

## Technical Approach

Other than the addition of the Cat Ba Archipelago (CBA) to the title, the project goal remains the same: to measurably improve environmental quality in Ha Long Bay (HLB) and CBA by building the Ha Long-Cat Ba Alliance between government, business, and community leaders to catalyze commitment and action to conserve the site's globally outstanding values. During the initial three year period, the project aimed to achieve this goal through two objectives:

1. Build the political will for action and cooperation in environmental management of HLB-CBA by establishing a high-level business-led Alliance.
2. Increase public awareness of environmental conditions and trends in HLB-CBA through media engagement.

Under the extension, these two objectives have been refined and a third objective added:

1. Build the political will for effective environmental management and sustain the Alliance by expanding business membership, diversifying funding base, and policy dialogue.
2. Increase public awareness of the importance of environmental protection in HLB-CBA through business capacity building and media engagement.
3. Improve the state of biodiversity conservation in HLB-CBA by supporting renomination of the HLB WHS to include CBA and adding criteria (x) (species diversity).

These revised objectives reflect the success of the Alliance to date in adding business members and advocating cost-effective solutions to address the threats posed to environmental (and economic) values of the site; and in persuading Quang Ninh and Hai Phong to cooperate on the WHS renomination (a long standing IUCN recommendation). Under current plans, the draft nomination dossier will be completed in September 2017 and submitted to UNESCO in February 2018. IUCN will assist the provinces with the review of biodiversity data and information. IUCN is the statutory body that reports to UNESCO on the state of natural WHS globally.

The revised objectives also reflect, first, the need to encourage Vietnamese businesses to invest in actions to preserve and protect the bay and advocate that the government issue regulations to enable these actions, and second, the value of WHS designation in providing a level of international scrutiny and influence over site management.

The theory of change is that by engaging businesses with a vested interest in a cleaner bay, the Alliance will spur the political leadership to put in place the policies needed to effectively address pollution and that WHS designation will provide long-term quality control.

The illustrative key biodiversity indicator to be added to the M&E plan is E6 10 22: *Number of hectares of biologically significant areas under improved natural resources management as a result of USG assistance*. The present value is 43,400 hectares. The target value with the renomination of HLB WHS to include the CBA is 77,000 hectares.

In the second phase, IUCN will continue to cooperate with MCD on community-related issues, and with other local NGOs (e.g., Green Hub, Live & Learn, Green ID, AMDI) and particularly with engage business partners on environmental protection and biodiversity conservation in HLB-CBA.