



# HA LONG – CAT BA ALLIANCE

APRIL 2014 – JUNE 2017 | IMPLEMENTERS: IUCN, MCD

The Ha Long Bay World Heritage Site and Cat Ba Archipelago Biosphere Reserve are two of Vietnam's most economically and ecologically important areas, renowned for their scenic beauty and biological importance. To preserve the natural integrity of these globally significant sites, the Ha Long – Cat Ba Alliance was established to build a partnership between government, business, and community leaders that catalyzes action to preserve and protect Ha Long Bay and the Cat Ba Archipelago.

Implementation of the Alliance is divided into two components:

## **BUSINESS ENGAGEMENT**

The business engagement component of the Alliance, implemented by the International Union for the Conservation of Nature (IUCN), aims to build the political will for action to preserve the area's outstanding values by establishing a high-level, business-led Alliance Leadership Committee comprised of business leaders, political representatives from Quang Ninh and Hai Phong, relevant government agencies, and the U.S. Embassy to set a vision and advise on the Alliance work plan. Other aims under this component include increasing public awareness of environmental conditions through media engagement, advancing a certification standard for overnight cruise companies, improving water quality in Ha Long – Cat Ba, and providing technical advice for UNESCO World Heritage site reports.

## **LOCAL ENGAGEMENT**

The second component of the Alliance, implemented by the Centre for Marinelifelife Conservation and Community Development (MCD), focuses on local stakeholder engagement in Ha Long and assists local residents involved in aquaculture to implement good environmental practices, build the evidence base for empowerment of local actors for greater participation in environmental protection, and prepare local non-governmental organizations to more deeply engage in environmental issues.

The Alliance is implemented with partner government authorities such as the Quang Ninh Provincial People's Committee, Ha Long Bay Management Department, Hai Phong City People's Committee, and Cat Ba Archipelago Biosphere Reserve Management Board, alongside non-governmental partners GreenID, Asian Management Development Institute, Live and Learn, PanNature, and the Center for Environment and Community Research.

*In the photo: Ha Long Bay*