape-scale biodiversity conservation that contributes to reduced threats from poaching, the illegal wildlife trade and HWC, and which generates new funds for biodiversity conservation both inside and outside protected areas, are all crucial elements for building environmental sustainability. These include landscape monitoring and habitat enrichment of flagship wildlife species through captive breeding, and support for HWC management and anti-poaching activities. Resilience will be enhanced through the support of multiple stakeholders, strong public participation and effective monitoring and evaluation. The several guidelines that the project will support for the development and management of nature-based tourism will ensure that appropriate standards and safeguards are adopted in tourism product and service development and operation. The project will support environmental sustainability by preventing and mitigating potential impacts of infrastructure development on high-value biodiversity areas flagged for tourism investment and growth, through the construction of low-impact, ecologically-sensitive and climate-proofed tourism infrastructure. This will include application of ecologically-sensitive design for infrastructure development and adherence to strict environmental safeguards. The project will apply feasibility/risk assessments (including climate-related risks and vulnerabilities) and targeted impact screening through amendments to SEA and EIA guidelines to identify, prevent and mitigate potential impacts on ecologically sensitive habitats through the construction process or ongoing use. The capacity for strategic nature-based tourism planning, a nature-based economy prioritizing conservation and the intactness of ecosystem goods and services, as well as for overall mainstreaming of biodiversity at strategic as well as local levels is expected to ensure environmental sustainability during and beyond the project period.

*Financial and institutional sustainability* will be achieved by working through existing government agencies and community groups and strengthening existing multi-sectoral coordination mechanisms to secure the engagement of policy-makers and decision-makers across multiple government agencies. The project has been purposely designed to dovetail with government policy directions for tourism development and bring together the mandates of different Ministries in an integrated fashion. This alignment will support the institutional sustainability of the project as its mainstreaming focus will help embed the project approaches and nature-based tourism within a roadmap for future tourism policy and anchored to Vietnam's National Tourism Policy under Decision No. 147/2020/QĐ-TTg. The provision of operational guidelines, criteria, standards, and requirements, as well as and capacity development programmes will strengthen awareness and ownership for nature-based tourism at national, provincial, and local level. The project aims to establish nature-based tourism at the community level as a viable, sustainable livelihood for local communities. Providing this employment and income generation for local communities and connecting them with domestic and foreign tourists ? and tourists with high-quality, standardized visitor experiences ? will support the ongoing development of nature-based tourism and also the financial sustainability of local enterprises supported. Financial sustainability will be further



supported by identification of pathways for enhancing opportunities for sustainable financing, improving revenue generation and the share of revenue earmarked for biodiversity and conservation schemes from fees and other revenue tools that increase efficiency in biodiversity management in the project landscape. Financial sustainability will further be achieved through supporting the government (at national, provincial and commune levels) to develop and demonstrate new sustainable financial mechanisms (such as PMES and PWES), as well as streamline, close gaps and improve the transparency of existing financial mechanisms (such as PFES) to generate new flows of funding for biodiversity conservation from the tourism sector via PPP opportunities such as concessions, minimising the need for international or governmental financing in the long term. Through the labour market the private sector will play a critical role in absorbing local communities, ethnic minorities and women into tourism operations in parallel to the livelihood generation activities built into the results hierarchy. The project's sustainability will be highlighted in the replication / upscaling strategy as part of Output 4.2.

**Scaling up:** Through its approach of testing and refinement, the project will demonstrate nature-based tourism at provincial/site level that can be scaled up to other sites at national level. For example, the project demonstration of nature-based tourism under Component 2 will develop a replicable model for how nature-based tourism can be integrated into tourism and land use planning and development within tourism destinations, offering potential replication across other destinations in Vietnam and the ASEAN region. The project's focus at national level on development operational policies and guidelines facilitating nature-based tourism development ? in combination with demonstration at landscape level ? will support scaling up and replication of project lessons and best practices across Vietnam, and lessons learned will be captured and integrated into final guidelines and standards that can be applied nationally through relevant Ministries and tourist associations, tourism clubs and NGOs administering tourism labels and certifications. The project is designed to focus on community-based tourism to align with the strong government priority given to this area. Active engagement with tourism associations (see **UNDP PRODOC Annex 18: Tourism Landscape Report**) and management will provide an opportunity to integrate biodiversity conservation and criteria into existing tourism bodies to support replication, as well as sustainability. The project will establish knowledge management platforms and mechanisms that support the transfer of project experiences and knowledge between sites and Ministries, and with other GEF projects focused on mainstreaming biodiversity into tourism and nature-based tourism, including projects under the GWP (in which Vietnam already participates).

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## **1b. Project Map and Coordinates**

**Please provide geo-referenced information and map where the project interventions will take place.**

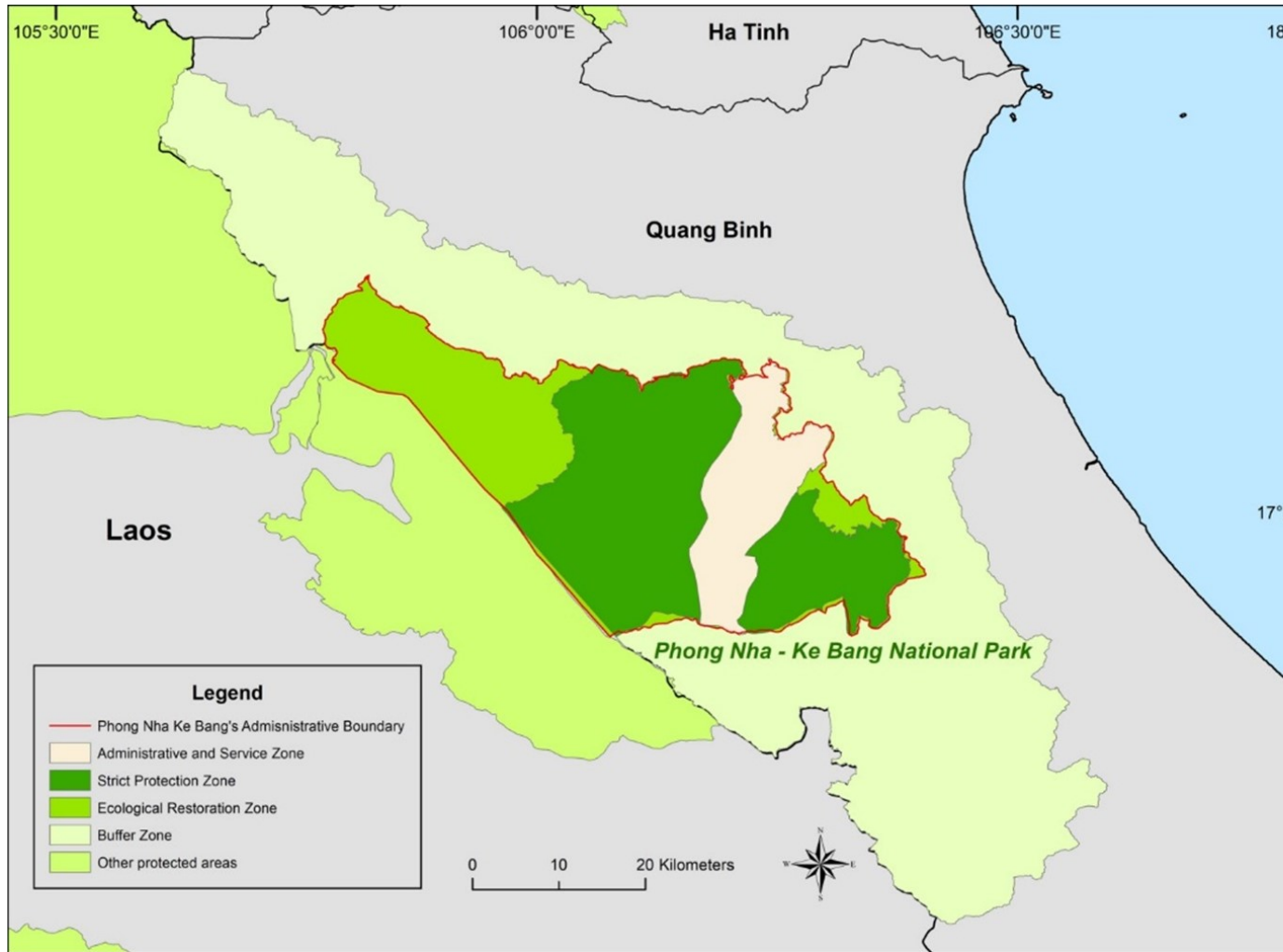
The geo-referenced project maps are appended to MS Word UNDP CEO ER Document as "**Annex E**" as well.

Annex 2: Project map and Geospatial Coordinates of project sites



Demonstration Landscape	Area (hectare)
Core zone	29,440
Terrestrial (core)	22,088
Marine (core)	7,352
Buffer zone	7530
Legislation	Decision 134/2003/QD-TTg and Decision 199/2018/QD-UBND
Geospatial Coordinates	Between 11° 35' 25" and 11° 48' 38" north latitude and between 109° 4' 5" and 109° 14' 15" east longitude

Phong Nha-Ke Bang National Park in Quang Binh Province



Demonstration Landscape	Area (hectare)
Core zone	123,326
Buffer zone	220,055
<b>TOTAL</b>	<b>343,381</b>
Legislation	Decision 1062/2013/QD-TTg
Geospatial Coordinates	Between 17° 21' 12" and 17° 44' 51" north latitude and between 105° 46' 33" and 106° 23' 33" east longitude

1c. Child Project?

If this is a child project under a program, describe how the components contribute to the overall program impact.

## 2. Stakeholders

Select the stakeholders that have participated in consultations during the project identification phase:

**Civil Society Organizations** Yes

**Indigenous Peoples and Local Communities** Yes

**Private Sector Entities** Yes

If none of the above, please explain why:

**Please provide the Stakeholder Engagement Plan or equivalent assessment.**

A comprehensive stakeholder analysis was undertaken during the PPG phase, during which the PPG team started working on the project in quarter 4 (Q4) of 2021 to consult with key stakeholders in the national level, provincial and sites level to ensure they were engaged, and information provided on the project (reported in **Annex 7: Stakeholder Engagement Plan**). From November 2021 ? July 2022, the PPG team conducted three main types of stakeholder meetings including the inception workshop, a series of stakeholder consultation meetings / workshop(s), and validation workshop. Based on stakeholder analysis and using approach to stakeholder engagement, the PPG team has conducted a series interviews/ consultation meetings with representatives of relevant stakeholders at all levels during PPG phase, including: (i) National government, (ii) Provincial and local government, (iii) Civil society/ community-based organizations (CBOs), Non-profit organization (international and national NGOs), academy and research institutions, and development partners, and (iv) private sector.

Per **Table 3** in the **UNDP PRODOC Annex 7: Stakeholder Engagement Plan**, over 44 consultation meetings, more than 20 days site visits collectively, face-to-face interviews, focus groups with women and men mixed and/ or separate group consultations with local communities including vulnerable group and indigenous people have been held between the PPG team members and various stakeholders during the preparation of the project. Cumulatively, more than 190 entities, organizations, experts and individuals were consulted, including: 22 ministries, research and academic institutions, 11 National Parks and Nature Reserves, 6 International NGOs, 5 National NGOs, 12 staff members from Vietnam Environment Administration (VEA), 11 subject-matter experts on issues pertaining to conservation and nature-based tourism, 14 staff from Nui Chua National Park (12 men / 2 women), 25 members of local communities and ethnic minorities from Nui Chua National Park (16 men / 9 women), 17 staff from Phong Nha-Ke Bang National Park (15 men / 2 women), 29 members of local communities and ethnic minorities from Phong Nha-Ke Bang National Park (14 men / 15 women). Finally, as part of the consultation and definition of FPIC procedures 25 people were consulted at Nui Chua (15 men / 10 women) and 11 people were consulted (8 men / 3 women).

Based on the data elicited during the PPG stage and follow-up analysis, a Stakeholder Engagement Plan that ensures inclusivity during project implementation and participation of the full spectrum of role



players has been developed (see **UNDP PRODOC Annex 7: Stakeholder Engagement Plan**) with details of the project's action plan for stakeholder involvement and participation. The project approach to stakeholder involvement and participation during project implementation is summarized below. The project's engagement approach is premised on the principles outlined in the table below.

Table 8: PROJECT Approach to STAKEHOLDER ENGAGEMENT

Value Adding	be an essential means of adding value to the project
Inclusivity	include all relevant stakeholders
Accessibility and Access	be accessible and promote access to the process
Transparency	be based on transparency and fair access to information; main provisions of the project's plans and results will be published in local mass-media
Fairness	ensure that all stakeholders are treated in a fair and unbiased way
Accountability	be based on a commitment to accountability by all stakeholders
Constructive	seek to manage conflict and promote the public interest
Redressing	seek to redress inequity and injustice
Capacitating	seek to develop the capacity of all stakeholders
Needs Based	be based on the needs of all stakeholders
Flexible	be flexibly designed and implemented
Rational and Coordinated	be rationally planned and coordinated, and not be ad hoc
Excellence	be subject to ongoing reflection and improvement

Project implementation will involve extensive engagement with stakeholders at all levels, and particularly in the demonstration landscape. The table below outlines the roles and responsibilities for various project stakeholders at all levels during project implementation, while the Stakeholder Engagement Plan describes how stakeholders will be engaged in more detail and at what junctures. At a broad level, participation and representation of stakeholders will be conducted through the governance structures put in place by the project as outlined and depicted in the Governance and Management Arrangements organogram. The IP will coordinate closely with other governmental and non-governmental (CSOs, NGOs, private sector) stakeholders via the existing governance structures at national, provincial, and local levels, as well as the national forum and provincial platform on nature-based tourism under Outputs 1.1 and 2.1 respectively. Stakeholders will be consulted, engaged, and informed throughout the project implementation phase to: (i) promote understanding of the project's outcomes; (ii) promote stakeholder ownership of the project through engagement in participatory planning, implementation and monitoring of the project interventions; (iii) build public awareness; and (iv) to maximize linkage and synergy with other ongoing projects. Engagement processes will build on existing institutional frameworks and processes at national and landscape level that have legitimacy and credibility and that take cultural norms into due consideration. Through a series of exchanges and twinning opportunities with projects and expertise in the region, the project has built in mechanisms and abundant opportunities for south-south cooperation on nature-based tourism, that will be reinforced by leveraging the capacity and subject-matter expertise of regional experts across myriad thematic areas.

To bring the voice of Vietnam to global and regional fora, the project will explore opportunities for meaningful participation in specific events where UNDP could support engagement with the global development discourse on nature-based tourism. The project will furthermore provide opportunities for regional cooperation with countries that are implementing initiatives on nature-based tourism in geopolitical, social, and environmental contexts relevant to the proposed project in Vietnam, such as the UN South-South Galaxy knowledge-sharing platform and PANORAMA, and ASEAN / Asia-Pacific region. Based on Vietnam's existing participation in the GWP through the GEF-6 "Strengthening Partnerships to Protect Endangered Wildlife in Vietnam" project, the project has the opportunity to engage with national platforms that would help strengthen knowledge sharing between MONRE, MOCST and NP authorities at the landscape level, and to link into GWP networks. Collaboration with the GWP will provide the opportunity for sharing ideas and lessons with other GWP project countries holistic approaches to managing poaching, illegal wildlife trade and HWC that might offer valuable lessons.

[See Table 34: Stakeholder Analysis and Roles and Responsibilities, pg. 157 ,Project Document]

#### ***FPIC (Free, Prior and Informed Consent) Approach***

FPIC procedures will be guided by UNDP's Guidance Note on Standard 6 which notes (page 10) that under Standard 6 the screening process should involve the following steps: 1. Initial Screening: The objective of initial screening is to determine and verify whether a potential UNDP project might impact (positively or negatively; directly or indirectly) on indigenous peoples; 2. Full Screening: The task here is to assess and characterize potential risks and impacts on indigenous peoples in order to guide the development of adequate mitigation measures (e.g. ESIA, FPIC process based on IPP/IPPF); 3. Verification: Before and during project implementation, the SESP Checklist should be utilized to help ensure that all risks and impacts on indigenous peoples are being adequately addressed (e.g. as identified in the ESIA) and that for projects with significant risks and impacts an IPP/IPPF has been developed and the potentially affected people have provided their FPIC to the project and/or relevant activities. If this is not the case, UNDP will not support those activities further until the S6 requirements are met. During the initial and full screening, all potential results and activities need to be screened and reviewed for potential direct and indirect, and positive and negative impacts on indigenous peoples, and that screening should be iterative and conducted before and throughout the assessment process and the drafting of environmental and social mitigation and management measures. The initial screening and due diligence was undertaken during the PPG stage as part of FPIC consultations (see **UNDP PRODOC Annex 8a: Environmental Social Management Framework** and **UNDP PRODOC Annex 8b: Ethnic Minority Planning Framework**)

During implementation the FPIC process will be tailored to specific indigenous communities (depending on the demonstration experience) based on the standards defined by UNDP and as dictated by the

communities themselves. The process will take place upon Project inception, with the indigenous organizations present at each site. The project's objectives, their actions and expected outcomes will be presented, as well as the information mechanisms that the Project will utilize, for the purpose of allowing EMs to decide about their participation in an informed manner. To achieve this, and depending on the characteristics of each EM group or organization present therein, at least the following actions will be carried out (to be refined as needed to meet the communities' requirements):

? Contact the authorities of each indigenous organization present within the site where the Project's demonstration experiences will be carried out;

? Come to an agreement with the authorities on a Project Presentation Workshop (a different method can be used if necessary or if it is more pertinent for a particular indigenous organization), for the purpose of informing these organizations of the Project's objectives, activities and expected outcomes, especially those activities in which indigenous individuals or organizations might participate. The other reason for these workshops is to get to know the potential participants' visions, suggestions, opinions and proposals, to validate and strengthen the action measures the Project is proposing so that these can be adjusted to their needs and that they benefit from its outcomes;

? This presentation must be carried out considering the protocols of each organization itself (and each one will be consulted) and in language appropriate to ensure complete understanding. In addition, in this instance, doubts which might arise can be clarified, and agreements will be reached about the steps to be taken. One of these steps might be internal deliberations in each organization regarding the contents of the presentation, and therefore a second instance should be agreed upon for the organization to present to the Project the results of their deliberations;

? If during the Presentation Workshop the organization decides to be part of the Project, a Participation Agreement will be drawn up where the parties establish their commitment and form of participation, as well as who the person or people will be to act as the respective counterpart for communications between the Project and the EM organization. This will serve as a reference framework during Project execution, and can be modified by mutual agreement;

? If the organization decides to hold an internal deliberation process following the Presentation Workshop, a second workshop will be held where the organization will present the results of their deliberations to the Project. Once this is done and if their decision is affirmative regarding participation in the Project, a Participation Agreement will also be drawn up where the parties establish their commitment and form of participation, as well as who the person or people will be to act as the respective counterpart for communications between the Project and the organization;

? Once the Agreement is drawn up, Project implementation will begin, or the involvement of the indigenous organizations in the Project will commence, as appropriate;

? Follow-up and evaluation of compliance with the Agreement will be carried out periodically, as well as the Project activities in which the indigenous organizations are committed, for assessing their compliance and adjusting if required. Through this monitoring and evaluation action, what is sought is full, effective and significant participation of the indigenous peoples in all the areas of the Project that they have concerns about;

? The Project National Coordinator will be responsible for contacting the EM organizations that participate in the Project, or whoever he/she should designate for this purpose;

? In carrying out studies, consultancies or other Project actions involving EMs, efforts will be made to ensure that the technical teams in charge have experience in working with EMs.

Based on this and the due diligence taken during the PPG stage, the full screening and verification steps of the FPIC process are particularly relevant to activities 1.2.2, 1.2.4, 1.3.3, 1.4.3, 1.4.7, 1.5.4, 2.1.5, Output 2.2, Output 2.3, 2.4.3 and 2.5.3.

A participatory approach is required throughout the project, including project development and implementation. During implementation, the steps outlined in UNDP's Guidance Note on Standard 6 will be followed in terms of screening, social assessment, and transformation of the EMPF into an EMPP (see **UNDP PRODOC Annex 8a** and **Annex 8b** for further information). Principles of public disclosure of the draft EMPP will be followed, as well as monitoring to identify unexpected adverse impacts and/or to propose mitigation measures.

Stakeholder consultation will follow FPIC protocols and gender-responsive guidelines based on Guidance Note, UNDP SES for Stakeholder Engagement and for Standard 6. Project staff will provide information on the project via a written or verbal format based on the stakeholders' preference. The staff should provide an appropriate timeframe for stakeholders to understand the project for they will make an informed decision to participate in the project. A project information sheet will be distributed. Project staff will let the stakeholders select their preferable date and time for consultation. In the beginning, the project staff will inform the content of the Information Sheet distributed to them in advance and offer an opportunity to ask questions they may have. Before conducting a consultation or a meeting, the project staff will formally ask a permission to record the meeting in a report format to report back to PMU. Consultations will introduce the project, the project's approach to addressing the UNDP Social and Environmental Standards, and the draft EMPP. Participants will be encouraged to provide feedback on the social safeguard instruments, in particular: how best to conduct free, prior and informed consent consultations, a process that will be collaboratively developed, mutually accepted and documented in the EMPP (of the appropriate scope).

In the process, free, prior, and informed consent consultations will be undertaken in a language spoken by, and location convenient to, potentially affected indigenous peoples. The views of ethnic minorities are to be considered during implementation of the project, while respecting their current practices, beliefs and cultural preferences. The outcome of the consultations will be documented into the periodical reports and submitted to UNDP for review. During implementation of the project, monitoring shall be carried out to monitor the positive and negative impacts of the project and obtain feedback from the project-affected people. Based on the outcome of the monitoring, further measures shall be taken to ensure full benefits and mitigation of the negative impacts envisaged. If necessary, additional activities for institutional strengthening and capacity building of indigenous people communities living within the project area shall be carried out. If unexpected impacts are so significant the EMPP may need to be updated.

Gender-responsiveness is a core approach to ensure men, women, youth, and senior citizens can participate in the project. When possible, stakeholder engagement sessions will be gender disaggregated to create a safe space where women will be able to freely express their opinions. For online consultation and engagement, the project staff will consider differences of men and women's work schedule and their

gender division of labour to allow them to fully participate in the project. Participation of men and women will be recorded in sex-disaggregated data to ensure gender is incorporated in the monitoring system.

It is recognized that a resurgence of COVID-19 in the project landscapes, or a resurgence in infections (with re-introduction of travel and/or other restrictions) may impose constraints on the intended stakeholder engagement activities, especially in vulnerable communities. Considering that COVID-19 infection rates have been mitigated rather effectively in Vietnam throughout stringent measures during the fourth wave and through an aggressive vaccination campaign, the expected project results have not been adjusted. A prolonged or recurrent COVID-19 pandemic would certainly create challenges for the implementation of the project (i.e., associated with activities involving physical stakeholder workshops, delivering training in the field, convening community meetings, etc.). Since piloting nature-based tourism could pose the high risk of infecting COVID-19 in targeting communities, further assessment requires full ESIA (Environmental and Social Impact Assessment) or SESA (Strategic Environmental and Social Assessment) to be conducted. The project will strictly observe all national and provincial government COVID-19 regulations and guidance as well as UNDP CO guidance. Capacity assessment on health and safety with specific focus on the COVID-19 in local communities in the PAs is required. Measures and protocols on health and safety standards will be developed for the project implementation. The project can institute adaptive management as needed to reduce the risks of community outbreak since physical distancing and new normal remote meeting has already become a norm. For example, meetings will be held remotely using virtual platforms, health hazard assessments will be required for gatherings of multiple people, and mitigation measures will be implemented, e.g., ensuring physical distancing, providing personal protective equipment, avoiding non-essential travel, delivering trainings on risks and recognition of symptoms, etc. These management measures are not expected to adversely impact the service delivery of the project. Social and environmental risk assessments will be regularly updated (e.g., in the annual review of the SESP). Moreover, nature-based tourism strategies and activities to be developed in the demonstration landscape will include relevant social and environmental safeguards (See **UNDP PRODOC Annex 4: SESP** and **UNDP PRODOC Annex 25: COVID Analysis** for a more detailed description).

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[1] Save Vietnam's Wildlife

In addition, provide a summary on how stakeholders will be consulted in project execution, the means and timing of engagement, how information will be disseminated, and an explanation of any resource requirements throughout the project/program cycle to ensure proper and meaningful stakeholder engagement

**Select what role civil society will play in the project:**

**Consulted only;**

**Member of Advisory Body; Contractor; Yes**

**Co-financier; Yes**

**Member of project steering committee or equivalent decision-making body; Yes**

**Executor or co-executor; Yes**

**Other (Please explain)**

### **3. Gender Equality and Women's Empowerment**

#### **Provide the gender analysis or equivalent socio-economic assesment.**

During the PPG phase, a gender analysis was conducted to use as a baseline to assess the gender situation in the two demonstration landscapes (**UNDP PRODOC Annex 9**). The gender analysis was conducted at commune-level villages in protected areas in Nui Chua and Phong Nha-Ke Bang national parks and consultations were also conducted at the provincial and national levels. The findings of the analysis revealed some impressive areas of gender parity but an overall lack of gender awareness in stakeholders, as well as some startling gender inequalities in the communities. As a starting point for the gender analysis, differences between men and women's reproductive and production roles in tourism related tasks, time use, and wages demonstrate an uneven sharing of benefits.

Based on the findings, women in the demonstration landscapes perform reproductive roles significantly more than men, which lead to less opportunity to increase their income from tourism. Men are likely to earn significantly more than women with less time-consuming tasks. Moreover, household tasks and livelihood strategies tend to abide by traditional gender norms where wages are better. Accordingly, the unequal share of reproductive and productive roles informs us about gender relations in the communities which is a basis for exploring access to natural resources, socio-economic benefits and decision-making power. The [GEF Gender Implementation Strategy \(2018\)](#) identifies three gender gaps that are most relevant to GEF projects, which are access to and control of natural resources participation and decision making in environment planning and governance, and access to socio-economic benefits and services. In this regard, the gender analysis has demonstrated unequal gender relationships in the aforementioned areas, as follows:

? Women often do simple jobs, housework, and have a little voice in the community. They participate a lot in family care activities (caring for the elderly, children, other family members; cleaning; preparing meals, etc.). They have a very limited role in making decisions about livelihood options for their families. It seems that they rarely participate in local meetings, so they have limited access to information and knowledge;

? For sustainable tourism development, based on nature, women can effectively participate in many jobs, but they need to be trained to have the necessary knowledge and skills for: participating in singing groups, playing music, using ethnic tools; preparing traditional meals and act as hosts for traditional

accommodations; participating in tour guides; taking photos for guests; rowing boats; driving canoes; selling souvenirs to tourists; etc. Therefore, the project should create job opportunities and income for local communities, especially female workers;

? The implementation of the project will include activities to promote wildlife conservation and protection of natural resources that may affect people's livelihoods due to the ban on logging and firewood; fishing; and encroachment on forest land. This requires a solution to stabilize the lives of households and individuals lawfully living in the NR, including men and women;

? Men and women in the core/buffer zone of the NR mainly rely on agro-forestry production with differences in division of labor and experience in carrying out different livelihood activities. Due to the lack of knowledge and experience in production and the heavy influence of the traditional conception of women's roles associated with the responsibilities of taking care of children and housework, women have few opportunities to access off-farm livelihood opportunities outside the community like men. Women's productive activities bring lower economic efficiency than men, making their role, position and voice in the family not properly recognized. Ethnic minority women have very limited use of the Vietnamese language, lack of knowledge and experience in production;

? Practice shows that women, especially ethnic minority women and rural women are rarely allowed to participate in community meetings to gather opinions. Men have more opportunities to attend meetings than women because they are the head of the household and the stereotype is that men know more than women, the husband is the breadwinner and has a more important role in representing the families to discuss, participate in decision making, community affairs. Women also have difficulty using Vietnamese and are not as fluent as men's. When participating in community meetings, women often express less opinions. The main reason is that women lack confidence, are often afraid to express their opinions in public, especially ethnic minority women. Even when women are allowed to express their opinions;

? Limited training is also a barrier for female workers to access jobs as female workers are not yet well-trained will not have a stable job when participating in activities for the development of nature-based tourism. The COVID-19 epidemic is also making them face problems with professional and technical qualifications;

? Persistence of gender stereotypes about women's roles and capacity at work, career development and leadership continue to be a challenge for female workers in search of decent work and higher income. Employers often assume that men are healthy and flexible when going to the beach, as well as going to the forest with guests. And women often serve in hotels, restaurants or on fish rafts; or they participate in ticket sales, sales, customer service. Ethnic minority female workers face more difficulties and disadvantages due to the dual limitations of "gender" and "ethnicity" in the labor market. The ability of female ethnic minority workers to have a "wage job" is much lower than that of Kinh and Hoa women.

## **Gender Mainstreaming Strategy**

In alignment with the gender analysis, a Gender Mainstreaming Strategy (see **UNDP PRODOC Annex 9: Gender Analysis and Gender Action Plan**) was formulated for this project based on the GEF Gender Policy's Guiding Principles for mainstreaming gender and promoting the empowerment of women, addressing gender-related issues in GEF-Financed activities, refraining from exacerbating existing gender inequalities, ensuring gender different knowledge, needs, roles and interests of women and men are addressed, applying a gender-responsive approach and identifying gender gaps to achieve global environmental benefits. The project will mainstream gender into the GEF Project and Programme Cycle, Monitoring, Learning and Capacity Development, Agency Policies, Procedures and Capabilities and Compliance. Therefore, the project design has ensured that indicators, activities, monitoring and evaluation, and learning are gender responsive. In correlation with this gender-responsive approach, the project budget includes resources to support its integration into the project activities.

[See Table35: Proposed Gender Mainstreaming Actions for the Project, pg. 170, Project Document]

**Gender Action Plan:** The SESP, the gender analysis and gender mainstreaming strategy have collectively provided a foundation for the Gender Action Plan, which provides comprehensive and systematic guidance for project design, implementation and monitoring and evaluation. Project evaluations and reporting (e.g., the PIR) will monitor the progress of the project on gender equality and women's empowerment and evaluate its performance. Routine sex-disaggregated records of participants in all activities will be an important tool to track women's participation in the project. Lastly, there will be a dedicated Gender Specialist monitoring gender mainstreaming and auditing activities throughout the project cycle. Knowledge management and development of good practices will incorporate a dedicated section on women's role in biodiversity tourism such as differences in male and female local biodiversity wisdom and how they adapt and repackage this into tourism products. Case studies and stories of women leaders in biodiversity tourism will also create an impact to a wider audience.

The **UNDP PRODOC Annex 9: Gender Analysis and Gender Action Plan** provides more detail. **UNDP PRODOC Section IV: Project Results Framework** also includes gender-disaggregated targets and indicators, with a dedicated budget allocated to ensure that they are effectively monitored.

**Does the project expect to include any gender-responsive measures to address gender gaps or promote gender equality and women empowerment?**

Yes

**Closing gender gaps in access to and control over natural resources; Yes**

**Improving women's participation and decision making Yes**

**Generating socio-economic benefits or services or women Yes**

**Does the project's results framework or logical framework include gender-sensitive indicators?**

Yes

**4. Private sector engagement**



**Elaborate on the private sector's engagement in the project, if any.**

The project will engage with the private sector on the following three fronts:

? The first tier of private sector engagement will be in relation to the project's governance where private sector entities that will be invited on a rotational basis to participate within the project's governance structures, specifically the BES Platform operationalized under Output 1.1 and the provincial multi-sectoral nature-based tourism platform established under Output 2.1;

? The second tier of private sector engagement will include partnerships with those private sector entities with whom each national park already has an ongoing relationship and ongoing program through concessions within the national parks. The project will engage, consult with, and solicit input from these companies on the definition of new nature-based tourism guidelines, criteria and requirements under Component 1. Private sector entities will be invited to participate in project activities under Component 2 (Output 2.2 and 3.4) via competitive tender(s) for the development and management of the demonstration nature-based tourism products and services; enhancement of biodiversity criteria within existing and development of new certifications for nature-based tourism offerings, as well as nurturing community- and women-owned businesses and absorption of local communities and ethnic minorities in tourism operations or any other service opportunities that may emerge within demonstration sites. Furthermore, tour operators will be encouraged to feature nature-based tourism offerings enterprises in their itineraries (Output 4.1), and international online travel agents for inclusion of nature-based tourism enterprises on their and the project's platforms (Output 4.2).

? The third tier will include private sector tourism firms, professional tourism associations or outdoor activity / adventure companies from beyond the project demonstration landscapes who can be engaged in the commercial operation of or investments into nature-based products and services (e.g. investors in accommodations, sustainable transport, supplies, services or outdoor recreational activities), or that might benefit from improved environmental services relating to PMES within the demonstration landscape but have yet to forge relationships with the national park authorities or unable to gain traction within the tourism sector due to red tape, regulatory hurdles and bureaucratic requirements, prohibitive cost of licenses and fees for operations, or barriers due to high investments or standards that small- or medium-sized enterprises at local-level cannot match up as a result of the financial impacts and investment risk caused by the COVID-19 pandemic. These could include products such as the operation of catch and release fishing, snorkeling, diving and sailing journeys at Nui Chua National Park or opportunities for investments in new homestays or eco-lodges within the demonstration landscapes. The partnership model for the private sector will be based on a concessions framework or the lease or basis of fees developed under Component 1. Collectively, it is aimed that this form of private sector engagement would result into stimulating and creating around 1,800 green jobs (70% women). UNDP private sector due diligence processes will be adhered to for all project private sector partnerships, including potential co-financers. In this context the private sector operating in the project landscape will also be engaged to encourage the uptake of existing expanded and new certification systems that apply biodiversity criteria (Outputs 1.4 and 2.2), as reflected in the indicators (**Annex A - Project Results Framework, Outcome 1, indicator 10** and **Outcome 2, indicator 14**).

[See Table 30: LIST of Private Sector Tour Companies at the Landscape Level, pg. 131, Project Document]

The private sector will be engaged in Year 1 through a tendering process. All prospective private sector partners engaged during implementation will be expected to satisfy the requirements of UNDP's Policy on Due Diligence and Partnerships with the Private Sector (2013), complemented by application of the Private Sector Risk Assessment Tool (2016) and the Risk Assessment Tool Guidelines. Private Sector partners will also be expected to uphold the principles and standards of UNDP's Social and Environmental Standards Policy and comply with all safeguards risk management plans that apply to the project.

## 5. Risks to Achieving Project Objectives

**Elaborate on indicated risks, including climate change, potential social and environmental risks that might prevent the project objectives from being achieved, and, if possible, the proposed measures that address these risks at the time of project implementation.(table format acceptable):**

The identified project risks, their overall rating and the mitigation actions required during project implementation are given in **UNDP PRODOC Annex 5** in the **UNDP ATLAS risk register**. The assumptions on which these project risks depend are listed in the project's Theory of Change, with assumptions applied to the project indicators also described in the Monitoring Plan for project indicators (**UNDP PRODOC Annex 27: Monitoring Plan**). Risks are only shown if their rating is considered to be Moderate, Substantial or High, with the exception of risks identified in the Social and Environmental Screening Procedure (**UNDP PRODOC Annex 4: SESP**) which are all described. As per standard UNDP requirements, the Project Manager will monitor risks quarterly and report on the status of risks to the UNDP Country Office. The UNDP Country Office will record progress in the UNDP ATLAS risk register. Risks will be reported as critical when the impact and probability are high. Management responses to critical risks will also be reported to the GEF in the annual PIR.

The SESP was finalized during project preparation, as required by UNDP's Social and Environmental Standards (SES). The SESP identified **14 risks** for this project that could have potential negative impacts in the absence of safeguards, of which 3 are rated as 'SUBSTANTIAL', 10 'MODERATE' and 1 'LOW' summarized in the table below (see also **UNDP PRODOC Annex 4: SESP**). Consistent with the PIF, the overall SESP risk categorization for the project is 'SUBSTANTIAL'. Further screening will be required for currently unspecified conservation-compatible, nature-based tourism activities undertaken by the project. The screening process to be followed is explained against the relevant project activities described above. In summary, these additional screening processes for environmental and social safeguards include:

Additional FPIC procedures will be undertaken from the start of the project with ethnic minorities to achieve their consent for activities<sup>[1]</sup> in the project sites within both PA landscapes. FPIC will continue throughout implementation (per the EMPF and subsequent EMP);

? Development of scoped ESIA[2] and ESMPs in Year 1-Q3 and an Ethnic Minorities Plan (equivalent to an Indigenous Peoples Plan) to replace the Ethnic Minorities Planning Framework (EMPF) developed at the PPG stage;

? The conduct/application of a Strategic Environmental and Social Assessment (SESA) to assess and manage ?upstream? risks/potential impacts that may arise as a result of project activities: 1.2.4, 1.3.1, 1.3.2, 1.3.4, 1.4.7, 1.5.5, 2.3.6, 2.3.8, 2.4.5,3.2.2;

? Application of additional screening process (with the SESP). The ongoing FPIC process will enable the incorporation of any emerging concern from EMs in further SESP application and ESMP continuous updates.

Applying the GEF-STAP Guidelines for Climate Risk Screening, the project?s climate risk rating during its anticipated lifecycle is Moderate (see **UNDP PRODOC Annex 15a: Climate Risk Screening**). With its extensive coastline of 3,260 km, Vietnam is particularly vulnerable to rising sea levels, which have compounding effects to the country?s coastal zones and its socio-economic systems. Vietnam faces high disaster risk levels, ranked 91 out of 191 countries by the 2019 INFORM Risk Index[3], driven particularly by its exposure to hazards, including tropical cyclones and storm surges, droughts, and floods. The impact of tropical storms in the period from 1953-2010 affected 45 million people. The second most threatening natural hazard in Vietnam is flooding - ranked joint 1st with Bangladesh and includes, riverine, flash, and coastal flooding - with around 60 major events has affected 25 million people in the past half century. It is estimated that Vietnam?s average annual losses to disasters amount to \$2.4 billion, or almost 1.5% of GDP. However, the absolute value of losses is projected to rise dramatically in the coming years as the value of both the exposed assets and the climate-related hazard increase[4].

As outlined in Table 13 herein and **UNDP PRODOC Table 32 and Annex 5: UNDP Atlas Risk Register**, the project will deploy risk management activities with respect to climate change which prioritizes two strategies related to natural resources and tourism sectors: (i) Natural resource management - focusing on the conservation and restoration of natural resources and the resilience of ecosystems (forest, riparian, marine and coastal habitats), as well as providing a regulatory framework for sustainable utilization of natural resources; and (ii) Tourism - focusing on responsible and nature-based tourism to conserve natural resources and resilience to climate change in areas with an tourism industry or tourism potential, as well as assisting vulnerable local populations and ethnic minorities to cope with climate impacts through improved management practices in buffer areas / special protection forests and through livelihood diversification. Example interventions that are supported by the project include: (i) Protect and conserve marine and wetlands by, develop appropriate provincial and national park ecosystem services plans with stakeholder participation; (ii) Policy that support the role of local communities in the conservation of forests and ecosystems via mechanisms such as the Payment for Ecosystem Services (PES) scheme; and (iii) development of corridor management planning in buffer zones and special protection forests currently not under formal protection.

The fourth and latest wave of COVID-19 pandemic in Vietnam started in late April 2021. This wave of COVID-19 infections has been much more acute than any before it[5]. Despite drastic actions, localities, especially Ho Chi Minh City and southern provinces, have faced complex COVID-19 outbreaks, with much more negative impacts on daily life as well as socio-economic development than the previous waves. For example, the three previous waves of COVID-19 were brought under control within a month to a month and a half, but the Delta variant present in the fourth wave had spread two to three times faster than the original coronavirus. Cumulatively for this wave, as of February 6, 2022, 2,339,119 cases have been reported including 38,226 deaths (PFC 1.6%) from 63 cities/provinces. The number of recovered cases is 2,109,898 (90.2%)[6]. The key risks presented by the COVID-19 pandemic to implementation of this project and achievement of its intended outcomes include (i) Availability of technical expertise and capacity; (ii) Changes in implementation timelines; (iii) Stakeholder engagement processes; and (iv) Financing. These are elaborated in Table 33 along with a description of planned mitigation measures. As noted in **UNDP PRODOC Annex 25: Vietnam COVID-19 Analysis and Action Framework**, the project will be consistent with the "One Health" principle, which promotes multi-stakeholder communication and collaboration in achieving better health outcomes – this includes public health threats at the human-animal ecosystem interface.

The project is aligned with the GEF White Paper on a GEF COVID-19 response strategy[7], which highlights opportunities to effect change including establishing better models of tourism that support nature conservation, are less reliant on long-distance travel; and exploring innovative financial mechanisms to buffer economic impacts of the pandemic. Ways that the project will address these include by: (1) developing more resilient domestic tourism and models for supporting nature conservation that are less reliant on long-distance tourism; (2) establishing nature-based tourism products and experiences as a form of tourism that can still be enjoyed while socially distancing and is based on, and contributes to, biodiversity conservation and local livelihoods; and (3) by promoting these products and experiences to domestic markets through online blogs, travel agents, on social media, and local tour operators, as well as through virtual experiences.

For **risk management measures** related to COVID-19 see **UNDP PRODOC Annex 25** for details. The project will strictly observe all national and provincial government COVID-19 regulations and guidance as well as UNDP CO guidance. Capacity assessment on health and safety with specific focus on the COVID-19 in local communities in the PAs is required to ensure health of both community members and tourists and other visitors during project implementation. Measures and protocols on health and safety standards will be developed for the project implementation. Such protocols may include a health and safety checklist for community outreach, field visits, small and big groups trainings and consultations. Personal Protective Equipment (PPE) and hand-held temperature checkers will be adequately distributed to communities in the PAs where project activities are taking place. The project can institute adaptive management as needed to reduce the risks of community outbreak since physical distancing and new normal remote meetings have already become a norm. For example, meetings will be held remotely using virtual platforms, health hazard assessments will be required for gatherings of multiple people, and mitigation measures will be implemented, e.g., ensuring physical distancing, providing personal protective equipment, avoiding non-essential travel,

delivering trainings on risks and recognition of symptoms, etc. These management measures are not expected to adversely impact the service delivery of the project. Social and environmental risk assessments will be regularly updated (e.g., in the annual review of the SESP, see UNDP PRODOC Annex 4). Moreover, nature-based tourism strategies and activities to be developed in the demonstration landscape will include relevant social and environmental safeguards.

[See Annex 5 Risk Register, an annex attached to the Project Document]

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[1] i.e., 1.2.2, 1.2.4, 1.3.3, 1.4.3, 1.4.7, 1.5.4, 2.1.5, Output 2.2, Output 2.3, 2.4.3, 2.5.3.

[2] It may be determined during the inception phase of this project to undertake the ?scoped ESIA? following the SAPA methodology (so long as this continues to meet the requirements of UNDP SES). See section 7.2 for further details.

[3] Emergency Events Database (EM-DAT) of the Centre for Research on the Epidemiology of Disasters (CRED). Assessed on Nov 26, 2018. URL: <https://www.emdat.be/>

[4] Climate Risk Profile: Vietnam (2020): The World Bank Group and Asian Development Bank.

[5] Former Health?s Minister, Nguyen Thanh Long (July 2021)

[6] [https://www.who.int/vietnam/emergencies/coronavirus-disease-\(covid-19\)-in-viet-nam/covid-19-situation-reports-in-viet-nam](https://www.who.int/vietnam/emergencies/coronavirus-disease-(covid-19)-in-viet-nam/covid-19-situation-reports-in-viet-nam)

[7] GEF/C.59/Inf.14, November 17 , 2020 at: <https://www.thegef.org/council-meeting-documents/white-paper-gef-covid-19-response-strategy>

[8] Likelihood L: 1 (low) to 5 (high); Impact I: 1 (low) to 5 (high)

[9] <https://www.ilo.org/hanoi/Areasofwork/child-labour/lang--en/index.htm>

[10] <https://bit.ly/3z42Egq>

## **6. Institutional Arrangement and Coordination**

**Describe the institutional arrangement for project implementation. Elaborate on the planned coordination with other relevant GEF-financed projects and other initiatives.**

*Section VII Governance* of the UNDP PRODOC details the governance and implementation arrangements for the project. These may be summarised as follows:

UNDP is accountable to the GEF for the implementation of this project. This includes oversight of project execution to ensure that the project is being carried out in accordance with agreed standards and provisions.

UNDP is responsible for delivering GEF project cycle management services comprising project approval and start-up, project supervision and oversight, and project completion and evaluation. UNDP is responsible for the Project Assurance role of the Project Steering Committee. UNDP country office staff from the NCE programme team will provide oversight under the supervision of the CO Senior Management (Resident Representative and Deputy Resident Representative). Oversight will also be provided from the regional level where programmatic oversight will be conducted and guidance on adherence to GEF policies will be provided by the Regional Technical Advisor, supported (as appropriate) by Global Head of Ecosystems, BPPS, at UNDP headquarters.

The project will be implemented following UNDP's national implementation modality, according to [UNDP Country Programme Document \(CPD\) for Vietnam \(2022-2026\)](#).

Implementing Partner: The Implementing Partner (IP) for this project is the Vietnam Environment Administration of Ministry of Natural Resources and Environment. The IP is the equivalent of the NIP (National Implementing Partner) as defined in the Vietnam ? United Nations Harmonized Programme and Project Management Guidelines (HPPMG). The Implementing Partner is responsible for executing this project. Specific tasks include:

- ? Project planning, coordination, activity implementation and management, monitoring, evaluation, and reporting. This includes providing all required information and data necessary for timely, comprehensive, and evidence-based project reporting, including results and financial data, as necessary. The Implementing Partner will strive to ensure project-level M&E is undertaken by national institutes and is aligned with national systems so that the data used and generated by the project supports national systems;
- ? Overseeing the management of project risks as included in this project document and new risks that may emerge during project implementation;
- ? Procurement of goods and services, including human resources;
- ? Financial management, including overseeing financial expenditures against project budgets;
- ? Approving and signing the multi-year workplan;
- ? Approving and signing the combined delivery report at the end of the year;
- ? Signing the financial report or the funding authorization and certificate of expenditures;
- ? Ensuring that the required assessment (ESIA or targeted assessment) and assessment report and the required management plan(s) (an ESMP and/or stand-alone management plan, as above) are developed, disclosed for public consultation and approved, and management measures are adopted and integrated during project implementation;

- ? Reporting, fairly and accurately, on project progress against agreed work plans in accordance with the reporting schedule and required formats;
- ? Maintaining documentation and evidence that describes the proper and prudent use of project resources in conformity to the signed Project Document and in accordance with applicable regulations and procedures (e.g., SES);
- ? Ensuring all requirements of UNDP's SES and national regulatory/policy frameworks and relevant international standards have been addressed (e.g., mitigation of identified adverse social and environmental impacts);
- ? Procurement of goods and services, including human resources required to ensure compliance with this ESMF.

The day-to-day administration and management of the project will be carried out by a full-time National Project Manager (NPM), with the support of a Technical and M&E Specialist (Assistant project manager), as well as a Procurement Specialist and an Administrative / Financial Officer. An international Chief Technical Advisor will provide technical backstopping at the component level and subject-matter expertise related to nature-based tourism and the implementation of GEF-funded initiatives, and work closely with the NPM and Technical and M&E Specialist to deliver all outputs in an effective and efficient manner. The NPM and Technical and M&E Specialist will be allocated office space in the premises of the MONRE. Field-based technical project support and oversight at the landscape level (Provincial PMU) will be provided by a Technical Coordinator, with the support of an Administrative Officer.

The NPM has the authority to administer the project on a day-to-day basis on behalf of MONRE and UNDP, within the parameters determined by the Project Steering Committee. The NPM's prime responsibility is to ensure that the project produces the results specified in the project document, to the required standard of quality and within the specified constraints of time and cost. The NPM will liaise and work closely with all partner institutions to link the project with complementary national programs and initiatives. The NPM is accountable to the MONRE and UNDP for the quality, timeliness and effectiveness of the activities carried out, as well as for the use of funds. The PMU will be technically supported by contracted national experts, Chief Technical Advisor, NGO's, international consultants and companies, and other experts. The recruitment of specialist support services and procurement of any equipment and materials for the project will be done by the NPM with the support of the , working in consultation with MONRE, the project steering committee, and in accordance with relevant recruitment and procurement rules and procedures, and the Recommendations on GEF Fiduciary Standards (2012).

The Project Steering Committee is responsible for taking corrective action as needed to ensure the project achieves the desired results. In order to ensure UNDP's ultimate accountability, Project Board decisions should be made in accordance with standards that shall ensure management for development results, best

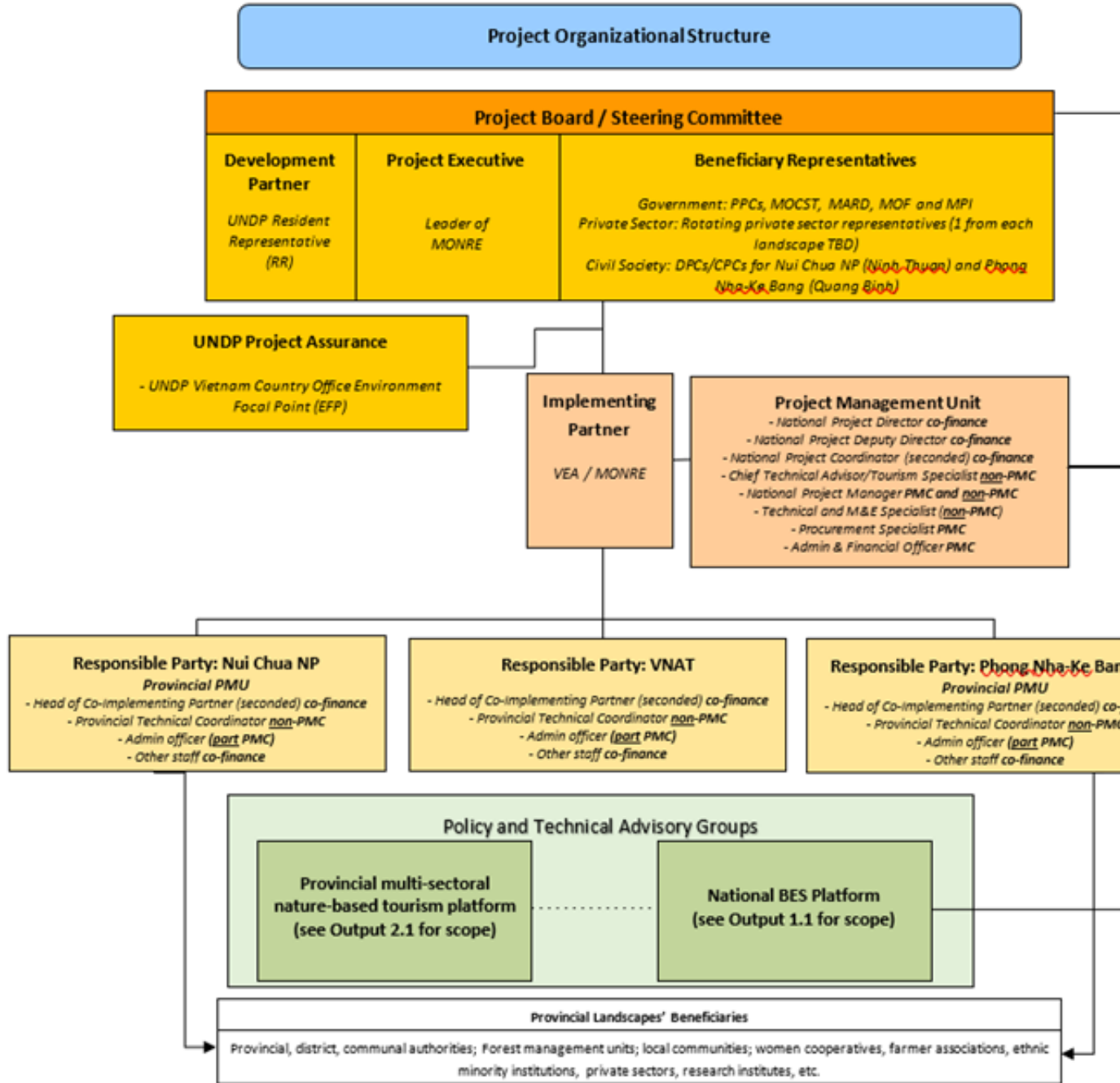
value money, fairness, integrity, transparency, and effective international competition. In case consensus cannot be reached within the Project Steering Committee, the UNDP Resident Representative (or their designate) will mediate to find consensus and, if this cannot be found, will take the final decision to ensure project implementation is not unduly delayed. Specific responsibilities of the Project Steering Committee include:

- ? Provide overall guidance and direction to the project, ensuring it remains within any specified constraints;
- ? Address project issues as raised by the project manager;
- ? Provide guidance on new project risks, and agree on possible mitigation and management actions to address specific risks;
- ? Agree on project manager's tolerances as required, within the parameters set by UNDP-GEF, and provide direction and advice for exceptional situations when the project manager's tolerances are exceeded;
- ? Advise on major and minor amendments to the project within the parameters set by UNDP-GEF;
- ? Ensure coordination between various donor and government-funded projects and programmes;
- ? Ensure coordination with various government agencies and their participation in project activities;
- ? Track and monitor co-financing for this project;
- ? Review the project progress, assess performance, and appraise the Annual Work Plan for the following year;
- ? Appraise the annual project implementation report, including the quality assessment rating report;
- ? Ensure commitment of human resources to support project implementation, arbitrating any issues within the project;
- ? Review combined delivery reports prior to certification by the implementing partner;
- ? Provide direction and recommendations to ensure that the agreed deliverables are produced satisfactorily according to plans;
- ? Address project-level grievances;
- ? Approve the project Inception Report, Mid-term Review and Terminal Evaluation reports and corresponding management responses;
- ? Review the final project report package during an end-of-project review meeting to discuss lesson learned and opportunities for scaling up.



At a strategic policy level, the project will establish two Policy and Technical Advisory Groups: (i) a sub-committee on nature-based tourism under the existing BES platform, spearheaded by MONRE, to improve coordination and partnership between the ministries (Output 1.1); and (ii) a new Provincial multi-sectoral nature-based tourism platform (Output 2.1). The mandate of the national sub-committee will include to review and approve nature-based tourism guidelines, requirements, criteria, and plans coming out of the project and once field-tested and reviewed by the Provincial multi-sectoral nature-based tourism platform, enshrining these into clear national policy directions. These new sub-committee will be empowered with new knowledge generated through policy analysis and technical assessments, in addition to a new nature-based tourism strategy and roadmap. Sub-committee meetings will be used to review and endorse project deliverables and offer project recommendations for consideration by participating ministries and provincial departments.

Figure 5: PROJECT ORGAnizational CHART



**Second line of defense:** (i) Regional Bureau oversees RR and Country Office compliance at portfolio level; (ii) BPPS NCE RTA oversees technical quality assurance and GEF Compliances. BPPS NCE PTA oversees RTA function; (iii) UNDP GEF Executive Coordinator and Regional Bureau Deputy Director can revoke DOA/cancel/suspend project or provide enhanced oversight.

**Acronyms:** MONRE-Ministry of Natural Resource and Environment; PPC-Provincial People's Committee, MOCST-Ministry of Culture, Sport & Tourism, MARD-Ministry of Agriculture & Rural

Development; MOF-Ministry of Finance; MPI-Ministry of Planning & Investment, VEA-Vietnam Environment Administration under MONRE.

## **7. Consistency with National Priorities**

Describe the consistency of the project with national strategies and plans or reports and assessments under relevant conventions from below:

NAPAs, NAPs, ASGM NAPs, MIAs, NBSAPs, NCs, TNAs, NCSAs, NIPs, PRSPs, NPFE, BURs, INDCs, etc.

### **(a) Alignment with national priorities**

The project rationale and approach are fully consistent with broader government planning and policy at the national and provincial levels. Therefore, the overall intent of the project is to be strategically aligned with and to operationalize national policy - where it is not already - ranging from the Tourism Law (Law No.09/2017/QH14), Decree No. 168/2017/ND-CP providing details for the implementation of tourism law and Vietnam's recent Tourism Development Strategy to 2030 under Decision No. 147/2020/QD-TTg.

The proposed project consistent with Vietnam's Tourism Development Strategy to 2030. Decision No. 147/2020/QD-TTg is anchored to the following 5 priority viewpoints: (i) tourism development has really become a key economic sector, creating a driving force for the development of other industries and fields, making an important contribution to forming a modern economic structure; (ii) sustainable and inclusive tourism development, on the basis of green growth, maximizing tourism's contribution to the United Nations sustainable development goals; effectively manage and use natural resources, protect the environment and biodiversity, actively adapt to climate change and ensure national defense and security; (iii) tourism must attach importance to the development of cultural tourism, to associate tourism development with the preservation and promotion of heritage values and national cultural identity; (iv) to develop tourism in the direction of professionalism, quality and efficiency; promote the application of achievements of the industrial revolution 4.0 and focus on developing high-quality human resources; and (v) simultaneous prioritization and development of international tourism and domestic tourism; promote local exports through tourism; strengthening linkages in order to bring into play the advantages of natural and cultural resources; develop a variety of tourism products, expand the market and improve the competitiveness of Vietnam's tourism.

Vietnam's sixth National Report on the implementation of the Convention on Biological Biodiversity stated that Vietnam's contribution to the economy and its GDP is still not commensurate with tourism opportunities. It notes further that while tourism models associated with biodiversity conservation have been developed and explored at several national parks and biosphere reserves, although there is untapped potential since development has not generated significant contribution in returning to the conservation and sustainable development of biodiversity resources. In order to harmonize biodiversity conservation and economic development, it is also important to implement measures and models for sustainable use of natural resources

that incorporate the role of communities, especially in buffer zones, prioritizing mechanisms for the preservation of indigenous knowledge and traditional cultural activities. The report points out that Vietnam also needs to conduct reviews on existing rules and regulations in order to establish effective mechanisms and guidelines to monitor and control impacts of tourism activities on biodiversity and ecosystems, as well as recommends that measures be developed to reduce the impacts of tourism activities on ecosystems that have been affected from climate change (e.g. coastal areas and wetlands) by building on models tested in various coral reefs in the central of Vietnam, specifically in Cu Lao Cham MPA, Nha Trang Bay, encouraging tourism enterprises to participate in the management and reasonable use of coral reef resources. There is further recognition that, if managed well, nature-based tourism can potentially be of the economic sectors with the largest contribution to the financial resources to maintain the system of protected areas, and therefore, the project has been purpose-built to explore and test different models of sustainable nature-based tourism that can contribute responsibly to the national economy.

The project is also aligned to more recent biodiversity priorities. Under Decision No. 149/2022/QĐ-TTg dated 28 January 2022, the Government of Vietnam has approved a national strategy on biodiversity to 2030, vision to 2050, encouraging the development of mechanisms, policies and standards for sustainable eco-tourism and nature-based tourism to minimize impacts on biodiversity; implementing nature-based tourism models in nature reserves, important ecological landscapes, and natural heritage areas with green and environmentally friendly service infrastructures; developing specific eco-tourism products that associate with and contribute to biodiversity conservation; strengthening capacity at all levels, coordination and linkage among parties involved in nature-based tourism activities, especially between Management Boards, organizations assigned to manage nature reserves, tourism businesses calendar, community and promoting the role of the private sector in public-private partnership models[1]. The project will promote the sustainable use of species, genetic resources, and effective nature-based tourism models.

Furthermore, a national action plan on biodiversity protection, namely as "National Biodiversity Strategy to 2020, Vision to 2030" (approved under Decision No. 1250 / QĐ-TTg of the Prime Minister), in which one of the three specific objectives is to improve the quality and populations of endangered and rare species, ensuring that no new species are extinct. As a result, the status of endangered, rare and threatened species is greatly improved. In addition, the overall goal of the Master Plan on biodiversity conservation to 2020 and vision to 2030 (approved under Decision 45/QĐ-TTg of the Prime Minister) is that critical natural ecosystems, endangered, rare species and genetic resources are preserved and sustainably used. Therefore, this project is in line with both aforementioned important Decisions on biodiversity.

The project is aligned with specific objectives of Decision No. 450/2022/QĐ-TTg on the Vietnam's national environmental protection strategy to 2030, vision to 2050, specifically the need to "strengthen the protection of natural heritages, restore ecosystems; prevent the trend of biodiversity loss", and while there are no explicit references to tourism, nature-based tourism, or nature-based tourism in the national environmental protection strategy, the project will act as a conduit for action on its priorities, especially in the context of augmenting

wildlife/biodiversity provisions in the existing Environmental Impact Assessment (EIA) framework and Strategic Environmental Assessment (SEA), through relevant guidance to sectors impacting tourism. The above policies and plans have created a wide range of legal and policy frameworks to mobilize support, participation and integration of conservation and protection of highly endangered species and biodiversity in other sectors.

#### **(b) Alignment with International priorities**

Recognizing the importance of wildlife protection, Vietnam has joined various international conventions on species and biodiversity conservation, such as the Convention on Biological Diversity (CBD, 1994), the Convention on Wetlands of International Importance (Ramsar, 1989) and the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES, 1994). Vietnam has also participated in multiple regional and international initiatives, relevant to overarching project themes, such as the ASEAN Wildlife Enforcement Network (ASEAN-WEN), the London Declaration, the Kasane Statement on illegal wildlife trade, the Declaration of the East Asia Summit and the Asia Pacific Economic Cooperation Summit on strengthening cooperation efforts to combat wildlife trafficking and reduce demand for illegal wildlife and illegal wildlife products.

Vietnam has also signed on to conservation commitments with many countries around the world, such as signing a memorandum of understanding on combating illegal trade in rhino horn with South Africa (2012), the Vietnam-US Joint Statement, which refers to wildlife crime as a serious crime, the Trans-Pacific Trade Partnership Agreement, which stipulates a commitment to fully implementing CITES and taking appropriate measures to combat illegal wildlife trafficking, or the EU-Vietnam Free Trade Agreement (EVFTA).

The project is consistent with the [Kunming Declaration](#) from the High-Level Segment of the UN Biodiversity Conference 2020 (Part 1) under the theme "Ecological Civilization: Building a Shared Future for All Life on Earth" and is expected to support community-centred conservation through the identified action targets within the [Post-2020 Global Biodiversity Framework](#) and taking into consideration (i) building the capacity of communities to engage in biodiversity-friendly development activities and improve stewardship of environment protection; (ii) ascertain specific actions by local communities that can enhance protection of key species and their habitats; (iii) reach an agreement through consultative processes on specific practices needed to maintain the ecological viability of commune forests; (iv) agree on specific targets for biodiversity-friendly activities in commune forests, and agricultural lands and (v) seeks opportunities for engagement of women and women's groups and youth to support transformative change and develop a set of indicators for monitoring ecosystem and forest condition.

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[1] Task #4 of the Decision: Major tasks.

## 8. Knowledge Management

**Elaborate the "Knowledge Management Approach" for the project, including a budget, key deliverables and a timeline, and explain how it will contribute to the project's overall impact.**

Knowledge Management is a designated component of the project, a key pillar for achieving the project objective and essential in realizing the transformational potential of the project in positioning Vietnam as a premier nature-based tourism destination. During implementation, the project will develop and implement a diverse set of knowledge-sharing mechanisms that facilitate the constructive participation of local, national, and regional stakeholders on nature-based tourism. Under Output 4.2, project best practices and lessons learned will be identified, documented and disseminated across the ASEAN region and with other relevant GEF-financed projects supporting sustainable tourism, including the GWP. Knowledge exchange will incorporate women's role in biodiversity tourism such as differences of male and female local biodiversity wisdom and how they adapt and repackage into tourism products. Case studies and stories of women leaders in biodiversity tourism will also create impact to wider audience. Indicative activities include:

? A Communications Consultant will develop a Knowledge Management Plan / Communications Strategy. Building on the KAP (**UNDP PRODOC Annex 24: KAP Framework**), this will identify the types of appropriate knowledge products to be created from the project (e.g., reports, press releases, policy papers, white papers etc.) that are suitable for their intended audiences. The KM plan / Comms strategy plan will articulate how to facilitate wide dissemination of lessons from the project and best practices gained through collaboration with the GWP, and support the effective application of lessons in nature-based tourism;

? Establish a project website and social media presence on nature-based tourism, hosted by MONRE, that will be sustained for the duration of the project, and will continue to be used by MONRE subsequently upon operational closure;

? Identify review and systematically document lessons learnt from the demonstration landscape and conduct landscape and national level workshops on nature-based tourism development, biodiversity conservation, and solid waste disposal in marine environments at Nui Chua National Park (including single use plastic) to share project lessons with stakeholders, including gender mainstreaming and women's leadership.

? Disseminate lessons via awareness materials, reports and horizon scans from knowledge emerging from the demonstration landscape, including through existing channels of MONRE and MOCST, the IUCN's Panorama database, the UN's One Planet Platform, other GEF Financed initiatives such as the Global Wildlife Program (GWP), and across the ASEAN region through the Pacific Asia Travel Association;

? Conduct an annual coordination and innovation forum on nature-based tourism from year 2, led by the National Park authorities with support from DOCST and/or DOT;

? Collaborate with the Global Wildlife Program (GWP) on knowledge sharing and on potential participation in relevant GWP events;

? Host a regional online conference on best practices in nature-based tourism in Vietnam and Asia, to share experiences and knowledge about systems supported by the project.

Through its Knowledge Management platform, the project will share knowledge generated between project sites and with GEF-financed tourism projects (including GWP) on nature-based tourism, with other PAs nationally, with PPCs, entrepreneurs and community members.

The **UNDP PRODOC Annex 3: Multi Year Work Plan** provides an overview of the timelines for the project's knowledge management activities.

[See Annex 3: Multi-Year Work Plan, an annex attached to the Project Document]

## **9. Monitoring and Evaluation**

### **Describe the budgeted M and E plan**

The **UNDP PRODOC Section VI Monitoring and Evaluation Plan** provides a more detailed description of the project's approach to M&E. The **UNDP PRODOC Annex 27: Monitoring Plan** provides further details the roles, responsibilities, frequency of monitoring project results. **UNDP PRODOC Annex 3: Multi Year Work Plan** also provides an overview of the timelines for M&E activities.

The project will compile submit M&E data at baseline, mid-term, and completion. The main M&E instruments that will be used by the project are: (i) the METT Tracking Tool; (ii) the Project Results Framework (PRF); (iii) Capacity Development Scorecard; and (iv) independent qualitative reviews.

The project will implement the following suite of M&E activities:

- ? host a project inception workshop and generate a comprehensive Inception Report;
- ? collect and collate monitoring data to report on project performance indicators in the Project Results Framework (PRF), including updating of the METTs;
- ? prepare the annual PIR and update the Atlas Risks Register;
- ? monitor and report on the implementation of the project's Gender Action Plan and conformance to the project's Environmental and Social Safeguards;
- ? prepare and submit quarterly and annual progress reports;
- ? host regular Project Steering Committee meetings;
- ? undertake project mid-term and terminal evaluation reviews.

The project results, corresponding indicators and mid-term and end-of-project targets in the project results framework will be monitored annually and evaluated periodically during project implementation. The budget (and indicative timeline) for M&E activities is summarized below:

Table 15: Monitoring and Evaluation budget for project execution

<b>GEF M&amp;E requirements to be undertaken by Project Management Unit (PMU)</b>	<b>Indicative costs (US\$)</b>	<b>Timeframe</b>
<b>Inception Workshop and Report (including consultant costs and travel)</b>	23,240[1]	Inception Workshop within 2 months of the First Disbursement
<b>M&amp;E of GEF core indicators and project results framework (during implementation)</b>	32,093[2]	Annually and at mid-point and closure.
<b>GEF Project Implementation Report (PIR)</b>	None. To be covered by PMC	Annually typically between June-August
<b>Risk Monitoring (Safeguards, Enterprise, and Risk Register)</b>	To be covered by PMC	On-going
<b>Monitoring of project safeguards management frameworks and/or plans and gender action plans here</b>	55,200[3]	On-going
<b>Supervision missions</b>	None[4]	Annually
<b>Oversight/ troubleshooting missions</b>	None	Troubleshooting as needed
<b>Independent Mid-term Review (MTR)</b>	39,760[5]	June 2026
<b>Completion of METT and other required Tracking Tools (to be updated at the MTR/TE stage)</b>	14,207[6]	Before TE mission takes place
<b>Independent Terminal Evaluation (TE)</b>	50,000[7]	September 2028
<b>TOTAL indicative COST</b>	<b>214,500</b>	Note: provided as a separate section in the TBWP

[1] Workshop costs (Budget note#36)

[2] Contractual services individual to support the monitoring of project implementation - Technical and M&E officer with duration 55 months. Includes cost of updating monitoring framework, travel and workshop/meeting costs (50% to M&E cost).

[3] M&E system incorporating gender mainstreaming and social and environmental safeguards developed and implemented for adaptive project management. This includes cost of a national SESA/ESIA/IPP Specialist (\$13,440), an international SESA/ESIA/EMPP specialist (\$39,975), and contingency (\$1,785)

[4] The costs of UNDP CO and UNDP-GEF Unit's participation and time are charged to the GEF Agency Fee.



[5] Includes cost of IC (\$24,000), NC (\$5,760), review METT and Capacity scorecard (\$3,840), and travel costs (\$6,160).

[6] Includes cost of two NCs to compile the METT and CD Scorecard results prior to the start of the TE.

[7] Includes cost of IC (\$24,000), NC (\$5,760), review METT and Capacity scorecard (\$3,840), and travel costs (\$6,160) & TE meeting (\$10,240)

## 10. Benefits

**Describe the socioeconomic benefits to be delivered by the project at the national and local levels, as appropriate. How do these benefits translate in supporting the achievement of global environment benefits (GEF Trust Fund) or adaptation benefits (LDCE/SCCF)?**

Overall, the project will provide direct benefits to at least 3,000 people, of which 1,319 are women. This number consists of a) At least 2,514 (1,280 women) living in the demonstration landscape; 459 (81 women) private sector personnel (both formal and community based); and 27 (4 women) government officials at national, provincial and district levels. These figures are provided for GEF Core Indicator 11 (see also the **Results Framework, Annex A**).

The project will target delivery of the following socio-economic benefits to the rural communities living in the demonstration landscape. Under Output 2.5, activities will be supported that benefit local people, support local economic development, and help local people to benefit from diversified environmentally responsible livelihoods. The engagement process will ensure that project activities will have FPIC beforehand. These activities and products will be supported by one or more local NGOs and training providers contracted by the project. Indicative activities under this output that will benefit people include:

- ? Establish MoUs with, and/or allocate project resources to, one or more local NGOs to provide technical support to nature-based tourism enterprises in the project landscape;
- ? Establish FPIC with communities and community-based enterprises targeted for support under the project, through participatory and objective processes in line with UNDP and GEF social and environmental safeguards standards;
- ? In collaboration with qualified local training providers, develop a comprehensive knowledge, skills and training package on nature-based tourism (may include business management, financial literacy and product design) for community members in project sites. Include curriculum and support training for local guides storytelling around important local conservation issues and the importance of gender equity in tourism.;
- ? The project will finance equipment and/or information technology required to improve the quality of the nature-based tourism enterprises;
- ? Establish revolving credit to help nurture community-based nature-based tourism businesses;

- ? Support nature-based tourism enterprises (both community-based and formal tourism sector) to apply sustainable tourism standards, certifications and labels that include biodiversity criteria;
- ? Establish new financing mechanisms for marine and wetland environments, and helping to streamline PFES for wider and more transparent benefit distribution;
- ? Stimulating and creating a total of 1,800 green jobs (70% women).

**11. Environmental and Social Safeguard (ESS) Risks**

Provide information on the identified environmental and social risks and potential impacts associated with the project/program based on your organization's ESS systems and procedures

**Overall Project/Program Risk Classification \***

PIF	CEO Endorsement/Approval	MTR	TE
High or Substantial	High or Substantial		

**Measures to address identified risks and impacts**

Elaborate on the types and risk classifications/ratings of any identified environmental and social risks and impacts (considering the GEF ESS Minimum Standards) and any measures undertaken as well as planned management measures to address these risks during implementation.

**Part A. Integrating Programming Principles to Strengthen Social and Environmental Sustainability**

**QUESTION 1: How Does the Project Integrate the Programming Principles in Order to Strengthen Social and Environmental Sustainability?**

*Briefly describe in the space below how the project mainstreams the human rights-based approach*

The project will uphold human rights principles, by ensuring inclusiveness and equitable distribution of development opportunities and benefits, including to women, ethnic minorities (EMs) and marginalized groups. The development of nature-based tourism ventures and public-private partnerships at protected areas will be built around greater participation and inclusion of local communities (including EMs) and will aim to generate meaningful economic and "green" employment benefits for them, in keeping with their traditional resource use, cultural and social values. The project's efforts to mainstream sustainable tourism standards across the government's tourism growth agenda will help mitigate environmental and social impacts from excessive tourism growth and conserve environmental resources on which tourism is based for the long-term benefit of local communities. Project design and implementation has, and will continue to be built around meaningful engagement, participation and inclusion of stakeholders, at the national level and at project demonstration PA sites. The project will promote accountability and transparency and develop a grievance redress process to address any conflicts in resource use and benefit sharing. The project interventions would ultimately sustain the livelihoods of local communities that would result in poverty alleviation, improvement of living conditions of beneficiaries and sustainable development of natural resources through non-consumptive use. In this way it will improve the economic and social rights of the local communities and support retention of cultural values and practices.

The project will bring into sharper focus the rights and responsibilities of the two groups of human rights stakeholders (i.e., primary duty bearers, and rights holders) that are major implementers of the project as follows:

? **Rights holders**, who are Vietnamese rural women and men. Amongst the population of women and men, a greater number belongs to the poor and marginalized sector such as ethnic minorities, rural women, farmers, and forest and marine resource dependents. This project will ensure that their rights are exercised by facilitating their own capacity to think, act, organize, and advocate these rights; and

? **Primary duty-bearers**, which comprise the State, with all its agencies and instrumentalities. This project will ensure their mandate will respect, protect, promote and fulfill the rights of the poor and marginalized sectors/groups (such as ethnic minorities, rural women, farmers, and forest and marine resource dependents) in all spheres of life.

Across Components, demonstration activities of the project will be designed to include greater participation of local communities (particularly EMs, rural women, farmers' cooperatives, NGOs/CSOs, etc.) through various capacity building strategies related to policy, program, monitoring and evaluation, knowledge management on nature-based tourism and biodiversity conservation, human rights, gender equality, and EM's perspectives so that the provisions of the project are carried out and the intended results are achieved at the end of the project implementation period and beyond. A series of gender, biodiversity and nature-based tourism capacity building programs will be developed for local communities and EMs at all levels (with equal representation of women and men).

Following UNDP SES 6 requirements, an Indigenous People (/Ethnic Minorities) Planning Framework (IPPF) has been developed at PPG stage, with the purpose of identifying potential impacts to EMs and helping in the design of project components that are able to reduce and mitigate any such impacts, promote greater participation and benefit sharing for EMs, ensure that their cultural and traditional lifestyles are protected and these groups are represented in key decision-making bodies at the PA level and beyond.

*Briefly describe in the space below how the project is likely to improve gender equality and women's empowerment*

A gender specialist was recruited to undertake a gender analysis at the PPG stage, in accordance with standard UNDP procedure, to identify the differences in needs, roles and priorities of women and men as they relate to engagement in activities in the nature-based tourism and related sectors.

The results of the gender analysis conducted during the PPG have been integrated into the project design to ensure that gender-based differences are built into project activities as appropriate, and gender-disaggregated targets developed as indicators of project's success. An evaluation was undertaken during project preparation in order to assess opportunities to enhance the status of women in respect to nature-based tourism, agriculture and land management and conservation activities, livelihood improvements, to address the gender gap in the nature-based tourism sector and to help design project activities and indicators that will ensure women's full participation as beneficiaries (and deliverers) of technical cooperation and knowledge building efforts. During project inception, consultation sessions were held to obtain views and inputs of a wide range of local stakeholders, including women (including ethnic minority women) and vulnerable women, to further refine project activities and to inform a robust stakeholder involvement plan with full gender considerations. A corresponding gender mainstreaming plan for the project has been completed and submitted with the project document at time of CEO Endorsement. Gender-disaggregated targets and indicators have been included within the project results framework.

***Briefly describe in the space below how the project mainstreams sustainability and resilience***

This project aims to address the adverse impacts of unsustainable tourism development practices by trying to establish and operationalize a comprehensive planning and management approach to tourism development that integrates sustainable management of natural resources and conservation of biodiversity in major high biodiversity tourism destinations. The project's intervention is to ensure that existing protected areas and high conservation value areas in tourism destinations are managed to support viable populations of globally threatened species and maintain natural ecosystems and processes and help maintain, improve and recovery of these natural systems, including the ability to adapt to potential external developments and climatic shocks.

During the PPG stage, analysis was undertaken to help design governance structures that promote a holistic, multi-sectoral and integrated approach to nature-based tourism that facilitates the maintenance of the ecological integrity of the high biodiversity tourism destinations. The design process of the project also sought means to strengthen the role of communities (including EMs), local provincial and local government institutions, community-based organizations and non-governmental organizations in sustainable nature-based tourism management, climate risk management and biodiversity conservation.

At PPG stage, analysis was undertaken to identify appropriate measures (guidelines, protocols and regulations) for establishing tourism carrying capacity, impact assessment, adaptive monitoring and enforcement of measures to deter illegal and unsustainable harvest and removal of forest and marine resources, and wildlife and wildlife products, along with activities that can help change behaviors of tourists and tour providers.

The ESMF (that was developed at PPG stage) has helped identify potential environmental threats and measures to mitigate such threats. The design of the project has also included establishing a monitoring framework to help measure the impacts of tourism related activities on key species and habitats (e.g., coral reefs, sea grass beds, mangroves and sensitive habitats) that could inform adaptive measures to resource management.

***Briefly describe in the space below how the project strengthens accountability to stakeholders***

At PPG stage consultations were undertaken with communities, ethnic minorities and other stakeholders to better understand their interaction and dependencies with the landscape (natural resources such as land, forests and marine resources), their rights and interests, territories, traditional livelihoods and determine when FPIC applies in accordance with national contexts and preferences. This has led to the development of a comprehensive Stakeholder Engagement Plan that identifies culturally appropriate means of participation of stakeholders in project design, management and monitoring and ensure that such measures are inclusive, participatory and transparent. As part of the project's design, a participatory framework was developed to ensure that stakeholders (mainly communities, EMs, vulnerable groups and women) have free and fair access to information in a timely manner, can actively participate as equal partners in the design and implementation of activities, ensure transparency, inclusiveness and equity in resource and benefit sharing, and development of a grievance redressal systems to resolve and manage conflict.

**Part B. Identifying and Managing Social and Environmental Risks**

<p><b>QUESTION 2:</b>  <b>What are the Potential Social and Environmental Risks?</b>  <i>Note: Complete SESP Attachment 1 before responding to Question 2.</i></p>	<p><b>QUESTION 3: What is the level of significance of the potential social and environmental risks?</b>  <i>Note: Respond to Questions 4 and 5 below before proceeding to Question 5</i></p>			<p><b>QUESTION 6: Describe the assessment and management measures for each risk rated Moderate, Substantial or High</b></p>
<p><i>Risk Description (broken down by event, cause, impact)</i></p>	<p><i>Impact and Likelihood (1-5)</i></p>	<p><i>Significance (Low, Moderate, Substantial, High)</i></p>	<p><i>Comments (optional)</i></p>	<p><i>Description of assessment and management measures for risks rated as Moderate, Substantial or High</i></p>

<p><i>Risk 1: Given the presence of ethnic minorities in both PA sites, certain key project outputs/components will require the informed consent (FPIC) of ethnic minorities before the implementation of these activities. This is particularly the case for project supported activities on the development of local nature-based tourism products and experiences, as well as participation during project design and the implementation.</i></p> <p><i>Ethnic minority communities might not be aware of the consent-giving process or be fully capacitated to give FPIC in accordance with international and national policies. Consultation and engagement with local communities has been limited during the design of the project (due to national Covid-19 restrictions) which has further exacerbated issues surrounding PAPA's ability to give consent in line with the requirements of UNDP SES 6.</i></p> <p>Principle (Human Rights): P.3, P.4, P.5, P.6</p>	<p>I = 4 L = 3</p>	<p><b>Substantial</b></p>	<p>Ethnic minorities are present at the two PA sites. Although consultations were carried out with some communities and ethnic minorities during the PIF phase, there has not yet been consent obtained from these communities on nature-based tourism development (and potential products and services). The two PA sites are already subject to tourism with tourism-related impacts emerging from unsustainable use.</p>	<p><b>Assessment:</b> During the PPG initial consultations were undertaken with local communities and ethnic minorities. These initial consultations enabled the project to consult with potentially affected EMs, and to devise an FPIC procedure that was culturally appropriate and agreeable to the EMs. The indicative FPIC procedure has been included within the project's IPPF, and shall be followed during project implementation.</p> <p>During project inception and implementation, further consultations will be undertaken with communities (particularly those in which ethnic minorities are present) to better understand their interaction and dependencies with the landscape (natural resources such as land, forests, and marine resources), their rights and interests, territories, traditional livelihoods. During these consultations, efforts will be made to assess their understanding and capacity to give consent and to further tailor the proposed FPIC procedure based on community preferences and practices.</p> <p><b>Management:</b> An Indigenous People/Ethnic Minorities Planning Framework (IPPF/EMPF) with FPIC procedures has been developed during the PPG, following consultations with EMs in the two proposed PA sites. The framework outlines measures for issues such as nature-based tourism and livelihood activities that are culturally appropriate, how to ensure appropriate resource use and benefit sharing and recognize ethnic community rights to ecosystem-based forest,</p>
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<p>Principle (Accountability): P.13</p> <p>Standard 6: 6.1, 6.3, 6.4, 6.7</p> <p>Outputs: 1.2, 1.3, 1.4, 1.5, 2.1, 2.2, 2.3, 2.4, 2.5, 3.1, 3.3, 3.4</p>			<p>marine and land management, etc. A GRM has also been developed during the PPG phase that serves as a mechanism to ensure that ethnic minority concerns are heard during project implementation and conflict is resolved. As per UNDP policy, guidelines, and toolkit on SES, the IPPF and the GRM are included in the ESMF.</p> <p>The development of a comprehensive Stakeholder Engagement Plan has been undertaken at PPG stage. The SEP identifies culturally appropriate means of participation of stakeholders in project design, management and monitoring and ensures that such measures are inclusive, participatory, and transparent.</p>
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<p><i>Risk 2: Project-related policy changes could lead to new tourism activities and potential cessation/reduction of existing operations. This in turn could lead to conflicts with local communities in and surrounding the PA sites.</i></p> <p><i>Conflicts could arise as a result of project components 1, 2, and 3. Potential conflicts could include disagreements between local governments and local communities or tourism operators or communities depending on particular views and interests in tourism development.</i></p> <p>Principle (Human Rights): P.7 Principle (Accountability): P.14 Standard 3: 3.8 Standard 6: 6.1, 6.3, 6.4, and 6.7</p> <p>Outputs: 1.1, 1.2, 1.3, 1.4, 1.5, 2.2, 2.3, 2.5, 3.2</p>	<p>I = 3 L = 2</p>	<p><b>Moderate</b></p>	<p>Community members could have differing views on the development of nature-based tourism and their respective roles. Project-related policy changes could lead to new tourism activities and potential cessation/reduction of existing operations. This could lead to conflict within communities if there are differing views and/or conflict between government that affects their current practices. There could also be conflicts across stakeholders including with PA staff on cessation of community activities, stricter rules and enforcement etc. Private sector interests in tourism development and operation might not align with those of community, etc. causing additional conflicts.</p>	<p><b>Assessment:</b> Further assessment during PPG phase was undertaken to assess the potential for exacerbation of conflict (see the Stakeholder Engagement Plan, IPPF/EMPF, and project's ESMF). The potential for conflicts will be an issue that must be continually assessed/screened throughout the implementation of the project, as certain activities are initiated.</p> <p>Consultations will be held with affected communities, local governments, and tourism operators at proposed demonstration sites to also seek views and inputs on tourism development/management and appropriate conflict resolution mechanisms throughout implementation.</p> <p><b>Management:</b> E&amp;S risks associated with upstream/policy changes will be assessed through the conduct of a SESA. The SESA will include specific requirements and guidance on management and control measures for risks that may emanate from upstream project supported activities, including conflicts with local ethnic minorities within the project's area of influence.</p> <p>The ESMF includes a project specific GRM to address and manage any conflict situations that may arise during implementation.</p> <p>At the national level, the project will support preparation of standards and guidelines for community consultation, governance and benefit sharing for tourism within high biodiversity destinations during the project.</p>
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				Based on discussions and confirmations during the PPG phase, the SESA approach described above will be required to be applied to development of the standards and guidelines during project implementation.
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<p><i>Risk 3: Nature-based tourism development might not fully incorporate or reflect views of women and girls and ensure equitable opportunities for their involvement and benefit as well in decision-making on resource use and management. Similarly, any increase in economic prosperity or influx in workers to project areas may enhance the risk of gender-based violence against women and girls.</i></p> <p>Principle (Gender): P.9, P.10, P.11, P.12</p> <p>Standard 7: 7.5</p> <p>Outputs: 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 2.1, 2.2, 2.3, 2.4, 2.5, 3.1, 3.3, 3.4, 4.1, 4.2, 4.3</p>	<p>I = 3 L = 2</p>	<p><b>Moderate</b></p>	<p>Compared to men, women have less access to, and control over the resources that they depend upon for food and income. Over 50% of poor and near-poor farmers in the project's target areas are women. There is also differing natural resource use roles for men and women and different potential economic opportunities linked to nature-based tourism development. Further, because of traditional family roles, most women have little time available to travel or attend meetings. In addition, the planning process at the local level does not fully recognize the role of women as agents of positive change. As a result, there might likely be fewer opportunities for women's participation.</p>	<p><b>Assessment:</b> A gender specialist was recruited to undertake a gender analysis during the PPG stage. This analysis included specific consultations with women and girls in the demonstration PAs. The site-specific ESIA's will further assess the risk of gender based violence as a result of project interventions. The monitoring and evaluation of the project throughout its lifecycle will include gender disaggregated data which can be used to make adjustments to project activities and strategies to ensure adequate representation of and participation by women.</p> <p><b>Management:</b> A gender mainstreaming action plan was prepared at PPG stage which identifies specific measures on gender mainstreaming within both national-level (upstream) activities and demonstration activities to ensure nature-based tourism opportunities and economic benefits also flow to women and girls. Additionally, specific livelihood options have been identified for women. The gender action plan includes specific indicators to measure women's participation in decision-making, nature-based tourism activities and benefit sharing.</p> <p>The comprehensive Stakeholder Engagement Plan also includes identification of women's engagement in project related activities.</p> <p>The ESMPs developed as part of the ESIA process will include measures to mitigate the risk of gender based violence commensurate with the scale of such a risk in each</p>
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				site as determined by the ESIAs.
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<p><i>Risk 4: The project interventions could cause/support activities that lead (either directly or indirectly) to changes in the amount/type of tourism and/or nature-based tourism and increasing demand for nature-based products on sensitive habitats or ecosystems (e.g., soil/vegetation erosion, waste, sewage, IAS spread).</i></p> <p>Standard 1: 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.8, 1.10</p> <p>Outputs: 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 2.1, 2.2, 2.3, 2.4, 2.5, 3.1, 3.3, 3.4</p>	<p>I = 3 L = 2</p>	<p><b>Moderate</b></p>	<p>Proposed interventions on nature-based tourism products and livelihood improvements could have impacts on sensitive habitats/species if not carefully planned and executed. Additionally, poorly managed application of carrying capacity and standards could fail to stem tourism's environmental impacts or inadvertently increase them.</p>	<p><b>Assessment:</b> At PPG, the existing standards, guidelines, and procedures being applied to the tourism sector were evaluated to assess their adequacy to manage impacts on critical ecosystems and identify measures to strengthen nature-based tourism guidelines and standards (for adherence to the UNDP SES), and their application (i.e., the need for assessing capacity of PA staff to implement such guidelines and associated capacity strengthening measures).</p> <p>The project's ESMF (developed during the PPG phase) outlines the requirements/procedures that demonstration activities must follow, including provisions for guidance on the inclusion of appropriately scoped SESA, ESIA's, and ESMPs during project implementation.</p> <p><b>Management:</b> Under Component 1, national policies, guidelines, and standards for nature-based tourism will be updated or new guidelines developed (in compliance with SES requirements) to reflect use of EIA/ESIA for placement and management of nature-based tourism activities to avoid impacts on sensitive habitats, ensure such operations are within carrying capacity of habitats, and identify and manage social impacts of changed tourism (including potential restrictions). Project-developed standards for nature-based tourism development and operations will be designed to reflect best practices to avoid, mitigate and manage the range of potential environmental impacts. The policies, guidelines and standards developed under this</p>
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			<p>output will be guided by the SESA produced for the project. The SESA will provide a broad framework outlining the processes to be followed to ensure that the SES and international best practice are integrated into policies developed under the project and are promoted amongst local government organizations with which the project is working.</p>
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<p><i>Risk 5: The Project may involve the harvesting of NTFP from natural forests and marine resources for proposed livelihoods and small-scale community enterprises, which could inadvertently adversely affect critical habitats.</i></p> <p>Standard 1: 1.8</p> <p>Outputs: 2.2, 2.5, 3.1, 3.2, 3.3, 3.4</p>	<p>I = 3 L =3</p>	<p><b>Moderate</b></p>	<p>All the livelihood and community enterprises will need to be managed within permissible sustainable harvest limits to ensure that these activities do not inadvertently adversely affect critical habitats.</p>	<p><b>Assessment:</b> As part of the IPPF/EMPF (and more broadly the development of the project's ESMF) , a preliminary assessment was undertaken to understand what natural resources are likely to be used for livelihood and small-scale enterprise development, ascertain the status and availability of these resources and if these can be sustainably harvested for use, any concerns regarding use of these resources, measures needed to ensure sustainable use, monitoring protocols to ascertain the status of these species, needed management measures/safeguards, etc. Specific procedures (for fully screening, assessing and managing activities related to harvesting of NTFPs and marine resources during implementation) have been prepared during the PPG, as part of the ESMF. This includes the requirement for scoped ESIA's to be undertaken, which will further assess impacts relating to harvesting of NTFP.</p> <p><b>Management:</b> The ensuing ESMPs that will be developed in early project implementation period will indicate measures and tools that would be used to manage and monitor activities that include harvest of natural resources and small-scale community enterprises that depend on these resources. The measures contained within the ESMPs will be informed by this SESP as well as the initial findings of the ESIA's that will also be conducted during early implementation.</p>
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<p><i>Risk 6: Nature-based tourism development could result in damage to cultural/sacred sites, including through inappropriate tourist behavior (e.g., desecration of cultural site), and/or could harm/change intangible cultural heritage (e.g., traditional knowledge) either through its commercialization or through damage/changes to the areas and communities from which intangible cultural heritage originates and is safeguarded.</i></p> <p>Standard 4: 4.1, 4.3, 4.5 Standard 6: 6.8, 6.9</p> <p>Outputs: 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 2.1, 2.2, 2.3, 2.4, 2.5, 3.1, 3.3, 3.4, 4.1, 4.2</p>	<p>I = 3 L = 2</p>	<p><b>Moderate</b></p>	<p>Most project sites are already subject to some level of tourism, although there is the chance that the project could develop new products or experiences that have inadvertent negative impacts on cultural sites or heritage, including culturally inappropriate use or appropriation of traditional knowledge or practices of ethnic minorities, e.g., the caves at Phong Nha Ke Bang NP. There is possibility that the project could inadvertently encourage tourists that are culturally insensitive/likely to offend local ethnic minority communities, although this is generally not the type of tourist targeted by nature-based tourism.</p>	<p><b>Assessment:</b> Initial assessment of ethnic minorities in project sites and potential impacts on their cultural sites/heritage, as well as start of FPIC processes to inform project design, has been undertaken during the development of the project's ESMF/EMPF. Further assessment of this risk will take place during the conduct of the ESIA and the SESA for the project.</p> <p><b>Management:</b> National standards and guidelines for nature-based tourism to be developed by the project are expected to reflect use of SESA/ESIA for placement of NBT activities to avoid sites that are significant themselves as sources of tangible and/or intangible cultural heritage. Demonstration of nature-based tourism activities to be sequenced to follow adoption of project-developed standards to ensure adherence to project-developed nature-based tourism standards for demonstration activities supported by the project to avoid, where possible, placement of tourism activities in culturally significant sites and sites that are sources of intangible cultural practices.</p> <p>Where placement of activities in/near significant sites is unavoidable, component 3 of the project will include the design of specific measures to sensitize and change behavior of tourists and PA staff to be cognizant of the cultural significance of the areas in which the activities are to take place. In addition, special programs supported by hotels and tour enterprises will be designed to bring about behavior change that can help</p>
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			<p>to mitigate risks to cultural heritage sites and practices. Details on how these measures will be developed can be found in the project's ESMF.</p> <p>The ecotourism and natural heritage management plans to be developed under activity 2.2.4 themselves will act as measures aimed (among other things) at mitigating this risk.</p> <p>Where project cultural heritage of EMs may be impacted/utilised by the project (such as activity 2.5.1 for example), FPIC shall be sought in-line with UNDP SES-6 requirements. Details on activities for which FPIC must be reached are included in the EMPF and measures designed to ensure SES-6 compliance will be included in the subsequent EMP.</p>
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<p><i>Risk 7: The development of nature-based tourism could change current access to PAs and their resources, including by unintentionally restricting access for local communities.</i></p> <p>Principle (Human Rights): P.6</p> <p>Standard 5: 5.1, 5.2, 5.4</p> <p>Standard 6: 6.6</p> <p>Outputs: 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 2.1, 2.2, 2.3, 2.4, 3.1, 3.3, 3.4, 4.1</p>	<p>I = 4 L = 3</p>	<p><b>Substantial</b></p>	<p>The project could change current access to natural resources at the PAs.</p>	<p><b>Assessment:</b> Consultations with potential project-affected communities at PA sites during have been undertaken during PPG to assess potential resource access impacts of shift to nature-based tourism on local communities and ethnic minorities. As outlined in the IPPF/EMPF, FPIC reached with ethnic minorities is an ongoing consent that can be revoked at any time. As such, the risk of access restriction and the scope of project activities that require FPIC to be reached before implementation will be assessed continually throughout the project?s lifecycle.</p> <p><b>Management:</b> Communities will be engaged in all stages of project design and management at demonstration sites, including use of FPIC as needed (see Risk 1) to ensure that development has a positive impact and that any restriction on resource access and use will be managed and mitigated. The ESMF identifies measures to be instituted in case there is potential economic displacement, following consultation with affected groups, including the potential need for developing a Process Framework.</p>
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<p><i>Risk 8: Local communities, governments and tour operators may not have the capacity to manage and oversee tourism development and operations in adherence to established standards and benchmarks for sustainable tourism planning, development and operations and therefore may impinge on human rights.</i></p> <p>Principle (Human Rights): P.2, P.3</p> <p>Outputs: 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 2.6</p>	<p>I = 3 L = 3</p>	<p><b>Moderate</b></p>	<p>The lack of capacity among key government staff (PA, and provincial sector entities) will likely prevent them from ensuring adequate mitigation of human rights concerns if they are unable to identify such potential triggers and how to effectively manage these problems. Similarly, local tour operators and institutions may not have the capacity to interpret and guide the adherence to these guidelines and standards or monitor and enforce compliance with them.</p> <p>This risk exacerbates the probability of other identified risks such as environmental impacts of tourism and impacts to cultural sites/heritage.</p>	<p><b>Assessment:</b> Capacity needs assessment was undertaken at PPG stage. The capacity assessment was undertaken using the UNDP Capacity Development Scorecard and was targeted at project partners at both a national level (i.e., MONRE and MOCST) and at a landscape level (i.e., the two NP sites).</p> <p><b>Management:</b> The ESMF has preliminarily identified specific capacity constraints to enable key government agencies (PA staff, provincial agencies, etc.) and private tour operations to adhere to sustainable nature-based tourism guidelines and standards (in line with UNDP SES requirements), and to oversee compliance and enforcement of them. The ensuing ESMPs will identify specific capacity building and training programs and compliance monitoring and enforcement mechanisms for promoting the implementation of nature-based tourism standards. This training will include (among other things) information on the proper design and implementation of PMES and PES programs under outputs 1.6 and 2.6 respectively.</p>
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<p><i>Risk 9: Despite the fact that the majority of project interventions are policy/strategy related, the operation of nature-based tourism adventure activities promoted by these policies could indirectly pose safety risks to communities, local tourism operators and tourists during operation. Project supported NBT activities could include activities with heightened safety risks such as cave expeditions etc.</i></p> <p>Standard 3: 3.1, 3.4 Standard 7: 7.6</p> <p>Outputs: 2.2, 2.4, 2.5</p>	<p>I = 3 L = 2</p>	<p><b>Moderate</b></p>	<p>One of the project sites is known for its cave complex and ecotourism built around caving. The project could support more caving-based tourism with associated safety risks or it could develop other adventurous nature-based tourism products at demonstration sites that do not pose a safety risk during their development or their operation.</p>	<p><b>Assessment:</b> The ESMF outlines procedures for the future screening and assessment of potential safety risks due to tourism development at project sites as activities are defined in detail (i.e. During project inception and implementation).</p> <p><b>Management:</b> Minimum standards for safety of relevant activities will be further developed in the ESMPs that are proposed to be produced as part of the ESIA process during early project implementation.</p>
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<p><i>Risk 10: The nature-based tourism activities could potentially enhance release of pollutants and waste (from increased tourist numbers and inadequate waste management practices at PA sites) into natural ecosystems resulting in localized impacts.</i></p> <p>Standard 3: 3.6 Standard 7: 7.6 Standard 8: 8.1, 8.2</p> <p>Outputs: 2.1, 2.2, 2.5, 2.6, 3.1</p>	<p>I =3 L=2</p>	<p><b>Moderate</b></p>	<p>Unregulated pollution from tourism and associated activities can cause generation of waste that could have impacts on natural ecosystems, species and human health and well-being unless these wastes are safely disposed of.</p>	<p><b>Assessment:</b> The ESMF stipulates that during project inception, an assessment will be made of the current pollutants and wastes that are produced by nature-based tourism activities to assess what the potential impacts can be on natural ecosystem and species and assess options for management of these in a safe way during project implementation.</p> <p><b>Management:</b> The ESMPs (i.e. to be developed later at early project implementation) will identify specific mitigation measures and plans to avoid, reduce, or mitigate such impacts. Component 1 will include the development of relevant tools for nature-based tourism activities and will include specific criteria and procedures that will be used to assess potential environmental impacts related to pollution, resource use, and the generation of waste.</p> <p>Additionally, project design includes outputs (3.1 and 3.4) that envisage working with hotels and tourism facilities to test appropriate measures for ensuring environmentally sustainable operations, including management of wastes and effluents, improving hotel staff capacity to address environmental concerns, etc. Indicative activity 3.1.2 involves the expansion of awareness of and training of responsible tourism principles with a focus on incrementally establishing a green tourism network. The training programs/workshops developed under this activity will be designed to take account of all relevant standards and principles of the SES. Relevant SES-related</p>
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			<p>information will be built into these training workshops themselves to ensure that the participants are informed of how the SES can guide best practice in implementing the principles that the trainings emphasize.</p> <p>The inclusion of tour operators and hotel operations within impact assessments for project interventions in targeted PAs (under indicative activity 3.4.3) further integrates the assessment and management of this risk into the project's design. This impact assessment will be conducted in compliance with the SES and will inform the level of SES integration required for tourism staff trainings under output 3.1 mentioned above.</p>
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<p><i>Risk 11: Project support for site-based management effectiveness such as law enforcement or awareness-raising could bring safety risks for PA staff and community members who take part in patrols due to increased interaction with poachers. Conversely, support to PA staff/security personnel may also pose risks to local communities.</i></p> <p>Principle (Accountability): P.15 Standard 3: 3.8 Standard 7: 7.6</p> <p>Outputs: 2.2, 2.4, 2.5, 3.2</p>	<p>I = 4 L = 3</p>	<p><b>Substantial</b></p>	<p>Project support to increase PA management effectiveness could include support to strengthen site-based law enforcement (e.g., capacity, equipment) and/or awareness raising and behavior change of local communities to reduce their engagement in poaching and trafficking of illegal wildlife products. These activities could bring PA staff into closer interaction with poachers, which could pose a safety risk for staff if they react violently. Activities to change the behaviors of illegal wildlife purchasers and users could also result in conflict, although the chance of this being a safety risk to PA staff is lower.</p>	<p><b>Assessment:</b> Further assessment will be undertaken to assess extent to which illegal activities are happening in the two PAs, and what the existing relationship is between PA staff and local communities (particularly in respect of community members who get involved in patrols, under activity 2.4.8 for example). Assessment of PA staff capacity to address conflict will also be assessed. This further assessment will be undertaken during the conduct of the ensuing ESIA's.</p> <p>At this stage in the project cycle, it is not considered to be the case that there are substantial grounds for believing that there is a real risk of the intended recipient(s) [of support] committing grave violations of international humanitarian, human rights, or refugee law?. As such, a detailed HRDDP risk assessment is not required at this stage. Nonetheless, should the conduct of the site-specific ESIA's result in a contrary conclusion, a targeted HRDDP risk assessment and development of corresponding targeted management measures may be required.</p> <p><b>Management:</b> As part of the ESMF development, the capacity needs of PA staff were assessed to understand to what extent they have the skills to address conflict and potentially violent situations. Establishment and implementation of a Standard Operating Procedures (SOP) for management of illegal activities, that will specifically include safety and security-related procedures will be defined as part of the ESMPs during project implementation.</p>
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			<p>These ESMPs will be developed based on UNDP SES requirements (most notably those of the Accountability principle, and SES 3).</p> <p>Should it become clear, during the conduct of the ESIAs, that the risk of grave human rights violation by non-UN, project-supported security services is higher than the results of the initial assessment indicate, targeted management/mitigatory measures will be designed in compliance with the UN Human Rights Due Diligence Guidance note on support to Non-UN security forces.</p>
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<p><i>Risk 12: The project involves extensive upstream work at a policy and strategic level. Unintended negative consequences from upstream policy changes that result in changes to tourism development in Vietnam (for example new nature-based tourism standards and guidelines) could lead to adverse impacts on cultural heritage or could restrict access of local communities to PAs and the resources therein if policies developed subsequent to the project are improperly designed and/or implemented.</i></p> <p>Standard 4: 4.1, 4.3, 4.5 Standard 5: 5.1, 5.2, 5.4 Standard 6: 6.6, 6.8, 6.9</p> <p>Outputs: 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 2.1, 2.2, 2.5, 3.1, 4.1</p>	<p>I = 3 L = 2</p>	<p><b>Moderate</b></p>	<p>The project will develop national policies and standards, guidelines, and protocols for managing tourism in Vietnam that may result in upstream environmental and social impacts. Potential impacts could include change in current access to sites for tourism operators (increased access or restricted access) including community-based tourism operators or change the level of tourism standards that need to be met to continue operation or set up a new tourist enterprise (making costs of establishing and maintaining tourism operations higher). These could have social impacts on current/potential tourism operators. Environmental impacts are likely to be positive although some impacts may occur if these leads to tourism development in new areas.</p>	<p><b>Assessment:</b> Further assessment of the proposed standards, guidelines and carrying capacity for nature-based tourism to be developed under the project was undertaken during the PPG stage to determine the potential upstream environmental and social impacts.</p> <p><b>Management:</b> Based on the assessment of social and environmental impacts of policy changes, the ESMF includes direct procedural requirements for the integration of a SESA approach as part of the development of these policies, guidelines and standards.</p>
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<p><i>Risk 13: Covid-19 and other potential zoonotic disease outbreaks that remain prevalent in the project sites could pose the risk of infection and exposure of persons involved in implementing project activities to these diseases.</i></p> <p>Standard 3: 3.4</p> <p>Outputs: 2.2, 3.1, 4.1</p>	<p>I = 4 L = 3</p>	<p><b>Substantial</b></p>	<p>The infection rates are currently low but will have to be monitored in case of an uptick in infection. The Covid-19 situation has brought social and economic impacts on tour businesses, local communities and vulnerable populations (including ethnic minorities). However, in 2020 a national campaign was led by MOCST on ?Vietnamese travel Viet Nam? to encourage open-spaced and natural destinations for tourism and this has considerably contributed to tourism green recovery.</p>	<p><b>Assessment:</b> During the PPG phase, the prevalence of Covid-19 in project sites was assessed, as was the risks of exposure that may be associated with in-person project activities. As such, during the PPG phase, the majority of design activities were conducted virtually to limit potential exposure to Covid-19.</p> <p><b>Management:</b> In the remote location of the PAs, in particular where ethnic minorities are predominant, these communities are not equipped with remote means of communication. The project will look at options to use local NGOs, local community mobilizers and local staff to carry out consultations, fieldwork and local level planning. If the Covid situation deteriorates to the extent that safety concerns prevail, this will entail application of national and local Covid-19 health protocols (in consultation with the Provincial governments) in outreach to the vulnerable groups, such as use of masks, hand sanitizer, and social distancing, giving the option to communities to decide if they are comfortable with participating.</p> <p>Project staff and consultants will abide by all government restrictions and SOPs regarding COVID-19 social distancing and movement restrictions. Personal protective equipment (PPE) and social distancing measures will be used for all project activities and consultations in accordance with these restrictions, with use of virtual consultations and meetings as needed as set out in the</p>
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			<p>Stakeholder Engagement Plan. PPE for PMU/local communities has been included in the project budget.</p> <p>Where necessary the project can institute adaptive management as conditions and risks of exposure change to reduce the risks of community outbreak since physical distancing and remote meetings have already become a norm. For example, meetings have been held during the PPG with local communities and with commune-level representatives remotely using effective virtual platforms, health hazard assessments will be required for gatherings of multiple people, and mitigation measures will be implemented, e.g., ensuring physical distancing, providing personal protective equipment, avoiding non-essential travel, delivering trainings on risks and recognition of symptoms, etc. These management measures are not expected to adversely impact the service delivery of the project.</p>
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<p><i>Risk 14: Child labor remains a pertinent issue in Vietnam, and may occur in surrounding project areas, especially since ethnic minorities are at particular risk of being affected.</i></p> <p>Standard 6: 6.1 Standard 7: 7.3</p> <p>Outputs: 2.2</p>	<p>I = 4 L = 1</p>	<p><b>Low</b></p>	<p>Child labor has been identified as occurring particularly in the production of goods related to the forestry and agricultural sectors, such as sugarcane, tobacco and timber. These types of products may be related to nature-based tourism activities that are promote in project areas.</p>	<p><b>Assessment:</b> During the PPG phase this risk was assessed as ?low? as the majority of child labor in Vietnam occurs in the garment sector and most child laborers are located in and around Ho Chi Minh City. Throughout the project, there will be continued assessment of any increased risks of occurrence of child labor in the project areas and measures will be taken to avoid it.</p> <p><b>Management:</b> Relevant measures will, in compliance with the ESMF, be integrated into the ESMPs to prevent and avoid child labor. Such measures include the following:</p> <ul style="list-style-type: none"> <li>? Comply with minimum age requirements set out in International Labour Organization (ILO) Conventions or national legislation (whichever offers the greatest protection to young people under the age of 18) and keep records of the dates of birth of all employees verified by official documentation</li> <li>? Check the activities carried out by young workers and ensure that children under 18 are not employed in hazardous work, including in contractor workforces. Hazardous work will normally be defined in national legislation and will be likely to include most tasks in construction and several in agriculture.</li> <li>? Assess the safety risks relating to any work by children under 18 and carry out regular monitoring of their health,</li> </ul>
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				<p>working conditions and hours of work</p> <p>? Ensure that any workers aged 13-15 are only doing light work outside school hours, in accordance with national legislation, or working in a government-approved training programme</p> <p>? Ensure that contractors have adequate systems in place to check workers' ages, identify workers under the age of 18 and to ensure that they are not engaged in hazardous work, and that their work is subject to appropriate risk assessment and health monitoring</p> <p>? Assess the risk of child labour occurring in the primary supply chain and, where identified, take steps to remedy or mitigate the problem</p>
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<p><i>Risk 15: The project involves support for a weapons trade-in program under indicative activity 3.3.1. If the project staff involved in this activity lack the required capacity/training to handle and dispose of weapons in adherence to international best practice, safety risks could be posed to project staff and the communities in which the cache of weapons is collected, stored and/or disposed of.</i></p> <p>Standard 3: 3.5, 3.8 Standard 7: 7.6</p> <p>Outputs: 3.3</p>	<p>I = 3 L = 2</p>	<p><b>Moderate</b></p>	<p><b>Assessment:</b> As stated in the ESMF for the project, Prior to the commencement of activity 3.3.1 (the weapons trade-in program) a site-specific/scoped environmental and social impact assessment (ESIA) will be conducted in accordance with UNDP's SES policy and the <a href="#">UNDP SES Guidance Note on Assessment and Management</a>.</p> <p>Each ESIA will be developed and carried out by independent experts in a participatory manner with stakeholders. The ESIA will further identify and assess social and environmental impacts of the project and its area of influence, evaluate alternatives and design appropriate avoidance, mitigation, management, and monitoring measures.</p> <p>The potential for safety risks to eventuate will be an issue that must be continually assessed/screened throughout the implementation of the project, as the scale of the weapons trade-in program comes to be understood more clearly. Management measures additional to those listed below may be required should the scale of the program far exceed initial expectations.</p> <p><b>Management:</b> The risks posed by the project's promotion of a weapons trade-in program will be managed through the site-specific ESMPs that will be developed during the conduct of the ESIA process. Management measures will be catered to each specific site to address the level of risk</p>
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			<p>identified in more detail in the ESIA's.</p> <p>The main method for managing this risk is likely to be capacity-building and targeted training to ensure that relevant project staff are informed of international best practice in respect of collecting, storing and disposing of weaponry. Depending on the scale of the sites at which this program is to take place, it may be necessary to establish infrastructure for the safe storage/disposal of weapons collected through the program. The need for such infrastructure and any additional risks that the establishment of such infrastructure might entail will be assessed through the ESIA's and managed through the resultant site-specific ESMP's.</p>
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<p><i>Risk 16: The project may involve construction and development of small-scale signboards and visitor centers. Any such construction is expected to be completed using hand tools with the potential for the use of some small combustion engine-based tools. As such, there is some potential for an increase in greenhouse gas emissions, though this is not expected to bring about impacts at a macro scale. Furthermore, any project activity that requires transport of materials/use of heavy vehicles (including the construction of visitor centers) could pose risks to surrounding communities as a result of noise, vibration and other pollution.</i></p> <p>Standard 2: 2.4 Standard 3: 3.2</p> <p>Outputs: 2.4, 3.2</p>	<p>I = 2 L = 2</p>	<p><b>Low</b></p>		<p><b>Assessment:</b> Although this risk is of low significance (therefore requiring no further assessment/management), the project activities that fall within the scope of this risk are within the purview of the proposed ESIA/ESMPs in respect of other risks. As such, the ongoing assessment of these activities throughout the conduct of the ESIA process shall account for any changes to the likelihood, impact and resulting significance rating of this risk.</p> <p><b>Management:</b> Any changes to the significance of this risk identified during the conduct of the ESIA process will require the development of commensurate management/mitigation measures in accordance with the SES.</p>
<b>QUESTION 4: What is the overall project risk categorization?</b>				
<i>Low Risk</i> ?				
<i>Moderate Risk</i> ?				

	<p><i>Substantial Risk</i></p>	<p>?X</p>	<p>The overall risk for the project is classified as <b>?Substantial?</b>. The identified risks will be revised based on further assessment and information during the project inception/implementation. To meet the SES requirements, the following will (or have been) be prepared:</p> <p>(i) ESMF prepared following the completion of SESP, and ESMPs at implementation phase and a decision made at PPG regarding requirements for ESIA and a SESA; (ii) Stakeholder analysis and comprehensive Stakeholder Engagement Plan; (iii) Gender Analysis and Gender Action Plan; (iv) Indigenous People/ Ethnic Minorities Planning Framework (IPPF); (v) KM and communication plan (vi) project specific GRM; and (vii) design of incentives and other investments that support environmentally friendly nature-based tourism investments and measures to reduce illegal exploitation of wildlife and wildlife products; and (viii) design and implementation of the project in close collaboration private sector and local communities</p>
	<p><i>High Risk</i></p>	<p>?</p>	

<p><b>QUESTION 4: What is the overall project risk categorization?</b></p>		
<p><i>Low Risk</i></p>	<p>?</p>	
<p><i>Moderate Risk</i></p>	<p>?</p>	



	<p><b>Substantial Risk</b></p>	<p>? X</p>	<p>The overall risk for the project is classified as <b>?Substantial?</b>. The identified risks will be revised based on further assessment and information during the project inception/implementation. To meet the SES requirements, the following will (or have been) be prepared:</p> <p>(i) ESMF prepared following the completion of SESP, and ESMPs at implementation phase and a decision made at PPG regarding requirements for ESIA's and a SESA; (ii) Stakeholder analysis and comprehensive Stakeholder Engagement Plan; (iii) Gender Analysis and Gender Action Plan; (iv) Indigenous People/ Ethnic Minorities Planning Framework (IPPF); (v) KM and communication plan (vi) project specific GRM; and (vii) design of incentives and other investments that support environmentally friendly nature-based tourism investments and measures to reduce illegal exploitation of wildlife and wildlife products; and (viii) design and implementation of the project in close collaboration private sector and local communities</p>				
	<p><b>High Risk</b></p>	<p>?</p>					
<p><b>QUESTION 5: Based on the identified risks and risk categorization, what requirements of the SES are triggered? (check all that apply)</b></p>							
<p>Question only required for Moderate, Substantial and High Risk projects</p>							
	<p><u>Is assessment required? (check if ?yes?)</u></p>	<p>?</p>	<table border="1"> <thead> <tr> <th data-bbox="948 1360 1230 1465"></th> <th data-bbox="1230 1360 1432 1465"><i>Status? (completed, planned)</i></th> </tr> </thead> <tbody> <tr> <td data-bbox="948 1465 1230 1642"> <p><i>if yes, indicate overall type and status</i></p> </td> <td data-bbox="1230 1465 1432 1642"> <p>Completed (PPG)</p> </td> </tr> </tbody> </table>		<i>Status? (completed, planned)</i>	<p><i>if yes, indicate overall type and status</i></p>	<p>Completed (PPG)</p>
	<i>Status? (completed, planned)</i>						
<p><i>if yes, indicate overall type and status</i></p>	<p>Completed (PPG)</p>						

		?	ESIAs (Scoped Environmental and Social Impact Assessment) (one for Nui Chua National Park and one for Phong Nha-Ke Bang National Park) (covering activities 2.3.1, 2.4.2, 2.4.8, 2.5.5, 2.5.6, 2.5.7, 2.5.8, 2.6.2, 2.6.5, 3.1.4, 3.2.4, 3.2.5, 3.2.6, 3.3.1, 3.3.2, 3.3.3, 3.4.2)	Planned at Implementation
		?	SESA (Strategic Environmental and Social Assessment) (covering activities 1.1.4, 1.2.3, 1.2.4, 1.3.1, 1.3.2, 1.3.4, 1.4.3, 1.4.6, 1.4.7, 1.5.5, 1.6.2, 1.6.3, 2.1.6, 2.2.1, 2.2.3, 2.2.4, 2.3.1, 2.3.6, 2.3.7, 2.4.5, 3.1.3, 3.2.2)	Planned at Implementation
	<b>Are management plans required? (check if ?yes)</b>	?		
	<i>If yes, indicate overall type</i>	?	Targeted management plans: Gender Action Plan, Stakeholder Engagement Plan	Completed (PPG)
		?	ESMP (Environmental and Social Management Plan which may include range of targeted plans)	Planned
		?	ESMF (Environmental and Social Management Framework) with Covid-19 Action Framework, Indigenous People/ Ethnic Minorities Planning Framework	Completed (PPG)

<i>Based on identified risks, which Principles/Project-level Standards triggered?</i>		<b>Comments (not required)</b>
<i>Overarching Principle: Leave No One Behind</i>		
<i>Human Rights</i>	?	
<i>Gender Equality and Women's Empowerment</i>	?	
<i>Accountability</i>	?	
<i>1. Biodiversity Conservation and Sustainable Natural Resource Management</i>	?	
<i>2. Climate Change and Disaster Risks</i>	?	This standard is not technically triggered, but nonetheless, elements of this standard are considered relevant to a ?low? significance risk (Risk 16).
<i>3. Community Health, Safety and Security</i>	?	
<i>4. Cultural Heritage</i>	?	
<i>5. Displacement and Resettlement</i>	?	
<i>6. Indigenous Peoples</i>	?	
<i>7. Labor and Working Conditions</i>	?	
<i>8. Pollution Prevention and Resource Efficiency</i>	?	

[1] Should it be deemed necessary, the template made available as part of the UNDP's SES Toolkit will be followed to produce a Process Framework. This template can be found at the following link: [https://info.undp.org/sites/bpps/SES\\_Toolkit/Pages/Guidance-and-Templates.aspx](https://info.undp.org/sites/bpps/SES_Toolkit/Pages/Guidance-and-Templates.aspx)

[2] UN Human Rights Due Diligence Policy Guidance Note, pg 15

[3] <https://www.ilo.org/hanoi/Areasofwork/child-labour/lang--en/index.htm>

[4] [https://www.dol.gov/agencies/ilab/reports/child-labor/list-of-goods?tid=5543&field\\_exp\\_good\\_target\\_id=All&field\\_exp\\_exploitation\\_type\\_target\\_id\\_1=All&items\\_per\\_page=10&combine=&page=1](https://www.dol.gov/agencies/ilab/reports/child-labor/list-of-goods?tid=5543&field_exp_good_target_id=All&field_exp_exploitation_type_target_id_1=All&items_per_page=10&combine=&page=1)

#### **Supporting Documents**

Upload available ESS supporting documents.

Title	Module	Submitted
<b>PIMS_6377_Annex_8b_EMPF_Mar-27-2023</b>	<b>CEO Endorsement ESS</b>	
<b>PIMS_6377_Annex_8a_ESMF_Mar-27-2023</b>	<b>CEO Endorsement ESS</b>	
<b>PIMS_6377_Annex_4_SESP_Mar-27-2023</b>	<b>CEO Endorsement ESS</b>	
<b>Annex 08b - Draft EMPF Document</b>	<b>CEO Endorsement ESS</b>	
<b>Annex 08a - Draft ESMF Document</b>	<b>CEO Endorsement ESS</b>	
<b>Annex 04 - SESP Document</b>	<b>CEO Endorsement ESS</b>	
<b>6377_VietNam Nature Based Tourism PIF_SESP prescreening_23Feb2021</b>	<b>Project PIF ESS</b>	

**ANNEX A: PROJECT RESULTS FRAMEWORK (either copy and paste here the framework from the Agency document, or provide reference to the page in the project document where the framework could be found).**

**This project will contribute to the following Sustainable Development Goal (s):** Primary SDGs: SDG 15 (Life on Land), SDG 14 (Life Under Water) and SDG 5 (Gender Equality). **Other SDGs:** SDG 1 (No Poverty), SDG 8 (Decent Work and Economic Growth), SDG 11 (Sustainable Cities and Communities) and SDG 12 (Responsible Consumption and Production). Sustainable tourism has been identified as contributing to all SDGs by the UN World Tourism Organization and Global Sustainable Tourism Council

**This project will contribute to the following country outcome (UNDAF/CPD, RPD, GPD):** **Country Programme Document for Vietnam (2022-2026):** Outcome area 1: Shared prosperity through sustainable economic transformation (Output 1.1); Outcome area 2: Climate change, disaster resilience and environmental sustainability (Output 2.2).

	<b>Objective and Outcome Indicators</b>	<b>Baseline (2022)</b>	<b>Mid-term Target</b>	<b>End of Project Target</b>
<p><b>Project Objective:</b> To promote biodiversity conservation and sustainable livelihoods through innovative solutions of nature-based tourism</p>	<p><b>Mandatory Indicator 1:</b> <i>(GEF-7 Core indicator 1.2)</i> - Terrestrial protected areas under improved management effectiveness (Hectares) (see <b>Annex 17: Demonstration Landscape Profiles</b>)</p> <p><b>Total hectares</b> (a) (Nui Chua National Park) (b) (Phong Nha-Ke Bang National Park) (c) METT score Nui Chua National Park (d) METT score Phong Nha-Ke Bang</p> <p><i>Specific METT item related to be able to improve sustainable PAs management are: PA Design and planning (item 5, 7a); Training/education awareness (item 10, 13, 14, 18, 20); Conservation habitat &amp; management (item 21a, 21b, 22.); Local communities &amp; commercial tourism operator involvement (item 24, 24a., 24b.); economic benefit (item 25, 27, 28, 29)</i></p>	<p><b>145,414 hectares</b> (a) Nui Chua National Park: 22,088 hectares (b) Phong Nha-Ke Bang National Park: 123,326 hectares (c) Baseline METT score Nui Chua National Park = 48 (d) Baseline METT score Phong Nha-Ke Bang National Park = 50</p>	<p><b>145,414 hectares</b> (a) Nui Chua National Park: 22,088 hectares (b) Phong Nha-Ke Bang National Park: 123,326 hectares (c) Baseline METT score Nui Chua National Park = 48 (d) Baseline METT score Phong Nha-Ke Bang National Park = 50</p>	<p><b>145,414 hectares</b> (a) Nui Chua National Park: 22,088 hectares (b) Phong Nha-Ke Bang National Park: 123,326 hectares (c) Baseline METT score Nui Chua National Park = 54 (d) Baseline METT score Phong Nha-Ke Bang National Park = 56</p>

	<b>Objective and Outcome Indicators</b>	<b>Baseline (2022)</b>	<b>Mid-term Target</b>	<b>End of Project Target</b>
	<p><b><u>Mandatory Indicator 2:</u></b> <i>(GEF-7 Core indicator 2.2)</i> -</p> <p>Marine protected areas under improved management effectiveness (Hectares) (see <b>Annex 17: Demonstration Landscape Profiles</b>)</p> <p>(a) Total hectares (b) METT score total</p> <p><i>Specific METT item related to be able to improve sustainable marine PAs management are: PA Design and planning (item 5, 6, 7, 7a-c and 9); Training/education awareness (item 10, 11, 13, 14, 15, 18, 20); Conservation habitat &amp; management (item 21a, 21b, 22); Local communities &amp; commercial tourism operator involvement (item 24, 24a., 24b.); economic benefit (item 25, 27, 28, 29)</i></p>	<p>(a) 7,352 hectares (b) Nui Chua National Park (METT Score = 48)</p>	<p>(a) 7,352 hectares (b) Nui Chua National Park (METT Score = 48)</p>	<p>(a) 7,352 hectares (b) Nui Chua National Park (METT Score = 54)</p>

	<b>Objective and Outcome Indicators</b>	<b>Baseline (2022)</b>	<b>Mid-term Target</b>	<b>End of Project Target</b>
	<p><b><u>Mandatory Indicator 3:</u></b> <i>(GEF-7 Core indicator 4.1)</i></p> <p>Area of <b>landscapes under improved practices</b> (excluding protected areas) (Hectares)</p> <p><b>Total hectares</b></p> <p>(a) Nui Chua National Park (terrestrial buffer zone)</p> <p>(b) Phong Nha-Ke Bang National Park (terrestrial buffer zone)</p>	<p><b>Total hectares (terrestrial): 0 ha</b></p> <p>(a) Nui Chua National Park (protection forest): 0 ha</p> <p>(b) Phong Nha-Ke Bang National Park (terrestrial buffer zone): 0 ha</p>	<p><b>Total hectares (terrestrial): 22,900 ha</b></p> <p>(a) Nui Chua National Park (protection forest): 900 ha</p> <p>(b) Phong Nha-Ke Bang National Park (terrestrial buffer zone): 22,000 ha</p>	<p><b>Total hectares (terrestrial): 45,802 ha</b></p> <p>(a) Nui Chua National Park (protection forest): 1,802 ha</p> <p>(b) Phong Nha-Ke Bang National Park (terrestrial buffer zone): 44,000 ha</p>
	<p><b><u>Mandatory Indicator 4:</u></b> <i>(GEF-7 Core Indicator 6)</i></p> <p><u>Greenhouse gas emission mitigated (tCO<sub>2</sub>-e)</u></p>	0	0	-15,704,236
	<p><b><u>Mandatory Indicator 5:</u></b> <i>(GEF-7 Core indicator 11)</i></p> <p># of direct beneficiaries disaggregated by gender as co-benefit of GEF investment</p> <p><b>Total</b></p> <p>(a)</p>	0 people	1,799 people (1,009 male / 790 female)	3,000 people (1,681 male / 1,319 female)
<b>PROJECT COMPONENT 1</b>	<b>ENABLING FRAMEWORK TO HARMONIZE TOURISM DEVELOPMENT WITH NATURE CONSERVATION</b>			



	<b>Objective and Outcome Indicators</b>	<b>Baseline (2022)</b>	<b>Mid-term Target</b>	<b>End of Project Target</b>
<p><b>Project Outcome 1</b></p> <p>Strengthened and harmonized policy, regulatory and incentive framework for promotion of nature-based tourism while reducing threats to wildlife and habitats</p>	<p><i>Outcome 1, Indicator 6:</i></p> <p>Nature conservation and biodiversity requirements and guidelines incorporated into tourism and sectoral policies, regulatory and incentive frameworks and master plans, as well as integrated into the work plans of coordinating agencies</p>	<p>1. There are no guidelines or action plans on integrating the requirements of nature conservation and biodiversity in national and provincial tourism planning/plans, as well as sustainable development of nature-based tourism in the National Biodiversity Strategy and Action Plan - up to 2030, vision 2050 (NBSAP) (Decision 149/2022/QD-TTg dated 28 January 2022)</p> <p>2. Lack of technical guidelines for nature/biodiversity conservation in tourism at high-value biodiversity areas at designated national tourism sites</p> <p>3. There is no performance-based incentive framework at</p>	<p>1. Draft national guidelines on integrating the requirements of nature conservation and biodiversity in tourism planning/plans as well as sustainable development of nature-based tourism at National and provincial/site levels are developed and ready to pilot at target demonstration sites</p> <p>2. Draft set of technical guidelines for nature/biodiversity conservation in tourism at high-value biodiversity areas at designated national tourism sites</p> <p>3. Draft framework,</p>	<p>1(i) Adoption of the guidelines on integrating the requirements of nature conservation and biodiversity in tourism planning/plans as well as sustainable development of nature-based tourism at National and provincial/site levels; and (ii) Approved planning requirements for nature conservation and biodiversity are integrated into at least 4 tourism plans at national, provincial and site level</p> <p>2 (i) Technical guidelines for nature/biodiversity conservation in tourism at high-value biodiversity areas at designated national tourism sites adopted and being applied to at least the tourism and infrastructure sectors; and (ii) Nature conservation guidelines being applied by at least 3 ministries at national</p>

	Objective and Outcome Indicators	Baseline (2022)	Mid-term Target	End of Project Target
		national or provincial level to minimize the negative impacts of tourism development in high-value biodiversity areas	guidelines and governance for a performance-based incentive mechanism developed to minimize the negative impacts of tourism development in high-biodiversity areas and improving quality of life of the local communities	(MoNRE, MoCST and MARD) and by 4 provincial departments (DoNRE, DARD, DoCST, DoPAM,  3. A performance-based incentive framework refined and operationalized to minimize the negative impacts of tourism development in high-biodiversity areas and improve the quality of life of local communities
	<p><i>Outcome 1, Indicator 7:</i></p> <p>Improved institutional capacity for nature-based tourism development, as measured by UNDP capacity development scorecard</p> <p>(a) Capacity development score for MONRE</p> <p>(b) Capacity development score for MOCST</p> <p>(c) Capacity development score at provincial level for Nui Chua National Park</p> <p>(d) Capacity development score at provincial level for Phong Nha-Ke Bang National Park</p>	<p>(a) MONRE = 28 (44.4%)</p> <p>(b) MOCST = 23 (36.5%)</p> <p>(c) Nui Chua National Park = 15 (23.8%)</p> <p>(d) Phong Nha-Ke Bang National Park = 20 (31.7%)</p>	<p>(a) MONRE = 28 (44.4%)</p> <p>(b) MOCST = 23 (36.5%)</p> <p>(c) Nui Chua National Park = 15 (23.8%)</p> <p>(d) Phong Nha-Ke Bang National Park = 20 (31.7%)</p>	<p>(a) MONRE = 47.5 (75.4%)</p> <p>(b) MOCST = 50 (79.4%)</p> <p>(c) Nui Chua National Park = 45 (75.4%)</p> <p>(d) Phong Nha-Ke Bang National Park = 49 (77.8%)</p>

	<b>Objective and Outcome Indicators</b>	<b>Baseline (2022)</b>	<b>Mid-term Target</b>	<b>End of Project Target</b>
	<p><u>Outcome 1, Indicator 8:</u></p> <p>(a) Number of methodologies and guidelines to support monitoring efforts of nature-based tourism developed and operationalized for promotion of effective protected area / biosphere reserve / world heritage site management</p> <p>(b) Improved connectivity planning at the landscape level</p>	<p>(a) (i) The content on biodiversity and wildlife conservation within Environmental Impact Assessment (EIA) and Strategic Environmental Assessment (SEA) is very limited, not specific, with no guidelines for implementation; (ii) No standardized guidelines and criteria to define visitor load / carrying capacity in high-value biodiversity areas in PAs; and (iii) There is no set of standard criteria or system to monitor, evaluate the effectiveness and enforce compliance of biodiversity conservation in nature-based tourism development in high-value biodiversity areas in protected areas, nature reserves or natural heritage sites</p> <p>(b) Absence of clear guidelines</p>	<p>(a) (i) Wildlife / biodiversity provisions and considerations included into the EIA and SEA framework and adopted by MONRE; (ii) Standardization of monitoring guidelines are drafted in the two project provinces, including load limits and carrying capacity defined and approved by each of the 2 targeted provinces; and (iii) Development of a Nature-Based Tourism Management and Planning Information System to monitor, report on and evaluate the effectiveness and compliance with guidelines developed for management of national parks, nature reserves and natural heritage sites, that is driven by a stakeholder needs assessment, documented requirements</p>	<p>(a) (i) Wildlife and biodiversity provisions operationalized in EIA and SEA assessed and refined; (ii and iii) Compliance mechanism on biodiversity conservation in nature-based tourism development guidelines in high-value biodiversity areas operationalized through a national monitoring, reporting and verification information system and institutionalized at 2 targeted provinces</p> <p>(b) Guidelines and criteria developed and ready to be adopted for</p>

	Objective and Outcome Indicators	Baseline (2022)	Mid-term Target	End of Project Target
		and criteria for landscape zoning and protection in natural heritage sites, including at biosphere reserves	and a conceptual data and application design approved through Joint Application Design sessions  (b) Guidelines and criteria developed and ready for piloting for landscape zoning and protection in natural heritage sites at Nui Chua and Phong Nha-Ke Bang National Parks	landscape zoning and protection in natural heritage sites nationally
	<u>Outcome 1, Indicator 9:</u> National policy and legislative framework for PMES and PWES (payment for marine and wetland ecosystem services)	No guidance on implementation of PMES and PWES in either at the national or provincial level	Draft Technical Guidelines on PMES and PWES developed	Technical guidelines on PMES and PWES to be submitted to competent authorities

	<b>Objective and Outcome Indicators</b>	<b>Baseline (2022)</b>	<b>Mid-term Target</b>	<b>End of Project Target</b>
	<p><u>Outcome 1, Indicator 10:</u></p> <p># of tourism certifications, codes of conduct and stewardship designations integrating biodiversity conservation</p> <p>The project will pursue appropriate options:</p> <p>? GSTC Sustainability Criteria and their recognized schemes</p> <p>? Green Lotus Label</p> <p>? ASEAN Homestay Standards in Vietnam</p> <p>? Vietnam Tourism Occupational Standards (VTOS) for Responsible Tourism</p> <p>? Blue Sail Ecolabel for tourist cruise boats in Ha Long Bay</p> <p>? Biosphere tourism label in Kien Giang Province</p> <p>? Sets of Green Tourism criteria for Quang Nam Province</p> <p>? Vietnam Tourism Advisory Board (TAB)</p> <p>? Responsible Travel Club of Vietnam</p> <p>? Vietnam National Parks and Protected Areas Association (VNPPA)</p>	<p>Apart from a theoretical biosphere tourism scheme in Kien Giang Biosphere Reserve, the remaining certifications do not adequately include criteria encouraging biodiversity conservation. Local livelihood opportunities (an important approach to biodiversity conservation) reflected in many schemes. Global Sustainable Tourism Council (GSTC) Sustainability Criteria and their recognized/ authorized schemes and the Green Tourism Criteria for Quang Nam province can provide good criteria frameworks for updating/ developing the certification schemes in Vietnam in such a way that effectively integrates biodiversity and livelihood opportunities.</p>	<p>At least 2 provincial certifications modified/ developed to include biodiversity conservation and local livelihood opportunities and 2 certification schemes piloted at targeted demonstration sites</p>	<p>At least 1 national and 2 provincial certifications modified/ developed to include biodiversity conservation and local livelihood opportunities and 4 certification schemes being implemented at targeted demonstration sites.</p>

	<b>Objective and Outcome Indicators</b>	<b>Baseline (2022)</b>	<b>Mid-term Target</b>	<b>End of Project Target</b>
<b>Outputs to achieve Outcome 1</b>	<p><b>Output 1.1:</b> An effective national BES platform on biodiversity and ecosystem services established for multi-level planning on nature-based tourism in high-value biodiversity areas to support the effective coordination and implementation of the NBSAP, tourism law and national tourism strategies.</p> <p><b>Output 1.2:</b> Biodiversity conservation standards, criteria and guidelines for sustainable tourism development, management and operations in high-value biodiversity areas developed and adopted, supported by a monitoring, verification and reporting system.</p> <p><b>Output 1.3:</b> Mainstreaming biodiversity conservation into tourism policy, regulations and master planning for development of national nature-based tourism and integration in PA management policies.</p> <p><b>Output 1.4:</b> Guidelines for operationalizing nature-based tourism strengthened, in particular for promotion of: (i) public-private partnerships in nature-based tourism; and (ii) community participation and benefit sharing from nature-based tourism, that ensures biodiversity conservation improvement and informs a clear policy.</p> <p><b>Output 1.5:</b> Practical and standardized methodologies for ecological and social impact assessments developed for nature-based tourism in high-value biodiversity areas to minimize impacts on wildlife, habitats and local culture and lifestyles and standards to ensure compliance.</p> <p><b>Output 1.6:</b> Enabling national policy and clear legal framework underpinning the promotion and application of payment for ecosystem services from marine ecosystems (PMES) and wetlands applied in project sites and replicated.</p>			
<b>PROJECT COMPONENT 2</b>	<b>NATURE-BASED TOURISM PARTNERSHIPS BENEFITTING COMMUNITIES, WILDLIFE AND HABITATS AT NUI CHUA AND PHONG NHA-KE BANG NATIONAL PARKS</b>			

	<b>Objective and Outcome Indicators</b>	<b>Baseline (2022)</b>	<b>Mid-term Target</b>	<b>End of Project Target</b>
<p><b>Outcome 2</b></p> <p>Strengthened public-private partnerships for nature-based tourism enhance local livelihoods, increase PA revenue generation, improve tourism management, and reduce threats in PAs from poaching, illegal activities and related impacts</p>	<p><i>Outcome 2, Indicator 11:</i></p> <p>Visitor / tourism management and business plans including nature-based tourism and livelihood considerations finalized for project sites</p>	<p>The main strategic directions and targets for ecotourism development and management are set in the two important legislative documents, namely Forest Sustainable Management Plan up to 2030 and the Project Proposals for Ecotourism Development in the National Parks (the one for the PNKB NP is underway). These documents outline important midterm plans and mechanism for ecotourism development in the parks, including key tourist market segments, tourism products and services, tourism investment projects and land use, mechanisms on forest environmental and leasing services.</p> <p>The business units of the parks (the Ecotourism and Environmental Education Center) are mainly engaged in collecting entrance fees and tour guiding</p>	<p>The following business plans and agreements drafted at each demonstration site: (i) At least one forest environmental service/ leasing contract with a new business partner/ investor; (ii) At least one annual work plan of the business unit of the national park</p> <p>(NB: Visitor impact management, biodiversity conservation and local livelihood opportunity considerations must be integrated in the reviewing and consultation processes.)</p>	<p>? 4 plans (a business plan and visitor / tourism management plan) <b>finalized and under implementation</b> at each national park</p> <p>? A guideline for business planning for ecotourism development in national parks: case studies of PNKB and NC NPs developed</p> <p>? A policy handbook for forest environmental service/ leasing contracts is developed</p>

	<b>Objective and Outcome Indicators</b>	<b>Baseline (2022)</b>	<b>Mid-term Target</b>	<b>End of Project Target</b>
		services under relatively subsidized and controlled mechanisms, having low level of business planning. The advantage of this mechanism is to avoid over-commercialization of their services but detrimental to forest protection and biodiversity conservation.		



	<b>Objective and Outcome Indicators</b>	<b>Baseline (2022)</b>	<b>Mid-term Target</b>	<b>End of Project Target</b>
	<p><u>Outcome 2, Indicator 12:</u></p> <p>Reduced threats in PAs:</p> <p>(a) Illegal activities as shown in SMART monthly patrolling reports</p> <p>(b) Increased detection rate</p> <p>(c) % of violations prosecuted in court</p> <p>(d) Improved landscape connectivity through planning of landscape corridors</p>	<p>(a) No SMART patrols in Nui Chua / inadequate patrols Phong Nha-Ke Bang</p> <p>(b) Detection rate = 22 administrative cases in Nui Chua; 12 administrative cases and 2 criminal cases in Phong Nha-Ke Bang in 2021</p> <p>(c) 0% in Nui Chua (only criminal cases are prosecuted in court) and 50% in Phong Nha-Bang in 2021</p> <p>(d) 0 ha</p>	<p>(a) 250 SMART patrols in Nui Chua and 2900 SMART patrols in Phong Nha-Ke Bang</p> <p>(b) 30 administrative cases and 2 criminal cases in Nui Chua; 20 administrative cases and 4 criminal cases in Phong Nha-Ke Bang</p> <p>(c) at least 50% of criminal cases in Nui Chua and 70% of criminal cases in Phong Nha-Ke Bang prosecuted in court</p> <p>(d) 0 ha</p>	<p>(a) 500 SMART patrols in Nui Chua and 3400 SMART patrols in Phong Nha-Ke Bang</p> <p>(b) 40 administrative and 4 criminals cases in Nui Chua; 25 administrative and 5 criminal cases in Phong Nha-Ke Bang</p> <p>(c) 70% of criminal cases in Nui Chua and 80% of criminal cases in Phong Nha-Ke Bang prosecuted in court</p> <p>(d) 2 new corridors totaling 2,841 ha planned for approval by the end of the project based on application of approved national guidelines and criteria, including 1 new corridor at each National Park (1802 ha at Nui Chua and 1039 ha at Phong Nha-Ke Bang)</p>

	Objective and Outcome Indicators	Baseline (2022)	Mid-term Target	End of Project Target
	<p><u>Outcome 2, indicator 13:</u></p> <p>Multi-indicator biodiversity health assessment at tourism sites covering:</p> <p><b>Terrestrial species:</b></p> <p>(a) # of Silver-backed Chevrotain (mouse deer) (<i>Tragulus versicolor</i>) at Nui Chua National Park</p> <p>(b) # HWC incidents with black-shanked douc ? (<i>Pygathrix nigripes</i>) Nui Chua National Park</p> <p>(c) Conservation status of Southern White-cheeked Gibbon (<i>Nomascus siki</i>)</p> <p>(d) # HWC incidents with Black Hatinh Langur (<i>Trachypithecus hatinhensis</i> / <i>hatinhensis ebenus</i>)</p> <p><b>Bird species:</b></p> <p>(e) # ?Crested argus (<i>Rheinardia ocellata</i>)? at Phong Nha-Ke Bang National Park</p> <p><b>Reptile species:</b></p> <p>(f) # Cao Van Sung bent-toed gecko (<i>Cyrtodactylus caovansungi</i>) at Nui Chua</p>	<p><b>Terrestrial species:</b></p> <p>(a) # of Silver-backed Chevrotain (mouse deer) (<i>Tragulus versicolor</i>) at Nui Chua National Park = 40</p> <p>(b) # HWC incidents with black-shanked douc - <i>Pygathrix nigripes</i> = 5</p> <p>(c) # of Southern White-cheeked Gibbon (<i>Nomascus siki</i>) = 250</p> <p>(d) # HWC incidents with Black Hatinh Langur (<i>Trachypithecus hatinhensis</i> / <i>hatinhensis ebenus</i>) = 6</p> <p><b>Bird species:</b></p> <p>(e) # ?Crested argus (<i>Rheinardia ocellata</i>)? at Phong Nha-Ke Bang National Park = 20</p> <p><b>Reptile species:</b></p> <p>(f) # Cao Van Sung bent-toed gecko (<i>Cyrtodactylus</i></p>	<p><b>Terrestrial species:</b></p> <p>(a) # of Silver-backed Chevrotain (mouse deer) (<i>Tragulus versicolor</i>) at Nui Chua National Park = 45</p> <p>(b) # HWC incidents with black-shanked douc - <i>Pygathrix nigripes</i> = 0</p> <p>(c) # of Southern White-cheeked Gibbon (<i>Nomascus siki</i>) = 250</p> <p>(d) # HWC incidents with Black Hatinh Langur (<i>Trachypithecus hatinhensis</i> / <i>hatinhensis ebenus</i>) = 0</p> <p><b>Bird species:</b></p> <p>(e) # ?Crested argus (<i>Rheinardia ocellata</i>)? at Phong Nha-Ke Bang National Park = 20</p>	<p><b>Terrestrial species:</b></p> <p>(a) # of Silver-backed Chevrotain (mouse deer) (<i>Tragulus versicolor</i>) at Nui Chua National Park = 50</p> <p>(b) # HWC incidents with black-shanked douc ? <i>Pygathrix nigripes</i> = 0</p> <p>(c) # of Southern White-cheeked Gibbon (<i>Nomascus siki</i>) = 300</p> <p>(d) # HWC incidents with Black Hatinh Langur (<i>Trachypithecus hatinhensis</i> / <i>hatinhensis ebenus</i>) = 0</p> <p><b>Bird species:</b></p> <p>(e) # ?Crested argus (<i>Rheinardia ocellata</i>)? at Phong Nha-Ke Bang National Park = 30</p> <p><b>Reptile species:</b></p>

	<b>Objective and Outcome Indicators</b>	<b>Baseline (2022)</b>	<b>Mid-term Target</b>	<b>End of Project Target</b>
	<p><b>Marine species:</b></p> <p>(g) # Green sea turtle (<i>Chelonia mydas</i>) at Nui Chua National Park during nesting season</p> <p>(h) reduced threats to sea turtles at Nui Chua National Park through use of innovation and technologies</p>	<p><i>caovansungi</i>) at Nui Chua = 500</p> <p><b>Marine species:</b></p> <p>(g) # Green sea turtle (<i>Chelonia mydas</i>) at Nui Chua National Park during nesting season=20</p> <p>(h) reduced threats to sea turtles at Nui Chua National Park</p>	<p><b>Reptile species:</b></p> <p>(f) Cao Van Sung bent-toed gecko (<i>Cyrtodactylus caovansungi</i>) at Nui Chua = 600</p> <p><b>Marine species:</b></p> <p>(g) # Green sea turtle (<i>Chelonia mydas</i>) at Nui Chua National Park during nesting season = 25</p> <p>(h) reduced threats to sea turtles at Nui Chua National Park = application of turtle excluder device (TED) for 50% of local fishermen's nets</p>	<p>(f) # Cao Van Sung bent-toed gecko (<i>Cyrtodactylus caovansungi</i>) at Nui Chua = 700</p> <p><b>Marine species:</b></p> <p>(g) # Green sea turtle (<i>Chelonia mydas</i>) at Nui Chua National Park during nesting season = 30</p> <p>(h) reduced threats to sea turtles at Nui Chua National Park = application of turtle excluder device (TED) for 70% of local fishermen's nets</p>

	<b>Objective and Outcome Indicators</b>	<b>Baseline (2022)</b>	<b>Mid-term Target</b>	<b>End of Project Target</b>
	<p><u>Outcome 2, indicator 14:</u></p> <p>Number of households benefiting from PMES, and related economic activities in Nui Chua national park and surrounding landscape</p> <p>(a) # of provincial ecosystem services plans with guidance on PMES,</p> <p>(b) # of national park ecosystem services plans including guidance on PMES</p> <p>(c) # of households benefiting from PMES</p>	<p>(a) 0</p> <p>(b) 0</p> <p>(c) 0</p>	<p>(a) Draft Provincial Ecosystem services Plan developed</p> <p>(b) 0</p> <p>(c) 0</p>	<p>(a) 1 Provincial Ecosystem services Plan</p> <p>(b) 1 National Park Ecosystem Services Plan is implemented</p> <p>(c) Final target on number of households to be determined at mid-term</p>
	<p><u>Outcome 2, indicator 15:</u></p> <p>(a) # of <u>new</u> and/or <u>existing</u> recovered/stable ?green? employment and/or community-based livelihood opportunities created in the 2 PAs</p> <p>(b) # of new and/or existing recovered/stable ?green? employment and/or community-based livelihood opportunities created at Nui Chua National Park</p> <p>(c) # of new and/or existing recovered/stable ?green? employment and/or community-based livelihood opportunities created at Phong Nha-Ke Bang National Park</p>	<p>(a) 1,100 (of which 70% female)</p> <p>(b) Nui Chua National Park = 400 (of which 70% female)</p> <p>(c) Phong Nha-Ke Bang National Park = 700 (of which 70% female)</p>	<p>(a) 1,600 (of which 70% female)</p> <p>(b) Nui Chua National Park = 700 (of which 70% female)</p> <p>(c) Phong Nha-Ke Bang National Park = 900 (of which 70% female)</p>	<p>(a) Two national parks = 1,800 (of which 70% female)</p> <p>(b) Nui Chua National Park = 800 (of which 70% female)</p> <p>(c) Phong Nha-Ke Bang National Park = 1,000 (of which 70% female)</p>

	<b>Objective and Outcome Indicators</b>	<b>Baseline (2022)</b>	<b>Mid-term Target</b>	<b>End of Project Target</b>
<b>Outputs to achieve Outcome 2</b>	<p><b>Output 2.1:</b> Provincial multi-sectoral nature-based tourism platform established to support coordinated action and investment across government and private sector for promotion of nature-based tourism development and biodiversity conservation in Quang Binh and Ninh Thuan provinces.</p> <p><b>Output 2.2:</b> Integrated nature-based tourism programs designed in Nui Chua and Phong Nha-Ke Bang national parks.</p> <p><b>Output 2.3:</b> Improved monitoring of status of key biodiversity resources to assess effectiveness of PA management, illegal wildlife threat management and biodiversity conservation outcomes of nature-based tourism.</p> <p><b>Output 2.4:</b> Institutional capacity for improving biodiversity conservation and management of PAs and effective monitoring, surveillance and prevention of illegal wildlife activities.</p> <p><b>Output 2.5:</b> Implementation of community-based biodiversity conservation and benefit sharing programs from nature-based tourism and related products and services that provide new and innovative income generation activities.</p> <p><b>Output 2.6:</b> Demonstration of PMES in Nui Chua national park and surrounding landscape.</p> <p><b>Output 2.7:</b> Distillation of results from the piloting / evidence-based application of guidelines, criteria at local level as a feedback loop for refinement.</p>			
<b>PROJECT COMPONENT 3</b>	<b>CAPACITY BUILDING AND BEHAVIOR CHANGE FOR ACCEPTANCE OF VALUE OF NATURE-BASED TOURISM AND WILDLIFE AND BIODIVERSITY PROTECTION</b>			
<b>Outcome 3</b> Change in social norms and behavior promote society's acceptance of a more sustainable approach to nature-based tourism that protects wildlife	<p><i>Outcome 3, Indicator 16:</i></p> <p>Number of hotels and tourist operations within the 2 National Parks functioning in accordance with biodiversity-friendly best practice</p>	<p>(a) hotels and resorts (1 in Nui Chua NP; 1 in PNKB NP)</p> <p>(b) tour operators (1 in Nui Chua NP; 4 in PNKB NP)</p> <p>(c) botanical and fruit gardens (10 in Nui Chua NP; 1 in PNKB NP)</p>	<p>(a) hotels and resorts (10 in Nui Chua NP; 10 in PNKB NP)</p> <p>(b) tour operators (5 in Nui Chua NP; 10 in PNKB NP)</p> <p>(c) botanical and fruit gardens (50 in Nui Chua NP; 10 in PNKB NP)</p>	<p>(a) hotels and resorts (15 in Nui Chua NP; 15 in PNKB NP)</p> <p>(b) tour operators (10 in Nui Chua NP; 15 in PNKB NP)</p> <p>(c) botanical and fruit gardens (50 in Nui Chua NP; 20 in PNKB NP)</p>

	<b>Objective and Outcome Indicators</b>	<b>Baseline (2022)</b>	<b>Mid-term Target</b>	<b>End of Project Target</b>
	<p><u>Outcome 3, Indicator 17:</u></p> <p>Improved attitudes and awareness of tourists (domestic and international) and communities within the two National Parks towards wildlife and its protection, measured by KAP (Knowledge, Attitudes and Practices) survey</p>	<p>Baseline to be determined in Y1 through deployment of KAP survey</p>	<p>The KAP survey questionnaire is developed and tested. Data collected and analyzed in Year 1 and Year 3 from the survey targeting the following stakeholder groups:</p> <p>? 2 policy and decision makers at the national level;</p> <p>? 2 Local government agencies at the project sites;</p> <p>? 10 Private Sector, NGOs, CSOs;</p> <p>? 10 universities, schools, research organizations</p> <p>? 4 Local communities, Community-based Tourism (CBT), local conservation groups</p> <p>The midterm survey report is produced, compiled and presented.</p>	<p>Data collected and analyzed in Year 5 from the survey targeting the following stakeholder groups:</p> <p>? 4 policy and decision makers at the national level;</p> <p>? 4 Local government agencies at the project sites;</p> <p>? 20 Private Sector, NGOs, CSOs;</p> <p>? 10 universities, schools, research organizations</p> <p>? 8 Local communities, Community-based Tourism (CBT), local conservation groups</p> <p>The final survey report is produced, compiled and presented.</p>

	<b>Objective and Outcome Indicators</b>	<b>Baseline (2022)</b>	<b>Mid-term Target</b>	<b>End of Project Target</b>
	<p><u>Outcome 3, Indicator 18:</u></p> <p>Number of tour guide certificate courses / accreditations in Vietnam issued with biodiversity conservation components as part of curriculum</p> <p>(a) certificate courses / accreditations</p> <p>(b) new graduates / cohorts benefiting from enhanced biodiversity conservation elements in curriculum</p>	<p>a) 2 tour guide skill training and/ or refresher courses conducted in 2021 (1 in Nui Chua NP; 1 in PNKB NP)</p> <p>b) A total of 60 certified tour guides (25 in Nui Chua NP; 35 in PNKB NP)</p>	<p>a) A total of 6 tour guide skill training and/ or refresher courses conducted (at least 1 course per annum in both Nui Chua NP and PNKB NP)</p> <p>b) A total of 175 certified tour guides (75 in Nui Chua NP; 100 in PNKB NP)</p>	<p>c) A total of 10 tour guide skill training and/ or refresher courses conducted (at least 1 course per annum in both Nui Chua NP and PNKB NP)</p> <p>a) A total of 295 certified tour guides (120 net new from MTR = 50 in Nui Chua NP; 70 in PNKB NP)</p>
<b>Outputs to achieve Outcome 3</b>	<p><b>Output 3.1:</b> Advocacy with travel and tourism sector to encourage promotion of responsible nature-based tourism and biodiversity conservation.</p> <p><b>Output 3.2:</b> Targeted social and behavioral change communications and initiatives for domestic and international tourists aiming to influence the purchase, use and trafficking of illegal wildlife products and promote more positive attitudes towards wildlife and nature conservation.</p> <p><b>Output 3.3:</b> Community outreach to shift attitudes and create social pressures for deterred involvement in poaching and trafficking of wildlife and increased awareness of the benefits of nature-based tourism, and payment for environmental services.</p> <p><b>Output 3.4:</b> Tourism and related enterprises integrate biodiversity-friendly practices to enhance biodiversity protection, improve visitor awareness and behavior change and participation in actions that protect biodiversity.</p> <p><b>Output 3.5:</b> Institutional capacity building and training of national and local stakeholders to integrate and mainstream biodiversity in nature-based tourism planning, monitoring, implementation and enforcement.</p>			
<b>PROJECT COMPONENT 4</b>	<b>MARKETING, KNOWLEDGE MANAGEMENT AND M&amp;E</b>			

	<b>Objective and Outcome Indicators</b>	<b>Baseline (2022)</b>	<b>Mid-term Target</b>	<b>End of Project Target</b>
<p><b>Outcome 4</b></p> <p>Up scaling and replication of nature-based tourism in Vietnam is supported by effective marketing, knowledge management, and monitoring and evaluation of results</p>	<p><i>Outcome 4, Indicator 19:</i></p> <p>(a) # of nature-based tourism featured products on Vietnam tourism, websites, online travel agents? platform and tour operators? itineraries</p> <p><b>(b) # of tourists in Vietnam:</b> (b1) international (b2) domestic</p> <p><b>(c) average nightly stay (commercial only):</b> (c1) international (c2) domestic</p> <p><b>(d) average spending per day</b> (d1) international (d2) domestic (d3) total leisure spending</p>	<p>(a) &lt;5% of websites offering and/or featuring nature-based tourism products and services in Vietnamese national parks</p> <p>(b1) international = 3.8 million (b2) domestic = 113 million</p> <p>(c1) international = 8 days (c2) domestic = 3.6 days</p> <p>(d1) international = USD 117 per day (d2) domestic = 1.15 million VND per day (d3) total leisure spending = USD 9.5M</p>	<p>(a) 10%</p> <p>(b1) international = 10 million (b2) domestic = 116 million</p> <p>(c1) international = 9 days (c2) domestic = 4.5 days</p> <p>(d1) international = USD 130 per day (d2) domestic = 1.25 million VND per day (d3) total leisure spending = USD 12M</p>	<p>(a) 20% (1 in 5 websites offering and/or featuring nature-based tourism products and services in Vietnamese national parks</p> <p>(b1) international = 20 million (b2) domestic = 124 million</p> <p>(c1) international = 10 days (c2) domestic = 5 days</p> <p>(d1) international = USD 150 per day (d2) domestic = 1.30 million VND per day (d3) total leisure spending = USD 20M</p>



	<b>Objective and Outcome Indicators</b>	<b>Baseline (2022)</b>	<b>Mid-term Target</b>	<b>End of Project Target</b>
	<p><u>Outcome 4, Indicator 20:</u></p> <p>Project best practices and lessons learned developed, disseminated and used, including on gender mainstreaming and socio-cultural benefits of nature-based tourism</p> <p>(a) Best practices and lessons learned developed and disseminated (b) Manuals and handbooks</p>	<p>(a) 0 (b) 0</p>	<p>(a) 2 (b) 1</p>	<p>(a) 6 (including at minimum 1 horizon scan and 1 submission to PANORAMA platform) (b) 4</p>
	<p><u>Outcome 4, Indicator 21:</u></p> <p>(a) Replication strategy developed and disseminated based on lessons from the project</p> <p>(b) The set of indicators to evaluate the effectiveness of the management of target protected areas is also piloted at additional national parks, nature reserves and natural heritage sites.</p>	<p>(a) 0 (b) 0</p>	<p>(a) 0 (b) 1</p>	<p>(a) 2 (b) 5</p>
<b>Outputs to achieve Outcome 4</b>	<p><b>Output 4.1:</b> Marketing strategies and informational materials for promoting the quality and diversity of nature-based tourism at demonstration PAs developed and disseminated across tourism platforms in Vietnam and abroad.</p> <p><b>Output 4.2:</b> Knowledge exchange platform developed for sharing of experiences for replication of nature-based tourism planning and management models.</p> <p><b>Output 4.3:</b> M&amp;E system incorporating gender mainstreaming and safeguards developed and implemented for adaptive project management.</p>			

**ANNEX B: RESPONSES TO PROJECT REVIEWS (from GEF Secretariat and GEF Agencies, and Responses to Comments from Council at work program inclusion and the Convention Secretariat and STAP at PIF).**

PIF review comments	Response	Relevant sections of project documentation
<b>Comments from GEF Council Members at PIF/Work Program Inclusion</b>		
<b>Comments Submitted by Canada</b>		

PIF review comments	Response	Relevant sections of project documentation
<p>Canada believes that the proposal is weighed down by a number of substantial issues which should be addressed as early as possible. Various project components, outcomes, and outputs should be clarified, along with pathways for achieving the environmental benefits the project aims to address. The environmental benefits proposed as part of this proposal were not adequately defined or measurable, which should be rectified going forward.</p>	<p>The PPG team prioritized a revamp of the Theory of Change (ToC) early on the development of the project and spent a considerable amount of time reassessing the results hierarchy and connectivity and impact pathways between objective, outcomes, and outputs. A total of 7 sessions were undertaken explicitly to unpack and stress-test the assumptions made in the PIF and were done consultatively. This process gave rise to a ToC that is significantly more robust, intricate and nuanced than that in the Concept Note and is accompanied by assumptions, drivers, impact pathways and expected global environmental benefits (GEBs).</p> <p>The TOC can be summarised as follows: in order to address the serious threats to biodiversity in Vietnam arising from unsustainable tourism practices, the project will mainstream biodiversity and environmental protection into the tourism sector, and enable local communities to benefit from nature-based tourism products and services so that they benefit from biodiversity-based livelihoods, value biodiversity, and contribute to its conservation and monitoring. The project embeds activities to address challenges of pollution, climate change, mass tourism, poaching and illegal / unsustainable trade of species and HWC which will collectively help to prevent and mitigate threats to biodiversity from tourism development. Through a suite of detailed studies conducted during the PPG phase, and the subsequent reassessment and alignment of these to updates to national policies and plans in Vietnam following the approval of the original Concept Note, the relevance and feasibility of the planned interventions have been re-confirmed and elaborated in more detail. As noted, dedicated stakeholder consultations and discussions were undertaken early on to confirm the relevance of the project strategy and revisit the Theory of Change (TOC) and to define detailed project interventions and their coordination with other related ongoing and planned initiatives in consultation with key stakeholders that will be key to the project's success and realization of Global</p>	<p>UNDP PRODOC Figure 16: Theory of Change</p> <p>UNDP PRODOC Section III ? accompanying narrative to the TOC</p> <p>UNDP PRODOC Table 19: TOC Assumptions</p>

PIF review comments	Response	Relevant sections of project documentation
	<p>Environmental Benefits (GEBs).</p> <p>By transforming the national legislative and regulatory landscape into a more cohesive, supportive, and harmonized framework, the project proposes an alternative scenario for nature-based tourism in high-value biodiversity areas in Vietnam, which is established at the landscape and community level and contributes to the conservation and monitoring of globally significant biodiversity, including a number of flagship species. Under the alternative scenario, sustainable and inclusive tourism destinations are established where biodiversity is conserved, financed, and provide net benefits to local people. At a deeper level of granularity the TOC is predicated on reversing the serious threats to biodiversity in Vietnam arising from unsustainable tourism trends and practices and nurture the potential of the emerging nature-based tourism segment. The project will mainstream biodiversity into the tourism sector by creating a standardized supportive national regulatory environment of relevant guidance, criteria and requirements that will subsequently be tested at the landscape level. Nature-based tourism will be developed through the expansion of biodiversity-friendly tourism products and services operating in concert with and benefiting high-value conservation areas in Ninh Thuan and Quang Binh provinces. Local communities will be better integrated into the tourism sector and trained to deliver nature-based tourism products and services so that they benefit from biodiversity-based livelihoods, value biodiversity, and contribute to its conservation and monitoring. Raising awareness through a combination of training, marketing, and promotion at all levels there will be a marked shift attitudes towards more sustainable behaviors and operations of tour operators and enterprises. The project embeds activities to address persistent threats and challenges of uncontrolled development and mass tourism, pollution, destruction and disturbance of habitats and species from unsustainable tourism operations, unsustainable fishing and harvesting of marine products, poor</p>	

PIF review comments	Response	Relevant sections of project documentation
	<p>integration of and benefits to local communities, and climate change, which will collectively help to prevent and mitigate threats to biodiversity from tourism development.</p> <p>The Theory of Change considerations includes the following pillars: (i) Putting in place national policy requirements and enablers and both national and local capacity to support nature-based tourism development, leveraging and strengthening ties between tourism and biodiversity policies; (ii) Building the infrastructure and nature-based tourism products/experiences to provide a quality nature-based attraction for tourists aligned to and benefitting conservation priorities and enhancing revenue potential; (iii) Ensuring appropriate financial mechanisms in forest, marine, and wetland environments for tourism revenue collection and retention of funds for local biodiversity conservation, including an adopted concessions framework to stimulate private sector investment and public-private partnerships and government-agreed policy enabling on incentivizing private sector investment and the reinvestment of nature-based tourism revenues in biodiversity conservation and PA management; along with provision of diversified, resilient and attractive local livelihood opportunities to deter from unsustainable practices; and (iv) Raising awareness of the link between biodiversity conservation, tourism development, and livelihoods through a combination of marketing, training and promotional activities.</p> <p>The Theory of Change is based on four impact pathways: (i) Strengthened enabling framework and systemic guidelines for integrated nature-based tourism; (ii) Demonstration of improved conservation practices in concert with tourism development across different landscape types, improving management practices, reducing threats and enhancing local livelihoods; (iii) Triggering behavior change among key tourism value chain actors through engagement, sustained social marketing and advocacy; and (iv) Design and implementation of systems to ensure</p>	

PIF review comments	Response	Relevant sections of project documentation
	monitoring and evaluation, knowledge management and gender mainstreaming to facilitate upscaling and replication.	
<b>Comments Submitted by Germany</b>		

PIF review comments	Response	Relevant sections of project documentation
<p>Germany approves the following PIF in the work program but asks that the following comments are considered: Suggestions for improvements to be made during the drafting of the final project proposal:</p> <p>The proposal aims to promote biodiversity conservation and sustainable livelihoods by addressing the tourism sector, an important driver of biodiversity loss and ecosystem destruction. However, the COVID-19 pandemic has revealed the threats imposed by encroaching into natural habitats and human-wildlife interaction. To enhance the effectiveness of the project, the links between nature-based tourism, sustainable wildlife and ecosystem management should be explained as well as the potential contribution of nature-based tourism to prevent threats to human health.</p> <p>The proposal is based on the creation of an enabling framework to align tourism development with nature conservation, including the development of policy and regulatory frameworks and tourism guidelines. While the enabling framework is essential in achieving the desired project outcomes, special attention needs to be paid to the effective implementation of these policies, regulations, and guidelines. We therefore suggest that the project describes how implementation and adoption of policies is going to be achieved in the long-term and which stakeholders will be responsible for the implementation.</p>	<p>The project has been aligned with the GEF White Paper on a GEF COVID-19 response strategy, which highlights opportunities to effect change including establishing better models of tourism that support nature conservation, are less reliant on long-distance travel; and exploring innovative financial mechanisms to buffer economic impacts of the pandemic. Ways that the project will address these include by: (1) developing more resilient domestic tourism and models for supporting nature conservation that are less reliant on long-distance tourism; (2) establishing nature-based tourism products and experiences as a form of tourism that can still be enjoyed while socially distancing and is based on, and contributes to, biodiversity conservation and local livelihoods; and (3) by promoting these products and experiences to domestic markets through online blogs, travel agents, on social media, and local tour operators, as well as through virtual experiences.</p> <p>Due diligence was taken with respect to the potential risks from COVID-19 and other potential zoonoses. The project has been made consistent with the 'One Health' principle, which promotes multi-stakeholder communication and collaboration in achieving better health outcomes ? this includes public health threats at the human-animal ecosystem interface. This is reflective at the activity level as well (see 2.5.1, 2.5.4, 2.5.5, 2.5.8, 3.3.1 and 3.3.3).</p> <p>With respect to the comment of implementation and adoption of policies, guidelines will undergo a feedback loop where they will be first tested at the provincial and landscape level, undergo subsequent refinement and finally, inform policy and wider adoption. Guidelines will be vetted by both national and provincial platforms and in the latter case, adapted to the local provincial context if required. Output 2.7 has been explicitly added to ensure the project reports on the experiences from the piloting of nature-based tourism guidelines, criteria and requirements and make recommendations for their amendment so they can subsequently be enshrined in policy. By the end of the project, it is</p>	<p>UNDP PRODOC Annex 25: Vietnam COVID-19 Analysis and Action Framework</p> <p>UNDP PRODOC Table 33: COVID-19 Risks and Mitigation Measures.</p> <p>UNDP PRODOC Section IV Results and Partnerships Activity 1.4.7, 1.5.3, 1.6.4, 2.7.2 and 2.7.4.</p>

PIF review comments	Response	Relevant sections of project documentation
	<p>envisioned that there will be policies for PPP, clarifications to existing policy on PMES and PWES through more detailed circulars and updated requirements for SEA and EIA that will be formally adopted. This are significant strides forward in Vietnam's complex legislative system. This will be facilitated by leveraging existing governance structures (BES platform) and forming a sub-committee for nature-based tourism therein.</p>	
<b>Comments for all UNDP Projects</b>		
<p>In light of the recent audit report by the UNDP Office of Audit and Investigations (OAI) of UNDP GEF Management, all projects included in the Work Program implemented by UNDP shall be circulated by email for Council review at least four weeks prior to CEO endorsement/approval. This shall take place as actions of the Management Action Plan that address the OAI recommendations are being implemented, as well as the independent, risk based third-party review of compliance by UNDP with the GEF Policy on Minimum Fiduciary Standards is being completed. Project reviews will take into consideration the relevant findings of the external audit and the management responses and note them in the endorsement review sheet that will be made available to Council during the 4-week review period.</p>	<p>The PPG team takes note of this requirement in light of the audit report by the OAI. Adequate time is factored between the GEF submission to the CEO Endorsement deadlines. After completing the GEF ER technical and financial revisions, the GEFSEC will circulate the CEO ER package with the council for review at least four weeks prior to CEO endorsement deadline.</p>	<p>N/A</p>
<b>Comments from GEF Secretariat STAP at PIF/Work Program Inclusion</b>		
<b>STAP Overall Assessment and Rating</b>		



PIF review comments	Response	Relevant sections of project documentation
<p><b>Major issues to be considered during project design.</b> Our review of this project proposal concluded that this is a well-presented proposal, which includes good elements aimed at reducing negative impacts of tourism on biodiversity in Viet Nam. Given the potential impact on biodiversity in the region, the project should progress to the next stage. However, the proposal is weighed down by a number of substantial issues, which should be addressed as early as possible in the next stage of project development. Given the nature of the issues to be addressed, <b>STAP recommends</b> that this proposal can be revised during the PPG phase of project development and that some elements such as the Theory of Change (ToC) can also be stress-tested and finalized during the early stages of project implementation (i.e., the project inception phase). The major issues that were identified as part of our review can be grouped into three categories: i) a noticeable level of inconsistency between and within the various elements of the project (i.e. between the project objective on the one hand and the project outcomes and outputs on the other, as well as within some of the outcomes, although the latter was a lot less prominent); ii) a lack of clearly defined pathways for achieving all the Global Environmental Benefits (GEBs) that can be tracked across the different components and that are directly linked to the projects proposed interventions; iii) a weak ToC, which presented significant gaps across a number of areas. Overall, <b>STAP assessment concluded</b> that this proposal makes a strong case for the economic or social development aspects of nature-based tourism, with excellent references and background information, but that it lacked the detail and specificity on biodiversity issues that we would expect for a</p>	<p>The PPG recognizes and appreciates the major gaps identified by the STAP in its overall assessment. These issues have been rectified via:</p> <ul style="list-style-type: none"> <li>i) A full traceability assessment of the results hierarchy was undertaken once the activities were broken down under each output to consultatively look at how activities at the most granular level rolled up to deliver their corresponding outputs, outcomes and ultimately the project's core objective;</li> <li>ii) Global Environment Benefits were revised and augmented on the basis of the STAP's subsequent comments map to each of the main pillars of the project and not just environmental benefits per se;</li> <li>iii) A ToC that has been completely revamped with accompanying narrative on the main impact pathways, assumptions, and drivers and GEBs.</li> <li>iv) Reference is made to Section 6 of the CER articulating the GEBs in bullet format on pages 76-77, together with the analysis in Table 4 of the CER noting the incremental reasoning and pathways for the achievement of those Global Environmental Benefits. Furthermore, the detailed narrative preceding the TOC on pages 67-71 (in the UNDP Project Document notes the four impact pathways for achieving GEBs.</li> </ul>	<p>UNDP PRODOC Section IV Results and Partnership (incremental cost reasoning tables following each component description)</p> <p>UNDP PRODOC Figure 16: Theory of Change</p> <p>UNDP PRODOC Section III ? accompanying narrative to the TOC on pages 67-71</p> <p>UNDP PRODOC Table 23: TOC Assumptions</p> <p>Section 6 of the CER</p> <p>Table 4 of the CER</p>

PIF review comments	Response	Relevant sections of project documentation
single focal area project on biodiversity.		
<b>STAP Comments on the Project Objective</b>		

PIF review comments	Response	Relevant sections of project documentation
<p>The project objective is clearly defined, but our assessment concluded that this is not consistently aligned with the problem diagnosis or the project components, outcomes, and outputs. The objective implies that the project will focus on innovative solutions for biodiversity conservation linked to nature-based tourism, but the components and outputs range from high level mainstreaming activities to site specific promotion of nature-based tourism (for socio-economic benefits) to broad scale awareness and capacity building. The objective reflects some of the duality in the proposal, i.e., does it aim to use innovations in nature-based tourism as a mechanism to promote biodiversity conservation (through mainstreaming, alternative livelihoods, PES); or does it aim to mainstream biodiversity into nature based tourism (already a government priority) in order to minimize impacts; or does it promote sustainable livelihoods linked to NBT in order to achieve biodiversity benefits. The section describing the problem diagnosis is well written and very informative, but at the same time is also quite broad and appears to be more heavily slanted towards the socio-economic problems, which are more prominent than the environmental issues. Furthermore, we observed that the description of environmental issues was supported by a noticeably low level of sector-specific data and evidence. The project seems to significantly undersell the specific benefits for biodiversity which indicates that possibly the emphasis has been on the socio-economic benefits or that the pathways for achieving some of the environment benefits have not been clearly represented in the outputs and outcomes. STAP recommends that the project proponent revises this section of the proposal to ensure it is more</p>	<p>While the project objective has not changed and is consistent with the original Concept Note, significant thought has gone into breaking apart the outputs into more granular level activities with detail not identified in the PIF. Taken together these present a more nuanced and cohesive picture of how change will come about through this project.</p> <p>?Nature-based tourism? is the preferred term and concept by the Government of Vietnam. It is a term showcased in the UN World Tourism Organization's (UNWTO) ?Practical Guide for the Development of Nature-based tourism Products, The term nature-based tourism is endorsed by the Project Implementing Partner, MONRE and will be used to raise awareness on the issue of biodiversity conservation with tourism operations. Nature-based tourism is applied where high-value biological diversity is the central asset for tourism. It emphasizes the use of local expertise and creating benefits for the local community while maintaining local biodiversity. Nature-based tourism is a form of sustainable tourism, similar to nature-based tourism with a stronger emphasis on biodiversity and communities, and is applicable to all tourism products, facilities, and services. Currently Vietnam does not have a widely understood definition on what nature-based tourism should constitute, or what guidelines, criteria and requirements should inform it. The PPG team underscores the core objective is not to develop the tourism sector to be a stronger economic driver, but rather safeguard globally important biodiversity by creating opportunities in nature-based tourism to do so.</p> <p>As correctly pointed out by the STAP in another comment below, while nature-based tourism is not new and there are already projects on nature-based tourism development in national parks and protected areas or special areas, the concept is quite innovate for Vietnam in that while the project proposes a range of approaches, which have already been tested and used</p>	<p>Section II Development Challenge, Barrier 1 and 2</p> <p>Section III Strategy, ToC Impact Pathways</p> <p>UNDP PRODOC Section IV Results and Partnerships (tables following each component), which explains the incremental reasoning and global environmental benefits of the project including reduced impacts on biodiversity assets. The table describes the incremental reasoning of the nature-based tourism strategy, and more importantly how the main pillars hang together</p>

PIF review comments	Response	Relevant sections of project documentation
<p>consistent with the project objective. A more systematic use of sector specific data and evidence is also recommended as is a clearer focus on the environmental problems the project is aiming to address.</p>	<p>widely elsewhere, these are certainly innovative to the context of Vietnam which prioritizes more aggressive and growth-oriented forms of tourism at the expense of natural / sensitive habitats.</p>	
<p><b>STAP Comments on the Project Components</b></p>		

PIF review comments	Response	Relevant sections of project documentation
<p>The project components are clearly framed and well-structured as they are underpinned by a strong logical flow that cuts across the outcomes, indicators, and outputs. However, (starting from such a solid basis) STAP reviewers were surprised to observe a significant level of disconnect between the project components, outcome, and outputs on the one hand and the project objective on the other. The project objective appears to state quite clearly that the project aims to promote BD conservation and sustainable livelihoods through innovative solution in NB tourism. However, all the aforementioned project elements include very little in terms of any actual solution, whether that be innovative or not. Rather they tend to focus mostly on high level technical assistance and capacity building. STAP recommends that the project proponents should carefully re-examine this section of the proposal and then revise either the project objective or the outcomes, outputs, and indicators, to ensure that these are all aligned along a continuous logical flow.</p>	<p>Objective kept consistent with the original CN based on internal consultation during the PPG stage with the IP, project stakeholders and design team.</p> <p>Concerns raised by the GEF STAP related to the project's innovativeness have been considered, broadly discussed with key stakeholders during the PPG phase and addressed via corresponding Outputs and Activities not reflected in the original Concept Note. The objective has been mapped to the main elements of the project's Outcomes and Outputs and captures the main pillars of the project; from the integration of conservation into tourism, awareness raising, the creation of stronger linkages between local livelihoods and the tourism sector. The innovativeness of the project lies in both promoting nature-based tourism as a compelling approach and alternative to mass tourism, as well as by leveraging of information and frontier technologies to inform more sound decision-making, conservation planning and monitoring.</p> <p>The project is based on the concept of nature-based tourism, which although not new, is emerging as an alternative model in Vietnam and represents an innovative approach unto itself within the current state. Nature-based tourism has been identified as a viable concept to pull together the different threads of the government policy baseline on tourism ? arresting unsustainable tourism impacts, generating enhanced tourism revenue, building community-level tourism, advancing the GoV's National Tourism Strategy, and acts as a spearhead for the economy ? in an innovative way that maximizes alignment with government policy directions and will engage a range of partners. The project will seek to build off existing international and national best practices for tourism impact monitoring and adapt these into a Nature-Based Tourism Management and Planning Information System, as well as adapt a range of fit-for-purpose visitor impact management methodologies and monitoring tools that can be practically and consistently implemented</p>	<p>UNDP PRODOC Section IV (see granular breakdown of activities under each output)</p> <p>CEO ER (7) innovativeness, sustainability, and potential for scaling up.</p>

PIF review comments	Response	Relevant sections of project documentation
	<p>by protected areas and site managers across Vietnam once these are fully tested and ready to be scaled. Opportunities to provide guidance for monitoring social impacts/benefits and incorporating climate change adaptation and mitigation into tourism planning, development and operation will also be explored ? these are emerging issues where more guidance is needed. Where practical, the project will also leverage technology such as a business intelligence platform and a range mobile-enabled applications and tools to support tourism impact monitoring, real-time decision-making, marketing, and the development of a multi-vendor marketplace to connect tourists and community providers of biodiversity-based experiences and products. It is also innovative in its approach to reducing negative impacts from fast and unsustainable tourism development by creating ?green? jobs and livelihoods, mobilizing participation of the private sector and contributing to biodiversity conservation. In addition, the project will specifically look at replacing the current destructive activities of poaching and trade in wildlife products by providing alternative and more socially acceptable community revenue generation opportunities through nature-based tourism ventures, the success of which depends on the change of community attitudes that favor the conservation of species and habitats.</p> <p>Specific innovations being planned through the project are the following:</p> <ul style="list-style-type: none"> <li>i) support the development of policy and regulations for Payment of Wetland and Marine Ecosystem Services (PMES) to generate revenues for biodiversity conservation and local communities based on the already successful Payment of Forest Ecosystem Services (PFES) and its trialing in the project;</li> <li>ii) strengthen the national framework and guidelines on public-private partnerships to realize the innovative potential in terms of recovering and enhancing opportunities for green job creation recognizing the key role and contribution of business and private sector to job creation;</li> </ul>	

PIF review comments	Response	Relevant sections of project documentation
	<p>iii) work with the social impact business sector to create multi-stakeholder platforms to promote sustainable business models that benefit the environment and society;</p> <p>iv) explore potential opportunities offered by nature-based tourism for enhancing learning and coordination across the country, and the region;</p> <p>v) business model innovation will be demonstrated through support to local business entrepreneurs within the demonstration landscapes for model nature-based tourism products and services that have the potential for long-term financial returns and high social and environmental benefits. Through these, the plan is to test and expand PPP models ? eco-lodges, homestay, adventure and nature exploration - to promote an authentic local and Vietnamese experience and by fostering an appreciation for unique cultural heritage, which has high regard to its surrounding environment, nature, culture, custom and deep-rooted belief system;</p> <p>vi) support a transition from current models based around local homestays to integrated landscape-scale programmes of nature-based tourism that cluster products and experiences and help transform socio-economic landscapes for human-wildlife coexistence.</p> <p>These innovations will help to reduce threats to biodiversity both in PAs and in the wider landscape in ways that have not been done to date and are urgently needed.</p>	
<b>STAP Comments on Outcomes</b>		

PIF review comments	Response	Relevant sections of project documentation
<p>The outcomes when examined on their own stand-up well to scrutiny are well-aligned with the outputs and are supported by a good set of indicators. However, as it was observed above these are not as closely aligned with the project objective as it should be expected.</p> <p>The planned outcomes do not encompass any climate adaptation benefits.</p>	<p>With respect to the STAP's concern regarding the alignment of the Outcomes to the project objective please see responses above on 'STAP Comments on the Project Objective' and 'STAP Comments on the Project Components for a description of traceability and how these hang together in a cohesive package of interventions'.</p> <p>Climate <b>mitigation</b> benefits were considered and included in the project design. It is expected that the project will lead to a direct reduction of -15,704,236 tCO<sub>2</sub>-e over a 20-year period.</p>	<p>UNDP PRODOC Annex 11: Core Indicators (see indicator 6)</p> <p>CEO ER Section E: Project's Target Contributions to GEF 7 Core Indicators</p> <p>UNDP PRODOC Annex 15b: tCO<sub>2</sub>e Estimates Details and Key Assumptions ProDoc Annex 15b</p>



PIF review comments	Response	Relevant sections of project documentation
<p>The project has the potential to achieve significant GEBs if it can successfully mainstream biodiversity into the tourism sector, improve management of protected areas in Viet Nam and change community and tourist behaviour. Unfortunately, based on our review and assessment of the project proposal, we were not able to identify a clear set of pathways for achieving the mix of environmental benefits across all the components that this project would deliver, nor determine whether the incremental benefits arising from this project would meet the requirements to be classified as Global Environmental Benefits (GEBs). The focus of the project on two PAs with globally significant biodiversity provides a sound basis for achieving GEBs. However, these are associated mainly with Component 2 and activities and indicators don't clearly spell out how the specific project activities will enhance the status of these PAs or what GEBs will be achieved via the other components. For example, the project identifies threatened species affected by illegal wildlife trade as GEBs and implies that their status will improve through project interventions focused on tourism. An improved status for some or all of the world's most threatened primates, would indeed qualify as GEBs but the project does not make a clear link to how this will be achieved (regulation, alternative livelihoods, changing land use, reduced demand), and how it will be different to previous interventions (e.g., to stop snaring in national parks) that seem to have not been effective. Studies of wildlife trade in Viet Nam suggest a complex set of drivers and interactions, with some links to tourism, but these are not referenced, and the proposal assumes certain outcomes without clear justification. STAP strongly advises that the project proponents review</p>	<p>A ToC has been revamped for the project based on wide consultation with subject-matter experts within the PPG team and with government stakeholders at the outset of the design process. The TOC outlines the problem the project is trying to address, and the causal logic that has informed the project design to ensure that the objective is achieved. The ToC summarizes the activities through which the project will achieve its intended outcomes, and longer-term impacts and global environmental benefits. The TOC can be summarised as follows: in order to address the serious threats to biodiversity in Vietnam arising from unsustainable tourism practices, the project will mainstream biodiversity and environmental protection into the tourism sector, and enable local communities to benefit from nature-based tourism products and services so that they benefit from biodiversity-based livelihoods, value biodiversity, and contribute to its conservation and monitoring. The project embeds activities to address challenges of pollution, climate change, mass tourism, poaching and illegal / unsustainable trade of species and HWC which will collectively help to prevent and mitigate threats to biodiversity from tourism development. Through a suite of detailed studies conducted during the PPG phase, and the subsequent reassessment and alignment of these to updates to national policies and plans in Vietnam following the approval of the original Concept Note, the relevance and feasibility of the planned interventions have been re-confirmed and elaborated in more detail. As noted, dedicated stakeholder consultations and discussions were undertaken early on to confirm the relevance of the project strategy and revisit the Theory of Change (TOC) and to define detailed project interventions and their coordination with other related ongoing and planned initiatives in consultation with key stakeholders that will be key to the project's success and realization of Global Environmental Benefits (GEBs).</p> <p>By transforming the national legislative and regulatory landscape into a more cohesive, supportive, and harmonized framework, the</p>	<p>Section III Strategy, ToC Impact Pathways</p> <p>UNDP PRODOC Section IV Results and Partnerships (tables following each component), which explains the incremental reasoning and global environmental benefits of the project including reduced impacts on biodiversity assets. The table describes the incremental reasoning of the nature-based tourism strategy, and more importantly how the main pillars hang together</p>

PIF review comments	Response	Relevant sections of project documentation
<p>this aspect of the proposal and identify a clear set of environmental benefits which should be described clearly as a self-standing suite of results, which should also be underpinning the main expected outcomes for the project. This description should also ideally be accompanied by an explanation of how the identified benefits would meet the criteria set by the GEF for GEBS.</p>	<p>project proposes an alternative scenario for nature-based tourism in high-value biodiversity areas in Vietnam, which is established at the landscape and community level and contributes to the conservation and monitoring of globally significant biodiversity, including a number of flagship species. Under the alternative scenario, sustainable and inclusive tourism destinations are established where biodiversity is conserved, financed, and provide net benefits to local people. At a deeper level of granularity the TOC is predicated on reversing the serious threats to biodiversity in Vietnam arising from unsustainable tourism trends and practices and nurture the potential of the emerging nature-based tourism segment. The project will mainstream biodiversity into the tourism sector by creating a standardized supportive national regulatory environment of relevant guidance, criteria and requirements that will subsequently be tested at the landscape level. Nature-based tourism will be developed through the expansion of biodiversity-friendly tourism products and services operating in concert with and benefiting high-value conservation areas in Ninh Thuan and Quang Binh provinces. Local communities will be better integrated into the tourism sector and trained to deliver nature-based tourism products and services so that they benefit from biodiversity-based livelihoods, value biodiversity, and contribute to its conservation and monitoring. Raising awareness through a combination of training, marketing, and promotion at all levels there will be a marked shift attitudes towards more sustainable behaviors and operations of tour operators and enterprises. The project embeds activities to address persistent threats and challenges of uncontrolled development and mass tourism, pollution, destruction and disturbance of habitats and species from unsustainable tourism operations, unsustainable fishing and harvesting of marine products, poor integration of and benefits to local communities, and climate change, which will collectively help to prevent and mitigate threats to biodiversity from tourism development.</p>	

PIF review comments	Response	Relevant sections of project documentation
	<p>The Theory of Change considerations includes the following pillars: (i) Putting in place national policy requirements and enablers and both national and local capacity to support nature-based tourism development, leveraging and strengthening ties between tourism and biodiversity policies; (ii) Building the infrastructure and nature-based tourism products/experiences to provide a quality nature-based attraction for tourists aligned to and benefitting conservation priorities and enhancing revenue potential; (iii) Ensuring appropriate financial mechanisms in forest, marine, and wetland environments for tourism revenue collection and retention of funds for local biodiversity conservation, including an adopted concessions framework to stimulate private sector investment and public-private partnerships and government-agreed policy enabling on incentivizing private sector investment and the reinvestment of nature-based tourism revenues in biodiversity conservation and PA management; along with provision of diversified, resilient and attractive local livelihood opportunities to deter from unsustainable practices; and (iv) Raising awareness of the link between biodiversity conservation, tourism development, and livelihoods through a combination of marketing, training and promotional activities. The Theory of Change is based on four impact pathways: (i) Strengthened enabling framework and systemic guidelines for integrated nature-based tourism; (ii) Demonstration of improved conservation practices in concert with tourism development across different landscape types, improving management practices, reducing threats and enhancing local livelihoods; (iii) Triggering behavior change among key tourism value chain actors through engagement, sustained social marketing and advocacy; and (iv) Design and implementation of systems to ensure monitoring and evaluation, knowledge management and gender mainstreaming to facilitate upscaling and replication.</p> <p>Finally, GEBs have been broken apart by each component, which was not the case in the Concept Note:</p>	

PIF review comments	Response	Relevant sections of project documentation
	<p><b>Component 1:</b>  Reduced impacts on biodiversity assets from the national tourism industry ? including PAs, critical marine habitats such as coral reefs and terrestrial ecosystems such as arid and tropical evergreen limestone forest, and globally threatened species present in tourism areas;</p> <p>A framework of financial mechanisms and incentives for funding biodiversity conservation from the tourism sector from marine habitats, wetlands and forest ecosystems, benefiting PA management and species conservation;</p> <p>Increased support for biodiversity conservation within the tourism industry through increased capacity development and integration of biodiversity into tourism industry standards, guidelines and criteria that can be monitored innovatively and intuitively.</p> <p><b>Component 2:</b>  Improved PA management effectiveness covering 145,414 hectares of terrestrial protected areas and 7,352 hectares of marine protected areas;</p> <p>45,802 hectares of additionally important terrestrial high biodiversity areas (excluding protected areas) in buffer zone of the two PAs effectively integrating tourism development with biodiversity conservation, to reduce threats on natural resources (e.g., habitat disturbance), reduce supply of wildlife related products through enhanced patrolling, community engagement and enforcement techniques, thereby building trust and disrupting and reducing poaching/illegal activities, as well as minimizing incidences of HWC;</p> <p>Reduced poaching impacts on globally significant species including Silver-backed Chevrotain (DD), Black-shanked douc (CR), Southern White-checked Gibbon (CR), Hatinh Langur (EN), Crested argus (CR),</p>	

PIF review comments	Response	Relevant sections of project documentation
	<p>Cao Van Sung bent-toed gecko (EN) and Green turtle (EN);</p> <p>Reduced supply for illegal and endangered wildlife products for local and tourism consumption in Vietnam due to enhanced patrolling, surveillance, detection and arrests;</p> <p>Increased opportunities for new nature-based employment and recovery of around 1,800 green jobs (70% women);</p> <p>Scaling up and national impact of PMES and PWES for replication based on project lessons;</p> <p>Climate <b>mitigation</b> benefits of a direct reduction of -15,704,236 tCO<sub>2</sub>-e over a 20-year period.</p> <p><b>Component 3:</b> Increased support for biodiversity conservation among tourism operators, visiting tourists and engaged communities through increased awareness, capacity development and sharing of best practices and knowledge management;</p> <p>Shifts in behaviour and mindset for reduced demand for illegal and endangered wildlife products for local and tourism consumption in Vietnam.</p> <p><b>Component 4:</b> Vietnam recognized and positioned as a sought-after nature-based tourism destination.</p> <p>Most importantly to the lasting impact of GEBs, environmental sustainability is integral to the project objective and will be supported by all project outcomes. Landscape-scale biodiversity conservation that contributes to reduced threats from poaching, the illegal wildlife trade and HWC, and which generates new funds for biodiversity conservation both inside and outside protected areas, are all crucial</p>	

PIF review comments	Response	Relevant sections of project documentation
	<p>elements for building environmental sustainability. These include landscape monitoring and habitat enrichment of flagship wildlife species through captive breeding, and support for HWC management and anti-poaching activities. Resilience will be enhanced through the support of multiple stakeholders, strong public participation and effective monitoring and evaluation. The several guidelines that the project will support for the development and management of nature-based tourism will ensure that appropriate standards and safeguards are adopted in tourism product and service development and operation. The project will support environmental sustainability by preventing and mitigating potential impacts of infrastructure development on high-value biodiversity areas flagged for tourism investment and growth, through the construction of low-impact, ecologically sensitive and climate-proofed tourism infrastructure. This will include application of ecologically sensitive design for infrastructure development and adherence to strict environmental safeguards. The project will apply feasibility/risk assessments (including climate-related risks and vulnerabilities) and targeted impact screening through amendments to SEA and EIA guidelines to identify, prevent and mitigate potential impacts on ecologically sensitive habitats through the construction process or ongoing use. The capacity for strategic nature-based tourism planning, a nature-based economy prioritizing conservation and the intactness of ecosystem goods and services, as well as for overall mainstreaming of biodiversity at strategic as well as local levels is expected to ensure environmental sustainability during and beyond the project period.</p>	
<p><b>STAP Comments on Outputs</b></p>		

PIF review comments	Response	Relevant sections of project documentation
<p>The outputs are clearly written and well-sequenced. Our review concluded that most of the outputs sum-up well to contribute to the achievements of the outcomes. However, we also found that achieving outcome 3 on the basis of the activities listed as part of outputs 3.1-3.3 would require more of a 'leap' than all the other outcomes. Component 3 highlights the disparities in the project design between high level national/provincial interventions and those focused on the two PAs and the surrounding communities.</p>	<p>Because the approach to nature-based tourism is quite new in the Vietnamese context both institutional and professional capacity development is an indispensable part of the project logic. Furthermore, an important contribution to sustainability will be through significant investments in capacity building under Output 2.4 (institutional capacity building at the landscape level) and Component 3, for all the national and local stakeholders (government, community, and private sector) and Project Steering Committee and PMU team who are involved in some way in project delivery. The investment in these individuals is expected to give long-lasting benefits on the ground, well beyond the end of the project. Component 3 is based on the premise that that heightened awareness, capacity, and social marketing will collectively elicit behaviour change among the 3 target audiences.</p> <p>Therefore, it is anticipated that: The GEF investment will result in a transformational improvement in capacity among national and demonstration landscape-level stakeholders (including government, private sector and local communities) towards a deeper awareness and appreciation of biodiversity conservation and nature-based tourism. A bespoke and multi-pronged training programme will be established directly to national level stakeholders (Output 3.5) from key governmental and private sector organizations as well as to local stakeholders in the demonstration landscape, according to the individual needs and gaps of each target audience;</p> <p>The GEF investment will improve tourism occupational standards in Vietnam and ensure that VNAT adopts training content and updates its curriculum to integrate biodiversity and nature-based tourism requirements and essential hospitality skills, that have not been officially recognized by the MOCST. High-quality vetted and standardized professional train-the-trainer programmes will be developed focusing on the middle and high management level of hospitality enterprises. The project will</p>	<p>UNDP PRODOC Section II Development Challenge - Barriers 3 and 4</p> <p>UNDP PRODOC SECTION III ? TOC Impact Pathway 3</p> <p>UNDP PRODOC Section IV Results and Partnerships ? Component 3</p>

PIF review comments	Response	Relevant sections of project documentation
	<p>nurture the adoption of responsible tourism principles and ensure integration within private sector operations (Outputs 3.1 and 3.4). Through the project, tourism and related enterprises will integrate biodiversity-friendly practices to enhance biodiversity protection, improve visitor awareness and behaviour change and participation in actions that protect biodiversity;</p> <p>The GEF investment will pilot PPPs - using the framework and principles developed under Component 1 - that provide opportunities to promote nature-based tourism and related services that enhance creation and recovery of jobs (Output 3.1) and local communities will be afforded an opportunity to integrate into the formal tourism economy through the facilitation of scholarships, certifications and incentives for private sector enterprises to hire and absorb local communities and ethnic minorities into the formal economy and tourism sector (Output 3.3);</p> <p>The project will also shift towards more sustainable purchasing behaviors among tourists in parallel with reduced unsustainable tour offerings and products among travel sector reduces the potential for Vietnam to be a destination for unsustainable and illegal wildlife tourism (Output 3.2); and finally:</p> <p>Community outreach to shift attitudes and create social pressures for deterred involvement in poaching and trafficking of wildlife and increased awareness of the benefits of nature-based tourism, and payment for environmental services (Output 3.3).</p> <p>The outcome of Component 3 is purposely ambitious as it is reflective of the scale of the problem regarding the illegal wildlife trade as noted in another STAP comment regarding Vietnam being a major transit hub for large shipments of illegal IWT products (including ivory and rhino horn from Africa) en route to China and other consumer</p>	



PIF review comments	Response	Relevant sections of project documentation
	<p>countries in Asia including Japan. Nonetheless, the targeted changes among targeted audiences are undergirded by a logical flow and inter-connection between the end-of-project targets. Thus, if implemented effectively, the outputs can be mutually reinforcing, which can in turn contribute to improved potential for the success of the project overall.</p>	
<p><b>STAP Comments on Part II: Justification (1. Project Description)</b></p>		

PIF review comments	Response	Relevant sections of project documentation
<p>The proposal includes a detailed section describing the problems, root causes and barriers that the project aims to address. This is certainly well-written and well-structured and starts by providing a good and informative overview of the ?baseline? scenario in Vietnam. However, this is affected by two major issues: a) it tends to focus on and prioritize socio-economic issues at the expenses of environmental ones; b) it is too broad and even generic in places, which often results in very broad definitions of environmental problems and a lack of focus/clarity on the specific issues the project is aiming to address. We also observed that data and evidence provided to support the case for intervention in support of biodiversity was quite thin and, in our view, not enough to support the case for intervention (i.e., we would have expected to see a clearer picture of the ecosystems and species present and the level of threat they are exposed to). STAP recommends that this section should be revised to address the concerns stated above.</p>	<p>In the PPG Section II Development Challenge is peppered with considerable footnotes, figures and tables to underscore the importance of ecosystems and species present in the demonstration landscapes and the threats they are exposed to. Focus has been re-oriented to safeguarding biodiversity through the cultivation of the nature-based tourism segment of the tourism sector in Vietnam. With respect to the concern over the prioritization of environmental problems, reference is made to the following threats which are all environmental in nature:</p> <p><b><u>Threat #2: The destruction and disturbance of habitats and species account for unsustainable tourism operations</u></b></p> <p><b><u>Threat #4: Unsustainable fishing and marine product harvest practices</u></b></p> <p><b><u>Threat #5: Unsustainable exploitation of forest products</u></b></p> <p>Under Component 2, the improved monitoring of status of key biodiversity resources and strengthening effectiveness of PA management, capabilities (Output 2.3) responds to the need to address illegal wildlife trade threats (Outputs 2.4) and will serve to protect critical assets on which nature-based tourism depends within the landscapes. The GEF investment will lead to improved tourism management and operation benefitting over 145,414 ha of terrestrial and 7,352 ha of marine PAs in Vietnam. Enhanced monitoring capabilities and improved practices will be introduced in buffer areas totaling 45,802 ha and the project will ensure that PA managers are better equipped and have the requisite skills and knowledge for better planning and operation of tourism that reduces negative impacts on biodiversity within PAs, also made possible through setting up visitor and education and rescue center facilities in the core zone of each national park to support nature-based tourism programs and capacity building (Output 2.4). The project will develop and test mobile applications will enable surveillance, monitoring, and information sharing among partner agencies on wildlife crime and rescue efforts, as well as promote citizen science. The use of frontier technologies will be promoted to</p>	<p>Section II Development Challenge ? Threats 2, 4 and 5</p> <p>Section IV Results and Partnerships ? Component 2 and GEBs</p>

PIF review comments	Response	Relevant sections of project documentation
	<p>support anti-poaching and surveillance efforts. The above will contribute to supporting the conservation of globally-threatened species such as Silver-backed Chevrotain (DD), Black-shanked douc (CR), Southern White-cheeked Gibbon (CR), Hatinh Langur (EN), Crested argus (CR), Cao Van Sung bent-toed gecko (EN) and Green turtle (EN).</p> <p>The demonstration of nature-based tourism standards, planning, partnerships and product development in Nui Chua and Phong Nha-Ke Bang national parks will help establish a sustainable tourism destination model for adoption across Vietnam. Provincial authorities, local tour operators and communities will be capacitated to participate in nature-based tourism (including its monitoring and provide sustainable, high-quality products to tourists based on local biodiversity (Outputs 2.2 and 2.4). These efforts will lead to a reduction of threats from tourism development to biodiversity including solid waste pollution and ecological damage through adoption of industry standards and impact monitoring at critical sites, avoided impacts on significant marine and wetland habitats (Output 2.6), and pragmatic visitor management plans to avoid mass tourism and overcrowding that could lead to COVID-19 transmission. Local livelihoods will be enhanced through nature-based tourism, to help reduce pressures on natural resources and build local awareness of the benefits of protecting unique natural habitats. There will be improved employment and income generation, including among communities living adjacent to protected areas that may be impacted by IWT and HWC.</p>	

PIF review comments	Response	Relevant sections of project documentation
<p>The section describing the barriers that the project is trying to achieve is very detailed, well-written and informative, but affected by very similar issues to those observed elsewhere. More specifically, the description of barriers tends to focus disproportionately on the institutional, legal and regulatory framework, and its ramification for tourism. Environmental issues and biodiversity come across as secondary issues, which are addressed indirectly as a result of addressing socioeconomic regulatory and structural issues. Even in those areas where the proposal delves more specifically into issues such as Payments for Ecosystem Services (PES) or similar schemes, the emphasis is on tourism, economic development and revenues, as opposed to biodiversity conservation and/or environmental protection. STAP recommends that this section should be revised to address the concerns stated above.</p>	<p>See response above to similar comment regarding focus on biodiversity conservation and/or environmental protection.</p>	<p>N/A</p>
<p>The project proposal includes a very detailed and rich baseline section, which provides an informative overview of a wide range of initiatives funded and implemented by the Govt. of Vietnam as well as a number of interventions funded by international institutions and donors.</p>	<p>An exhaustive list of partner initiatives has been included in the PRODOC with the salient ones that will constitute the baseline have been noted, including relevant GEF projects and investments on which the project will build.</p>	<p>UNDP PRODOC Section III ? Alignment with GEF 7 Focal Strategy ? see summary table of partner baseline initiatives</p> <p>CEO ER 2) The baseline scenario and any associated baseline projects ? Table 3</p> <p>UNDP PRODOC Annex 18: Annex 18: Tourism Landscape Report - Annex 1</p>

PIF review comments	Response	Relevant sections of project documentation
<p>The baseline provides a good basis for quantifying the added benefits and results that this project would deliver. However, it does not resolve the issues highlighted above concerning the lack of clarity or definition for the expected GEBs.</p>	<p>Please see responses provided above regarding GEBs.</p>	<p>N/A</p>
<p>The project's theory of change is that in order to promote biodiversity conservation and improved community livelihoods through nature-based tourism, there is a need to address the key barriers identified in the project proposal through five groups of activities: i) Development of harmonized policy, regulatory and incentive framework to minimize the negative impacts of tourism development in high-biodiversity areas; ii) Raising awareness, engagement and capacity of key government ministries; iii) Engagement of the private sector and the adoption of more sustainable, biodiversity-friendly practices by tourism operators; iv) Engagement of local communities and the provision of sustainable livelihood benefits through biodiversity-friendly nature-based tourism; v) Knowledge management and strategic communications aimed at increasing learning and uptake of the project's experiences to increase the adoption of sustainable tourism.</p>	<p>Please see responses and clarifications provided above regarding the project's ToC.</p>	<p>N/A</p>

PIF review comments	Response	Relevant sections of project documentation
<p>Our assessment concluded that the mechanisms of change described in the ToC need to be strengthened to support the achievement of any GEBs. The most prominent issues we observed were as follows: The premise that biodiversity conservation could be addressed by promoting nature-based tourism alone was too weak and did not consider some of the realities (for example around IWT) which exist in the region. There is also a tendency to conflate nature-based tourism with nature positive (biodiversity supporting) tourism. It should be clear for each section how the promotion of nature-based tourism will enhance biodiversity; The type of activities proposed in themselves did not provide a clear enough pathway to achieve GEBs;</p> <p>The ToC appears to be based on the single assumption that biodiversity benefits will accrue from the demonstration of the positive impacts that healthy ecosystems can provide for tourism and the local economy in high biodiversity areas? which was deemed to be too broad;</p> <p>The ToC diagram revealed further weaknesses and gaps in the logical construct and pathway to impact. To mention a few: it was not clear what the outcomes and outputs were and how the content of the orange boxes corresponded with the outcomes and outputs, if at all; no assumptions, measurable indicators or project objective; no clear flow or sequencing between components, which appeared to converge unilaterally into the mid-term impacts; no clear explanation of how the mid-term impacts would be achieved; no clarity on how the midterm impacts would lead to the long term outcomes; long- term outcomes were too broad and generic (i.e. not SMART) to the point of being vague. STAP recommends</p>	<p>The PPG team fully recognizes the gaps in the ToC within the Concept Note and took steps early on to rectify this in response to the STAP's concerns. The ToC was completely revamped, and the accompanying narrative now addresses the impact pathways, drivers, assumptions and realization of GEBs.</p>	<p>UNDP PRODOC Figure 16: Theory of Change</p> <p>UNDP PRODOC Section III ? accompanying narrative to the TOC</p> <p>UNDP PRODOC Table 19: TOC Assumptions</p>

PIF review comments	Response	Relevant sections of project documentation
that this section of the PIF should be thoroughly revised to address the abovementioned issues.		
The ToC provides a broad recognition that, in order to achieve improved ecological conditions and biodiversity conservation, sustainable tourism activities will need to take place.	Please see responses and clarifications provided above regarding the project?s ToC.	N/A

PIF review comments	Response	Relevant sections of project documentation
<p>STAP assessment concluded that this could be the case but that the proposal needs more specific details on how these will be achieved. Whilst we found some adequate (proposed) benefits such as an improvement in the management of specific Protected Areas (PAs), the environmental benefits described in the proposal were by far and large too broad and lacked detail. In other cases, they were inferred as an indirect result or secondary co-benefit of other activities and socio-economic results. Even when we identified some biodiversity specific results (e.g. reduced market demand for wildlife-related products), we found that these were in some cases based on incorrect assumptions and facts. For example, the proposal stated that tourism is a cause and a driver of illegal Wildlife Trade (IWT) and consumption in Vietnam. This does not correspond with STAP's assessment of the situation in Vietnam, which is widely considered as a major transit hub for large shipments of illegal IWT products (including ivory and rhino horn from Africa) en route to China and other consumer countries in Asia including Japan. In STAP's view, domestic consumption of wildlife products in Vietnam is also an issue, but this is by far and large not related to tourism activities (for further details see above comments on GEBs). STAP recommendation is that the proposed activities can be implemented as planned but that these should be reframed in the proposal to ensure that the proposed environmental benefits are brought to the forefront and described in more detail. The causal link between the proposed activities and expected environmental benefits should also be described more clearly where possible.</p>	<p>Despite the strong national legislative framework and an extensive network of PAs, biodiversity at the two demonstration landscapes face many threats and many species are listed as globally threatened and the abundance of species has decreased at both sites. Poaching and illegal wildlife trade, together with illegal exploitation of non-timber forest products, remains a serious challenge in the buffer zones and in areas of the parks situated close to settlements and villages. Direct threats also include increasing incidences of Human Wildlife-Conflict (HWC) leading to negative community attitude towards wildlife, distrust and suspicion of conservation agendas, retaliatory killing or snares/traps of primates and other exotic animals for tourist consumption and degradation and loss of wildlife habitat. While there are some modest interventions to address these threats through regular SMART patrolling, HWC prevention and mitigation, habitat enrichments etc., these existing mechanisms are insufficient to adequately manage the threats. Additional efforts are also needed to enhance information and knowledge, on-ground conservation action, coordination, and monitoring across a range of stakeholders. Large, yet unfunded PA network managed by government means that it will be unable to effectively manage threats such as poaching, trapping and illegal wildlife trade. Improved monitoring of status of key biodiversity resources and strengthening effectiveness of PA management, capabilities (Output 2.3) to respond to illegal wildlife threats (Outputs 2.4) will serve to protect critical assets on which nature-based tourism depends within the landscapes. Efforts will be made to bolster explicit monitoring and enforcement efforts, including the establishment of SMART patrols (Output 2.3 and 2.4), coupled with more insidious strategies such as putting in place informant networks and campaigns to encourage local communities to trade in guns and traps for seeds, livestock, and technical know-how (Output 3.3).</p>	<p>UNDP PRODOC Section IV Results and Partnerships ? Component 2 and Component 3 (Output 3.4).</p>



PIF review comments	Response	Relevant sections of project documentation
<p>Our assessment concluded that the environmental benefits proposed as part of this proposal were too vague and were not measurable, as a result it could also not be established if this project would indeed lead to the achievement of any GEBs. The project certainly aims to target biodiversity that should deliver GEBs and the proposal needs to be developed further in a way that makes these benefits more explicit and measurable.</p>	<p>Please see responses provided above regarding GEBs.</p>	<p>N/A</p>
<p>Our assessment concluded that the environmental benefits proposed as part of this proposal were not adequately defined and it could not be established if these could indeed qualify as GEBs.</p>	<p>Please see responses provided above regarding GEBs.</p>	<p>N/A</p>
<p>The proposal includes a number of indicators that support the project outcomes, including several relating to improved management of protected areas. These were deemed inadequate to fully measure and monitor the GEBs.</p>	<p>The following indicators in the Project Results Framework are explicitly mapped to the GEBs:</p> <ul style="list-style-type: none"> <li>Objective Indicator 1</li> <li>Objective Indicator 2</li> <li>Objective Indicator 3</li> <li>Objective Indicator 4</li> <li>Outcome 2, Indicator 2</li> <li>Outcome 2, Indicator 3</li> </ul>	<p>UNDP PRODOC Section V Project Results Framework</p>
<p>The project proposes a range of approaches, which have already been tested and used widely elsewhere, but can be innovative to the context of Vietnam, even though as the proposal itself states: there are already projects on nature-based tourism development in national parks and protected areas or special areas?</p>	<p>Please see responses to the STAP's comments regarding the innovativeness of the project vis a vis its stated objective</p>	<p>N/A</p>

PIF review comments	Response	Relevant sections of project documentation
<p>Our assessment concluded that the activities proposed as part of this project would require incremental adaptation to achieve long-terms sustainability.</p>	<p>An important contribution to sustainability will be through significant investments in capacity building under Output 2.4 (institutional capacity building at the landscape level) and Component 3, for all the national and local stakeholders (government, community, and private sector) and Project Steering Committee and PMU team who are involved in some way in project delivery. The investment in these individuals is expected to give long-lasting benefits on the ground, well beyond the end of the project.</p>	<p>N/A</p>
<p><b>STAP Comments on Part II: Justification (2. Stakeholders)</b></p>		

PIF review comments	Response	Relevant sections of project documentation
<p>Yes, the proposal included a section that listed a wide range of stakeholders, which we found to be adequately comprehensive. This also described the roles that each stakeholder will play, including how they will contribute to the project activities and how the project is planning to approach them (i.e. the means of engagement). However, our review of the private sector engagement strategy proposed at this stage, concluded that this is still too broad and generic for this stage of planning of the project. Even though the proposal states clearly in more than one place that: <i>“efforts will be made at the PPG stage to include activities that integrate biodiversity conservation practices into the design, planning development and management of tourism products and services and into supply chain management”</i> and that <i>“the list of private-sector entities will be further consulted and clear responsibilities defined for each of the participating entities”</i>, the project proponents should recognize that engaging with private sector entities in the manner proposed in this proposal is very often a time consuming and resource-intensive process, which will need to be carefully planned and time-factored.</p>	<p>The project will engage with the private sector on the following three fronts:</p> <p>i) The first tier of private sector engagement will be in relation to the project’s governance where private sector entities that will be invited on a rotational basis to participate within the project’s governance structures, specifically the BES Platform operationalized under Output 1.1 and the provincial multi-sectoral nature-based tourism platform established under Output 2.1;</p> <p>ii) The second tier of private sector engagement will include partnerships with those private sector entities with whom each national park already has an ongoing relationship and ongoing program through concessions within the national parks. The project will engage, consult with, and solicit input from these companies on the definition of new nature-based tourism guidelines, criteria and requirements under Component 1. Private sector entities will be invited to participate in project activities under Component 2 (Output 2.2 and 3.4) via competitive tender(s) for the development and management of the demonstration nature-based tourism products and services; enhancement of biodiversity criteria within existing and development of new certifications for nature-based tourism offerings, as well as nurturing community- and women-owned businesses and absorption of local communities and ethnic minorities in tourism operations or any other service opportunities that may emerge within demonstration sites. Furthermore, tour operators will be encouraged to feature nature-based tourism offerings enterprises in their itineraries (Output 4.1), and international online travel agents for inclusion of nature-based tourism enterprises on their and the project’s platforms (Output 4.2).</p> <p>iii) The third tier will include private sector tourism firms, professional tourism associations or outdoor activity / adventure companies from beyond the project demonstration landscapes who can be engaged in the commercial operation of or investments into nature-based products and services (e.g. investors in accommodations, sustainable transport, supplies, services or</p>	<p>UNDP PRODOC Annex 20: Private Sector Analysis</p>

PIF review comments	Response	Relevant sections of project documentation
	<p>outdoor recreational activities) within the demonstration landscape but have yet to forge relationships with the national park authorities or unable to gain traction within the tourism sector due to red tape, regulatory hurdles and bureaucratic requirements, prohibitive cost of licenses and fees for operations, or barriers due to high investments or standards that small- or medium-sized enterprises at local-level cannot match up as a result of the financial impacts and investment risk caused by the COVID-19 pandemic. These could include products such as the operation of catch and release fishing, snorkeling, diving and sailing journeys at Nui Chua National Park or opportunities for investments in new homestays or eco-lodges within the demonstration landscapes. The partnership model for the private sector will be based on a concessions framework or the lease or basis of fees developed under Component 1. Collectively, it is aimed that this form of private sector engagement would result into stimulating and creating around 1,800 green jobs (70% women). UNDP private sector due diligence processes will be adhered to for all project private sector partnerships, including potential co-financers. In this context the private sector operating in the project landscape will also be engaged to encourage the uptake of existing expanded and new certification systems that apply biodiversity criteria (Outputs 1.4 and 2.2), as reflected in the indicators (Annex A - Project Results Framework, Outcome 1, indicator 5 and Outcome 2, indicator 4).</p> <p>While the project consulted extensively during the design phase, private sector entities will be invited to participate in project activities in Year 1 through public tenders. All prospective private sector partners engaged during implementation will be expected to satisfy the requirements of UNDP's Policy on Due Diligence and Partnerships with the Private Sector (2013), complemented by application of the Private Sector Risk Assessment Tool (2016) and the Risk Assessment Tool Guidelines. Private Sector partners will also be expected to uphold the principles and standards of UNDP's Social and Environmental</p>	

PIF review comments	Response	Relevant sections of project documentation
	Standards Policy and comply with all safeguards risk management plans that apply to the project.	
<b>STAP Comments on 3. Gender Equality and Women's Empowerment</b>		
Yes, the proposal included a 'Gender Equality and Women's Empowerment' section, which provides an outline plan of how the project will aim to mainstream gender issues into its activities and support women's rights. We assessed this to be very balanced and appropriate for this stage of the project design.	The gender mainstreaming contributions of this project have been elaborated during the PPG stage through the completion of a Gender Analysis and Gender Mainstreaming Plan. The project contributions to gender mainstreaming are described in Section 3 of this CEO ER.	UNDP PRODOC Section IV Results and Partnerships ? Gender Mainstreaming Strategy  UNDP PRODOC Annex 9: Gender Analysis and Gender Action Plan
<b>STAP Comments on 5. Risks</b>		
Yes, the proposal includes a risk section, which in our view considered all the main factors and identified all the relevant risk categories and appropriate mitigation actions.	Risks have been significantly enhanced in comparison to those articulated in the Concept Note and include both project risks, SESP risks, COVID-19 risks and climate risks.	UNDP PRODOC Section IV Results and Partnerships ? Risks  CEO ER 5. Risks
<b>STAP Comments on 6. Coordination</b>		
The proposal included a co-ordination section, which provided an outline of how this project will co-ordinate activities with other Govt. funded initiatives and projects funded by other donors such as USAID and the WB. It also included a mention to a GEF project. There do seem to have been other initiatives and consultations relating to tourism and wildlife trade, convened by TRAFFIC and WWF, which are not included but could add important perspectives and learning.	An exhaustive list of partner initiatives has been included in the PRODOC with the salient ones that will constitute the baseline have been noted, including relevant GEF projects and investments on which the project will build.	UNDP PRODOC Section III ? Alignment with GEF 7 Focal Strategy ? see summary table of partner baseline initiatives  CEO ER 2) The baseline scenario and any associated baseline projects ? Table 3  UNDP PRODOC Annex 18: Annex 18: Tourism Landscape Report - Annex 1

**ANNEX C: Status of Utilization of Project Preparation Grant (PPG).**

**(Provide detailed funding amount of the PPG activities financing status in the table below:**

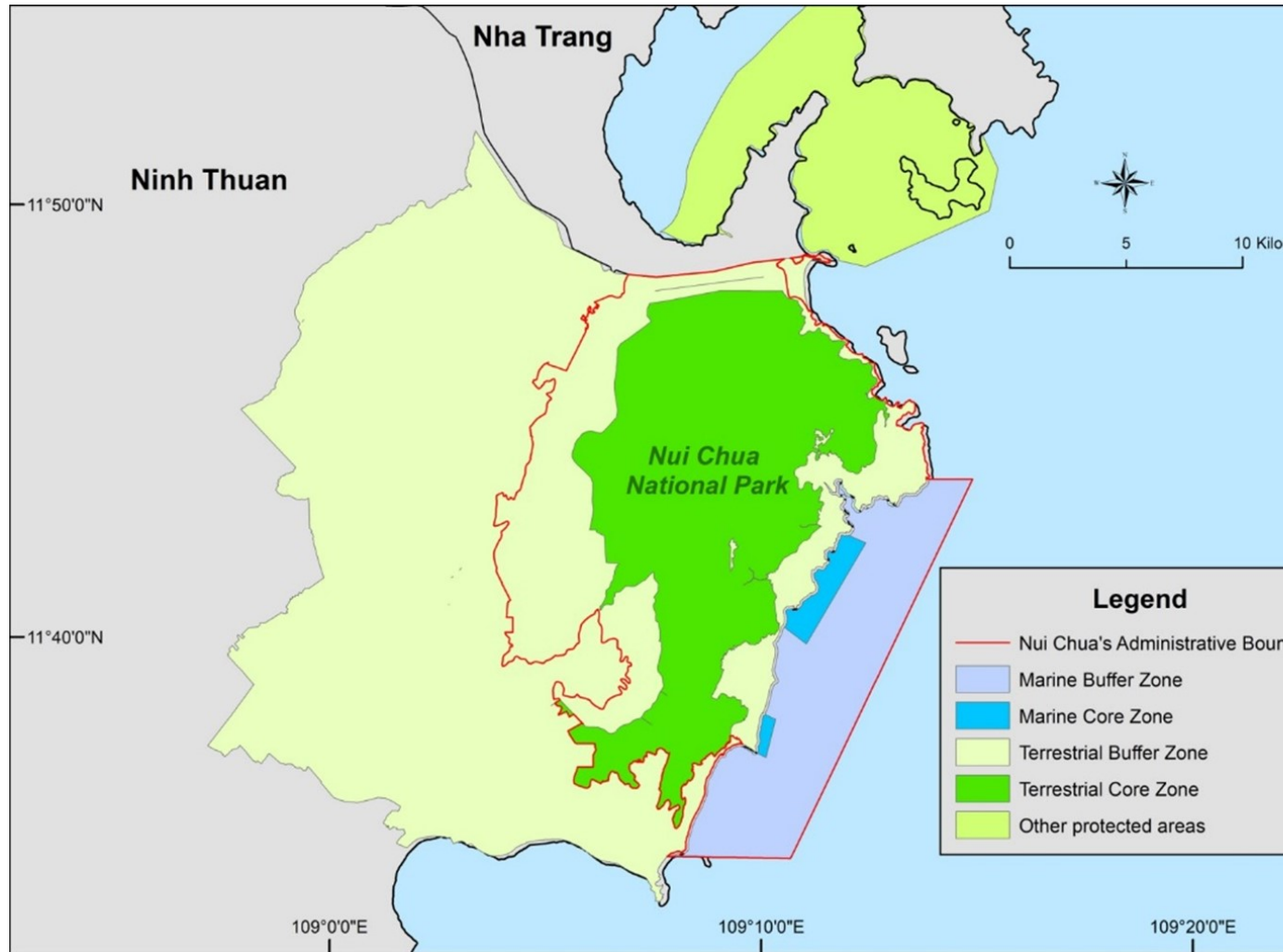
PPG Grant Approved at PIF: <b>155,936 USD</b>			
<i>Project Preparation Activities Implemented</i>	<i>GETF/LDCF/SCCF Amount (\$)</i>		
	<i>Budgeted Amount</i>	<i>Amount Spent To date</i>	<i>Amount Committed</i>
Activities include ProDoc Formulation, data collection, validation workshop, etc.			
International Consultant : One International GEF Project Development Specialist (GEF PPG Team Leader)	45,000	33,750	11,250
Local consultants: Six National Consultants 1. One National Policy and Planning Specialist (Lead National Consultant); 2. Five National Nature-Based Tourism Specialists	53,500	35,992	17,508
Travel : a) field visits for national consultants; (b) field visits for other technical assessments	24,000	6,285	17,715
Supplies: Supplies for project preparation activities.	4,436	33	4,403
Training/ workshops: Meeting budget for local stakeholder meetings (discuss theory of change, safeguards, core indicators) and final validation workshop.	29,000	10,754	18,246
<b>Total</b>	<b>155,936</b>	<b>86,814</b>	<b>69,122</b>

If, at CEO Endorsement, the PPG activities have not been completed and there is a balance of unspent fund, Agencies can continue to undertake exclusively preparation activities up to one year of CEO Endorsement/approval date. No later than one year from CEO endorsement/approval date. Agencies should report closing of PPG to Trustee in its Quarterly Report.

## ANNEX D: Project Map(s) and Coordinates

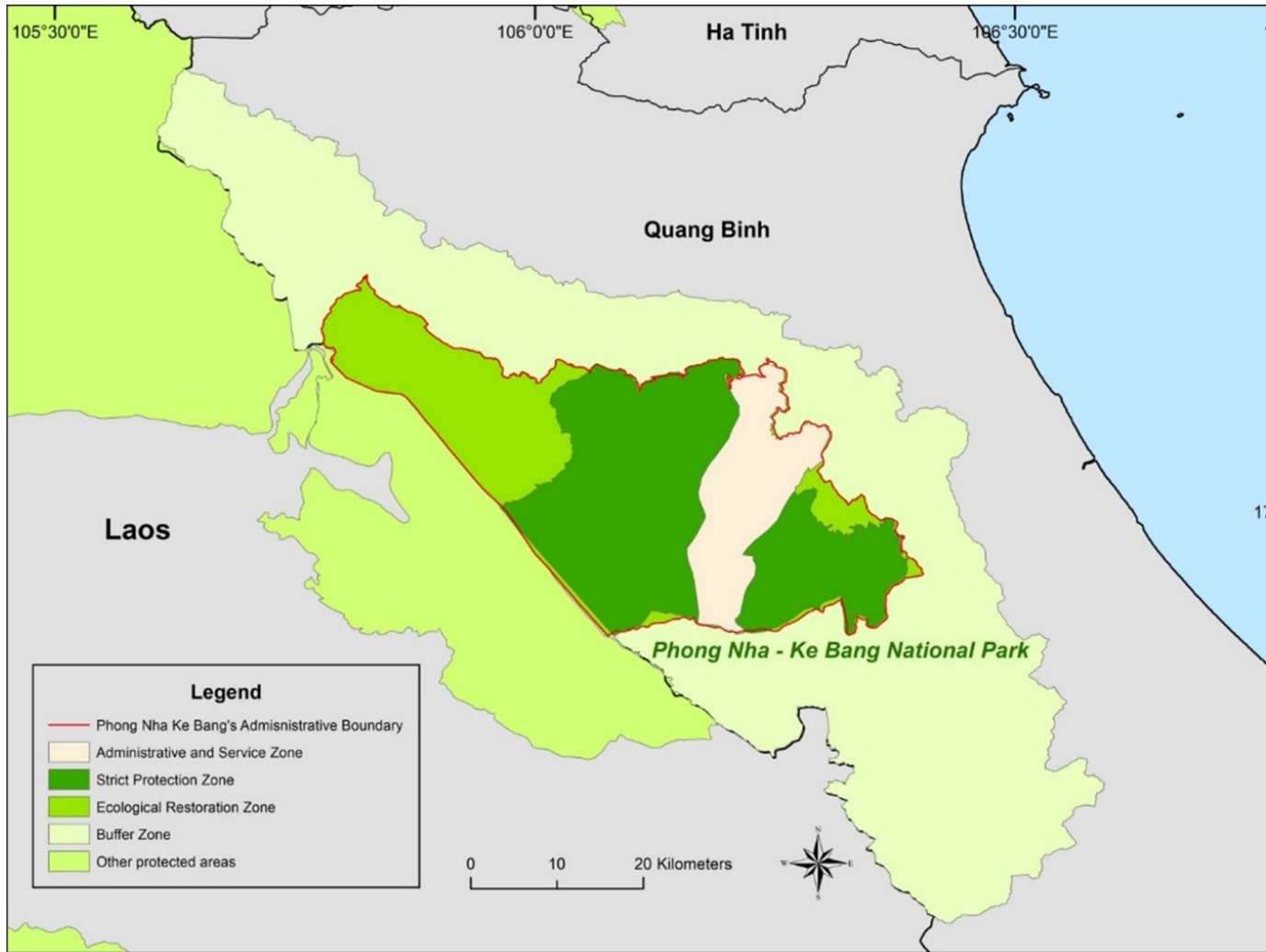
Please attach the geographical location of the project area, if possible.

Nui Chua National Park in Ninh Thuan Province



Demonstration Landscape	Area (hectare)
Core zone	29,440
Terrestrial (core)	22,088
Marine (core)	7,352
Buffer zone	7530
Legislation	Decision 134/2003/QD-TTg and Decision 199/2018/QD-UBND
Geospatial Coordinates	Between 11° 35' 25" and 11° 48' 38" north latitude and between 109° 4' 5" and 109° 14' 15" east longitude

Phong Nha-Ke Bang National Park in Quang Binh Province



Demonstration Landscape	Area (hectare)
Core zone	123,326
Buffer zone	220,055
TOTAL	343,381
Legislation	Decision 1062/2013/QĐ-TTg
Geospatial Coordinates	Between 17° 21' 12" and 17° 44' 51" north latitude and between 105° 46' 33" and 106° 23' 33" east longitude

**ANNEX E: Project Budget Table**

Please attach a project budget table.



Expenditure Category	Detailed Description	Component (USDeq.)							Total (USD eq.)	Responsible Entity (Executing Entity receiving funds from the GEF Agency)[ ]
		Component 1	Component 2	Component 3	Component 4	Sub-Total	M&E	PM C		
Equipment	Equipment \$10,500 for project implementation of 3 Responsible parties		10,500			10,500			10,500	VEA,MONRE
Equipment	Materials & Goods - \$10,000 - Consists of materials and seeds (Output 4.2/ Act4.2.2)				10,000	10,000			10,000	VEA,MONRE

<b>Grants/ Sub- grants</b>	<p>Cost under the Low Value Grant (LVG) agreement for establishment of a community-based revolving fund, as well as other mechanisms/tools to be explored and developed by the project, to catalyse new and existing nature-based tourism enterprises. - \$500,000 (Act 2.2.5); Grant activity will follow UNDP Low-Value Grants Policies</p>	500,000	500,000	500,000	VEA,MONRE
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<p><b>Contractual Services ? Individual</b></p>	<p>Cost of contractual services individuals to support the project implementation = \$32,413 (component 1) including:- Project Manager: the allocated budget is USD19,579 (22% of total budget of this position) for 5 years- Technical and M&amp;E officer: the allocated budget is \$12,834 (20% of total budget of this position) for 5 years</p>	<p>32,413</p>				<p>32,413</p>		<p>32,413</p>	<p>VEA,MONRE</p>
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<p><b>Contractual Services ? Individual</b></p>	<p>Contractual services individuals to support the project implementation = \$267,763 (component 2) including:- Project Manager: the allocated budget is \$19,579 (equivalent to 22% of total budget of this position) for 5 years- Technical and M&amp;E officer: the allocated budget is \$9,628 (15% of total budget of this position) for 5 years- Technical consultants for two sites: the allocated budget \$152,400 for 5 years- Admin officer for two sites: the allocated budget is \$86,156 for 5 years</p>		<p>267,763</p>			<p>267,763</p>		<p>267,763</p>	<p>VEA,MONRE</p>
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<p><b>Contractual Services ? Individual</b></p>	<p>Contractual services individuals to support the project implementation = \$29,203 (Component 3) including:- Project Manager: the allocated budget is USD19,579 (equivalent to 22% of total budget of this position) for 5 years- Technical and M&amp;E officer: the allocated budget is \$9,624(15 % of total budget of this position) for 5 years</p>			29,203		29,203			29,203	VEA,MONRE
<p><b>Contractual Services ? Individual</b></p>	<p>Contractual services individuals for Technical and M&amp;E officer = \$32,093 (M&amp;E) (50% of budget for this position)</p>				0	32,093			32,093	VEA,MONRE

<b>Contractual Services ? Individual</b>	Contractual services individuals = \$211,978 (PMC), including:- Project Manager duration 5 years (34% of budget for this position) = \$30,253- Project Accountant duration 5 years = \$66,600- Project Administrative Officer duration 5 years = \$50,940- Procurement officer duration 5 years = \$64,185					0	211,978	211,978	VEA,MONRE
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<p><b>Contractual Services ? Company</b></p>	<p>Contractual Services ?Companies = \$330,000(a) Design and develop a comprehensive information system / dashboard for monitoring, compliance and reporting of tourism operations (to be piloted as in Nui Chua and Phong Nha-Ke Bang NPs under Component 2) against national requirements - \$230,000 (Output 1.2)(b) Review and contribution to a national policy amendment to strengthen and enable a greater share of tourism revenue to be earmarked and directly re-invested for biodiversity</p>	<p>330,000</p>				<p>330,000</p>		<p>330,000</p>	<p>VEA,MONRE</p>
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<p><b>Contractual Services ? Company</b></p>	<p>Contractual Services ? Companies - \$1,655,824 (a) Firm to identify, catalogue, design, demonstrate and test innovative investment models, instruments, tools and resources that can be applied to both national parks and for the tourism sector to underpin feasibility studies, cost-benefit / Return on Investment (ROI) analyses, investment opportunities, business case development and planning of nature-based tourism programs and to also assist with the definition of tangible and intangible benefits to biodiversity in order to help refine</p>		<p>1,655,824</p>			<p>1,655,824</p>		<p>1,655,824</p>	<p>VEA,MONRE</p>
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<p>current and future programming / tourism offerings - \$220,000 (Output 2.2)(b) Firm to support surveys and field monitoring under activity 2.3.1, as well as for mobile app development and integration with the NBT Management and Planning Information System - \$756,854 (Output 2.3)(c) (i) Firm to renovate and/or set up visitor and education and rescue center, as well as nature and cultural interpretation center facilities in the core / administrative zones of each national park (ii) Firm to support establishment of</p>									
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<p><b>Company</b></p>	<p>(a) Firms under output 3.1: (i) Expansion of awareness of and training of responsible tourism principles to cover all of Vietnam, with an explicit focus on incrementally establishing a green tourism network of a responsible-minded travel and tourism sector stakeholders that prioritize nature-based tourism and wildlife / biodiversity conservation - \$39,952 (Act.3.1.2) ; (ii) Establish consensus on code of conduct and guidelines through engagement with Vietnam tourism association ? and</p>			<p>105,018</p>		<p>105,018</p>		<p>105,018</p>	<p>VEA,MONRE</p>
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<p>(b) Firms under output 3.2:  (i) Survey and assessment on consumptive habits and purchases to establish a baseline on consumer insights in the context of the illegal wildlife trade chain to inform and underpin messaging and awareness campaigns - \$70,000 (Act.3.2.1) ; (ii) Creation and installation of signboards, especially in sensitive marine environments at Nui Chua national park, at airports, hotels and within communities in buffer zones with activities under Output 2.3 (activity 2.3.4 ) and Output 2.4</p>							210,000	VEA,M ONRE
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<p>(activity 2.4.7) - \$30,000 (Act.3.2.5); (iii) Development and implementation of communication material and campaigns (radio, commercials) and Photo, drawing, poem, play competition among communities, organizations - \$110,000 (Act.3.2.6; 3.2.7)</p>								
<p>(c) Firm to engage and work with local communities and rangers at the two targeted PAs to raise awareness on the laws and penalties regarding poaching and trafficking of illegal wildlife - \$120,000 (Act.3.3.1)</p>		<p>120,000</p>		<p>120,000</p>			<p>120,000</p>	<p>VEA,MONRE</p>

<p>(d) Institutional capacity building and training of national and local stakeholders including:</p> <p>(i) Design and deliver an awareness raising program among tourism stakeholders on the importance of biodiversity and different ecosystems to tourism industry and the roles of protected area - \$86,000 (Act.3.5.1);</p> <p>(ii) Training national and provincial stakeholders within different sectors on the interpretation of guidelines, criteria and requirements, as well as how to use EIA / SEA in sectoral, development and</p>			246,712		246,712		246,712	VEA,MONRE
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<p>tourism planning - \$32,000 (Act.3.5.2);  (iii) Communication and raising public awareness about nature-based tourism or biodiversity-based tourism - \$100,000 (Act.3.5.3);  (iv) Training to monitor and evaluate the effectiveness of protected area management - \$28,712 (Act.3.5.4)</p>									
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<p><b>Contractual Services ? Company</b></p>	<p>Contractual Services ? Companies - \$55,000(a) Integrate biodiversity-based tourism products and activities into local tour operator itineraries, by organizing familiarization workshops/trips for tour operators , major hotels in the project landscapes. Establishing a Greentour network/system and promoting tourist attractions - \$20,000 (Output 4.1/ Act.4.1.3)( b) Establish an online virtual tour platform, to collect revenues from virtual experiences and allocate to biodiversity-based tourism products in the project</p>				55,000	55,000		55,000	VEA,MONRE
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<p><b>International Consultants</b></p>	<p>International Consultants - \$234,000(a) CTA cum International Nature-based Tourism Specialist: 230 days at \$650/day = \$149,500.(b) International PA and Biodiversity Expert - 130 days at \$650/day = \$84,500.</p>	<p>234,000</p>				<p>234,000</p>		<p>234,000</p>	<p>VEA,MONRE</p>
<p><b>International Consultants</b></p>	<p>International Consultant - \$146,250a) CTA cum International Nature-based Tourism Specialist: 175 days at \$650/day = \$113,750b) International PA and Biodiversity Expert: 50 days at \$650/day = \$32,500</p>		<p>146,250</p>			<p>146,250</p>		<p>146,250</p>	<p>VEA,MONRE</p>

<p><b>International Consultants</b></p>	<p>International Consultant - \$19,500(a) CTA cum International Nature-based Tourism Specialist: 10 days at \$650/day = \$6,500(b) International Wildlife Enforcement Specialist: 20 days at \$650/day = \$13,000</p>			<p>19,500</p>	<p>19,500</p>			<p>19,500</p>	<p>VEA,MONRE</p>
<p><b>International Consultants</b></p>	<p>International Consultant for travel writer - 05 days at \$650/day = \$3,250 (Output 4.1)</p>			<p>3,250</p>	<p>3,250</p>			<p>3,250</p>	<p>VEA,MONRE</p>

<p><b>International Consultants</b></p>	<p>International Consultant - \$87,975(a) International SESA/ESIA/IPP Specialist (role will work with the national ESIA/ESMP and IPP specialist to produce - SESA, ESIA, ESMP, IPP) ? 61.5 days at \$650/day = \$39,975 (M&amp;E)(b) MTR Team Leader - 30 days at \$800/day = \$24,000 (M&amp;E)(c) TE Team Leader - 30 days at \$800/day = \$24,000 (M&amp;E)</p>					<p>0</p>	<p>87,975</p>	<p>87,975</p>	<p>UNDP</p>
<p><b>Local Consultants</b></p>	<p>Local consultant - \$736,272</p>								

<p>a) National Policy Expert: to support implementation of policy-related tasks in Component 1, to cover for Activities 1.1.1, 1.1.2, 1.1.3, 1.1.4; 1.3.4; 1.4.7; 1.6.1; 1.6.2; 1.6.3, 1.6.4: 820 days at \$192/day = \$157,440</p>	157,440				157,440		157,440	VEA,MONRE
<p>b) National Consultant for technical support officer for BES platform (Act 1.1.2): \$500/month for 36 months = \$18,000.</p>	18,000				18,000		18,000	VEA,MONRE
<p>c) National PA Management Expert: support Activity 1.2.7: 600 days at \$192 = \$115,200</p>	115,200				115,200		115,200	VEA,MONRE

d) National Biodiversity, Tourism and Planning Expert: to support Activities 1.2.3; 1.2.; 1.3.1; 1.3.3 and 1.5.5: 545 days at \$192 days = \$104,640.	104,640				104,640			104,640	VEA,M ONRE
e) National Sustainable Tourism Standards Expert: to support Activities 1.4.2 and 1.4.6: 315 days at \$192/day = \$60,480.	60,480				60,480			60,480	VEA,M ONRE
f) National EIA/SEA Expert: to support Activities 1.5.1; 1.5.2; 1.5.3 and 1.5.4: 292 days at \$192/day = \$56,064	56,064				56,064			56,064	VEA,M ONRE
g) National PPP Expert: to support Activities 1.4.1; 1.4.3; 1.4.4 and 1.4.5: 307 days at \$192/day = \$58,944	58,944				58,944			58,944	VEA,M ONRE



	<p>h) Other experts: i) Assess and develop national carrying capacity guidelines for PAs, high-value biodiversity areas and at designated national tourism areas, including spatial analysis and carrying capacity assessment: 750 days at \$192 = \$144,000; and ii) Impact assessment of tourism activities on wildlife, biodiversity and natural heritage: 112 days at \$192 = \$21,504.</p>	165,504				165,504		165,504	VEA,MONRE
<b>Local Consultants</b>	<p>Local consultants - \$439,008 a) Community Engagement and KAP Expert: 50 days at \$192/day = \$9,600.</p>		9,600			9,600		9,600	VEA,MONRE

b) Economic Analyst / Valuation Expert: 435 days at \$192/day = \$83,520.		83,520				83,520		83,520	VEA,M ONRE
c) National landscape monitoring and PA expert: 200 days at \$192/day = \$38,400.		38,400				38,400		38,400	VEA,M ONRE
d) National Sustainable Tourism Standards Expert: 80 days at \$192/day = \$15,360.		15,360				15,360		15,360	VEA,M ONRE
e) PA Management Expert: 55 days at \$192/day = \$10,560.		10,560				10,560		10,560	VEA,M ONRE

	f) Other experts: i) For Output 2.1: 221.5 days at \$192/day = \$42,528; For Output 2.2: 480 days at \$192/day = \$92,160; For Output 2.3: 190 days at \$192/day = \$36,480; For Output 2.4: 165 days at \$192/day = \$31,680; For Output 2.5: 250 days at \$192/day = \$48,000; For Output 2.6: 45 days at \$192/day = \$8,640; and For Output 2.7: 115 days at \$192/day = \$22,080.		281,568			281,568		281,568	VEA,MONRE
<b>Local Consultants</b>	Local consultants - \$159,672 (a) Community Engagement and KAP Expert: 90 days at \$192/day = \$17,280		17,280			17,280		17,280	VEA,MONRE

(b) Economic Analyst / Valuation Expert: 60 days at \$192/day = \$11,520			11,520		11,520			11,520	VEA,M ONRE
(c) National Policy Expert: 50 days at \$192/day = \$9,600			9,600		9,600			9,600	VEA,M ONRE
(d) National Sustainable Tourism Standards Expert: 50 days at \$192/day = \$9,600			9,600		9,600			9,600	VEA,M ONRE
(e) PA Manageme nt Expert: 65 days at \$192/day = \$12,480			12,480		12,480			12,480	VEA,M ONRE

	<p>(f) Other experts: i) For Output 3.1: 40 days at \$192/day = \$7,680; ii) For Output 3.3: National Consultant on network management of information provider: 36 months at \$718/month = \$25,848; iii) For Output 3.4: 100 days at \$192/day = \$19,200; and iv) For Output 3.5: 242 days at \$192/day = \$46,464</p>			99,192		99,192		99,192	VEA,MONRE
<b>Local Consultants</b>	<p>Local consultants - \$88,536(a) For Output 4.1: 165 days at \$192/day = \$31,680 and 120 days at \$117/days = 14,040(b) For Output 4.2: 103 days at \$192/day = \$19,776(c) For Output 4.3: 120 days at \$192/day = \$23,040</p>			88,536		88,536		88,536	VEA,MONRE

<p><b>Local Consultants</b></p>	<p>Local consultants - \$42,640(a) Convene project inception workshop and develop Inception Report - \$10,000 (M&amp;E)(b) National SESA/ESI A/IPP Specialist (role will work with the national ESIA/ESMP and IPP specialist to produce - SESA, ESIA, ESMP, IPP) - 70 days at \$192/day = \$13,440 (M&amp;E)(c) MTR Team Leader - 30 days at \$192/day = \$5,760 (M&amp;E)(d) TE Team Leader - 30 days at \$192/day = \$5,760 (M&amp;E)(e) Review and update METT and Capacity Development Scorecard with identified national ministries</p>					<p>0</p>	<p>42,640</p>		<p>42,640</p>	<p>UNDP</p>
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<b>Training s, Worksh ops, Meeting s</b>	Training workshops and conferences = \$222,640(a) Meetings, consultation workshops related to the national BES platform on biodiversity and ecosystem services established for multi-level planning on nature-based tourism in high-value biodiversity areas to support implementation of the NBSAP under Decision 149/2022/QD-TTg dated 28 January 2022 and contribute to the effective coordination and implementation of national biodiversity, tourism law and national tourism strategies = \$38,310 (Output	222,640				222,640		222,640	VEA,MONRE
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<p>1.1)(b) Workshops, technical meetings on biodiversity conservation standards, criteria and guidelines for sustainable tourism development, management and operations in high-value biodiversity areas developed and adopted, supported by a monitoring, verification and reporting system = \$76,500 (Output 1.2)(c) Technical meetings for Mainstreaming biodiversity conservation into tourism policy, regulations and master planning for development of national nature-based</p>									
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<p>tourism and integration in PA management policies = \$22,500 (Output 1.3)(d) Meetings, workshops Guidelines for operationalizing nature-based tourism strengthened, in particular for promotion of: (i) public-private partnerships in nature-based tourism; and (ii) community participation and benefit sharing from nature-based tourism, that ensures biodiversity conservation improvement and informs a clear policy - \$22,830 (Output 1.4)(e) Meetings, consultation workshops</p>									
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relating to Practical and standardized methodologies for ecological and social impact assessments developed for nature-based tourism in high-value biodiversity areas to minimize impacts on wildlife, habitats and local culture and lifestyles and standards to ensure compliance - \$28,500 (Output 1.5)(f) Workshops on enabling national policy and clear legal framework underpinning the promotion and application of payment for ecosystem services from marine ecosystems (PMES) and wetlands applied in project sites and

	replicated - \$34,000 (Output 1.6)									
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<p><b>Training s, Worksh ops, Meeting s</b></p>	<p>Workshops , training and conferences - \$281,402(a ) Technical meetings, consultatio n workshop for provincial multi- sectoral nature- based tourism platform established to support coordinated action and investment across governmen t and private sector for promotion of nature- based tourism developme nt and biodiversit y conservatio n in Quang Binh and Ninh Thuan provinces - \$39,796 (Output 2.1)(b) Consultatio n workshops for Integrated nature- based tourism programs designed in Nui Chua</p>		<p>281,40 2</p>			<p>281,4 02</p>		<p>281,4 02</p>	<p>VEA,M ONRE</p>
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<p>and Phong Nha-Ke Bang national parks - \$42,408 (Output 2.2)(c) Workshops , training courses for the improved monitoring of status of key biodiversit y resources to assess effectivene ss of PA manageme nt, illegal wildlife threat manageme nt and biodiversit y conservatio n outcomes of nature- based tourism - \$59,740 (Output 2.3)(d) Training courses for institutiona l capacity for improving biodiversit y conservatio n and manageme nt of PAs and effective monitoring, surveillanc e and prevention of illegal</p>									
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<p>wildlife activities - \$39,598 (Output 2.4)(e) Workshops and Training courses for implementation of community-based biodiversity conservation and benefit sharing programs from nature-based tourism and related products and services that provide new and innovative income generation activities - \$34,860 (Output 2.5)(f) Workshops for Demonstration of PMES in Nui Chua national park and surrounding landscape - \$65,000 (Output 2.6)</p>								
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<p><b>Training s, Worksh ops, Meeting s</b></p>	<p>Training workshops and conferences = \$198,980(a) Meetings, consultation workshops related to advocacy with travel and tourism sector to encourage promotion of responsible nature-based tourism and biodiversity conservation = \$18,000 (Output 3.1)(b) Workshops on targeted social and behavioral change communications and initiatives for domestic and international tourists aiming to influence the purchase, use and trafficking of illegal wildlife products and promote more positive</p>			<p>198,980</p>		<p>198,980</p>		<p>198,980</p>	<p>VEA,MONRE</p>
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<p>attitudes towards wildlife and nature conservation = \$57,000 (Output 3.2)(c) Meeting, workshop on community outreach to shift attitudes and create social pressures for deterred involvement in poaching and trafficking of wildlife and increased awareness of the benefits of nature-based tourism, and payment for environmental services = \$60,980 (Output 3.3)(d) Meetings, workshops Guidelines for operationalizing nature-based tourism strengthened, in particular for</p>									
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<p>promotion of: (i) public-private partnerships in nature-based tourism; and (ii) community participation and benefit sharing from nature-based tourism, that ensures biodiversity conservation improvement and informs a clear policy - \$48,000 (Output 3.4)(e) Institutional capacity building and training of national and local stakeholders to integrate and mainstream biodiversity in nature-based tourism planning, monitoring, implementation and enforcement - \$15,000 (Output 3.5)</p>									
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<p><b>Training s, Worksh ops, Meeting s</b></p>	<p>Training workshops and conferences = \$114,352(a) Workshop relating to marketing strategies and information al materials for promoting the quality and diversity of nature-based tourism at demonstrati on PAs developed and disseminate d across tourism platforms in Vietnam and abroad = \$24,000 (Output 4.1)(b) Workshops on Knowledge exchange platform developed for sharing of experiences for replication of nature-based tourism planning and manageme nt models = \$73,800 (Output 4.2)(c) An nual work</p>				<p>114,352</p>	<p>114,352</p>		<p>114,352</p>	<p>VEA,M ONRE</p>
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	<p>plan preparation and monitoring of indicators in project results framework for adaptive management including annual lesson learning session among project stakeholders = \$16,552 (Output 4.3)</p>								
<p><b>Trainings, Workshops, Meetings</b></p>	<p>Inception workshop and technical meetings for TE evaluation = \$23,240 (M&amp;E)</p>					0	23,240	23,240	VEA,MONRE

<p><b>Travel</b></p>	<p>Travel = \$93,560 - Lump sum travel costs for international and national consultants, officers from MONRE, MOCST, provincial staff for implementation, monitoring, workshops and training etc. (Component 1)</p>	<p>93,560</p>			<p>93,560</p>			<p>93,560</p>	<p>VEA,MONRE</p>
<p><b>Travel</b></p>	<p>Travel - \$92,994 - Lump sum travel costs for international and national consultants, national, provincial staff for workshops, implementation, monitoring as well as the international travel to attend wks on wildlife etc. (Component 2)</p>	<p>92,994</p>			<p>92,994</p>			<p>92,994</p>	<p>VEA,MONRE</p>

<p><b>Travel</b></p>	<p>Travel = \$119,229 - Lump sum travel costs for international and national consultants, national, provincial staff for workshops, implementation, monitoring and overseas trips (Component 3)</p>			<p>119,229</p>		<p>119,229</p>		<p>119,229</p>	<p>VEA,MONRE</p>
<p><b>Travel</b></p>	<p>Travel = \$18,806 - Lump sum travel costs for international and national consultants, national, provincial staff for workshops, implementation, monitoring (component 4)</p>			<p>18,806</p>		<p>18,806</p>		<p>18,806</p>	<p>VEA,MONRE</p>

<p><b>Travel</b></p>	<p>Travel = \$28,552 in which \$20,000 implemented by UNDP and \$8,552 by MONRE - Lump sum travel costs for international and national consultants on SES, MTR (M&amp;E)</p>					0	20,000		20,000	UNDP
<p><b>Travel</b></p>	<p>Travel = \$28,552 in which \$20,000 implemented by UNDP and \$8,552 by MONRE - Lump sum travel costs for international and national consultants on SES, MTR (M&amp;E)</p>					0	8,552		8,552	VEA, MONRE
<p><b>Travel</b></p>	<p>Travel = \$18,000 (PMC) - Lump sum travel costs for PM staff</p>					0	18,000		18,000	VEA, MONRE

<b>Office Supplies</b>	Cost of stationery & other office supplies for PMB and provincial PMU duration 5 years. Estimated as \$51,696					0		51,696	51,696	VEA,MONRE
<b>Other Operating Costs</b>	Audio Visual&Print Prod Costs = \$25,502 - Consists of interpretation, translation of documents, printing .etc.. for activities under component 1	\$25,502				25,502			25,502	VEA,MONRE
<b>Other Operating Costs</b>	Audio Visual&Print Prod Costs = \$14,113 - Consists of interpretation, translation of documents, printing, etc.. for activities under Component 2		14,113			14,113			14,113	VEA,MONRE



<b>Other Operating Costs</b>	Audio Visual&Print Prod Costs = \$4,113 - Consists of interpretation, translation of documents, printing, etc. for activities under Output 3.2, 3.4.			4,113		4,113			4,113	VEA,M ONRE
<b>Other Operating Costs</b>	Audio Visual&Print Prod Costs = \$10,414 - Consists of interpretation, translation of documents, printing, etc. for activities under Component 4				10,414	10,414			10,414	VEA,M ONRE
<b>Other Operating Costs</b>	Cost of audit, micro assessment and spot check for 4 years					0		58,800	58,800	UNDP
<b>Grand Total</b>		1,674,387	3,407,854	1,212,427	300,358	6,595,026	214,500	340,474	7,150,000	

**ANNEX F: (For NGI only) Termsheet**

Instructions. Please submit an finalized termsheet in this section. The NGI Program Call for Proposals provided a template in Annex A of the Call for Proposals that can be used by the Agency. Agencies can use their own termsheets but must add sections on Currency Risk, Co-financing Ratio and Financial Additionality as defined in the template provided in Annex A of the Call for proposals. Termsheets submitted at CEO endorsement stage should include final terms and conditions of the financing.

**ANNEX G: (For NGI only) Reflows**

Instructions. Please submit a reflows table as provided in Annex B of the NGI Program Call for Proposals and the Trustee excel sheet for reflows (as provided by the Secretariat or the Trustee) in the Document Section of the CEO endorsement. The Agency is required to quantify any expected financial return/gains/interests earned on non-grant instruments that will be transferred to the GEF Trust Fund as noted in the Guidelines on the Project and Program Cycle Policy. Partner Agencies will be required to comply with the reflows procedures established in their respective Financial Procedures Agreement with the GEF Trustee. Agencies are welcomed to provide assumptions that explain expected financial reflow schedules.

**ANNEX H: (For NGI only) Agency Capacity to generate reflows**

Instructions. The GEF Agency submitting the CEO endorsement request is required to respond to any questions raised as part of the PIF review process that required clarifications on the Agency Capacity to manage reflows. This Annex seeks to demonstrate Agencies' capacity and eligibility to administer NGI resources as established in the Guidelines on the Project and Program Cycle Policy, GEF/C.52/Inf.06/Rev.01, June 9, 2017 (Annex 5).

N/A.