



Submit by 21 January 2005

DARWIN INITIATIVE APPLICATION FOR GRANT ROUND 13 COMPETITION:STAGE 2

Please read the Guidance Notes before completing this form. Applications will be considered on the basis of information submitted on this form and you should give a full answer to each question. Please do not cross-refer to information in separate documents except where invited on this form. The space provided indicates the level of detail required. Please do not reduce the font size below 11pt or alter the paragraph spacing. Keep within word limits.

1. Name and address of organisation

| | |
|---|---|
| Name: Fauna and Flora International | Address: Asia Pacific Programme, Great Eastern House, Tenison Road, Cambridge CB1 2TT |
|---|---|

2. Project title (not exceeding 10 words)

Ha Long Bay Environmental Awareness Programme.

3. Project dates, duration and total Darwin Initiative Grant requested

| | | | | | |
|---------------------------------------|--------------|-------------------------------------|----------------|----------------|----------------|
| Proposed start date: June 2005 | | Duration of project: 3 years | | | |
| Darwin funding requested | Total | 2005/06 | 2006/07 | 2007/08 | 2008/09 |
| | £234,600 | £95,456 | £66,884 | £61,134 | £11,126 |

4. Define the purpose of the project in line with the logical framework

To establish a public/private partnership for environmental education structured on exploration of Ha Long Bay World Heritage Site and the negative human impacts on it.

5. Principals in project. Please provide a one page CV for each of these named individuals

| Details | Project Leader | Other UK personnel (working more than 50% of their time on project) | Main project partner or co-ordinator in host country |
|---------------------|---|---|--|
| Surname | Infield | | Prince |
| Forename (s) | Mark | | Berengere |
| Post held | Vietnam Conservation Programme Director | | Project Manager |
| Institution | | | Coastal Biodiversity Support Programme |
| Department | Asia-Pacific Programme | | Asia-Pacific Programme |
| Telephone | | | |
| Fax | | | |
| Email | | | |

6. Has your organisation received funding under the Darwin Initiative before? If so, give details

FFI has previously received the following Darwin Initiative grants: Protected Areas Management Planning in the Andaman Islands, India (1997; 162/06/173); Tabunan Forest Biodiversity Conservation Project, Cebu, The Philippines (1998, 162/07/149); Re-starting Management of Sapo National Park and Creation of Liberian Protected Areas System (2000; 162/9/15); Research, survey and biodiversity planning on the Tibet-Qinghai Plateau, China (2000; 162/10/009); A National Strategy for Sustainable Use in Dominica (2000; 162/10/010); Community-based conservation of Hoang Lien Mountain Ecosystem, Vietnam (2000; 162/10/011); Institutional Strengthening and capacity for Guyana's protected areas system (2002; 162/11/016) Developing a model for the conservation of Croatia's grassland biodiversity (2004; 162/13/004) Community Conservation and Sustainable Development in the Awacachi corridor, Ecuador (2004, 162/13/005) Establishing community-base forest biodiversity management at Sapo Park, Liberia (2004, 162/13/008).

7. IF YOU ANSWERED NO TO QUESTION 6 describe briefly the aims, activities and achievements of your organisation. (Large institutions please note that this should describe your unit or department)

Aims (50 words)

Activities (50 words)

Achievements (50 words)

8. Please list the overseas partners that will be involved in their project and explain their roles and responsibilities in the project. Describe the extent of their involvement at all stages, including project development. What steps have been taken to ensure the benefits of the project will continue despite any staff changes in these organisations? Please provide written evidence of partnerships.

Ha Long Bay World Heritage Site Management Authority: The Management Authority has been a key partner to FFI's Coastal Biodiversity Support Project. Joint operations have included public awareness programmes, poster campaigns, eco-certification process for local hotels, biodiversity surveys and research, and World Heritage Site re-nomination for biodiversity values. The Authority will be the primary partner of this project in Vietnam. It will provide institutional housing and support for the project and will lead implementation of the research component. They will second a senior staff member to the project who will be responsible for the institutional development component. The Authority have been fully involved in the development of this proposal from its inception, regarding it as a strong and appropriate extension of FFI's existing awareness programmes carried out in partnership with them (see letter of support).

Department of Education, Quang Ninh Province: The Department of Education of Quang Ninh Province has been a long-standing partner of the Coastal Biodiversity Support Project's awareness and education activities. This has been particularly important with respect to curriculum development support and the development of the Green Clubs within local schools. The Department has been consulted closely during the development of this proposal and is in full support of it (see letter of support).

Ca Hai People's Committee: The People's Committee have been instrumental in supporting awareness work with communities in the buffer zone of Cat Ba National Park. They have also been partners in sustainable development initiatives and community based tourism developments supported by FFI. The People's Committee will support the parallel development of a sustainable tourism information centre, and continue to work with FFI to support the community based 'Green Clubs' which will be primary clients of this project. They will not play a central role on the implementation of this project as Cat Ba Island comprises only a small part of the proposed unitary of the awareness programme. They have been involved in preliminary development of this proposal and are fully supportive of it (see letter of support).

The project is designed to result in the establishment of an independent entity and will be largely immune from impacts caused by changes in the staff of supporting institutions. It will, however, have to manage its own staff and personnel changes. Though at present in Vietnam, truly independent institutions do not exist, the Ha Long Bay World Heritage Site Management Authority commands a deal of independence due to its institutional links to UNESCO. It thus provides a sustainable institution within which the future anticipated independent NGO can grow.

9. What other consultation or co-operation will take place or has taken place already with other stakeholders such as local communities? Please include details of any contact with the government not already provided.

Consultations have been held with the Department of Education to ensure their technical input into the project in terms of curriculum design.

Consultations have been held with the two largest international schools in Hanoi, to determine their requirements as education providers so that programme design can cater for these, particularly with regard to formal requirements for course work for different internationally recognised qualification. Discussions were also held to gain a preliminary understand their requirements in terms of timing and cost.

Ongoing relationships of Coastal Biodiversity Support Project staff with communities and community leaders have been used to solicit input on the proposal. Informal discussions have been held with a broad range of stakeholders of the Ha Long Bay area.

A business development consultant will spend three months from February 2005 to undertake more comprehensive market surveys to ensure the awareness programme caters strongly to demand. This will entail interviews with a range of potential clients including international schools, regional training centres, Vietnam based corporations and development assistance funded projects. This support is provided through an FFI / Vodafone partnership.

PROJECT DETAILS

10. Is this a new initiative or a development of existing work (funded through any source?) Are you aware of any other individuals/organisations carrying out similar work, or of any completed or existing Darwin Initiative projects relevant to your work? If so, please give details explaining similarities and differences and showing how results of your work will be additional to any similar work and what attempts have/will be made to co-operate with and learn lessons from such work for mutual benefits.

This is a new initiative for FFI and for Vietnam. This educational project will be part of FFI's wider conservation programme at Ha Long Bay, building on existing work (funded by bp) and contributing towards the conservation of this World Heritage Site. FFI has been working on community awareness programmes in the Ha Long Bay area for three years but this project is profoundly different in its primary targets, and most significantly, in its planned mode of operation.

The proposed model for sustainable environmental awareness and education delivery is not entirely new, however. The Magic Eyes Chao Phraya Barge Program in Thailand developed a similar model to that proposed for this project and has been in successful operation for seven years. The FFI Coastal Biodiversity Support Project has been in close contact with the management of the Magic Eyes Program, has spent a week training in Thailand on the programme, and has benefited from working visits of staff of the Magic Eyes Program during the development of this proposal. It is anticipated that the management of the Magic Eyes Program will provide consulting services during the implementation of this project.

11. How will the project assist the host country in its implementation of the Convention on Biological Diversity? Please make reference to the relevant article(s) of the CBD thematic programmes and/or cross-cutting themes (see Annex C for list and worked example) and rank the relevance of the project to these by indicating percentages. Is any liaison proposed with the CBD national focal point in the host country? Further information about the CBD can be found on the Darwin website or CBD website.

By establishing a sustainable mechanism for delivering awareness and education about environmental concerns and threats to biodiversity in the Ha Long Bay World Heritage Site to a broad public including school children across the country, political leaders and the business community, linked to a long-term research and monitoring capacity, the project shall support the Government of Vietnam's implementation of Articles 6 (5%), 7 (5%), 12 (10%), 13 (25%) and 18 (10%) of the Convention of Biological Diversity, with particular emphasis on the themes of Marine and Coastal Biodiversity (25%), Biodiversity and tourism (5%), Public education and awareness (10%) and Indicators (5%).

12. How does the work meet a clearly identifiable biodiversity need or priority defined by the host country? Please indicate how this work will fit in with National Biodiversity Strategies or Environmental Action Plans, if applicable.

The following information, drawn from the Government of Vietnam's proposal to nominate the Ha Long Bay as a World Heritage Site (WHS) under criterion iv for global importance for biodiversity, demonstrates the value of the site and its prioritisation by Government. Ha Long Bay contains a rare combination of limestone and marine systems which together host flora and fauna of exceptional biodiversity value.

Cat Ba Island, the largest karst island in Ha Long Bay, is listed under the highest category of biodiversity conservation value in the Vietnam's Biodiversity Action Plan. Cat Ba supports a high diversity of habitat types and rare, endangered and endemic species. Ha Long Bay's size and pristine and inaccessible habitats make it important for birds. It supports Vietnam's largest populations of black kites and white-bellied sea eagles and important populations of the globally threatened Pale-capped Pigeon. The Bay area contains invertebrate cave fauna and terrestrial and freshwater snails of exceptional biodiversity value with regards to endemism and species richness. The marine environment harbours the highest observed biodiversity in northern Vietnam with over 1,200 reef associated species, and the Hawksbill turtle (*Eretmochelys imbricata*), listed by IUCN as globally critically endangered, nests within the Bay area.

13. If relevant, please explain how the work will contribute to sustainable livelihoods in the host country.

The natural environment of the Ha Long Bay area provides the basis for livelihoods for many of its human inhabitants. Those living by fishing, fish farming and tourism are particularly vulnerable to loss of livelihoods resulting from environmental damage in the Bay. By increasing awareness of these issues amongst local politicians and planners this project will be contributing to the retention of sustainable livelihoods. Similarly, the research and monitoring functions will assist planners and managers of Ha Long Bay to reduce environmental damage.

14. What will be the impact of the work, and how will this be achieved? Please include details of how the results of the project will be disseminated and put into effect to achieve this impact.

The project's impact will be felt at several different levels and in different ways. Those experiencing the education programme, whether local villages or children from Hanoi or Ho Chi Minh City will become more aware of the negative impact of human activity on this important area and modify their behaviour as a result. The programme will also have impact through raised awareness of decision makers, policy makers and planners at local and national level through their involvement in the outreach activities. The Awareness Programme will be advertised over the internet and also through direct marketing in Vietnam and the region, which will strengthen dissemination of the programme and its achievements. The institutional link to the World Heritage Commission and UNESCO will also be employed as a means of disseminating the project's results. The direct participation of students from Vietnam's international schools means that the project's work will be channelled into the households of a large proportion of Vietnam's international community, including its development assistance community, and into the households of many of Vietnam's leaders. Results from participatory research and monitoring processes will form the basis of annual State of the Bay reports which will be disseminated through the World Heritage Site Management Authority and Provincial government structures. Formal research findings will be disseminated through posting on FFI's website and local websites such as Mekong Info, and through formal papers prepared and published with the assistance of participating staff of the School of Development Studies, University of East Anglia.

15. How will the work leave a lasting legacy in the host country or region?

The project has been designed to become financially sustainable by the end of the project period. By this time an institution will have been established to continue the operation of the education programme which will, it is believed, become an important institution within Vietnam. Interested parties have already suggested that once established in Ha Long Bay, a similar programme could begin operating in the Mekong Delta in southern Vietnam.

The Vietnamese children exposed to the education programme will be profoundly changed by the experience. As leaders of the future, these children provide the hope for the future of the Ha Long Bay area and Vietnam's natural heritage as a whole.

A cadre of educationists and scientists will be trained through the project. These will support conservation in

Vietnam through the ongoing Ha Long Bay programme or elsewhere, increasing the level of trained personnel in Vietnam who can support biodiversity conservation.

16. Please give details of a clear exit strategy and state what steps have been taken to identify and address potential problems in achieving impact and legacy.

The concept of a public / private partnership in the development and future operations of the Ha Long Bay Education Programme represents a solid exit strategy. By the end of the project it is anticipated that the programme will be financially self-sustaining, able to retain and reward its own staff. In addition there will be a stable and independent institution whose staff will be responsible for, and trained in, the necessary skills to run the programme. The support of the Darwin Initiative (the public component) may be viewed as start-up capital for a non-profit enterprise (the private component) which will provide a service to paying clients such as international schools or corporations (the private component) and re-invest its profits in the community by providing free or subsidised awareness programmes to local schools, leadership groups and so on (the public component). The Eco-boat Programme Staff will be trained and supported to undertake fund raising from local sources. That the institution will have a significant revenue stream of its own, estimated at GBP 42,000 per annum, will assist fundraising. Over the duration of the project it is estimated that revenues of approximately GBP 63,000 will be earned. These will be used to provide the institution which will take over the Eco-Boat programme with a capital base.

17. How will the project be advertised as a Darwin project and in what ways would the Darwin name and logo be used?

The Eco-Boat floating classroom, which will provide the physical foundation for the education programme, will bear a prominent plaque identifying the Darwin Initiative as the founding donor of the programme. All educational materials provided for students of the programme will bear the Darwin logo and name. All marketing materials, including the website, will bear the Darwin Initiative logo and acknowledgement. The annual State of the Bay reports, which will receive wide circulation, will bear the Darwin Initiative logo, while formal papers published will acknowledge the support of the Darwin Initiative.

18. Will the project include training and development? Please indicate who the trainees will be and criteria for selection and that the level and content of training will be. How many will be involved, and from which countries? How will you measure the effectiveness of the training and will those trained then be able to train others? Where appropriate give the length and dates (if known) of any training course. How will trainee outcomes be monitored after the end of the training?

Training for the Eco-Boat programme team will be provided in various ways. The team and staff of partner institutions will receive formal and on the job training and mentoring from the Project Team Leader and the Education Programme Director. The Magic Eye Programme and other professional training sources will provide purpose-designed training events. The Eco-Boat team will provide training to new partners as part of the process of institutional development and handover. Four formal training courses will be provided for 7 team members and up to 10 partners' staff (staff of Ha Long Bay WHS Management Authority; Department of Education, Hai Phong Institute of Oceanography) depending on the course. Formal courses will be in: Teaching and Awareness Raising Skills (4 workshops – provided by Environment for Nature Vietnam and the Magic Eyes Barge Programme); Materials Development (4 workshops - provided by Environment for Nature Vietnam and the Magic Eyes Barge Programme); Financial Management (2 workshops); Participatory research and monitoring Design and methods (2 workshops – supported by academic staff of the School of Development Studies, University of East Anglia). FFI's Finance and Administration Manager will provide informal and on-the-job training in financial management, accounting and basic administration. Programme staff will be monitored through performance evaluations. Partner trainees will be evaluated during participation in the Eco-Boat programme.

LOGICAL FRAMEWORK

19. Please enter the details of your project onto the matrix using the note at Annex B of the Guidance Note. This should not have substantially changed from the Logical Framework submitted with your Stage 1 application. Please highlight any changes.

NB. Changes to the Logical Framework have been made and are marked in red. The activities section has been re-structured and additional details of activities have been provided.

| Project summary | Measurable Indicators | Means of verification | Important Assumptions |
|--|---|--|---|
| Goal: To draw on expertise relevant to biodiversity from within the United Kingdom to work with local partners in countries rich in biodiversity but poor in resources to achieve <ul style="list-style-type: none"> the conservation of biological diversity, the sustainable use of its components, and the fair and equitable sharing of benefits arising out of the utilisation of genetic resources. | | | |
| Purpose To establish a financially sustainable environmental educational programme structured as a public/private partnership focusing on the Ha Long Bay area as a living classroom. | Independent PVO (Private Voluntary Organisation) registered and operational Educational cruises being purchased by educational establishments covering costs of programme Educational cruises being provided to local schools, local leaders and community groups. | PVO registration documents, constitution, and Board of Trustees. Audit of PVO books. PVO periodic reports. Audit of PVO books. PVO financial and progress reports. Work plans and booking schedules. | Local and regional educational establishments, especially international schools, continue to flourish. Educational interest in environment continues. |
| Outputs 1. Educational and research programme and materials based on the Ha Long Bay area developed. | Programme curriculum development process completed. Draft curriculum ratified by Ha Long Bay Management Authority. Programme materials development process completed. Data base established and data entered. Research data and analysis appearing in | Workshop reports. Draft curriculum document. Signed ratification of curriculum. Workshop reports. Published / printed awareness and educational materials. Data bases and summary statistic reporting. Prepared reports. Publications. | Local and national educational institutions and the WHS Management Authority play an ongoing role in curriculum development. Research continues to be a priority for the Ha Long Bay WHS Management Authority |

| | | | |
|---|---|--|--|
| | <p>local and publications and bi-annual 'state of the bay' reports.</p> <p>Research findings integrated into education programme and materials</p> | <p>Annual "State of the Bay" reports.</p> <p>Educational materials contents</p> | |
| 2. Operational requirements for the Eco-Boat established and programme implemented. | <p>Project and partners staff trained in programme development and implementation.</p> <p>Practical field studies programme designed to respond to curriculum.</p> <p>Business plan developed</p> <p>Safety requirements researched and put in place.</p> | <p>Training reports.</p> <p>Number of trained staff.</p> <p>Range of field study itineraries, and associated educational activities.</p> <p>Detailed financial costings and projections.</p> <p>Marketing plan and materials</p> <p>Safety plan.</p> | <p>Preliminary business plan is correct.</p> <p>Funds earned during the project are set aside to capitalise the operation and provide cash flow for future operations.</p> <p>Educational institutions actually use the programme.</p> |
| 3. Independent PVO is operating the environmental awareness programme by end of project. | <p>Identify or help establish a suitable PVO to take on the programme.</p> <p>Build structure of and capacity within selected institution.</p> <p>Open dedicated bank account for PVO and Eco-Boat programme</p> | <p>Minutes of meetings.</p> <p>Workshop reports.</p> <p>Training reports.</p> <p>PVO constitution and Board of Trustees.</p> <p>MOU with PVO.</p> <p>Bank books.</p> | <p>Local and national government supports and promotes the creation of a PVO.</p> |
| Activities | Activity Milestones (Summary of Project Implementation Timetable) | | |
| Output 1. Educational and research programme and materials based on the Ha Long Bay area developed. | | | |
| <p>Strategic planning process and monitoring</p> <p>a. Programme Director fielded</p> <p>b. Workshop convened</p> <p>c. Work plan prepared</p> <p>d. Bi-annual Steering Committee meetings</p> <p>e. Mid-term evaluation and planning</p> | <p>June 2005</p> <p>July 2005</p> <p>August 2005</p> <p>Dec 05; June 06; Dec 06; June 07; Dec 07; June 08</p> <p>Dec 06</p> | | |
| <p>Training</p> <p>a. Training needs assessment</p> <p>b. Training programme developed</p> <p>c. 4 x formal training events</p> <p>d. On-the-job training</p> | <p>July 2005</p> <p>Aug 2005</p> <p>Aug 2005, April 2006, Dec. 2006; April 2007</p> <p>Continuous</p> | | |
| <p>Field Studies programme</p> <p>a. Programme developed</p> | <p>Sept 2005</p> | | |

| | |
|--|---|
| <ul style="list-style-type: none"> b. Materials development training c. Materials developed d. Programme implemented on Eco-Boat | Nov, 2005; April 2006; Continuous Initiated: Dec 2005 |
| Research programme integration <ul style="list-style-type: none"> a. Training in development and methods b. Research programme undertaken c. Data analysis and reporting d. Programme's education materials integrate research findings | Feb 2006 Continuous Bi-annual reports; Annual "State of the Bay" reports Continuous |
| Output 2. Operational requirements for Eco-Boat established and programme implemented | |
| Establishment of Floating Classroom Eco-Boat <ul style="list-style-type: none"> a. Appropriate vessel identified and contracted b. Vessel modified as required c. Equipment purchased and installed | July 2005 August 2005 Sept – Nov 2005 |
| Training <ul style="list-style-type: none"> a. Safety training of all staff b. Training on use of education sites | Sept 2005 Continuous |
| Business planning and marketing <ul style="list-style-type: none"> a. Business plan developed b. Website developed c. Marketing plan / materials developed d. Client base established e. Bookings taken | By May 2005 Nov 2005 Nov – Dec 2005 Jan – June 2006 Continuous |
| Eco-Boat programme implemented <ul style="list-style-type: none"> a. Non paying groups selected b. 20 x groups exposed to programme c. 30 x paying groups exposed | Oct – Dec 2005 Average of one group every 2 months over life of project Average of one group every month over life of project |
| Output 3. Independent PVO is operating the environmental awareness programme by end of project | |
| Institutional process <ul style="list-style-type: none"> a. Process to identify institution b. Establishment of PVO board c. MOU with institution d. Hand over of programme to institution | June to Sept 2005 July 2006 May 2007 Dec 2007 |
| Training <ul style="list-style-type: none"> a. Training in institutional development b. Financial management training of staff | July 2005; June 2006, March 2006, June 2006 |
| Building financial sustainability <ul style="list-style-type: none"> a. Bank account opened b. Annual financial reporting | May 2006 May 2006; May 2007; May 2008 |

20. Provide a project implementation timetable that shows the key milestones in project activities.

| Project implementation timetable | | |
|---|-----------------------|--|
| Date | Financial year | Key milestones |
| June 2005 | Apr-Mar 2005/6 | <ul style="list-style-type: none"> • Recruitment of Project team • Project formalised with Provincial authorities/other partners • Programme development and strategic planning workshop • Identify appropriate vessel for chartering and contract |
| July 2005 | | <ul style="list-style-type: none"> • Curriculum development workshop held • 1st Teaching and Awareness Raising Skills training • Make required modifications to selected vessel • 1st Financial Management training |

| | | |
|-----------------------|----------------|---|
| September 2005 | | <ul style="list-style-type: none"> • 1st Materials Preparation training • PVO identification and development process workshop • Safety and First Aid training • Consultations on programme |
| November 2005 | | <ul style="list-style-type: none"> • 1st Marketing Skills training • Marketing programme devised and implemented, including website development |
| February 2006 | | <ul style="list-style-type: none"> • Client base and data-base established • Research and monitoring programme development workshop • PVO to undertake future programme identified or established |
| March 2006 | | <ul style="list-style-type: none"> • 1st Institutional Development workshop |
| April 2006 | Apr-Mar 2006/7 | <ul style="list-style-type: none"> • 2nd Teaching and Awareness Raising Skills training • 1st Project financial audit • Eco-Boat bank account opened; management system developed • 2nd Materials Preparation training |
| May 2006 | | <ul style="list-style-type: none"> • First 5 Field Studies Tours for paying clients completed and reported on. • 1st Annual business report prepared • Bank account for Eco-Boat Programme opened |
| June 2006 | | <ul style="list-style-type: none"> • 1st 'State of the Bay' report |
| August 2006 | | <ul style="list-style-type: none"> • 1st Institutional Development training • 2nd Financial Management training • 2nd Marketing Skills training |
| November 2006 | | <ul style="list-style-type: none"> • Research and monitoring programme assessment workshop • Mid-term external review |
| December 2006 | | <ul style="list-style-type: none"> • 2nd Institutional Development training • 3rd Marketing Skills training • 3rd Teaching and Awareness Raising Skills training |
| January 2007 | Apr-Mar 2007/8 | <ul style="list-style-type: none"> • 4th Teaching and Awareness Raising Skills training • 2nd Project financial audit |
| April 2007 | | <ul style="list-style-type: none"> • MOU signed with PVO; • 2nd Annual Business Report prepared |
| May 2007 | | <ul style="list-style-type: none"> • 10 Field Studies Tours for non-paying clients and 10 for paying clients completed and reported on. |
| June 2007 | | <ul style="list-style-type: none"> • 2nd Annual "State of the Bay" report |
| August 2007 | | <ul style="list-style-type: none"> • Research and monitoring programme writers workshop |
| December 2007 | | <ul style="list-style-type: none"> • Day-to-day operations handed over to PVO |
| March 2008 | Apr-Mar 2008/9 | <ul style="list-style-type: none"> • Final research and monitoring programme report and "State of the Bay" report. |

| | | |
|-----------------|--|--|
| May 2008 | | <ul style="list-style-type: none"> • 10 Field Studies Tours for non-paying clients and 15 for paying clients completed and reported on (3 programmes every two months undertaken on average by end of project). • Final Project financial audit • End of project terminal review and report-back workshop • 3rd Annual Business Report prepared • Final reports prepared |
|-----------------|--|--|

21. Set out the project's measurable outputs using the separate list of output measures.

| PROJECT OUTPUTS | | |
|--------------------------------|--|--|
| Year/Month | Standard output number (see standard output list) | Description (include numbers of people involved, publications produced, days/weeks etc.) |
| Jul 05; Apr 06; Dec 06; Jan 07 | 6A 6B | 48 people to receive Teaching and Awareness Raising Skills training 8 training weeks |
| Jul 05; Aug 06 | 6A 6B | 8 people to receive Financial Management training 2 training weeks |
| Sept 05; Apr 06 | 6A 6B | 14 people to receive Materials Preparation training 3 training weeks |
| Nov 05; Aug 06; Dec 06 | 6A 6B | 18 people to receive Marketing Skills training 6 training weeks |
| Mar 06; Aug 06; Dec 06 | 6A 6B | 36 people to receive Institutional Development Skills training 3 training weeks |
| Sept 05 | 6A | All staff and partners to receive brief Safety and First Aid training |
| Feb 06; Aug 07 | 6A 6B | 16 people to receive Research and Monitoring training 6 training weeks |
| Dec 07 | 6A 6B | 12 people to receive Participatory Research training 2 training weeks |
| Jun 05 – Aug 07 | 7 | 8 training materials/manuals to be produced (1 per training course) |
| Ongoing | 8 | 56 weeks to be spent by UK project staff on training, research and project facilitation in Vietnam |
| Ongoing | 8 | 100 weeks to be spent by Team Leader managing the project and mentoring partners and host country team members in Vietnam |
| Mar 06 | 9 | 1 3-year research and monitoring plan produced |
| Sept – Nov 07 | 11B | 8 reports from the Research and Monitoring Programme to be submitted to peer reviewed publications |
| Feb 06 | 12A | 1 Client data-base established |

| | | |
|--|-----|--|
| Jun 05 | 14A | 1 Project inception workshop held for strategic planning of Project with multi-stakeholder input |
| Nov 06 | 14A | 1 Stakeholder-focused mid-term review workshop with external facilitation |
| Aug 05; Aug 06; Sept 07; Dec 07; Mar 08 | 15A | 5 National press releases in Vietnam |
| Aug 05; Aug 06; Dec 06 Sept 07; Dec 07; Apr 08 | 15B | 6 Local press releases in Ha Long Bay |
| Sept 07; Apr 08 | 15C | 2 National press releases in UK |
| Jun 06; Jun 07; Apr 08 | 16A | 3 ‘State of the Bay’ reports (newsletter of Project developments, research findings, etc) produced Reports disseminated locally; to existing clients; via Project website; via World Heritage Site website |
| Aug 05; Aug 06; Sept 07; Dec 07; Apr 08 | 18A | The project will feature 5 times on National TV in Vietnam |
| | 18B | The project will feature 5 times on National TV in the UK |
| Aug 05; Dec 07; Apr 08 | 19A | The project will feature 3 times on National Radio in Vietnam |
| | 19B | The project will feature 3 times on National Radio in the UK |
| | | The project will feature once on Local Radio in the UK |
| Apr 08 | 19C | Assets worth estimated £10,000 handed over to the PVO at end of project |
| Apr 08 | 20 | 1 The project will result in the establishment of a new educational organisation |
| Post-project | 21 | |
| Post-project | 22 | 10 marine research plots established for the purposes of the research and monitoring component of the project, which will be continued after the end of the project. \$63,000 to be raised for the project in addition to funding from Darwin |
| Pre-project | 23 | |

MONITORING AND EVALUATION

22. Describe, referring to the Indicators in the Logical Framework, how the progress of the project will be monitored and evaluated, including towards delivery of its outputs and in terms of achieving its overall purpose. This should be during the lifetime of the project and at its conclusion. Please include information on how host country partners will be included in the monitoring and evaluation.

Progress towards the achievement of the project's purpose will be measured by tracking the number of education programmes undertaken annually and the revenues earned. Standard format reports will be prepared indicating number of participants, duration of programme, programme events, and participant satisfaction measured by standard feed-back forms.

Financial records based on banking transactions and accounts will be monitored closely, including annual audits. Revenues from all sources and costs of all components of the operation, including staff costs, marketing and operational costs, will be carefully recorded to assist in tracking implementation of the education programme in relation to the business plan.

All training events will be formally reported on. This will include assessments by the trainers of trainees and evaluation of the events themselves by the trainees.

Client satisfaction and impact on clients will be monitored through 'feed-back' forms, group discussions and participatory assessment. Staff of the University of East Anglia will play a central role in the development of participatory research systems.

Community based assessments of impact within Ha Long Bay will be carried out annually to assess trends. People's Committee decisions will be monitored for impact of awareness programmes. Staff of Ha Long Bay WHS Management Authority will be used as a key indicator group for impact of exposure. Impact monitoring will comprise a key part of the research component of the project. This will be designed with support of the University of East Anglia and undertaken by the WHSMB Research Unit. Annual State of the Bay reports will provide an important element of impact monitoring.