

CONSERVATION AND SUSTAINABLE USE OF BIODIVERSITY AND ECOSYSTEM SERVICES OF FORESTS IN VIETNAM

ACTIVITY REPORT

CHANGE | GIZ | AUG 2020 - JAN 2021 | BY CODY ROBBIE





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BACKGROUND

The illegal commercial wildlife trade and wildlife meat (or bushmeat) is one of the main causes of biodiversity loss. The illicit industry has contributed substantially to the depletion of many endangered or at-risk species to supply the demand of the market. It gives rise to long-term ecological problems such as sex-ratio disproportion, the ecosystem imbalance, food chain disruption, etc., driving all species towards the path of extinction. On the other hand, the dangers extend well beyond threats to biodiversity and the economic losses from their potential disappearance, impacting human health on a tremendous scale. The well-known and devastating HIV, SARS and Ebola outbreaks made the jump from wildlife to humans, resulting in the loss of thousands of human lives and costing the global community billions of dollars to date. Another ongoing pandemic, COVID-19, is suspected to stem from the bats and pangolins, the staging posts before its jumping to humans. It has been wreaking havoc on the economy and society on a global scale, causing mass crises and having cost over million lives. The need for measures to shut down bushmeat markets in order to prevent similar outbreaks in the future are pressing more than ever.

*PREVENTING THE NEXT PANDEMIC
ENDING LIVE WILDLIFE
TRADE & URBAN BUSHMEAT CONSUMPTION*

THE OBJECTIVES

I. Business Engagement

To reduce consumption among the business community and foster policy advocacy

II. Media Engagement

To increase the capacities of journalists in producing more quality media materials and news articles

III. Community Engagement

Raise public awareness and inspire a widespread movement to stop wildlife consumption

I. BUSINESS ENGAGEMENT

Reduce consumption among the business community and foster policy advocacy

- Promote a movement of leaders of top businesses pledging to incorporate the prohibition of wildlife consumption into their internal policy
- Create a joint effort to advocate for the ban and the wildlife consumption issues in order to advance the problem to members of the National Assembly and other policy makers.
- Build a networks of business leaders and companies committed to support and promote wildlife protection efforts in the long run



BUSINESS ENGAGEMENT ACTIVITIES



1. Public Service Announcement (PSA) & Promote Pledge

Featuring three reputable business leaders (Trung Vo - Chairman of Square Group, Trang Le - CEO of Multimedia JSC, Huy Vu – General Director of Schindler) in Vietnam to convince other business leaders to prevent us all from the next pandemic by putting a stop to reckless bushmeat consumption.



2. Launching Valuing Natural Capital Event

We organized an event to introduce the first 30 members of the Business Coalition for Wildlife (BCW). Participants will help to spur more business corporations in devoting joint efforts to saving wildlife and biodiversity, preventing risks to human health and local economies, and enhancing Vietnam's reputation in the context of international economic integration.



3. Workshops with members of Business Coalition for Wildlife

We organized up to 8 training and engagement workshops with these businesses. The workshops help raise awareness of the wildlife trade crisis in Vietnam and its threats to the business sector and local economy, as well as guide the staff through their corporate policies of wildlife protection in order to prohibit wildlife consumption in any forms in their gifting culture and partnership-developing practices.

1. Produce Public Service Announcement (PSA) & Promote Pledge

DURATION: SEP 2020 – FEB 2021



Mr. Ta Huy Vu
General Director
Schindler Vietnam



Mrs. Le Thi Quynh Trang
Chief Executive Officer
Multimedia JSC



Mr. Vo Thanh Trung
Square Group
Chairman

Our Achievement

The PSA was widely distributed on:

- LED screens in Noi Bai and Tan Son Nhat airports
([Photo](#))
- Taxi screens in Ho Chi Minh City & Ha Noi
- LCD screens at commercial buildings ([Photo](#), [Video](#))
- Social Media Channels: [Facebook](#), [Youtube](#) & Email Marketing

990,879,993

Total Impressions and Views

Of our PSA products

02

LED scenes

*In Noi Bai & Tan Son
Nhat airports*

14,490

LCDs scenes

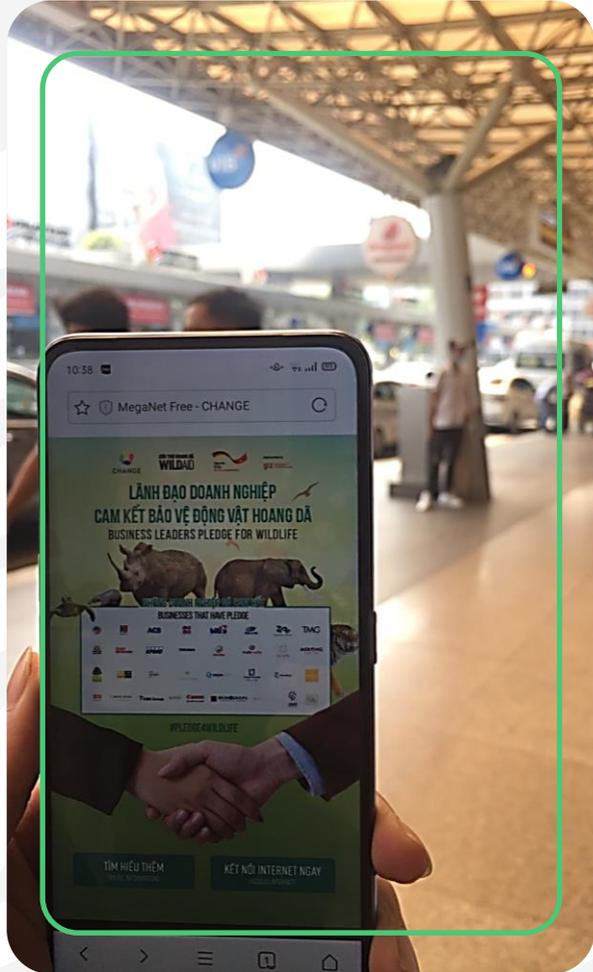
*On 4,334 commercial
buildings*

150

Taxi scenes

*In Ha Noi and Ho Chi
Minh City*





Our Achievement

Alongside the PSA, we promoted the **pledge4wildlife** website and encouraged business leaders and their networks to pledge their commitment to saving wildlife and supporting the Directive 29 of the Vietnam Prime Minister regarding CWT to prevent zoonotic diseases and stop the bushmeat consumption trend on Lunar New Year 2021

28

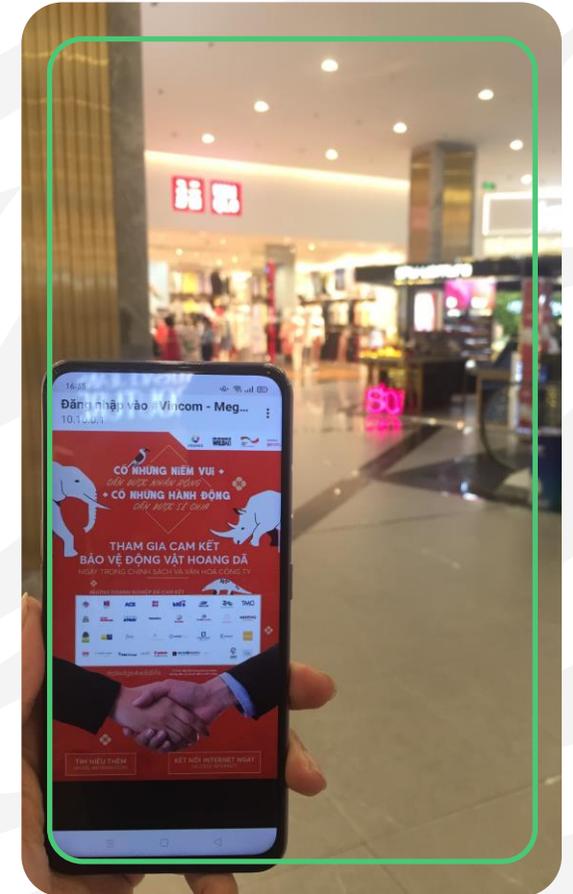
Wifi Marketing Channels Impressions & Clicks

21,050

> 150

Signed pledge

At Commercial Buildings & Airports in Ha Noi, Da Nang and Ho Chi Minh City in 4 weeks



2. Launching Valuing Natural Capital Event

Exclusive Event

The event provided open discussion space between business leaders and high-profile diplomats, conservationists, and scientists, with the aim of encouraging businesses to reconsider business development pathways towards the new normal; thereby suggesting new guidelines, handling rules, and affirming appropriate ethics in business culture to protect wildlife, in the context of the COVID-19 pandemic, which is believed to have originated from wildlife trade.



Professional Speakers



Marie C. Damour
US Consul General
Sharing: [Keynote Address](#)



Professor Jeremy Day
Oxford University Clinical Research Unit
Sharing: [COVID-19 Flash Update](#)



Dominic Scriven
Chairman of Dragon Capital
Sharing: [Natural Capital and the Planetary Balance Sheet](#)



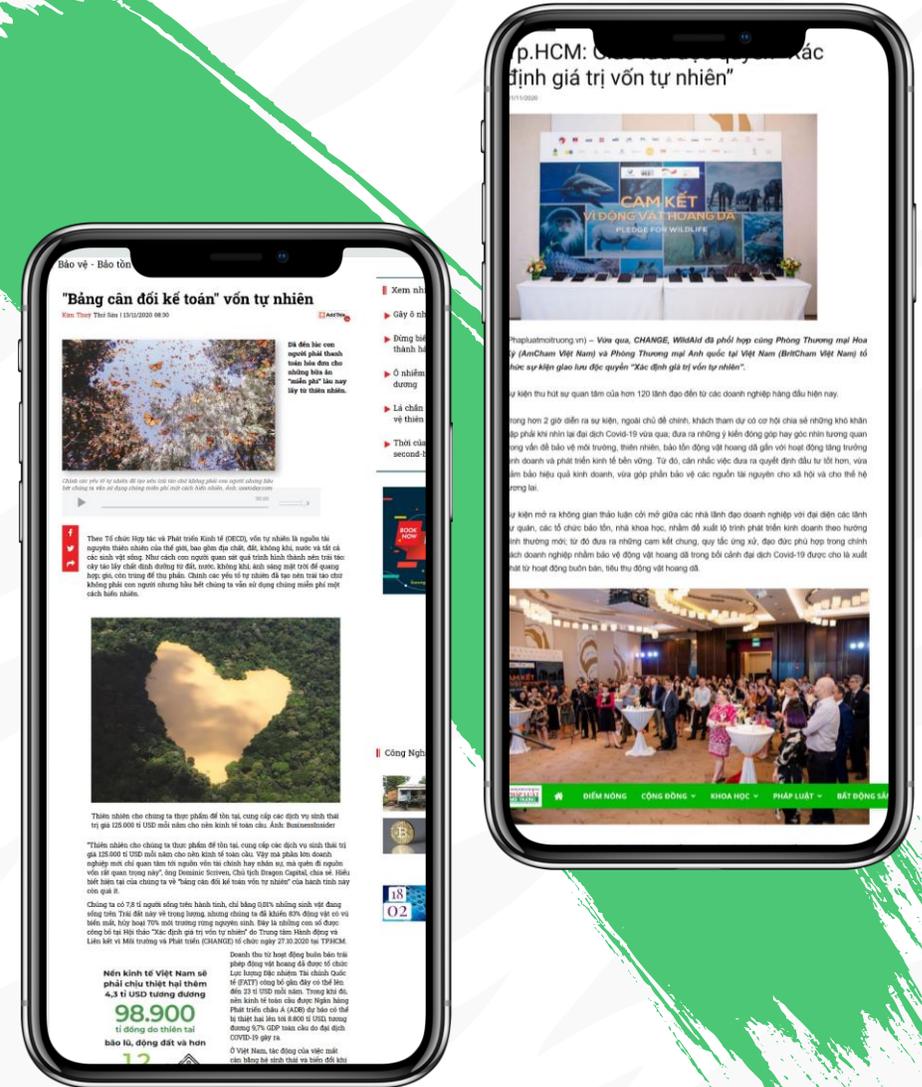
Hong Hoang
Founder & Executive Director of CHANGE
Sharing: [United for Nature](#)

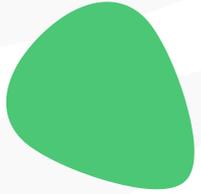


Our Achievement

Guest of honor:

Mr. Dominic Scriven, OBE, (Chairman of Dragon Capital), Ms. Dinh Thi Hoa (Chairwoman and CEO of Galaxy Media and Entertainment Joint Stock Company), Mr. Chad Ovel (Partner of Mekong Capital), Ms. Hoang Thi Mai Huong (Chair of Publicis Groupe Vietnam), Ms. Marie C. Damour - Consul General of the United States in Ho Chi Minh City, Ms. Emily Hamblin - British Consul General in Ho Chi Minh City, Mr. Vincent Floreani - French Consul General in Ho Chi Minh City, Mr. Madan Mohan Sethi - Consul General of India in Ho Chi Minh City, Ms. Mary Tarnowka - Executive Director of Amcham. Also attending the event were representatives of many national and international NGOs, scientists, artists, goodwill ambassadors, representatives of business news agencies, and media partners.





AGENDA

VALUING NATURAL CAPITAL

Reconsidering Business Development

Pathways Towards the New Normal

Time: 17:30-19:30, October 27, 2020

Location: Ballroom 1 - Le Meridien Hotel,
3C Ton Duc Thang, District 1, HCMC

17:30 - 18:00 Reception & Networking

18:00 - 18:15 Keynote Address

Marie C. Damour - US Consul General

18:15 - 18:30 COVID-19 Flash Update

Professor Jeremy Day - Oxford University Clinical Research Unit

18:30 - 18:45 Natural Capital and the Planetary Balance Sheet

Dominic Scriven - Chairman of Dragon Capital

18:45 - 19:00 United for Nature

Hong Hoang - Founder & Executive Director of CHANGE

19:00 - 19:10 Key moment

Business leaders, Diplomats, Conservationists, Wildlife Ambassadors

19:10 - 19:30 Networking

19:30 Closing



Our Achievement

> 120

Famous Business Leaders, Consulate General, representatives of Scientists and NGOs

interested and participated in this event discussing and unifying action plans for the environment and wild animals in the next year.

> 100

Participants joined the key moment activity

giving their cares and commitments on taking actions for the *the environment and wild animals.*

> 30

Business Leaders

signed the pledge and 8 companies are interested in constructivist workshops after the event.

> 5

News Articles

published after the event from invited journalists.

Testimonials after the event

“

"It was so great to be in the company of such a large group of people who share the same concerns and commitments. Having more people than you originally expected was also a great benefit to the event; a packed room always delivers higher energy than a half-empty room. I was so impressed with your team in the way they pulled together some many details. You are clearly a successful leader to have built such a capable team of CHANGE-agents!"



Chad Ovel
Partner
at Mekong Capital

“

"Thanks for having me there! I did enjoy it very much and it was a pleasure to meet you and to be able to lend support to such a worthy cause. Looking forward to working further with you over the coming months and years".



Emily Hamblin
Consul General
UK Consulate General
Ho Chi Minh City

“

"It was my great pleasure to participate and an honor to be asked to speak. It was an outstanding event and I look forward to working with you and CHANGE".



Marie C. Damour
Consul General
U.S. Consulate General
Ho Chi Minh City

Testimonials after the event

“

“Thank you so much for inviting us to the executive briefing event. We would also like to send our congratulations on this successful event yesterday evening. The networking session was brilliant as our CEO, Mark Shorrock and myself had the opportunity to meet and share our concerns about the environment and wildlife with so many other businesses and associations who have the common goal of saving nature and preventing the assumption of wild animals. We especially enjoyed the presentation of all key speakers. We had taken home a lot of key knowledge on natural capital, actions for the future; and the wonderful group activity called “United for Nature”, from the event. It’s so amazing to see our business leaders completely commit to the great vision and share our hands to make it happen, isn’t it! Please share with us your proposal about the workshops, we’re really interested in”.



Bui An Son

Marketing & PR Director at
Shire Oak International

“

“Thank you for an exciting evening that helped me absorb many great things into my heart and mind. All the presentations brought up for me lots of emotions. Please allow me to lure businesses that are my customers to join hands with CHANGE!”.



Thuy Le

Managing Partner at
LAWLINK Vietnam Law LLP,

3. Workshops with members of Business Coalition for Wildlife

Workshop Series

Follow up on the "**Valuing Natural Capital**" event; we conducted a series of training workshops for the **Business Coalition for Wildlife**. The purpose of the training workshops was to raise awareness of companies' employees on the wildlife trade crisis in Vietnam, its threats to the business sector, local economy, and guide the staff through their corporate policies of wildlife protection to prohibit wildlife consumption in any forms in their gifting culture and partnership-developing practices.



What Training Was Given

Employees of companies are inspired and empowered to take steps to reduce impacts on wildlife and biodiversity such as:





Our Achievement

We succeeded in training and inspiring

444

People

representing

107

Companies

88%

Of those

*After training, committed to
conserving nature and wildlife*

*These companies included KPMG, ShireOak,
EZLand, Biti's, Viet Hung, Travel Companies and
Agencies, etc.*



BUSINESS ENGAGEMENT ACTIVITIES



Biti's Company, Nov 11, 2020

- Attendee number: 78
- Participants: employees, heads of departments
- Field: Shoe production
- Photo: [Link](#)



IMPACT Workshops, Dec 16, 2020

- Attendee number: 38
- Participants: employees, business owners, company managers
- Field: Tourism
- Photo: [Link](#)



Ezland Workshop, Dec 9, 2020

- Attendee number: 65
- Participants: employees, heads of departments
- Field: Real estate
- Photo: [Link](#)



KPMG Company, Dec 12, 2020

- Attendee number: 48
- Participants: employees, department managers
- Field: Financial services
- Photo: [Link](#)



Shire Oak Company, Jan 8, 2021

- Attendee number: 50
- Participants: employees, department managers
- Field: Energy Investment
- Photo: [Link](#)



Viet Hung Company, Nov 12, 2020

- Attendee number: 50
- Participants: employees, heads of departments
- Field: Shoe production
- Photo: [Link](#)



Travel Agencies Workshop, Dec 2020

- Attendee number: 55
- Participants: Employees, managers, chief executive officer of tourism and national park company.
- Field: Tourism
- Photo: [Link](#)



Vietnam ESG Workshop, Jan 4, 2021

- Genre: Panel Discussion
- Attendee number: 60
- Senior Participants: CEOs, Managers, General managers, Founders, Scientists, Environmentalists
- Photo: [Link](#)

Testimonials from company representatives

“

“The program was exciting and impressive to all of the officers and employees in the company. I believe they will have more motivation, better understand the issue to change their behaviors. Then, they can spread out useful knowledge to their family and friends. Moreover, Biti’s team will keep using this information to share with other departments in various factories and branches.”

Biti’s company representative

“

“Many thanks to Mrs. Hong and CHANGE team for bringing inspirational presentations to our staff. After the activity, I believe that many colleagues will want to join you in upcoming activities. Consequently, please let us know if you have any wildlife program.”

KPMG company representative

“

“The activity provided me with much knowledge and made me understand the importance of nature and wild animals to mutual habitats. I was much more aware of joining with others to spread out this message. I pledge to say no to bushmeat trade and consumption.”

An executive of EZLand company

Testimonials from employees

“

“The latest news on hunting, consuming, and trading wild animals via the presentation provided me with a detailed overview of this issue. It also helped me to figure out the reason why endangered species come to extinction rapidly. I pledged to say no to any product made from wild animals.”

“

“The training provided many vital causes that impact the environment, the ecosystem, human health, and the consequences with which human beings have had to cope. I pledge not to consume products made from wild animals and spread out this information to others.”

“

“I must agree that knowing how to communicate will lead to appropriate approaching ways to help others change their behaviors positively. I am interested in how CHANGE has inspired and transmitted via your products and activities. I hope our travel company can invite CHANGE to come for training. It is not only the SBCC communication but also other issues relating to wildlife trades.”

II. MEDIA ENGAGEMENT

To increase the quality and quantity of coverage on illegal wildlife trade and consumption

- Encourage a collection of national media channels to proactively partake in the fight against illegal wildlife trade and relevant issues.
- Increase the capacities of journalists in producing more quality media materials and news articles which raise the alarm and cause apprehension among the communities with respect to risks stemming from violations against wildlife laws.



MEDIA ENGAGEMENT ACTIVITIES



1. Media training

We organized a media training for journalists from hotspot cities and provinces on wildlife trade and consumption. The training aims to inspire and empower the participants to report and divulge in more depth the dark sides of the issues in connection with the industry.



2. Journalism competition VIEWS Awards 2020

VIEWS Awards aims to be a prestigious annual award for reporting on environmental issues in Vietnam, organized by CHANGE and many partners (VIEWS = Vietnam Information on Environment-Wildlife-Sustainability). In its first year, VIEWS Awards' topical focus is the actual wildlife trade situations in Vietnam and named as "Panorama of Wildlife Crisis".



3. Support Media Agency on their action plan

We assisted our fellow trainees with funding and technical support to do investigations and make reports on wildlife trafficking, trading, and consumption.

1. Media Training

We organized a media training for journalists from hotspot cities and provinces on wildlife trade and consumption. The training aims to inspire and empower the participants to report and divulge in more depth the dark sides of the issues in connection with the industry. The media training informed and empowered dedicated journalists from these provinces in joining the nation-wide wildlife journalism competition - the VIEWS Awards 2020 launched in Sep 2020 with the topic "***Panoramic view of the wildlife crisis***".





Training Sections

THE PANORAMA OF THE WILDLIFE CRISIS

Time: 24 - 27 September 2020

Location: Bidoup Nui Ba National Park

Topics	Guest Speaker/ Trainer
<ul style="list-style-type: none">The dangers of wildlife consumption to public health	Dr. Nguyen Trong An Deputy Director at Research and Training Centre for Community Development (RTCCD), Coordinator of the Health Alliance. Presentation
<ul style="list-style-type: none">The role of Media and Journalist in the fight to protect wildlife and biodiversity	Mai Phan Loi President - Center For Media In Educating Community (MEC)
<ul style="list-style-type: none">Law on wildlife protection and biodiversity	Dang Dinh Bach Lawyer & Director of LPSD (The Law & Policy of Sustainable Development Center) Presentation
<ul style="list-style-type: none">Experience in exploiting reportage and investigation on wildlife and biodiversityInvestigation Journalist	Do Doan Hoang Investigative Journalist Presentation 1 , Presentation 2
<ul style="list-style-type: none">Biodiversity Conservation and Community ParticipationDiversity of Bidoup Nui Ba National Park	Le Van Huong Director of Bidoup Nui Ba National Park Presentation



Training Sections

THE PANORAMA OF THE WILDLIFE CRISIS

Time: 24 - 27 September 2020

Location: Bidoup Nui Ba National Park

Topics	Guest Speaker/ Trainer
<ul style="list-style-type: none">• Global Wildlife Crisis• Why wildlife stories matter and why it's important for journalists to keep them in the public eye• What can CHANGE do to support journalists/ reporters?	Hong Hoang Director & Founder at CHANGE Presentation 1 , Presentation 2
<ul style="list-style-type: none">• What if all Animals Disappeared?• Conservation Stories	Tran Le Tra Senior Protected Areas Officer at GIZ Biodiversity Program Presentation
<ul style="list-style-type: none">• Communications status on trading, consumption and protection of wild animals in Vietnam	Tran Hien (Cody Robbie) Communications Manager at CHANGE Presentation , References & Resources
<ul style="list-style-type: none">• Communication initiatives on wildlife protection and biodiversity	Han Nguyen Wildlife Program Manager at CHANGE Presentation

Activity 1

Mural Art - delivering a wildlife conservation message through street art mural inside Bidoup Nui Ba National Park. Our Artists – Trang Suby first made sketches of the murals and stuck them on the walls so that journalist painters could mix the color paints and finish the job.



Activity 2

Hiking in nature - help reconnecting with nature to refresh and reinvigorate themselves before back to normal life and work. This also helped our journalists know more about the diversity in Bidoup Nui Ba National Park.

Check out: [Media Training Photos](#)





Our Achievement

30

journalists involved in
the training

8

journalists
come from wildlife hotspots

3

groups
*submitted their application
for VIEWS Awards 2020*

5

provincial media agencies
*submitted their action plans for
combating wildlife crime. Most of
them are reputable*

89%

journalists
*satisfied with their results after
training and committed to join
hand in combating illegal
wildlife trade.*

2. Journalism competition **IEWS** Awards 2020

IEWS Awards aims to be a prestigious annual award for reporting on environmental issues in Vietnam, organized by CHANGE and many partners (IEWS = Vietnam Information on Environment-Wildlife-Sustainability). In its first year, IIEWS Awards' topical focus is the actual wildlife trade situations in Vietnam and named as "Panorama of Wildlife Crisis".



Promoting Online



WILDAID VIETNAM'S FANPAGE

COMS SUPPORTS

THE PRESS CHANNELS

WildAid Việt Nam
Người đăng: Cody Robbie · 9 tháng 9 ·

🔥🔥🔥 GIẢI THƯỞNG VIEWS AWARDS 2020 - CUỘC THI TÌM KIẾM NHỮNG NGÔI BÚT LỬA KỂ ĐIỀU MUỐN LOÀI KHÔNG THỂ

Chúng ta rất may mắn là những người được tự do đưa ra sự lựa chọn cho mỗi ngã rẽ cuộc đời. Được tự do diễn đạt cảm xúc bằng ngôn từ (nói, viết) và cả thái độ sống. Còn muôn loài thì không được may mắn như thế, không thể diễn đạt ngôn từ bằng bất cứ hình thức nào, không thể thu hút sự quan tâm, không thể đến quá gần, không thể có "trí khôn" như con người và càng không thể chia ... Xem thêm

CUỘC THI VIẾT MỞ RỘNG DÀNH CHO BÁO CHÍ VÀ MẠNG XÃ HỘI

Chủ đề: Toàn cảnh cuộc khủng hoảng hoang dã
Hạn chót: 31/10/2020

🎁 16 Giải thưởng
Tổng giá trị 163.000.000 VND

CHANGE CỨU THỢ HOANG DÃ WILDAID

52.243 Số người tiếp cận được 6.055 Lượt tương tác

Quảng cáo bài viết

Bạn và 1,8K người khác 332 bình luận 232 lượt chia sẻ

WildAid Việt Nam
Người đăng: Cody Robbie · 8 tháng 9 ·

🔥🔥 GIA HẠN GIẢI THƯỞNG VIEWS AWARDS 2020

Thể theo yêu cầu từ những bạn tham dự, BTC xin thông báo sẽ gia hạn thời gian dự thi đối với giải thưởng VIEWS AWARDS 2020.

Thời gian hạn chót nhận bài dự thi (cũ): 30/09/2020
Thời gian hạn chót nhận bài dự thi (mới): 31/10/2020
V... Xem thêm

CUỘC THI VIẾT SÁNG TẠO MỞ RỘNG MẠNG XÃ HỘI VÀ BÁO CHÍ

Hạn mới: 31/10/2020

🎁 16 Giải thưởng
Tổng giá trị 163.000.000 VND

CHANGE CỨU THỢ HOANG DÃ WILDAID

35.873 Số người tiếp cận được 3.755 Lượt tương tác

Quảng cáo bài viết

78 bình luận 129 lượt chia sẻ

WildAid Việt Nam
Người đăng: Cody Robbie · 13 tháng 10 ·

🔥🔥🔥 CHIẾU MỘ NHỮNG NGÔI BÚT LỬA THAM DỰ GIẢI THƯỞNG VIEWS AWARDS 2020

Thông tin chi tiết: <https://bit.ly/GiaithuongVIEWSAwards>

Sẽ chẳng còn chưa đến 20 ngày nữa là giải thi viết mở rộng dành cho báo chí và mạng xã hội sẽ đóng lại rồi. Với 16 Giải thưởng, tổng giá trị 163.000.000 VND. Đây sẽ là cơ hội không nên bỏ lỡ của những nhà báo, người làm báo, người yêu thiên nhiên và động vật hoang dã thể hiện tài năng và cảm xúc của mình với những vấn đề chưa được nhiều... Xem thêm

CUỘC THI VIẾT MỞ RỘNG DÀNH CHO BÁO CHÍ VÀ MẠNG XÃ HỘI

Chủ đề: Toàn cảnh cuộc khủng hoảng hoang dã
Hạn chót: 31/10/2020

🎁 16 Giải thưởng
Tổng giá trị 163.000.000 VND

CHANGE CỨU THỢ HOANG DÃ WILDAID

187.572 Số người tiếp cận được 23.578 Lượt tương tác

Quảng cáo bài viết

Bạn và 5,3K người khác 479 bình luận 693 lượt chia sẻ

Promoting Online



CHANG'S FANPAGE

COMS SUPPORTS

THE PRESS CHANNELS

CHANGE 9 tháng 9

🔥🔥🔥 GIẢI THƯỞNG VIEWS AWARDS 2020 - CUỘC THI TÌM KIẾM NHỮNG NGÔI BÚT LỬA KỂ ĐIỀU MUÔN LOÀI KHÔNG THỂ

Chúng ta rất may mắn là những người được tự do đưa ra sự lựa chọn cho mỗi ngã rẽ cuộc đời. Được tự do diễn đạt cảm xúc bằng ngôn từ (nói, viết) và cả thái độ sống. Còn muôn loài thì không được may mắn như thế, không thể diễn đạt ngôn từ bằng bất cứ hình thức nào, không thể thu hút sự quan tâm, không thể đến quá gần, không thể có "trí khôn" như con người và càng không thể chia ... Xem thêm

CUỘC THI VIẾT MỞ RỘNG DÀNH CHO BÁO CHÍ VÀ MẠNG XÃ HỘI

Chủ đề: Toàn cảnh cuộc khủng hoảng hoang dã
Hạn chót: 31/10/2020

🎁 16 Giải thưởng
Tổng giá trị 163.000.000 VND

CHANGE CỨU TRỢ HOANG DÃ WILDAID PANGLOSS CRISIS FUND

1,5K 277 bình luận 224 lượt chia sẻ

CHANGE 8 tháng 9

🔥🔥 GIA HẠN GIẢI THƯỞNG VIEWS AWARDS 2020

Thể theo yêu cầu từ những bạn tham dự, BTC xin thông báo sẽ gia hạn thời gian dự thi đối với giải thưởng VIEWS AWARDS 2020.

- Thời gian hạn chót nhận bài dự thi (cũ): 30/09/2020
- Thời gian hạn chót nhận bài dự thi (mới): 31/10/2020

V... Xem thêm

CUỘC THI VIẾT SÁNG TẠO MỞ RỘNG MẠNG XÃ HỘI VÀ BÁO CHÍ

Hạn mới: 31/10/2020

CHANGE CỨU TRỢ HOANG DÃ WILDAID PANGLOSS CRISIS FUND

Chủ đề: TOÀN CẢNH CUỘC KHỦNG HOẢNG HOANG DÃ

Nhiều phần thưởng hấp dẫn
Tổng giá trị lên đến hơn 30.000.000 VND
Kỳ nghỉ 2 đêm dành cho 2 người tại Resort Victoria, Phan Thiết

HẠNG MỨC MẠNG XÃ HỘI
HẠNG MỨC BÁO CHÍ

278 71 bình luận 84 lượt chia sẻ

CHANGE 11 tháng 9

[VIEWS AWARDS 2020] HÀNH TRÌNH CỦA SỰ THẬT
Thông tin chi tiết tham dự: <https://bit.ly/GiaithuongVIEWSAwards>

🔥🔥 CÓ THỂ BẠN CHƯA BIẾT:
... Xem thêm

CUỘC THI VIẾT MỞ RỘNG DÀNH CHO BÁO CHÍ VÀ MẠNG XÃ HỘI

Dùng ngòi bút khắc họa cuộc khủng hoảng hoang dã
Hạn chót: 31/10/2020

CHANGE CỨU TRỢ HOANG DÃ WILDAID PANGLOSS CRISIS FUND

🎁 16 Giải thưởng
Tổng giá trị 163.000.000 VND

Chủ đề: TOÀN CẢNH CUỘC KHỦNG HOẢNG HOANG DÃ

Nhiều phần thưởng hấp dẫn
Tổng giá trị lên đến hơn 30.000.000 VND
Kỳ nghỉ 2 đêm dành cho 2 người tại Resort Victoria, Phan Thiết

HẠNG MỨC MẠNG XÃ HỘI
HẠNG MỨC BÁO CHÍ

🎁 16 Giải thưởng
Tổng giá trị 163.000.000 VND

Chủ đề: TOÀN CẢNH CUỘC KHỦNG HOẢNG HOANG DÃ

Nhiều phần thưởng hấp dẫn
Tổng giá trị lên đến hơn 30.000.000 VND
Kỳ nghỉ 2 đêm dành cho 2 người tại Resort Victoria, Phan Thiết

HẠNG MỨC MẠNG XÃ HỘI
HẠNG MỨC BÁO CHÍ

394 64 bình luận 83 lượt chia sẻ

Giving Suggestions & Instructions



WildAid Việt Nam
Người đăng: Cody Robbie · 20 tháng 10 ·

BA LÔ CẢM XÚC - TRẠM DỪNG CHẶN CỦA MUÔN LOÀI
Tham gia ngay: <https://bit.ly/GiaithuongVIEWSAwards>
16 Giải thưởng: Tổng giá trị 163.000.000 VNĐ

===== Xem thêm

TRUNG TÂM BẢO TỒN RỪA VƯỜN QUỐC GIA CỤC PHƯƠNG
106.564
Số người tiếp cận được

TRUNG TÂM CỨU HỘ LINH TRƯỞNG NGUY CẤP VƯỜN QUỐC GIA CỤC PHƯƠNG
7.350
Lượt tương tác

FOUR PAWS CƠ SỞ BẢO TỒN GẤU NINH BÌNH
+2

Quảng cáo bài viết

Bạn và 833 người khác 16 bình luận 58 lượt chia sẻ

Where to explore the information in Vietnam
(Data, researches, Rescue Centers...)

WildAid Việt Nam
Người đăng: Cody Robbie · 17 tháng 9 ·

GIẢI THƯỞNG VIEWS AWARDS 2020 BẮT NGUỒN CẢM HỨNG QUUA TỪNG THƯỚC PHIM
<https://bit.ly/GiaithuongVIEWSAwards>

Nhiều bạn chia sẻ với Admin rằng: Chủ đề của cuộc thi thực sự rất khó để tìm được nguồn cảm hứng viết. Một số thì lo rằng chưa đủ hiểu biết về vấn đề này, một số khác lại ngại vì nó xa lạ quá. Vì vậy, đây sẽ là bài post mà Admin dành riêng cho các bạn, mong rằng qua danh sách 10 phim kinh điển sẽ giúp đánh thức cảm xúc trong bạn. Giúp bạn hiểu hơn về chúng tôi - vì t... Xem thêm

BLOOD LIONS
47.454
Số người tiếp cận được

MISSION BLUE
3.778
Lượt tương tác

SEA OF SHADOWS
+7

EAF SHADOWS
+7

Quảng cáo bài viết

Bạn và 321 người khác 7 bình luận 86 lượt chia sẻ

Documentary films about wildlife crisis

WildAid Việt Nam
Người đăng: Cody Robbie · 22 tháng 10 ·

♥ Ai ai cũng cần có một gia đình
♥ Để khi lạc lỏng bình yên tìm về

Có lẽ, không quá khó để nhận ra góc lòng yếu đuối của một người. Dù cho ai có mạnh mẽ, lớn khôn đến đâu cũng luôn mềm lòng thất dạ khi nhắc đến hai chữ "gia đình" - nơi an yên duy nhất có thể tìm về khi lòng đau hay biển lười. Nhiều loài trong thế giới hoang dã cũng không khác gì chúng ta, chúng cũng có cảm xúc, tình cảm gia đình, biết buồn thương và cảm nhận nỗi đau, mất mát ... Xem thêm

Giải thưởng

AI CŨNG CẦN CÓ MỘT GIA ĐÌNH
Hãy lên tiếng vì hoang dã

Hạn chót dự thi: 31/10/2020

58.662
Số người tiếp cận được

5.070
Lượt tương tác

Quảng cáo bài viết

3,7K 13 bình luận 39 lượt chia sẻ

Explore deeper wildlife crisis & current problems. What to write & How to write



Promoting **Offline**

VIEWS AWARDS 2020

MEDIA **TRAINING**

Attendances

30 journalists attending media training

Submitted for VIEWS Awards 2020

3 groups submitted their articles



VIEWS Awards 2020 Ceremony Event

Time: 15:00 – 17:30 PM, Jan 5th, 2021

Location: Sofitel Hotel, 17 Le Duan Street, Ben Nghe,
District 1, Ho Chi Minh City

Check out: [VIEWS Awards Event Photo](#)
[Press Release \(Eng\)](#)



LỄ TRAO GIẢI VIEWS AWARDS 2020
VIEWS AWARDS 2020 CEREMONY



JUDGES

Judges of VIEWS Awards 2020 includes critical figures in the fields of press, communication, and conservation:

1. Nguyen Hoang Lam

Deputy of Science and Education Channel, Vietnam Television

2. Nguyen Thi Ngoc Hai

Writer, Journalist, Lecturer of Public Relations & Communication Faculty - Van Lang University.

3. Mai Phan Loi

President - Center For Media In Educating Community (MEC)

4. Hoang Thien Nga

Former Representative Head of Tien Phong Newspaper - Central Highlands region.

5. Hoang Thi Minh Hong

Founder & Executive Director of CHANGE.

PRESS PRIZES

For press works published on printed newspapers, online news, broadcast, radio and television stations:

- **01 first prize:** VND 20,000,000 + 02 nights Deluxe room for two people staying at Saigon Halong Hotel + 02 round-trip seaplane tickets Hanoi - Ha Long
- **01 second prize:** VND 10,000,000 + 01 HP Envy X360 laptop
- **01 third prize:** VND 5,000,000 + 01 Canon EOS 800D camera
- **05 Consolation prizes:** VND 2,000,000 + a gift from Organizer worth VND 500,000

SOCIAL MEDIA PRIZES

For works posted on social networks:

- **01 first prize:** VND 10,000,000 + 01 voucher of 3 days 2 nights for 2 people at Victoria Phan Thiet Beach Resort & Spa
- **01 second prize:** VND 5,000,000+ 01 voucher of 3 days 2 nights for 2 people at Victoria Phan Thiet Beach Resort & Spa
- **03 third prizes:** VND 2,000,000 + 01 gift from Organizer worth 500,000
- **05 consolation prizes:** VND 1,000,000 and a gift from Organizer worth VND 500,000





THE PRESS AWARD

1st Prize: [Link](#)

2nd Prize: [Link](#) (*)

3rd Prize: [Link](#)

The Consolation Prize:

[Link](#), [Link](#), [Link](#), [Link](#), [Link](#)

THE SOCIAL MEDIA AWARD

1st Prize: [Link](#)

2nd Prize: [Link](#)

3rd Prize: [Link](#), [Link](#), [Link](#)

The Consolation Prize:

[Link](#), [Link](#), [Link](#), [Link](#), [Link](#)



(*) The winner is one of our journalists had joined the media training 2020



Our Achievement

95%
Invited Guests
attended the Ceremony Event

> 90%
Invited Guests
satisfied with the event and committed to join hand in combating illegal wildlife trade.

> 132
Guests
attended the Ceremony Event

The illegal trading and consuming crisis on wild animals, especially during the COVID-19 pandemic, has created a common concern of all classes in the society. Consequently, the event had the participation of many important guests: British Consulate-General in HCM city - Mrs. Emily Hamblin, Canada Consulate-General in HCM city - Mr. Bez Babakhani, along with Information Attaché, Press Attaché of the American and France Consulate-General in HCM City; Mrs. Ton Nu Thi Ninh - the diplomat and President of the Peace and Development Fund in HCM city; representatives from GIZ; leaders of the top corporates such as Mr. Dominic Scriven (President of Dragon Capital company), Mrs. Trang Le (CEO of Multimedia JSC company), etc. The event also had the participation of various national and international non-governmental organizations, representatives of more than **60** press firms, and media companies.

Our Achievement

SOCIAL MEDIA CHANNELS

Total Reach

1,171,628

Total Engagements

123,359

Total Reactions

31,309

Total Comments

2,480

Total Shares

3,182

Total Promotion Posts

29

EMAIL MARKETING

Total Attractions

363/2000 response emails

MEDIA CLIPPING

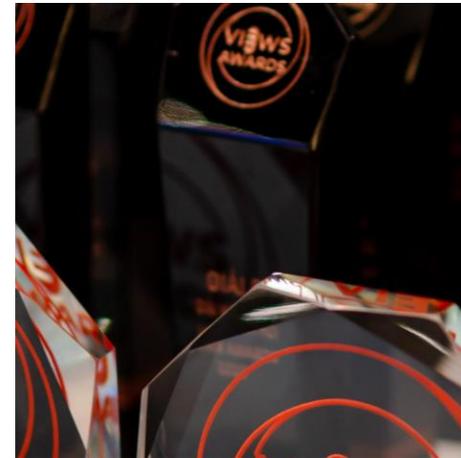
The clipping of publications – whether in the press or in social networks

23 articles & posts

TOTAL APPLICATIONS

From both press and social media categories

>200 articles & posts



3. Support & Partnership with Media Agency 2020

We assisted our fellow trainees with funding and technical support to do investigations and make reports on wildlife trafficking, trading, and consumption. Partnerships with VTV & Bac Kan TV followed upon the activities of the media training.



Support & Partnership with



- Hot news - Reportage: Pushing for stronger law enforcement to deter wildlife crimes
- Aim: attract authority's attention, push law enforcement at restaurants selling illegal wild animals. 10/50 restaurants: [List](#)
- Time: 11:14 AM, 25/01/2021
- Channel: Youtube & VTV TV
- Youtube Channel: [Link](#) (Views: 11,878)
- Website Channel: [Link](#) (Views: 1,011)
- VTV TV Channel:
VTV TV rating in Hanoi: 86,326 Views
VTV TV rating in HCMC: 3,281 Views
Total Provinces: 1,236,521 Views

Support & Partnership with

Type & Topic	Time	Link
Reportage: Nature of Ba Be National Park (episode 1)	Duration: 10 mins Date: Jan 05, 2021	Original: Link English Sub: Link
Reportage: Nature of Ba Be National Park (episode 2)	Duration: 10 mins Date: Jan 10, 2021	Original: Link English Sub: Link
Reportage: The status of wildlife hunting and trade in Bac Kan	Duration: 10 mins Date: Jan 11, 2021	Original: Link English Sub: Link
Launch Business Engagement PSA on TBK TV Channel	Duration: 30s Date: From Dec 15, 2020 to Jan 15, 2021 (7:20 AM & 7:00 PM)	Watch video: Link
Launch Buy 1 Get 15 PSA on TBK TV Channel (30s Version)	Date: From Dec 15, 2020 to Jan 15, 2021 (9:15 AM & 20:20 PM)	Watch video: Link
Launch Buy 1 Get 15 PSA on TBK TV Channel (60s Version)	Date: From Dec 15, 2020 to Jan 15, 2021 (10:45 AM & 20:30 PM)	Watch video: Link
Launch Isolation PSA on TBK TV Channel	Duration: 30s Date: From Dec 15, 2020 to Jan 15, 2021 (16:35 AM & 20:45 PM)	Watch video: Link
Launch Invisible Dangers on TBK TV Channel	Duration: 30s Date: From Dec 15, 2020 to Jan 15, 2021 (18:05 AM & 21:20 PM)	Watch video: Link

8 BỨC TRANH STREET ART 2020



III. COMMUNITY ENGAGEMENT

CHANGE collaborated with partners, sponsors, i.e., WildAid, Pangolin Crisis Fund, GIZ, Youth Union of Wards, and the local authorities in Southern Vietnam to cover eight walls on a total area of 500 m² in Ho Chi Minh City, Bidoup National Park, and Nam Cat Tien National Park with gigantic murals of wildlife to convey the campaign's message "Stop bushmeat - Prevent risks - Preserve biodiversity" in an attractive way.

The murals transforming the vandalized walls at high-traffic spots into high-value artworks that transfer meaningful messages on wildlife protection attracted substantial public attention. The project engaged both Vietnamese and international artists and many volunteers from the community.

MURAL LOCATIONS



10°47'34.1"N 106°42'01.3"E

**Hoang Sa St. Dakao
Ward. D1. HCMC**

[Link](#), [Link](#)



10°47'23.7"N 106°41'57.4"E

**Phan Ke Binh St.
Dakao Ward. D1.
HCMC**

[Link](#), [Link](#)



10°47'27.3"N 106°41'53.3"E

**Dien Bien Phu St.
Dakao Ward. D1.
HCMC**

[Link](#), [Link](#)



10°47'35.2"N 106°41'48.0"E

**Nguyen Huy Tu St.
Dakao Ward. D1.
HCMC**

[Link](#), [Link](#)



10°47'20.5"N 106°41'52.2"E

**Cay Diep St. Dakap
Ward. D1. HCMC**

[Link](#), [Link](#)



10°47'35.0"N 106°41'50.5"E

**Bui Huu Nghia St.
Dakao Ward. D1.
HCMC**

[Link](#), [Link](#)



12°08'12.7"N 108°31'50.1"E

**Bidoup Nui Ba
National Park. Lam
Dong Province**

[Link](#), [Link](#)



11°25'20.2"N 107°25'40.8"E

**Nam Cat Tien
National Park. Dong
Nai Province**

[Link](#), [Link](#)



WILDLIFE MURAL ALBUM STREET ARTISTS

TRANG **SUBY**

A French street artist based in Ho Chi Minh city has joined with CHANGE and WildAid Vietnam more than 5 times in painting murals that transmit wildlife and biodiversity messages.

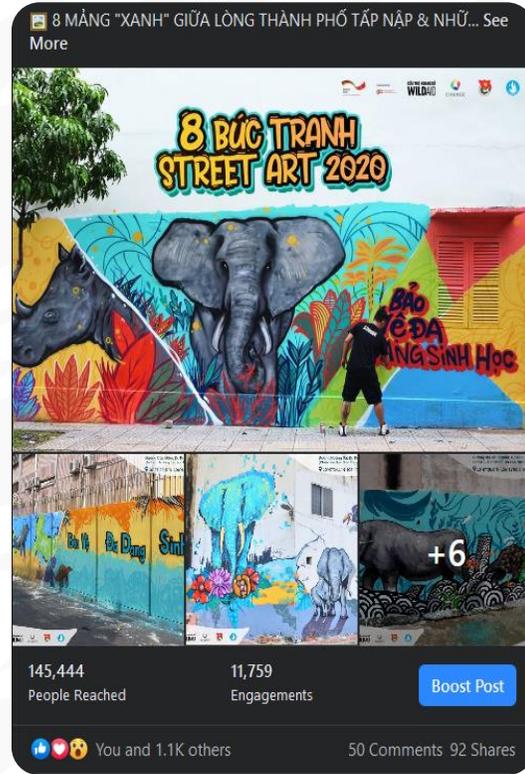
TOM **GROHOVSKY**

A street artist significantly support Trang Suby in painting murals in cities and provinces all over Vietnam

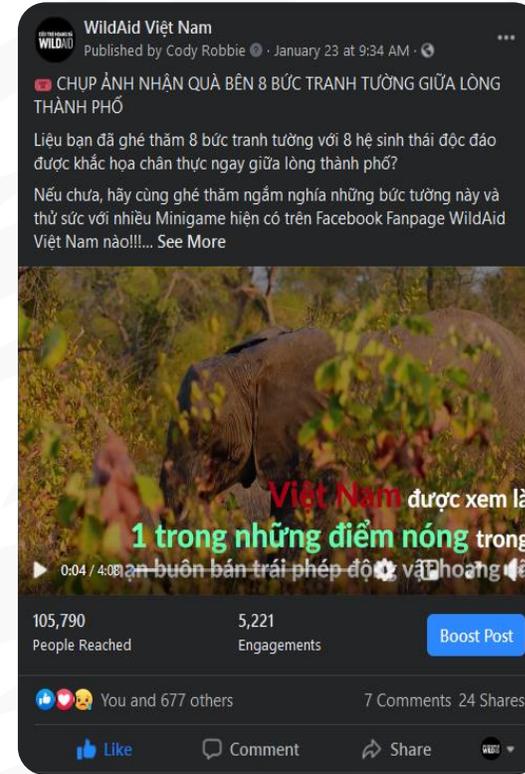
OUR ACTIVITIES



1. Encourage volunteers and members of the local Youth Union & journalists joined us painted walls and raised awareness to local people



2. Release a photo album with 8 wildlife murals on online channels



3. Promote street art video to produce our activities and 8 murals, attract attentions of people during 3rd waves of COVID



4. Promote 3 social media challenges spreading campaign messages, attract players joined challenges a safer way



Our Achievement

+972,574

Reach
on all channels

+268,460

Engagements
on all channels

+407,694

Views
of our street art videos

+116

Participants
*joined our challenges on all
online channels*

+8,956,900

Average Reach/Day
*we reach by passers-by at our 6
high traffic murals in HCMC*

+30

Volunteers & members
*joined hands in painting 8
murals to raise awareness for
wildlife conservation*

3

Invitations
*to collaborate in the future for
a same project*

MAIN COMMUNICATION CHANNELS



Youtube
CHANGE's Channel



Facebook
*WildAid Việt Nam &
Communication Support Channels*



TikTok
Hot TikToker Channel

RELEASE 8 MURALS ALBUM

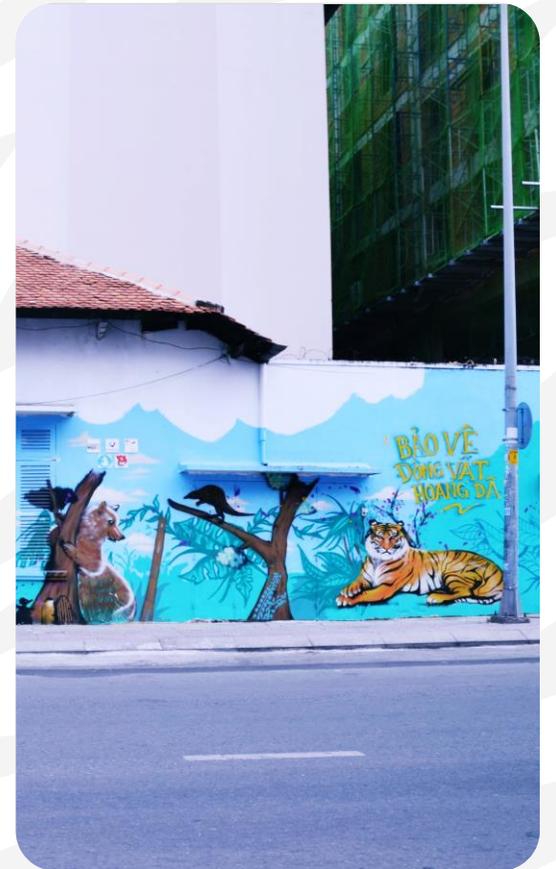


1. Launch on WildAid Việt Nam Fanpage

Follow here: [Link](#)

2. Launch on Communications Supports from NGOs Networks

Green Việt | Asian Peta
People and Nature Reconciliation (PAN)
WCS Vietnam





Our Achievement

+152,439

Reach
on all channels

+12,751

Engagements
on all channels

+3,786

Reactions
of our posts

3

Invitations

*to collaborate in the future for
a same project. People
contacted via Facebook
Fanpage*

RELEASE 8 MURALS VIDEO

1. Launch on WildAid Việt Nam Fanpage

Follow here: [Link](#)

2. Launch on Youtube Channel

Follow here: [Link](#)





Our Achievement

+609,665

Reach
on all channels

+234,807

Engagements
on all channels

+3,249

Reactions
of our posts

+289,094

Views
of our street art video

RELEASE 03 CHALLENGES

Challenge 1: Capture every wildlife moment

Follow here: [Link](#)

Challenge 2: Sharing thoughts about murals

Follow here: [Link](#)

Communication Support from Hot TikToker: [Link](#)

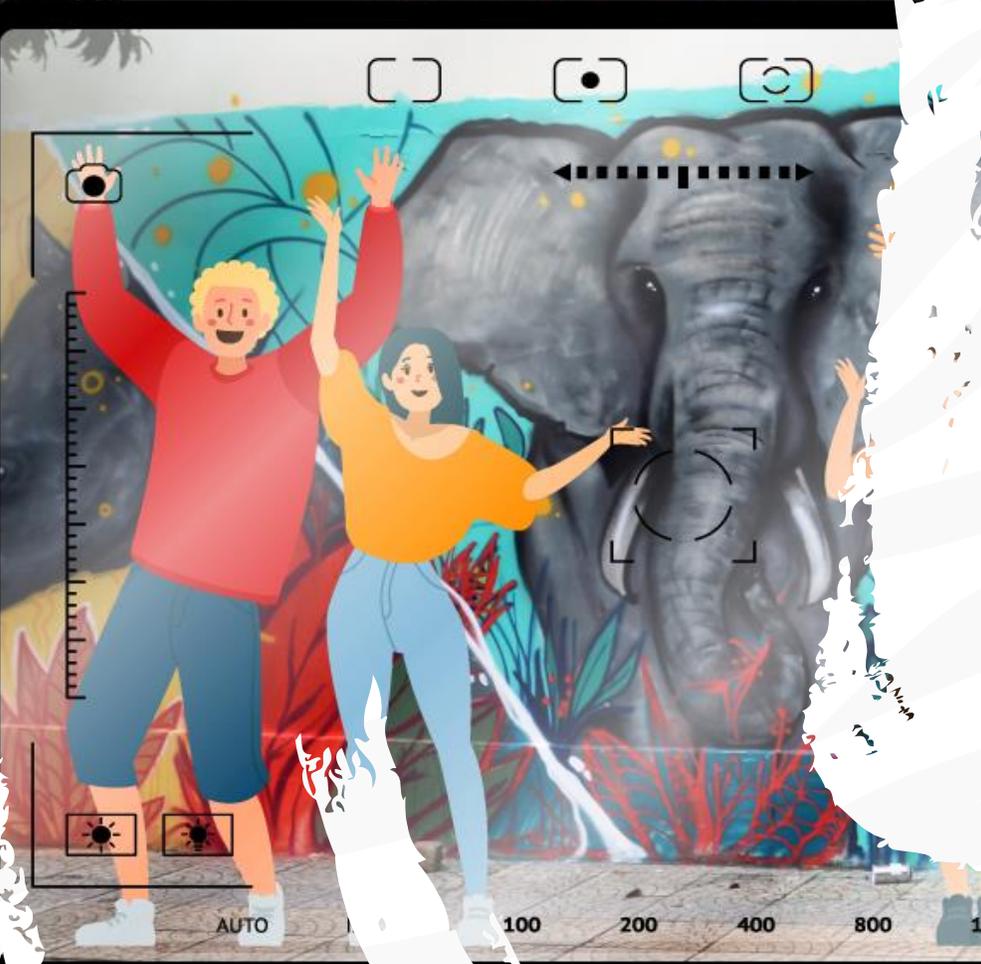
Challenge 3: Recite 1 poem on wildlife conservation

Follow here: [Link](#)

Communications Support from Lai Thuong Hung Fanpage: [Link](#)



Đầu năm đón MINIGAME BẮT TRỌN K CÙNG MUÔN L



Our Achievement

+210,470

Reach
on all channels

+20,902

Engagements
on all channels

+5,448

Reactions
of our posts

+116

Participants
*joined our challenges on all
online channels*

+6

Communications Supports
*shared our challenges on all
online channels including
Facebook Fanpage, Facebook
Groups & TikTok*

+118,600

Views
*of video on Hot
TikToker Fanpage*

SHARING THOUGHTS

TRANG. SUBY

M u r a l A r t i s t

I'm a French street artist based in HCM city. I'm working with CHANGE many times before. However, for this project, we have more freedom about creativity because we can mix between biodiversity and the protection of the animals so it's more diverse what we can paint and draw on the walls. For this project, we have more freedom about creativity because we have to mix between biodiversity and the protection of the animals so it's more diverse what we can paint and draw on the walls. For the animals, we also add on some sea life so we could have painted a killer whale (orcas), dolphin, turtle, etc. you know, all those species are in danger and biodiversity is from everything like those little creatures, the plants, the flowers and all the things that surround us.

The motivation of joining the project is always the same, you know when you see volunteers when you see people around you who push things, who work hard for this cause. That's something that also motivates me to paint even though the condition is harsh this still motivates you. I just have a little girl so I just want her when getting old she can take care of this problem, to be concerned.



SHARING THOUGHTS

"For me, the street art project is very meaningful to the volunteers & community. First, it helps Da Kao ward green, clear, and beautiful. Second, Street Art helps propagate Da Kao locals keeping in mind our messages from the arts, from the visualization people can reflect and look at the current situation we have, not many species we can see at current days. Third, this project also helps us to raise awareness of the Communist Youth Union members and have more motivations to join hands with all organizations in wildlife conservation."

Mr. Hai - Secretary of Da Kao ward Communist Youth Union





"I was emotional whenever seeing wild animals, they need our protection and love. Please listen and sympathize for their sufferings via the eyes and screaming. I hope people can stop hurting and give wild animals freedom."

From a Participant on Social Media

COMMENTS FROM ONLINE PARTICIPANTS

"Vietnam still have the chance to take responsibility for protecting rhino species all over the world through law enforcement, struggle for illegal rhino horn trade, and clear up misconceptions about rhino horn consumption in Vietnam. Hence, we must join hands in protecting these endangered species from poachers."

From a Participant on Social Media



"I wonder about the killer whales on one mural. So, do we need to protect this whale species? Shows having whale performances in entertainment are also very attractive. Then, should I support it?"

From a Participant on Social Media

CHALLENGES

Organizational time delays occurred many times due to a recurrence of social distancing orders from the government. As a result of this, it was difficult to invite journalists for the media training as the locations were in "hotspot" areas.

There are more than 50% of journalists who do not have much experience in the field of environment and wildlife, resulting in a lack of awareness on how to report environmental and wildlife issues in the country.

The events that contained over 100 people were disrupted and restricted as a result of the COVID-19 pandemic. Moreover, attendees would feel uncomfortable traveling to attend the events and media training, because of Covid-19 safety issues and lockdown orders in certain places.

OPPORTUNITIES

Through the press training activity, CHANGE has drawn a lot of insights, such as a chance to build good relationships with the media and propose longer-term projects for CHANGE in coalition with the press.

Furthermore, support from epidemiologists and medical professionals has supported the raising of awareness regarding the impact of COVID-19 and the wildlife trade.

There has been strong support from private sectors, who have been able to change their business model towards biodiversity protection.

Through the national attention on the health risks of wild meat consumption, now must be the time to act quickly in order to ensure permanent bushmeat bans are enacted and enforced, and subsequently demand for such products is eradicated for the benefit of the wildlife and humanity.

JOIN US!

We look forward to having you join us again in this campaign to end live animal markets and the commercial bushmeat trade.

CHANGE will be working with governments and other partners in key areas in Vietnam, using its proven media network, along with its anti-wildlife consumption to end the trade in live wild animals and reduce demand. In 2021, we are building upon and amplifying our existing bushmeat campaigns by adding new messages focusing upon business, media and public engagement.

CAM HANG 0 NHIEM KHONG KHU

CUU TRU H

WIL

#IVO

THANK YOU FOR READING

CODY ROBBIE (HIEN TRAN)

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HAN NGUYEN

Wildlife Program Manager

Email: hannguyen@changevn.org