

Terms of Reference:

Development of Community Awareness Program, linked to relevant mass organisations.

Background

The geographic focus for these Terms of Reference is Chu Yang Sin National Park (CYS), located in Krong Bong and Lak Districts, 60 km southeast of Buon Ma Thuat Town in Dak Lak Province, Vietnam. This area encompasses transitional landscapes between two macro-scale geomorphologies; the Dak Lak lowland plain and the central highlands. CYS holds global significance, as it covers an excellent representative sample of the hill and montane evergreen forest ecosystems of Indochina, and is located in the Da Lat Plateau Endemic Bird Area (EBA). The EBA is one of four centres of endemism identified in Indochina by BirdLife. CYS supports seven of the eight restricted-range species that define the Da Lat Plateau EBA, as well as two of the three species that define the South Vietnamese Lowlands EBA. The park protects a substantial part of the largest remaining forest block in the upper catchments of the Srepok River, which is a major tributary of the Mekong River.

The overall goal of this project is to conserve the biodiversity attributes of CYS in the long term, and in developing integrated watershed and biodiversity management at a broader scale. The project's purpose is to establish public support and effective management for CYS by stabilising an interface between natural and agricultural landscapes, protecting the integrity of key biodiversity attributes, promoting integrated approaches to watershed and protected area management in the wider forest block, and elaborating realistic and sustainable development options for the park.

Consultancy Context

Based on discussions with commune leaders and villagers, most people living in the buffer zone appear to know of the existence of the park, but the vast majority only understand the designation as meaning a 'restricted area'. Knowledge of forest and protected area laws and regulations is weak, hampering enforcement. There is very limited knowledge of the reasons for conservation, and a preliminary assessment suggests that people are not aware that nature is limited, that human actions can cause extinction of species, and that different species are found in different places. These concepts are fundamental for the development of stewardship and conservation ethics within civil society.

The project concept and workplan have public awareness of CYS as one of five main components. To provide the basis for such an extensive program, an extensive knowledge and attitude assessment will be undertaken (Activity C1 and part of Activity A12) prior to this consultancy. The assessment will establish the baseline situation of knowledge and attitudes in buffer zone communes and Buon Ma Thuot concerning conservation and the park, and identify steps to change public attitudes and practice. These will guide an overall public awareness programme that will be implemented by consultants, project and park staff working together, comprising (i) development of a targeted media and PR strategy (Activity C2; note that this former is outside the scope of this consultancy), and (ii) development of a community awareness programme linked to mass organisations (Activities A13, A15, and C3; together comprising the subject of this consultancy).

It is expected that the community awareness programme will be traditional in style, complementing the wider media campaign with illustrated talks by rangers to branches of mass organisations and other village institutions. The programme should build local pride and interest in the various landscapes, biodiversity and cultural attributes of Chu Yang Sin, and use these as examples to promote discussion on conservation and stewardship ethics. It is expected that this will be a two-way process. The talks should stimulate stories and other

inputs from the audience, which can be incorporated into future presentations and shared between communities. These events should also be designed so as to create opportunities for stakeholder feedback and input on park management. Various awareness materials should be produced to support the activity, tailored to the local situation and the various ethnic and other user groups.

Periodically through the project, the effects of implementation of this targeted media and PR strategy and community awareness programme will be monitored by repeating the original knowledge and attitude assessment (Activities E5 and E6). This monitoring is not included in this ToR.

Objectives of this Consultancy

The objectives of this consultancy are to define and help establish an effective community awareness program (in buffer zone communes, in Buon Ma Thuot, and among relevant government officers, leaders and decision-makers), on the basis of findings and recommendations from the 'Knowledge and Attitudes Survey', and following international best practice for conservation awareness that includes stakeholder participation.

Main Tasks and Outputs

This consultancy has three main tasks, which should be carried out with the close collaboration and support of the Project Field Manager, project and national park staff. All tasks should be linked to the design and production of environmental conservation messages and materials (including, but not necessarily limited to, booklets, posters, leaflets, stickers, and displays) suitable for community awareness needs in schools, local communities, and local government offices. All plans and activities should build from the findings and recommendations from the 'Knowledge and Attitudes Survey' and any subsequent repeat knowledge and attitude surveys during the period of the consultancy (i.e., specifically targeting gaps identified therein):

1. Develop a community awareness program directed at (i) people living in the 12 buffer zone communes of Krong Bong District and Lak District, and (ii) commune and district level leaders and decision-makers:
 - (a) to raise knowledge and understanding of why conservation of biodiversity and resources is needed;
 - (b) to improve general perceptions of conservation principles; and
 - (c) to increase knowledge and understanding of forest and national park regulations.
2. Develop and start to implement a strategy to deliver this community awareness program via establishment of conservation awareness working groups with local schoolteachers, government officials, relevant mass organisations (including, but not necessarily limited to, Youth Unions, Women's Unions, and Farmers' Associations), and interested community members. This strategy is likely to focus on specific local conservation issues (e.g., hunting, grazing, NTFP harvesting) and will include:
 - (a) action plans for conservation awareness working groups, with definition of member roles and responsibilities, and detailed analysis of financial needs and sources;
 - (b) a protocol for the development of conservation-oriented education materials targeted to gaps in knowledge in villages and government offices.
3. Develop and start to implement a program to deliver this community awareness program via enabling national park staff to promote environmental awareness activities. This program will include:
 - (a) identification of target audiences within the community and government, and a detailed work-plan to implement environmental awareness;
 - (b) detailed measures, training and materials to build the capacity of national park staff to interact and communicate on conservation, legislation, and other

sensitive environmental issues with local communities and local government agencies. Training will include formal training at CYS, but also ‘on-the-job’ training by accompanying and working with national park staff as they start to establish this program.

Deliverables

1. A detailed workplan in English for his/her activities to fulfill this Terms of Reference, delivered within the first two days of the consultancy term. Shorter-term work plans should be developed during the time of the consultancy for specific tasks.
2. Brief ‘Monthly Reports’ in English for missions longer than two months or brief ‘Mission Reports’ for shorter missions. Reports should cover all activities carried out during the month, and outline a work plan for the subsequent month.
3. Detailed strategy and action plan, in English and Vietnamese, for a conservation awareness program (as outlined in Main Tasks, above). Draft versions should be regularly provided to BirdLife and Project staff for review and comments before a final plan is produced. This plan should build from the ‘Knowledge and Attitudes Assessment’ and include:
 - (a) a strategy to deliver this community awareness program via establishment of conservation awareness working groups; and
 - (b) a program to deliver this community awareness program via enabling national park staff to promote environmental awareness activities.
4. Delivery of formal training course(s) for national park staff at CYS.
5. ‘On-the-job’ training for national park staff as they start to implement environmental awareness activities.

Consultancy Schedule and Time Allowed

The schedule and duration of this consultancy is as follows:

<i>Date</i>	<i>Activity</i>	<i>Consultant time allowed (days)</i>
September 2007	Develop initial community awareness program	?? (home/office) and ?? (CYS)
Oct 2007	Develop a strategy to deliver this community awareness program via establishment of conservation awareness working groups	?? (CYS)
Oct 2007	Develop a program to deliver this community awareness program via enabling national park staff to promote environmental awareness activities	?? (CYS)
Oct 2007	Formal training to national park staff	?? (CYS)
Oct 2007- Mar 2008	Start to implement overall community awareness program	?? (CYS)
		??

Duty Station

The consultant’s duty station is split between Chu Yang Sin National Park, with travel to Buon Ma Thuot and district towns as needed to fulfill tasks set forth within these Terms of Reference, (?? days) and the consultant’s home/office location (?? days). Six return flights from the consultant’s Vietnamese home/office location-Buon Ma Thuot, the loan of a motorbike for local transport at CYS, and ?? days per diem expenses, will be provided.

Consultant Profile

International or national consultant(s) with significant professional experience in Vietnam of raising community awareness. Oral and written proficiency in both English and Vietnamese.