Mangroves for the Future
INVESTING IN COASTAL ECOSYSTEMS
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Media Training Lessons Learnt

Ecosystem Services in Coastal Provinces of the Mekong Delta

IUCN

Hợp tác Đức
DEUTSCHE ZUSAMMENARBEIT

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ponre Viet Nam

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Ecosystem Services in Coastal Provinces of the Mekong Delta

Partners:

SNV

MAM

On behalf of:
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Abbreviations

IUCN	International Union for Conservation of Nature
GIZ	German Development Agency
SNV	Netherlands Development Organization
ISPONRE	Institute of Strategy and Policy on Natural Resources and Environment
MFF	Mangroves for the Future
MAM	Mangroves and Promoting Ecosystem-based Adaptation through Mangrove Restoration and Sustainable Use in Thailand and Vietnam Mangroves & Market

Mekong at sunset © Duong Van Ni

1 BACKGROUND

The coastal provinces of the Mekong Delta are among the world's most vulnerable places to climate change. In recent years, many international organizations and government agencies have implemented various projects to improve the resilience of these coastal ecosystems and associated natural resources, including the International Union for Conservation of Nature (IUCN), German Development Agency (GIZ), Netherlands Development Organization (SNV), and the Vietnam Institute of Strategy and Policy on Natural Resources and Environment (ISPONRE), among others.

In recognition of the increasing role of media in raising awareness about the importance of protecting and restoring natural resources and securing local livelihoods, IUCN, GIZ and ISPONRE co-organized a media training workshop on "Ecosystem Services in the coastal provinces of the Mekong Delta" from 26-30 November 2013 in Ho Chi Minh City (HCMC). The training event consisted of 1.5 days in HCMC and a three-day field trip to Ben Tre, Soc Trang, and Ca Mau Provinces.

IUCN, through the Mangroves for the Future Initiative (MFF)[1] and Mangroves and Promoting Ecosystem-based Adaptation

[1] Mangroves for the Future (MFF): http://www.mangrovesforthefuture.org/

through Mangrove Restoration and Sustainable Use in Thailand and Vietnam Mangroves & Market (MAM)[2] project, have been working with local authorities and communities to support local initiatives to conserve mangroves and other coastal ecosystems while securing local livelihoods. These two projects provided support for the field trips to Ben Tre and Ca Mau Provinces.

GIZ has successfully implemented coastal protection measures, shared management approaches and climate adaptive livelihood initiatives in five provinces (An Giang, Bac Lieu, Ca Mau, Kien Giang and Soc Trang). This work was supported by national and sub-national partners and carried out under the framework of two projects: "Integrated Coastal and Mangrove Forest Protection for the Adaptation to Climate Change in the Mekong Provinces"[3] and "Management of Natural Resources in the Coastal Zone of Soc Trang Province"[4]. These projects provide good examples for replication throughout the country and also for attracting media coverage of environmental issues. GIZ took the lead in organizing the field trip to Soc Trang Province.

ISPONRE is implementing a "Project for Ecosystem Services"[5] with the main objective of reducing threats to globally important biodiversity through integrating the findings and tools of ecosystem service assessments in policy and decision making. The project has so far been implemented in Ca Mau province and (focused on the application of different support tools (Eg: mapping and valuation tools) for mainstreaming the value of mangroves in land use planning. ISPONRE provided support for the Ca Mau field trip.

2 M & M: http://www.snvworld.org/en/redd/news/snv-redd-blog/organic-shrimp-certification-a-new-approach-to-pes

3 ICMP/CCCEP: http://daln.gov.vn/ICMPCCCEP_0028600010.html

4 Management of Natural Resources in the Coastal Zone of Soc Trang Province: http://czm-soctrang.org.vn/en/home.aspx

5 Project for Ecosystems Services: http://www.proecoserv.org/ or http://proecoserv.com.vn

Journalists participating in a field trip during media training © IUCN Viet Nam

2 MEDIA TRAINING WORKSHOP

2.1 Objectives

- To improve journalists' skills to report on environmental issues
- To enhance journalists' knowledge about coastal ecosystem services in selected coastal provinces of the Mekong Delta
- To increase the quality of media coverage on natural solutions to coastal ecosystems through new stories, features, and networking

2.2 Expected outputs

- Environmental journalists' professionalism enhanced
- Journalists updated with information about coastal ecosystem services including coastal solutions to protect and restore coastal areas in Mekong Delta
- The quality and quantity of environmental media coverage increased; a journalist network set up for exchange.

2.3 Activities

- **26-27 November 2013: Training session in Ho Chi Minh City**

The training was organized as a workshop in order to share experiences and increase interaction between environmental experts

A journalist receiving certificate after the training © IUCN Viet Nam

and journalists. Experts were invited to present on various topics covering "soft" solutions to protect coastal areas affected by climate change. These included (i) mangrove-based aquaculture models in Ben Tre Province, (ii) T-fence construction and co-management models in Soc Trang Province and (iii) organic shrimp farming in Ca Mau Province. The presentations helped journalists to further understand ecosystem services implemented in the coastal provinces of the Mekong Delta. The field trips filled in additional relevant information.

- **28 -29 November 2013: Field trip to Ba Tri, An Thuy District, Ben Tre Province**

This field trip travelled to an IUCN-implemented MFF project site. Journalists were brought to see a community-managed mangrove polyculture model in Ba Tri District. This model, if ultimately successful, could be implemented in other coastal provinces in the Mekong Delta heavily affected by climate change.

- **28-29 November 2013: Field trip Au Tho B, Soc Trang Province**

GIZ has implemented a project on Management of Natural Resources in the Coastal Zone of Soc Trang Province since 2007. Since 2011, this project has fallen under the larger "Integrated Coastal and Mangrove Forest Protection for the Adaptation to Climate Change in the Mekong Provinces" program, being carried out at the national level. The project has achieved significant results from the implementation of new co-management models and the construction of T-fences. A co-management agreement in Au Tho B was signed between local people and local authorities in September 2009. Under this agreement, local people are allowed to use natural resources in exchange for sustainably managing resources in the area. In addition, T-fence construction has proved successful in restoring mangrove forests and controlling erosion and flooding. T-fences also enhance local livelihoods by protecting mangroves and restored lands. The success of the projects and the potential for replication in other coastal provinces was communicated to the journalists in attendance.

- **28-30 November 2013: Field trip to Ngoc Hien District, Ca Mau Province**

IUCN and SNV are implementing a project in Ngoc Hien District in Ca Mau Province to help shrimp farmers obtain the organic certification. The project has been working with seafood companies and farmers to introduce sustainable organic shrimp farming methods in highly degraded mangrove forests. This will result in more job opportunities and higher incomes for local people. At the same time, mangrove clearing will be reduced due to a shift from intensive shrimp farming to integrated shrimp-mangrove methods. This new approach to Payment for Environment Services is a excellent reporting opportunity for journalists.

Filming in Tram Chim National Park © IUCN Viet Nam

3 COMMENTS FROM JOURNALISTS AND ORGANIZERS

MS. DO THI SONG HA (VTV4)

This is the first time I participated in an environmental training. At first, when I looked at the agenda, I wondered if I could study all the materials and doubted its effectiveness. However, after the four-day training I realized that my knowledge has improved a lot. The most important point is to find a balance between the benefits for local farmers and natural resource protection.

Before the field trip I thought the local people were indifferent to environmental issues or climate change. However, after meeting them I was happy to find that their knowledge on these issues exceeded my expectations.

I was a bit concerned about the training duration. Although this is useful information, it is very basic information known by most journalists. In addition, applying this knowledge in the real world depends a lot on an individual's skills. The training contents are too general. It is necessary to separate journalists newspaper and television to make the contents more focused.

MS. HUYNH THANH THAO (VTV DA NANG)

It is important to maintain a network between journalists and invite them to upcoming trainings to keep momentum and improve their knowledge.

MR. HOANG ANH TUAN (VIET NAM NEWS AGENCY)

This is the first time I attended an environmental training workshop organized by IUCN and was given information on coastal ecosystems. The field visit was a good chance for me to further understand organic shrimp farming and the role of eco-tourism in balancing livelihoods and forest protection. However, experts mentioned too many technical issues. Meanwhile, no well-known journalists from the Mekong Delta were invited to share their experiences and no professional photographers visited the field sites.

MR. DO QUANG HUNG (DEPARTMENT OF NATURAL RESOURCES AND ENVIRONMENT CA MAU)

The two-day training session and two-day field trip were arranged well. However, the training session in HCMC should have more interaction between journalists. We should invite experienced journalists to share their experiences.

Going on the field trip helped me to see the big difference between the presentations and reality. I could see real examples such as construction of sanitary toilets. I realized that the awareness of local communities on climate change has been significantly improved. The project's effectiveness has been reinforced.

MR. LE VAN SON (KIEN GIANG RADIO AND TELEVISION)

I was impressed by the under-canopy organic shrimp farming. Before the training, I had very little knowledge about mangroves. After the training, I could understand the high value of mangrove ecosystems, but I had hoped the field trip would be longer.

Although we are experienced journalists we do not have up-to-date knowledge, thus these trainings should be organized more regularly.

MR. NGUYEN HUNG CUONG (VOICE OF VIETNAM [VOV])

In each media training workshop, IUCN carefully prepared experts from relevant backgrounds. This is the fourth trip for me and all the trips were good, providing me with lots of information and knowledge. Regarding the field trip, IUCN was well-prepared with both technical issues and logistics. They provided inputs and stories; from one trip I could write up to 4-5 news articles. This was very interesting.

The field trip duration should be longer and the number of journalists should be higher in each group to help journalists network. There should have been more experts accompanying journalists during the field trip.

I was impressed by the mangroves and organic shrimp farming. I used to think only small areas of mangroves remained, yet my perception was changed when I visited Ca Mau. Mangroves in this area were well protected. The question is how the local people can both benefit from and protect the mangroves? The organic shrimp farming set up by IUCN and SNV make me feel happy as solutions were found to harmonize development and forest protection.

MR. HUYNH PHUC SON (VIETNAM NEWS AGENCY IN TRA VINH)

Visiting the erosion control model in Soc Trang, I was impressed with the T-fence as it was tested with positive results: effective, sustainable and adaptable to natural disasters.

The awareness of local people on climate change in Soc Trang was good. However, I was concerned if their actions will continue after the international financial and technical support were withdrawn.

MS. NGUYEN THI LOAN (VN EXPRESS)

I was impressed with the photo shown by Ms. Bianca showing the difference between the past and the present [before and after T-fence construction]. In the past the erosion destroyed all the coastal dikes. When the T-fence was set up the sediments were retained and the vegetation came back.

Co-management seems to be effective when the project is under operation. However, I do not see the increase in local people's income. The field visit duration is too short and too much time was spent travelling. I think the field trip is the most important part; we should arrange for more time and more places.

MS. TRAN THI HIEU (VOV KIEN GIANG)

The training provided me with more knowledge on the environment. I was interested in the afforestation and co-management models implemented by GIZ and would like to know more about the projects' outputs.

The mangroves in Kien Giang are quite similar to those in Soc Trang. I will further study these issues to understand specific models to replicate in Kien Giang and other coastal provinces.

MS. BUI THI THU HIEN (IUCN VIET NAM)

The training topic was "Ecosystem Services in Coastal Provinces of the Mekong Delta". This topic was selected to provide in-depth technical information for journalists interested in the natural environment. Although we designed it as a training workshop we think of this more as a sharing and exchange forum between journalists, scientists and managers.

As one of the organizers, I realized that some changes should be made to make the training more effective in the future (e.g., sending pre-workshop surveys to journalists on their topics of interest). The different interests and experiences between local and national journalists were also difficulties for organizers. Some journalists said these were interesting and new topics while others held the view that there was nothing new. Although we tried to stimulate and raise many questions, journalists were passive and reluctant to discuss ideas with speakers or scientists at the training.

One of the main objectives in our training was to enhance journalist professionalism and increase the quality of media coverage on the environment in general and solutions for coastal ecosystem restoration in particular. We also need to present more comprehensive and precise information, especially for journalists who will convey messages to a public audience. This simple requirement becomes more difficult without support or cooperation from journalists. Active participation and real interest from journalists will help organizers to prepare more effective future workshops.

MR. STEFAN MEYER (GIZ VIET NAM)

Besides the rather technical content, the training offered a great chance for exchange between different media representatives and practitioners in the field of journalism and coastal development.

MS. NGUYEN THI HONG XIEM (GIZ)

I was happy that we reached most of the expected objectives. Nonetheless, if being asked for room to improve, I would like to recommend the following areas: (i) improved time management during the training session as well as the way we facilitated exchanges among journalists; (ii) better understanding of journalists' expectations; and (iii) modified field trip schedule for the more distant locations.

MS. NGUYEN MY LINH (FACILITATOR)

I think that the recent training program has achieved good results. We obtained useful and specific information to inform future training workshops. However, to achieve better results, we should change the training format. This is for two reasons:

- *Vietnam does not yet have specialized environmental journalists. Journalists often cover many different topics. Therefore, their concerns and understanding about environmental issues are often not sufficient.*

- *There are large differences in capacity between national and local level reporters. Most local reporters are relatively new to the business and focused only on presenting the news (rather than in-depth investigative journalism). Therefore, most have yet to reach their full potential.*

As mentioned above, there were large differences in understanding between the two groups invited to take part in the workshop (national and local media representatives). I think that if IUCN continues to organize such courses, we should invite only journalists from major television stations and newspapers who are specialised in environmental issues and have many years of experience. This would allow for an easier exchange of information and achieve better results. In addition, up to now, the most respected newspapers concentrate on a select number of journalists, famous editors and a few dynamic reporters. Therefore, it is difficult to reach a wide audience without their active participation and an awareness of environmental issues.

Regarding media experts, I think we should choose people who really understand the difficulties faced by environmental journalists in Vietnam. These include how to package information in an attractive form when covering scientific and complicated topics and how to write a series of environmental articles that will attract the public's attention.

The journalists need specific skills to solve specific issues. This is more useful than general skills with which the Vietnamese reporters are already well equipped.

A journalist experiencing life on the river in Ca Mau Province © IUCN Viet Nam

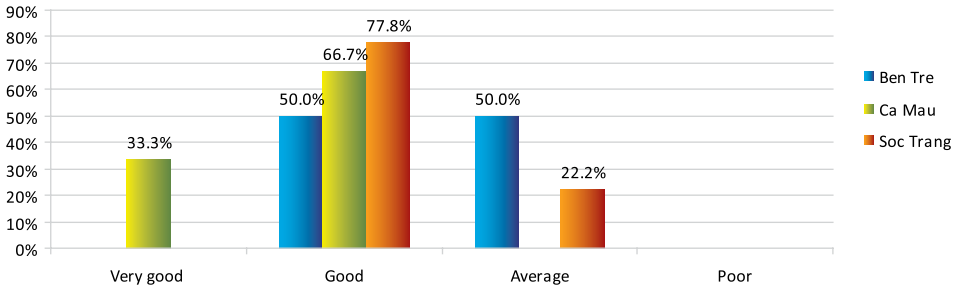
4 OVERALL ASSESSMENT

A total of 28 journalists filled in the evaluation forms, including 15 from Ca Mau, 4 from Ben Tre and 9 from Soc Trang. The evaluation included 3 questions, the results of which are shown on the following page.

In general, the overall assessment of participants showed the highest satisfaction percentage from the group attending the Ca Mau field trip. This is because the field trip to Ca Mau was well organized with clear examples provided to the journalists. In contrast, the journalists visiting Ben Tre expressed their disappointment with both the training and field trip sessions. The responses from the Soc Trang group fall somewhere in between.

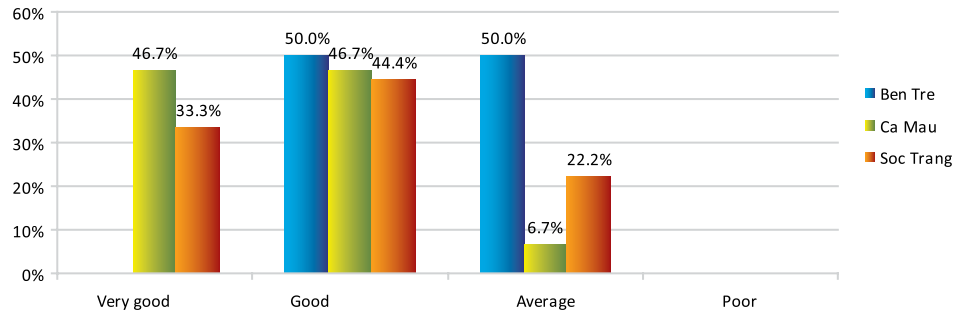
The majority of participants assessed the workshop as “Good” overall, with higher satisfaction among the group attending the Ca Mau field trip and lower rankings given by the Soc Trang group. The next most common assessment category was “Average”, with 50% of participants attending the Ben Tre field trip and 22% from Soc Trang choosing this option. No participants from the Soc Trang or Ben Tre groups assessed the training session as “Very Good” (see fig.1, below).

Figure 1: Your overall assessment of this training?



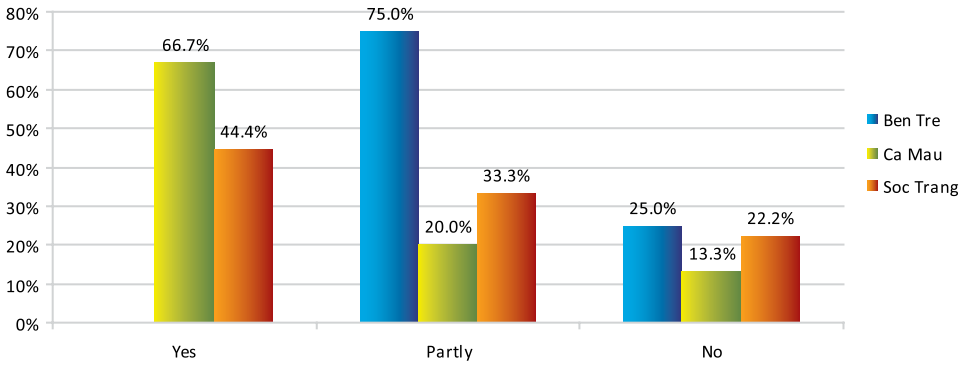
The group visiting Ca Mau ranked the training useful for themselves and for their work with 46.7% choosing "Very Good". In contrast, the group visting Ben Tre was evenly split, assessing the training as either "Good" or "Average". The group visiting Soc Trang was more evenly divided between "Very Good", "Good" and "Average" (see fig. 2, below).

Figure 2: Is this training useful with you and your organization?



When asked if the training met their expectations participants gave varied responses depending on site visit. The Ca Mau group still expressed the highest rate of satisfaction with 66.7% "Yes" and 13.3% "No". Ben Tre was nearly reversed with no one selecting "Yes", 25 % choosing "No", and 75% choosing "Partly" (see fig. 3, below).

Figure 3: Did the training meet your expection?



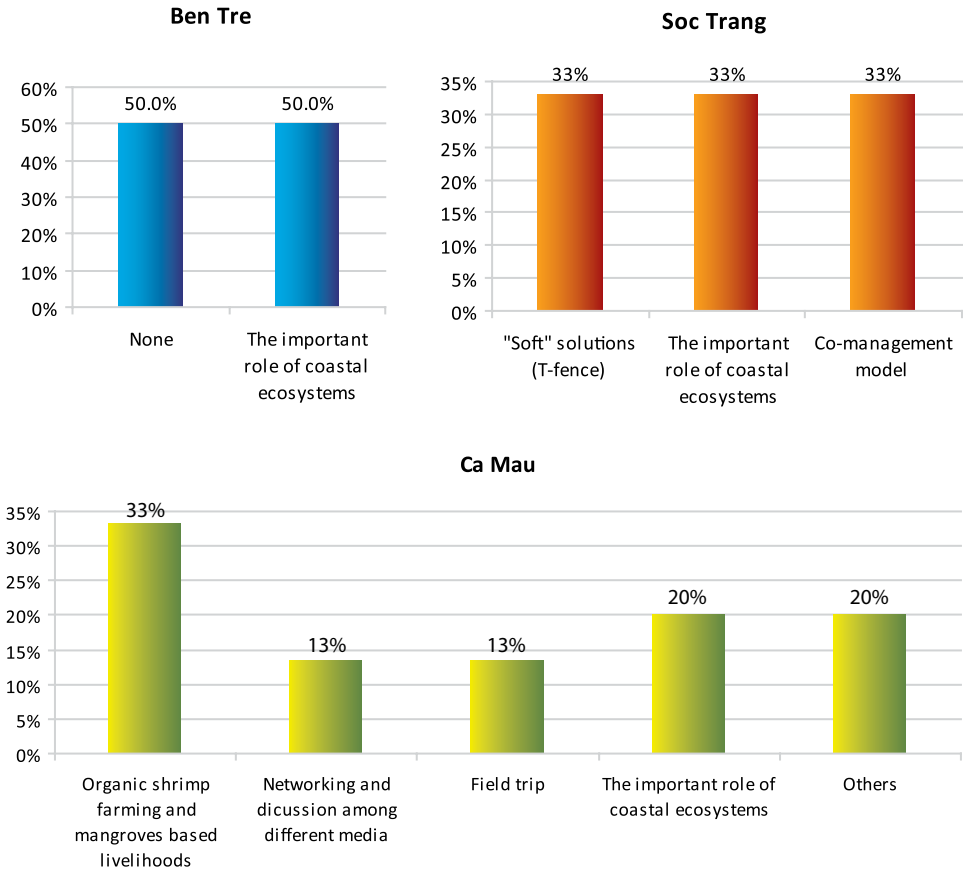
Interviewing a local authority in Ngoc Hien District, Ca Mau Province © IUCN Viet Nam

5 DETAILED ASSESSMENT RESULTS

5.1 What was the most important information/idea that you obtained from this training?

The key information of each field trip was well-received by journalists. The field trips to Soc Trang and Ca Mau were assessed to present more interesting ideas than the field trip to Ben Tre. This is likely because Ben Tre's activities are newly implemented and there were not many outputs for journalists to see and to evaluate. Meanwhile, both Soc Trang and Ca Mau provided good story opportunities with many angles that journalists could explore, including the links between mangrove forest restoration, benefit sharing and improved local livelihoods (see fig. 4, below).

Figure 4: Important information/ideas from the training?

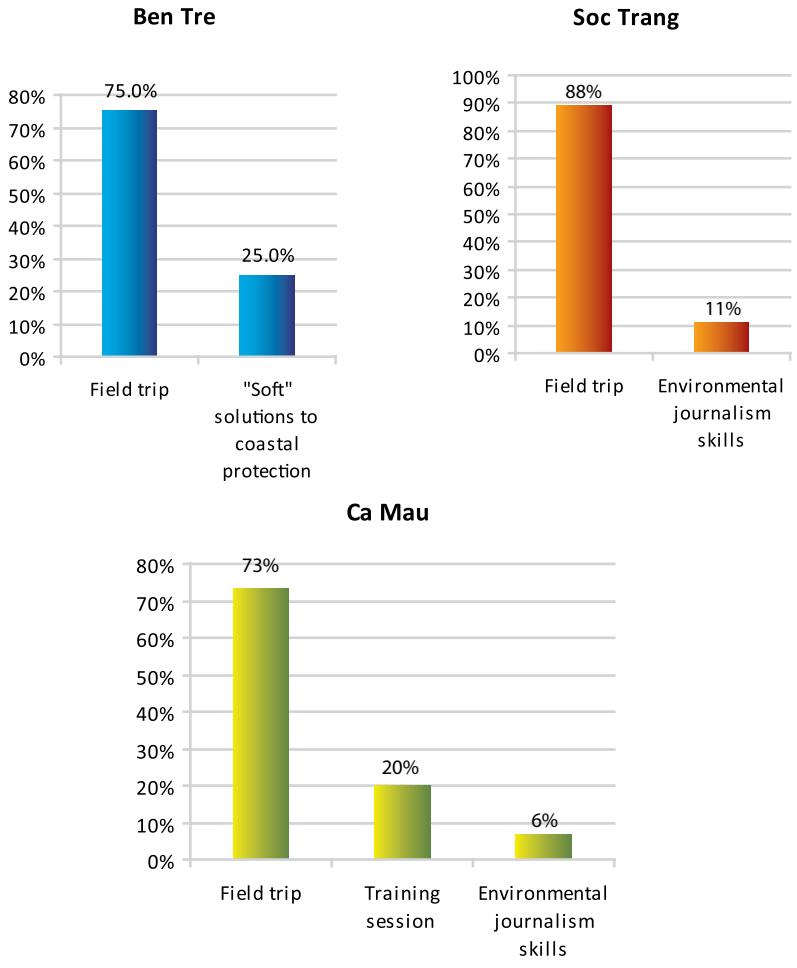


5.2 Which session was the most useful for you?

The survey showed that most journalists were interested in attending the field trip component where they could access information, identify problems/issues, speak with local communities, experts, and authorities, and explore by themselves. They did not like sitting for the entire training session in HCMC. This has been elaborated more in a webstory on the IUCN website[6] (see fig.5, below)

[6] http://iucn.org/about/union/secretariat/offices/asia/asia_where_work/vietnam/?14207/Journalist-training-a-case-of-ADD

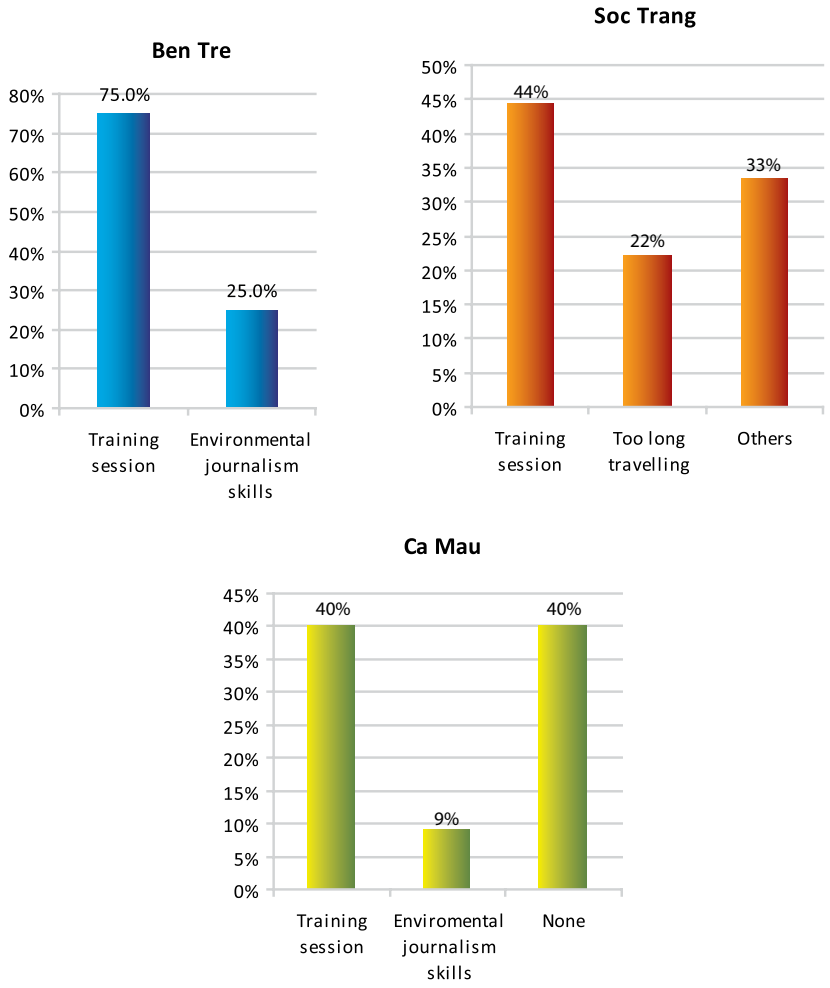
Figure 5: The most useful session evaluated by journalists?



5.3 Which session was the least useful for you?

Journalists found the training the least useful session with 75% from Ben Tre group and approximately 40% from both Soc Trang and Ca Mau groups listing this option. The training on environmental journalism skills was also ranked as being less useful than the field trip sessions (See fig.6, below

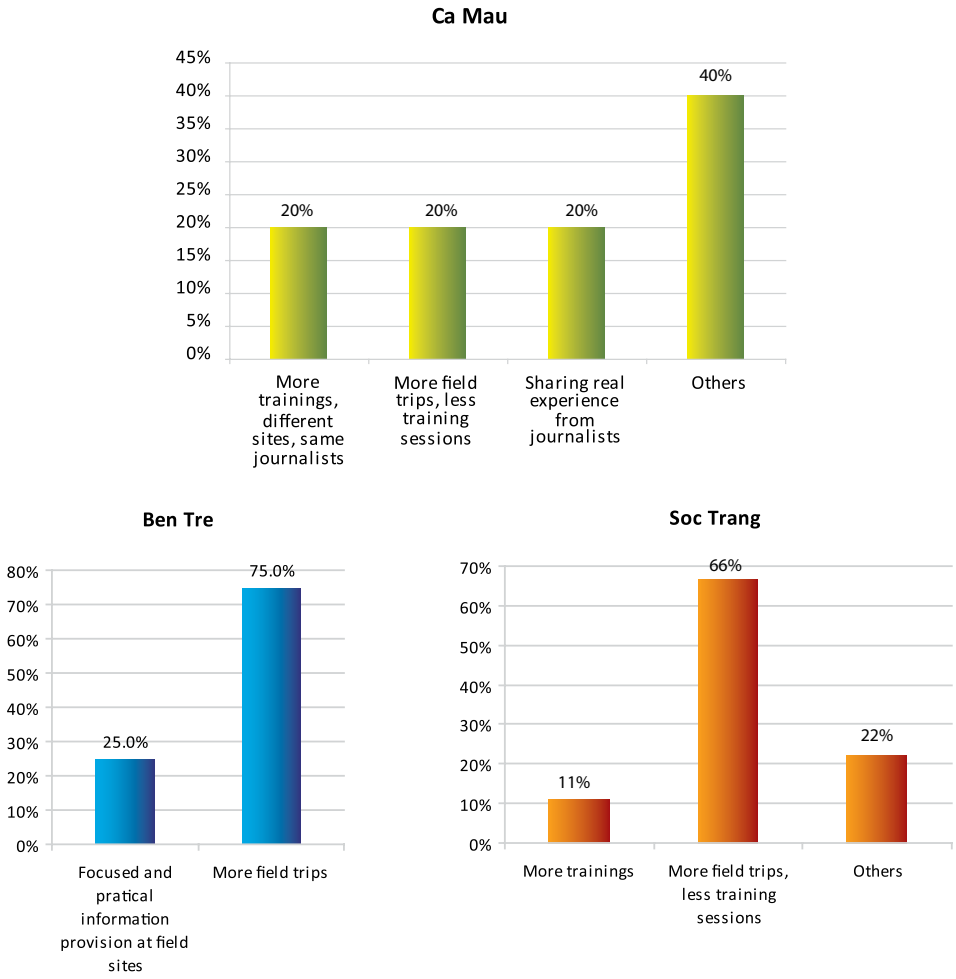
Figure 6: The least useful session evaluated by journalists?



5.4 Please give suggestions for similar programs in the future

The majority of journalists expressed their willingness to attend future trainings, but indicated they would prefer a focus on the field trips and a reduction of the training sessions. More specifically, the groups visiting Ben Tre group and Soc Trang both indicated a strong preference for more focus on the field trip (75% and 66.7%, respectively). Twenty percent of the group travelling to Ca Mau said they would prefer more of a focus on the field trip session. In addition, journalists expressed interest in improving their skills by holding discussions with more experienced local journalists. Given this feedback, the information at the field trips should be more focused and practical, travel time should be reduced, and experts should be invited to join the site visits (see fig. 7, below).

Figure 7: Suggestions for similar programmes in the future?



One participant recommended that journalists be required to submit articles in exchange for attending the training. Currently, we encourage, rather than require, journalists to produce outputs after the training. Requiring concrete outputs is an excellent suggestion. However, an important and difficult issue to address is the quality of their coverage, which takes time to improve. As such, we need to continue to organize additional media trainings. At some future date, we may require journalists to submit articles or generate other outputs.

The coverage after the training is an important output to measure the success of the training. So far, we have received around seventeen features, news, and films resulting from the training. See link[7] for media coverage.

[7] IUCN Viet Nam website: http://cmsdata.iucn.org/downloads/media_training_coverage___22_jan_2013.pdf

A local farmer caring for mangroves in Ca Mau Province © IUCN Viet Nam

6 KNOWLDEGE SURVEY RESULTS

The survey was designed to evaluate journalists' knowledge and understanding of relevant topics before and after the training. This survey included five questions covering their understanding of (1) coastal ecosystem services, (2) equitable benefit sharing, (3) co-management, (4) coastal resilience, (5) environmental reporting capacity.

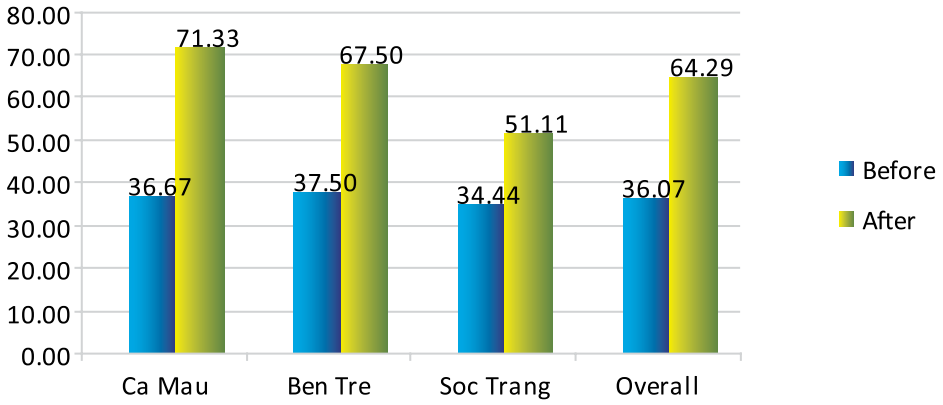
6.1 Understanding of coastal ecosystem services

- Before the training participants at all three field sites had an average understanding of one third of the issues related to coastal ecosystem services. Twenty-one percent had limited knowledge (less than a fifth of the issues) before attending the training. About 30% of participants understood more than half of the issues. Before the training there was no significant difference in knowledge of the issues between the three sites or between local and nationwide newspaper representatives.

- After the training, participants' knowledge increased by 28 percentage points, on average. Half of the participants self-assessed themselves to know 70-90% about the issues.

One person going to Ca Mau field trip assessed their understanding at 100%. Among the three field trip groups, the Ca Mau group saw the greatest change with the average understanding assessed at 71% after the training, nearly 35 percentage points higher than beforehand. Meanwhile, there was only a slight improvement – 16 percentage points – in the assessment of participants visiting Soc Trang. Members of the Ben Tre group also acquired more information during the field trip, with an increase of 30 percentage points. (See fig.8, below)

Figure 8: Understanding on coastal ecosystem services (%)

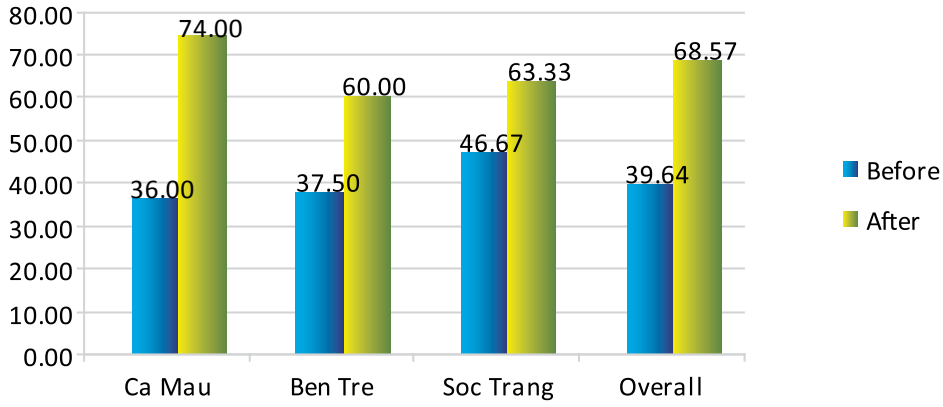


6.2 Understanding of equitable benefit sharing

- Before the training, the average understanding of equitable benefit sharing was about 40%. The Soc Trang group had the highest average understanding at 46%. In total, 36% of participants are knowledgeable about the issue with level of understanding equal to or more than 40%.

- After the training, the average level increased to 68%. All participants assessed their knowledge to above 50%. Four persons assessed themselves to know 90 – 100% of the material. The remaining people were equally divided into two categories, understanding 50 – 60% (43% of participants) and 70 – 80% (43% of participants) about the issues. Members of the Ca Mau group once again had the highest average understanding. Ranking second was Soc Trang, followed by Ben Tre. Given the high starting point of the Soc Trang and Ben Tre groups, there was no dramatic difference in awareness before and after the training. In contrast, reporters going to Ca Mau had the lowest starting point on average but information gained from the training helped to double their understanding. (See fig.9, below)

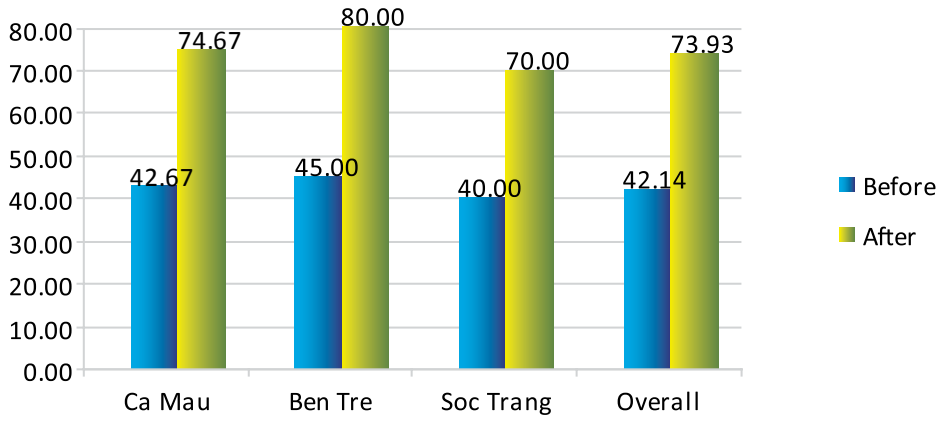
Figure 9: Understanding on equitable benefit sharing (%)



6.3 Understanding of co-management

- Before the training: the average understanding was relatively high at 42%. Forty-three percent of reporters understood more than 50% of co-management issues.
- After the training, people understood the issue much better with an average understanding of 74%, 32 percentage points higher than the before the workshop. Reporters attending the Ben Tre field trip had the highest average level of understanding (80%). Eight people reported to fully understand the issue. (See fig.10, below)

Figure 10: Understanding on co-management (%)

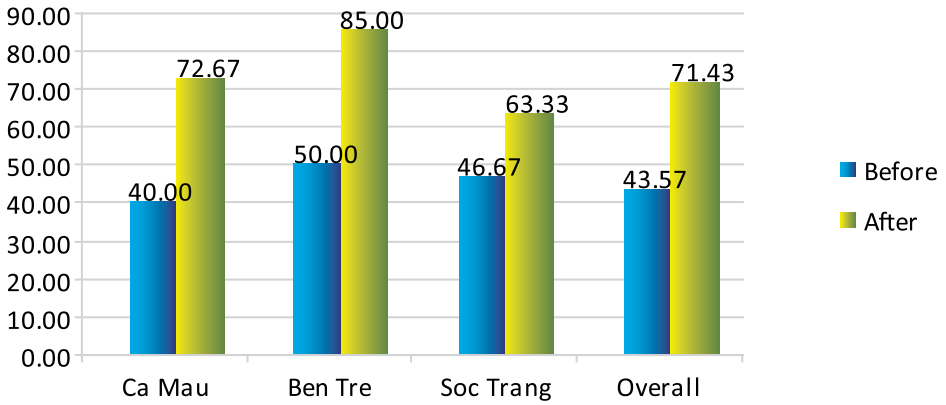


6.4 My understanding about coastal resilience

- Before the training: average understanding about coastal resilience was 43.5%. Half of the participants knew 50% or more on this issue.
- After the training: there was an improvement of 28 percentage.

Members of the Ben Tre group seemed to understand the most about coastal resilience with an average understanding of 85%. Half of participants fell in the category of 80 – 90% understanding. No participants self-assessed to understand 100% of the issue. (See fig. 11, below)

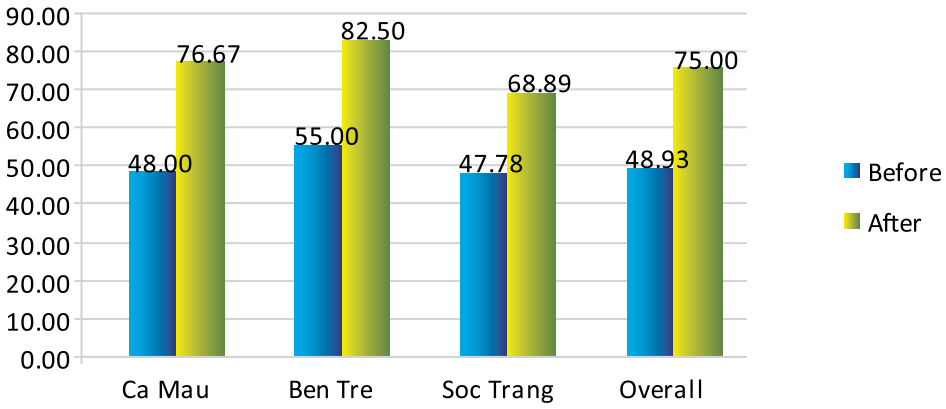
Figure 11: Understanding on coastal resilience (%)



6.5 Environmental reporting capacity

- Before the training: 68% of participants assessed their environmental reporting capacity as limited (less than or equal to 50% understanding). Only nine participants fell in categories higher than 50%. Participants that visited Ben Tre seemed to have the highest capacity in environmental reporting with a self-assessed understanding of 55%.
- After the training, people felt their capacity was enhanced on average by 26 percentage points. The Ben Tre group had the highest average reporting capacity after the training at 82%. Eighteen percent of participants were very confident in writing about environmental issues and reported a 90 – 100% capacity in this area. (See fig.12, below)

Figure 12: Environment reporting capacity (%)



A journalist at work © IUCN Viet Nam

7 RECOMMENDATIONS

7.1 Target audience

- An important point for making the media training a success is to identify the correct target audience. For example, sending survey forms to journalists in advance to evaluate skills and interests; In addition, the training should not be held near the end of the year when most journalists are busy with special Tet (Lunar New Year) issues.

- The difference in knowledge and skills between the local and central journalists affects the outcome of the training. Journalists with similar levels of knowledge and experience should be invited, if possible.

- It is necessary to set up a journalist network to share and exchange information. We should invite the same journalists to the next trainings to further their capacity, rather than invite new participants. In addition, in the next trainings, these past participants already knew each other and easily engage in group discussion.

- There are emerging issues, as well as solutions, relating to environmental protection. We should approach editors and organize pre-workshop discussion sessions with editors of different newspapers. These sessions will help them understand more about these

new concepts, which will subsequently help in issuing future articles and assigning relevant journalists to attend the training.

7.2 Training Curriculum/ Sessions

- The training curriculum should be designed to meet the training objectives and participants' expectations.
- Presentations by experts should be journalist-oriented. Presenters should cover issues of interest to journalists, not present scientific figures that journalists can obtain online.
- International journalists can offer advice on basic journalist professionalism and skills, but may find it difficult to address the flexible reporting tactics often required in Vietnam. Instead, we should invite well-known Vietnamese journalists to share their experiences in relation to Vietnam's unique context.
- The training session should be short, around a half-day including group discussions. The breakout groups are important as different journalists have their own interests. We should not force each group to listen to the other groups' topics.
- The training session should be organized in the same place as the field trip(s) to avoid distraction as it is in HCMC, Hanoi or other big cities. This will also reduce travel time and allow journalists to spend more time visiting the field site(s).
- Evaluation and follow up sessions with journalists are critical. Their inputs and contributions will improve future trainings.

7.3 Field trip

- Time for field trips should be long enough for journalists to fully explore the issues. When arranging several simultaneous field visits it is necessary to select sites with different issues.
- The group facilitators for each site should be very well prepared. This includes in-depth knowledge about site-specific issues, skills in group and time management and focusing on the training objectives.
- Local communities and authorities at each site should be well prepared in advance so they can provide relevant information to the journalists. They should be informed that there may be media interviews so that they can prepare themselves accordingly.
- Homestays are good opportunities for journalists to connect with the local community and to identify new ideas. This could be made optional as not all field site visits are compatible with this model.
- A large group of journalists facilitates a positive working environment and the exchange of information among themselves and with the local communities and authorities. Accordingly, we should focus on a maximum of 1-2 sites.
- It is important to arrange a half-day for free exploration. Journalists should be given a chance to explore the area by themselves.
- Organizers should arrange experts and local government representatives who fully understand the places and issues to accompany journalists at the sites.

Integrated mangrove-shrimp farms in Nhung Mien, Ca Mau Province © IUCN Viet Nam

8 ANNEXES

8.1 ANNEX 1: Features

Feature on VNExpress (Friday, 13 December 2013) by Nguyen Loan

Cultivating Onions on Land Reclaimed from the Sea

Although the area used to be a saline region eroded by flood and tides, the farmers in Vinh Hai Commune, Vinh Chau District, Soc Trang Province are now able to intensively cultivate onions after 10 years of mangrove afforestation.

Speaking about a picture (above) of Vinh Hai Commune from 10 years ago, Mr. Thach Xoan, a resident of the region, reminisced: "…whenever the annual flood-tide occurred, soil was eroded and became saline; it was impossible to cultivate crops. Two schools and numerous houses have been swept away into the sea by huge flood-tides."

With the support of IUCN and the German Development Agency, the local people and local authorities have worked to improve the soil and protect the land. T-shape fences were built and mangrove afforestation was promoted to decrease sea wave intensity. As explained by Mr. Hoang Dinh Quoc Vu, an official at the Vinh Chau District Agriculture Department, “These kinds of fences retain alluvial material brought by the waves. The spaces between two T-shape fences help water withdraw easily.”

Along 45 km of coast, seven communes of Vinh Chau District are now covered by mangrove forest. Aware of local communities’ role in afforestation and environmental protection, the Agriculture Department of Vinh Chau District started a programme in 2009 to allocate land to the community for co-management. Since the T-shape fences were set up and with increased forest cover, the fields along the coast are becoming more and more fertile.

After several year of improvement, the local people are cultivating crops and rebuilding houses on land that used to be saline. At the age of 85, Mrs. Nam Thi Pia still enjoys farming onions with her family. Living a long life in this region, Mrs. Pia stated that during the deforested period the local people mainly survived on the near-shore fishery which provided an uncertain livelihood. Furthermore, floods occurred annually.

So far, Vinh Hai Commune is cultivating onions on 6,000 ha of land, which provides the main income for many local people.

The farmers have set up numerous irrigation systems on the vast onion fields (pictures above, below)

Such rectangle ditches, as shown below, have been dug to bring water to the onion fields. The mangrove forests not only defend land from erosion but also improve water resources in Vinh Hai Commune. The water, which used to be saline, is now potable and safe for daily use and irrigation.

As Mr. Vu noted, these onion fields will be harvested around Tet 2014 when onions are sold at around VND 20,000 (equivalent to 1 USD) per kilo. Vinh Chau District has the largest area in Soc Trang Province under onion cultivation, currently at around 100,000-120,000 ha (1,000 – 1,200 km2).

The area is approximately 300 m from the coast, where the local people are farming on the fertile land.

Closer to the shore, the mangrove forests are growing ever thicker and helping to defend the land from the erosive power of the sea.

Natural shield: Located in the UNESCO-recognised Ca Mau Cape Ramsar Biosphere Reserve, these mangrove forests protect land from tidal waves, strong winds and soil erosion. — VNA/VNS Photo Nguyen Thanh Dung

Feature on Vietnam News (Sunday, 12 January 2014) by Pham Hoang Nam

Shrimp project helps create 'organic coast'

A new model of integrative shrimp farming introduced in Ca Mau will help farmers earn more while preserving the mangrove trees that aquaculture often destroys. Pham Hoang Nam reports.

Tran Quoc Van is excited about his future since his shrimp farm is all set to get organic certification.

"If we can get the certification for our shrimp, we don't need to worry how to sell and the price could be 10 per cent higher than usual," Van said.

It all began in May when Van and 1,074 other households living in the southernmost province of Ca Mau's Nhung Mien Protective Forest were invited to take part in a four-year project to get organic shrimp certification by the International Union for Conservation of Nature and the Netherlands Development Organisation.

The goal of the project is to help local shrimp farming systems become more profitable by combining them with protection of mangrove forests, thus boosting both profitability and sustainability while also increasing coastal resilience to climate change.

Shrimp farming is one of Viet Nam's leading export-related activities. But it is also the leading cause of mangrove loss in a country with a long, densely populated coastline that is vulnerable to tropical storms and sea-level rise. So the sustainability of the shrimp business and the conservation of mangroves are both national priorities.

The project, funded by the German Federal Ministry of the Environment, Nature Conservation and Nuclear Safety, focuses on a group of around 2,700 farmers who use an integrated model of farming shrimp in mangrove forests in which each household has to earmark 60 per cent of the land for growing mangrove.

They may get significantly lower yields per hectare than intensive shrimp farms, but have a highly diverse output, lower costs, and much lower risk of crop failure.

Not only is this model resilient to disease but also stable and profitable, with incomes significantly higher than from traditional farming.

Certification: New shrimp farms that meet organic requirements will receive a quality certificate. — VNA/VNS Photo

Better still, because the farming is essentially natural, the shrimp can be certified as organic, which allows the farmers to meet growing international demand for organic goods and get a premium price for their products.

"We have 2,683 households living inside the protective forest, but only 1,075 got training in farming organic shrimp and 741 of them (owning 2,647ha) were selected to join the project," Ta Minh Man, deputy head of the Nhung Mien Protected Forest management authority, said.

The forest is in Ngoc Hien District in Ca Mau, which is home to half of Viet Nam's mangrove and shrimp farming areas.

The project has worked to include as many farmers as possible in the process, both through training and helping them ensure a 50 per cent mangrove cover on their farms that will enable them to get organic certification for their shrimp.

The project will help plant mangrove in farms that do not meet the 50 per cent criterion, and has organised farmers into groups that work towards achieving it jointly rather than individually.

Households are trained to get certification in raising shrimp without giving them industrial feed or chemicals, managing household waste, and forest protection.

To effectively start the project, an agreement was negotiated with the Ca Mau-based Minh Phu Company, the world's second-largest shrimp exporter in terms of value, for it to buy all the certified organic shrimp that farmers produce at a 10 per cent premium.

In the past organic certification for shrimp farms in Viet Nam had issues like low prices,

late payments, and a lack of transparency that had farmers questioning the economic value of certification. They have all been resolved with the new model.

The company will also pay for the annual audit and internal control systems that ensure the chain of custody from the farm to the processor.

“Basically, we do not see any difference in the way of feeding organic shrimp”, Van said.

“In the past we had natural shrimp breeding but now it has reduced and we have the Minh Phu Company providing good shrimp at cheap prices”.

“And then we change the water for the shrimp every two weeks without feeding them industrial feed or using chemicals”.

But after the training he knows how to identify diseased shrimp, why to protect forests, and the relationship between shrimp, seafood, and mangrove forests.

“I used to worry because I recognised that the capacity for shrimp feeding in the old way was becoming less and less….. now I understand how I can sustain production and our living…”, he said.

Healthy yield: A farmer works on his shrimp farm. — VNA/VNS Photos Trong Duc

Getting started

“In the beginning, no one cared about the project because they thought it was the same as the ones they had done in the past until they realised it can provide them stable earnings”, Man said.

Commercial channel: In Ca Mau canals are the local people’s roads.

Commercial channel: In Ca Mau canals are the local people's roads.

Organising training courses for 1,075 households required a lot of effort but only when farmers got through them could the project start.

The one thing that seemed easy to build was a toilet. "But the cost of building a normal toilet is not low at VND 5 - 7 million (US $250-350)", Nguyen Dac Loc, a technician working in the Nhung Mien Protected Forest, said.

"It is too expensive for the project and over 500 households in the project do not have toilets".

Loc has studied and found that a removable plastic toilet can be used for 10 years and costs a reasonable VND 1.5 million.

He said people donating toilets to families have to spend VND 500,000 - 1 million to cover the toilet.

"And we have resolved the problem. Now farmers will get toilets very soon".

Phan Minh Toan, 29, of Nhung Mien hamlet, Ngoc Hien District, said: "Changing a habit is not easy but my family recognises that this is a good habit and it is needed to sustain our income, and so we change".

Commercial channel: In Ca Mau canals are the local people's roads.

Toan has got a plastic toilet and bought construction materials, and is waiting for builders to put a roof over it. His toilet has become a curiosity for neighbours to see and study.

Young shrimp were supplied by the Minh Phu Company in November and farmers can harvest in March.

"After all 741 households have toilets, we will sign a contract with them and invite an international organisation to come and check their quality," Man said.

"If they approve and provide certification, farmers will have long-term earnings."

Van added: "The future is a long time and there is a lot of work to do, but I believe in the project and hope our incomes can remain stable."

The Ca Mau authorities now want to scale up organic certification to 20,000 ha of integrated mangrove-shrimp farms by 2020.

The vision is to establish an "organic coast" that both produces high-value certified shrimp and protects against rising sea levels and potentially stronger storms. — VNS

8.2 ANNEX 2: Agenda

Time	Action	Person in charge
Day 1 (26 Nov) (HCMC)		
a.m	Out of town participants, speakers and organizers, journalists arrive in HCMC, check in hotel	IUCN Vietnam/MFF/ISPONRE/GIZ
14:00	Opening	- Ms. Bui Thi Thu Hien (Marine and Coastal Programme Coordinator) - GIZ representative - Prof. Chu Hoi (MFF Chair NCB) - Ms Kim Thi Thuy Ngoc, Manager of the Project for Ecosystem Services/ ISPONRE
14:15 (25')	Lesson learnt and experiences sharing through "Hành Trình Việt Nam Xanh – Viet Nam Green Journey" - Expectation from participants (written on note) - Pre-training survey + ice breaker	Speaker: Ms. Nguyen My Linh
14:40 (20')	A scientist share experiences as a journalist	Speaker: Prof. Dr. Nguyen Chu Hoi
15.00 (30')	Case studies 1: Highlighting issues on mangrove conservation and climate change in Ben Tre Province	Speaker 1: Dr. Pham Trong Thinh – Director Sub-FIPI HCMC
15.45 (30')	Case studies 2: Mangrove based aquaculture model in Ben Tre	Speaker 2: Mr. Vuong Dinh Tuan (FSIV)
16.15	Q & A	All participants
17.15	End of day 1	
18.30	Award ceremony for winners of student competition Welcome dinner and social event	
Day 2 (27 Nov) (HCMC)		
08.00	De-brief of day 1 and introduce the agenda of day 2	
08.10 (30')	Case studies 3: Highlighting issues area coastal protection in Soc Trang Province	Speaker 3: Dr. Klaus Schmitt (GIZ)
08.40 (30')	Case studies 4: Highlighting issues on ICM and co-management in Soc Trang Province	Speaker 4 : Dr. Klaus Schmitt (GIZ)
09.10 (60')	Q & A	All participants
10.10 (20')	Coffee break	All participants

10.30 (30')	Case studies 5: Highlighting issues on ecosystem services in Ca Mau Province	Speaker 5: Mr. Ngo Chi Hung, Head of Environmental Protection, DONRE Ca Mau
11.30 (45')	Q & A	All participants
12.15	Lunch	
14.00	Journalist skills training session - How to write interesting articles/features - How to translate complicated things into simple language - Group work and exercises	Conducted by David Frogier de Ponlevoy
15.30	Coffee break	
17.00	End of day 2	
Day 3 (28 Nov) (FIELD TRIP TO BEN TRE PROVINCE)		
07:30 a.m (150')	Depart HCMC for Ben Tre	Car arranged at hotel
10:00 a.m	- Brief information/issues in Ben Tre presented by local partner - Meet local authorities/partners/relevant agencies	Local partner at Ben Tre (MFF)
11:30 a.m	Lunch in Ben Tre (Location: TBD)	MFF MCC
p.m	- Free exploration	
	Dinner in Ben Tre (Location: TBD)	
	Check in Viet Uc hotel in Ben Tre	
Day 4 (29 Nov) (FIELD TRIP TO BEN TRE PROVINCE)		
07.30	- Site visit to Ba Tri District - Check out hotel	
11.30	- Lunch in An Thuy	
13.30	RECAP SESSION: - Facilitator and participants discuss story ideas and angles that may be gained from the field trip in linkage with provided skills. - Fill in post training survey and evaluation form - Wrap-up Session, Certificates	IUCN MFF-MCC
15.30 p.m	Depart Ben Tre for HCMC	
Day 3 (28 Nov) (FIELD TRIP TO SOC TRANG)		
06:30 – 13:00	Departure from HCMC Bus transfer to Vinh Chau district/Soc Trang province with lunch on the way	
13:00 – 15:30	Visit Au Tho B Co-Management group Inspect bamboo walkway through mangrove forest	
15:30 – 16:30	Drive to Nopol, Vinh Chau district	

16:30 – 17:30	Visit coastal protection (Bamboo T-fences) at Nopol, Vinh Chau district	
17:30 – 18:30	Drive to SocTrang	
18.30	Check in hotel	
19:00	Dinner	
Day 4 (29 Nov) (FIELD TRIP TO SOC TRANG)		
08:00 – 09:30	RECAP SESSION: - Facilitator and participants discuss story ideas and angles that may be gained from the field trip in linkage with provided skills. - Fill in post training survey and evaluation form - Wrap-up Session, Certificates	
10:00 – 15:00	Drive Soc Trang to HCMC Lunch on the way	
Day 3 (28 Nov) (FIELD TRIP TO CA MAU NATIONAL PARK)		
Day 1: HCMC – Ca Mau – Nhung Mien Forest Management Unit		
06.00	Depart HCMC for Ca Mau Province (to take flight at 6:00 a.m)	IUCN/ISPONRE/SNV
07.00	Arrive in Ca Mau City	IUCN/SNV
07.00-08.00	Have breakfast	
08.15-09.15	Meet with DARD	IUCN
09.15-11.15	Travel to Nam Can District (31 seat bus) Check in hotel	IUCN/ISPONRE/SNV
11.00–13.00	Lunch at FMB	
13.00-13.30	Travel to Nhung Mien FMU/DARD	
13.30- 14.30	Meeting with Nhung Mien FMB/DARD and SNV, briefing about M&M (IUCN project)	
14.30 – 17.30	Visit shrimp farms in Nhung Mien, interview farmers, visit households	
17.30 – 18.00	Back to Nam Can District	
19.00	Have diner, overnight in Nam Can	
Day 2: Mui Ca Mau National Park – Ca Mau		
7.30 – 8.00	Check out hotel, have breakfast	
8.00 – 9.30	Travel to Mui Ca Mau National Park	
9.30 – 10.30	Meeting with National Park Management Board	
10.30 – 11.30	Visit Mui Ca Mau statue – No. 0 land mark	
11.30 – 13.30	Have lunch in farmer house	

13.30 - 14.30	Visit mudflat at Mui Ca Mau (speed boat)	
14.30 – 16.30	Travel back to Nam Can (speed boat)	
16.30 – 18.00	Travel back to Ca Mau city Check in hotel (Anh Nguyet hotel)	
18.30 – 19.30	Dinner (inviting local authorities: DARD and DONRE)	
19.30 – 20.30	RECAP SESSION: - Facilitator and participants discuss story ideas and angles that may be gained from the field trip in linkage with provided skills. - Fill in post training survey and evaluation form - Wrap-up Session, Certificates	
Day 3. Back to HCMC		
6.00 – 6.30	Check out hotel, breakfast	
6.30 – 6.45	Taxi to Ca Mau airport, 7:15 flight to HCMC	
08.35	Arrive in HCMC	

8.3 ANNEX 3: Field visit information

Ben Tre Province

Mangroves for the Future (MFF)/ Mangroves and Climate Change (MCC)

The mission of MFF/MCC is to promote healthy coastal ecosystems through a partnership-based, people-focused, policy-relevant and investment-oriented approach, which builds and applies knowledge, empowers communities and other stakeholders, enhances governance, secure livelihoods, and increases reliance to natural hazards and climate change.

Ben Tre Province

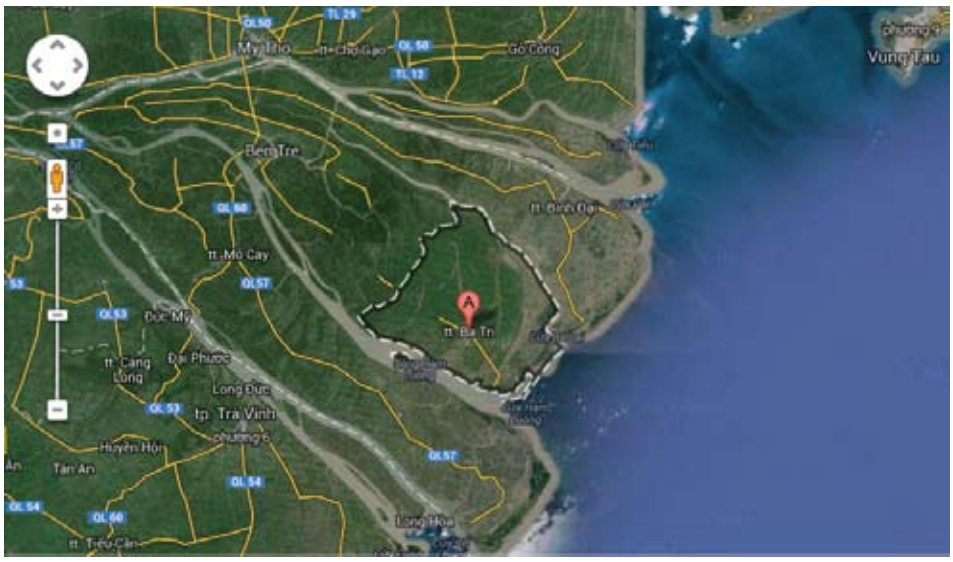
Ben Tre province is located downstream of Mekong River. It is shaped like a triangle with two sides bounded by the Tien and Co Chien Rivers and the 65 km long coastline running adjacent to East Sea. Ben Tre is 85 km from Ho Chi Minh City and is reached by passing through Long An and Tien Giang provinces.

Ben Tre Province is a coastal province in Vietnam which is predicted to be heavily impacted by sea level rise. It has been selected as a location to implement projects to enhance local capacity building and pilot activities and adaptation plans to reduce vulnerability to the impact of climate change. This is a 4-year project starting in 2011.

Ba Tri District

Ba Tri is located with Binh Dai district. It is bordered by the Ba Lai River to its north, Giong Trom district to the west, and by Thanh Phu district and the Ham Luong River to its south. Its eastern border runs for around 10 km along the East Sea.

Ba Tri district was formed by alluvial deposition from the Ham Luong and Ba Lai rivers. Its proximity to the sea has resulted in a landscape of alternating fields and sand dunes. Due to the favourable



location, located between two large estuaries with relatively high and dry land, Ba Tri is believed to be one of the earliest settlements of the Vietnamese people in Ben Tre. Data gathered in a genealogy study of some families in the area, combined with written records, shows that from the beginning of the eighteenth century, many people from Central Vietnam settled here and reclaimed land.

An Thuy Commune

An Thuy commune is located close to the East Sea. As such, the area is likely to be impacted by climate change. In 2013, the program Mangroves for the Future (MFF) of Vietnam, managed by the International Union for Conservation of Nature (IUCN) has approved funding for two small projects in Ben Tre, including one project in An Thuy commune and the other project in Thanh Phong commune.

Project: "Improving mangrove based-polyculture model with community participation in An Thuy Commune, Ba Tri District, Ben Tre Province".

Project Objectives: The project aims to improve and increase the efficiency of polyculture practices in mangrove forest and develop "Regulation on forest protection and production - combined polyculture in the mangroves in a sustainable development" in the An Thuy Commune, Ba Tri District, Ben Tre Province

Project's Activities: are aimed at strengthening the sustainable management and restoration strategies of natural resources. The goal is to increase the resilience of local ecosystems to climate change, improve food security and livelihoods for local communities. These activities will be evaluated for lessons learnt and integrated into the active co-management of mangroves in the future to enhance adaptive capacity at the community level.

Soc Trang Province

Management of Natural Resources in the Coastal Zone of Soc Trang Province (Co-management model)

Co-management in a natural resource context is a partnership arrangement in which a resource user group gets the right to use natural resources on state owned land (a defined area) and the responsibility to sustainably manage the resources (including protection).

Resource users and local authorities jointly negotiate an agreement on who can do what where, when, how and how much in a particular area of resources which is then implemented and monitored primarily by the resource users themselves.

Co-management is an effective way of maintaining and enhancing the protection function of the mangrove forest belt and at the same time providing livelihoods for local communities. Enhancing the protection function of the mangrove forests is extremely important for the coastal zone of Soc Trang Province because of the negative impacts of climate change (see fact sheet Climate Change). For co-management to be successful, it is essential that there is full political support at all levels (province, district and commune), that it follows a participatory process, that there is agreement from all stakeholders and a pluralistic governance body.

What is the process for co-management?

The co-management process follows four steps (consultation/organisation, negotiation/agreement, implementation and monitoring) and must apply the four principles of integrated coastal area management, participation, zonation and monitoring (see flowchart). Only then can the key benefits of co-management be achieved, namely ecosystem services for effectively managed and protected mangrove forests, livelihood improvement, involvement of resource users in effective management decision-making, reduced workload for authorities and benefit sharing as part of an ICAM approach (see fact sheet, Co-management Benefits). Everything has to happen within the framework of an integrated coastal area management approach, and whatever is done must be done in a participatory way.

Step 1: consultation (this includes surveys, information about the process, getting acceptance for co-management, capacity building and awareness raising) and organisation. This step will end with the formal establishment of a resource user group under Decree 151.

Step 2: a series of negotiation meetings which will end with a formal agreement between the local authorities and the resource users. The agreement specifies who can do what, where when, how and how much and must apply the key principles of zonation and monitoring.

Step 3: implementation of the agreement.

Step 4: monitoring and evaluation involves a feedback loop and re-negotiation (adaptive management) and must be applied throughout the co-management process and implementation.

Co-management in Soc Trang province

The village of Au Tho B in Vinh Chau District was selected as a pilot site for co-management because it has a many poor, landless people from ethnic minorities, who rely on the collection of natural resources from the mangrove forests for their livelihood.

Based on a two-year participatory process, the first mangrove co-management agreement was signed in September 2009 between the co-management group and the Commune People's Committee of Vinh Chau. In 2012, the process to expand the co-management model to the two other coastal districts, Tran De and Cu Lao Dung, started. In April 2013 the second mangrove co-management agreement was signed between the co-management group of Mo O village and the Communes People's Committee of Tran De. The participatory negotiation process for the co-management regulations in Cu Lao Dung are still ongoing and the agreement will be signed this year too.

Management of Natural Resources in the Coastal Zone of Soc Trang Province (T-fence: protection of coast from erosion)

The discharge regime of the Mekong River, the tidal regime of the Vietnamese East Sea and near-shore coastal currents driven by monsoon winds are creating a dynamic process of accretion and erosion along the coast of Soc Trang Province (photo right: black arrows: current; red arrow: erosion site). Erosion can be very severe in certain areas and the project is therefore testing methods to protect the coast from erosion. One of the project's approaches is to set up a model for mangrove rehabilitation in erosion sites which combines: appropriate dyke design, wave breaking barriers, designed according to computer-based current and erosion modelling, which will limit erosion and increase sedimentation, and rehabilitation of mangroves under relatively sheltered conditions behind the wave breaking barrier. The project has supported the development of technical specifications of a dyke design which is appropriate for the conditions found along the coast in Soc Trang (diagrams left).

The development of a numerical model which simulates hydrodynamics and shore line development, and based on this model, the design of breakwaters have been completed. Field measurements were used to understand the morphodynamic processes and to verify the model. The aim of the breakwaters is to reduce erosion, stimulate sedimentation and, as much as possible, avoid downdrift erosion. This is a prerequisite for mangrove rehabilitation in erosion sites. This study has been carried out by the Institute of River and Coastal Engineering (Hamburg University of Technology, Germany) in collaboration with the Southern Institute of Water Resources Research (Ho Chi Minh City, Vietnam).

For the design of the breakwaters physical tests were carried out in a wave flume (picture left). An adapted approach using local materials was tested in the pilot site in Vinh Tan (photo in the next page).

Construction of the entire breakwater was completed in 2012. Methods of mangrove planting between the breakwater and the dyke will be tested once sedimentation has occurred. This model, which combines mangrove rehabilitation with engineering measures, will become part of an integrated coastal area management (ICAM) strategy. This strategy will analyse the coastal zone as a whole - and not only at isolated erosion sites - and will consider different options depending on site specific conditions:

Hold the line. This is a static engineered response to shoreline protection using sea dykes. It should, wherever possible, be combined with mangrove protection and rehabilitation.

Managed realignment. This is a decision to allow land to erode and flood, creating new sea, intertidal and mangrove habitats. It involves the planned use of engineering solutions that recognise natural processes of erosion and accretion, and the identification of a new line 'of defence' for the construction of the sea dykes. This strategy can be used in response to sea level rise.

Limited intervention. Here adjustments are made to be able to cope with inundation such as raising coastal land and buildings, or to protect land through the encouragement of natural succession as part of the dynamic coastal accretion process.

Ca Mau Province

Mangroves and Promoting Ecosystem-based Adaptation through Mangrove Restoration and Sustainable Use in Thailand and Vietnam Mangroves & Market" (MAM)

Location

The project will be introduced in Ca Mau province, Vietnam and Chanthaburi province, Thailand. Ca Mau has been selected because of its high-value tiger shrimp industry and Chanthaburi because of its experience in rehabilitation of abandoned shrimp farms and linking shrimp farmers to certifi¬ed supply chains. Within Ca Mau, Ngoc Hien district has been identifi¬ed for its extensive mangrove cover, but also due to the rapid rate of mangrove clearing and degradation.

Project objectives

To help reverse this trend the project will support the authorities to access markets to pay for the multiple benefi¬ts provided by mangroves. This will be achieved by implementing four complimentary work Packages:

1. Work with shrimp importers, traders and farmers to introduce ecologically sound shrimp production in areas of high deforestation and degradation. This will bring job and income opportunities to the local communities, while reducing pressure on the mangrove areas.

2. Restoration of mangroves in the coastal protection zone with a focus on abandoned shrimp farms. Activities will be introduced in tandem with the BMU supported ENRICH project which is piloting mangrove restoration in Ca Mau.

3. Accessing carbon finance; this will be secured through the expected reduction in deforestation and degradation as a result of a switch to higher shrimp production standards and through rehabilitation of abandoned shrimp farms.

4. To ensure replication of results the project will also work on the drafting and introduction of a national policy in Vietnam that provides the legal basis for mangrove PES systems. This will build on the ongoing efforts by the Ministry of Agriculture and Rural Development, IUCN and GIZ.

The project will be conducted over three and a half years (from 2012-2015) with funding from the International Climate Initiative (ICI) of the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU).

Project partners:

Department of Agriculture and Rural Development Ca Mau: The provincial partner supporting the project and its activities. Based on the success of the work the province will look to share lessons and disseminate more widely.

SNV Netherlands Development Organisation: SNV will lead the work on shrimp production and market access as well as the mangrove rehabilitation work in Ca Mau province.

International Union for Conservation of Nature and Natural Resources (IUCN): IUCN has a long history of working on mangroves in Vietnam and Thailand and has been working to support a mangrove PES policy. IUCN will lead the policy work as well as the activities in Thailand.

Mangroves for the Future
INVESTING IN COASTAL ECOSYSTEMS
www.mangrovesforthefuture.org

About Mangroves for the Future

Mangroves for the Future (MFF) is a unique partner-led initiative to promote investment in coastal ecosystem conservation for sustainable development. Co-chaired by IUCN and UNDP, MFF provides a platform for collaboration among the many different agencies, sectors and countries which are addressing challenges to coastal ecosystem and livelihood issues. The goal is to promote an integrated ocean-wide approach to coastal management and to building
the resilience of ecosystem-dependent coastal communities.

MFF builds on a history of coastal management interventions before and after the 2004 Indian Ocean tsunami. It initially focused on the countries that were worst affected by the tsunami -- India, Indonesia, Maldives, Seychelles, Sri Lanka and Thailand. More recently it has expanded to include Bangladesh, Cambodia, Pakistan and Viet Nam.

Mangroves are the flagship of the initiative, but MFF is inclusive of all types of coastal ecosystem, such as coral reefs, estuaries, lagoons, sandy beaches, sea grasses and wetlands.

The MFF grants facility offers small, medium and large grants to support initiatives that provide practical, hands-on demonstrations of effective coastal management in action. Each country manages its own MFF programme through a National Coordinating Body which includes representation from government, NGOs and the private sector.

MFF addresses priorities for long-term sustainable coastal ecosystem management which include, among others: climate change adaptation and mitigation, disaster risk reduction, promotion of ecosystem health, development of sustainable livelihoods, and active engagement of the private sector in developing sustainable business practices. The emphasis is on generating knowledge, empowering local communities and advocating for policy solutions that will support best practice in integrated coastal management.

Moving forward, MFF will increasingly focus on building resilience of ecosystem-dependent coastal communities by promoting nature based solutions and by showcasing the climate change adaptation and mitigation benefits that can be achieved with healthy mangrove forests and other types of coastal vegetation.

MFF is funded by Danida, Norad and Sida

Learn more at: www.mangrovesforthefuture.org