



BỘ NÔNG NGHIỆP VÀ PHÁT TRIỂN NÔNG THÔN  
CƠ QUAN QUẢN LÝ CITES VIỆT NAM  
Ministry of Agriculture and Rural Development of S.R. Viet Nam  
VIET NAM CITES MANAGEMENT AUTHORITY



Report to the CITES Secretariat on Viet Nam's Compliance with **Resolution Conf. 9.14 (Rev. CoP15) on the Conservation of and Trade in African and Asian Rhinoceroses**

*Ha Noi, 31<sup>st</sup> January 2014*

The 16<sup>th</sup> meeting of Conference of Parties of the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES CoP16) adopted Decision 16.86, which directed Viet Nam to “provide a comprehensive report on progress made to the Secretariat by 31<sup>st</sup> January 2014, with regard to steps taken to effectively implement the requirements of Resolution Conf. 9.14 (Rev. CoP15), and include: i) an update on arrests, seizures, prosecutions and penalties for offences related to illegal rhinoceros horn possession and trade in Viet Nam since CoP16; ii) the effectiveness of Decision 11, reported in document CoP16 Inf. 24, to prevent illegal rhino horn trade; and iii) any other on-going activities and measures implemented to combat illegal killing of rhinoceros and illegal rhinoceros horn trade.”

In compliance with the CITES decision, the Government of Viet Nam has undertaken a number of measures and activities, as follows:

***i) Update on arrests, seizures, prosecutions and penalties for offences related to illegal rhinoceros horn possession and trade in Viet Nam since CoP16:***

Since CITES CoP16, a number of seizures of rhino horn have been made by Viet Nam, including the seizure of 7.28 kg of rhino horn in the luggage of passenger travelling from Doha, Qatar, to Ho Chi Minh City, and the seizure of 6.89 kg of rhino horn from a passenger travelling from Paris, France, to Ho Chi Minh City. A table detailing seizures made in the period April 2013 – January 2014 is included in Annex 1.



At the national level, the year 2013 witnessed improved enforcement by Viet Nam enforcement authorities. All confiscated specimens have been handed to the investigation agencies. The confiscated specimens have been saved in storage for scientific, educational and training purposes as in compliance with Resolution Conf. 9.10 (Rev. CoP15) on Disposal of confiscated and accumulated specimens.



At the international level, intelligence analysis has shown that some new transportation routes are being employed by rhino horn smugglers; for example, from Paris to Tan Son Nhat Airport. International enforcement agencies may wish to consider and pay more attention to this new route.

**ii) *The effectiveness of Decision 11, reported in document CoP16 Inf. 24, to prevent illegal rhino horn trade:***

According to the national law of Viet Nam, rhinoceroses are included in Group 1B of Decree 32/2006 on management of endangered, precious and rare species of wild plants and animals. This means that under this law it is illegal to sell, buy or transport rhinos and their derivatives in Viet Nam. However, in recent years, some Vietnamese citizens have legally imported rhino hunting trophies and then used them for non-trophy purposes. For instance, it has been discovered that some people who legally imported a trophy of a southern white rhino from South Africa, have divided up the horn and given it to their friends and families.

To end this problem, in January 2013, the Prime Minister of Viet Nam issued Decision 11 on the Prohibition of the export, import, selling and buying of specimens of some wild animals listed under Appendices of the Convention on International Trade in Endangered Species of Wild Fauna and Flora. This Decision prohibits all domestic sales of these species and their products and bans the import of *Ceratotherium simum*, *Diceros bicornis* and *Loxodonta africana* and their products into Viet Nam. Imports for the purpose of diplomacy, scientific-research, biodiversity conservation, display at zoos, exhibitions, non-profit circus performances, law enforcement, and exchange of specimens amongst CITES Management Authorities are allowed. Under this decision, non-commercial import of hunting trophies has been temporarily banned from all countries and can only be permitted following Cooperation Agreements signed between the Viet Nam CITES Management Authority and an the CITES Management Authority of

an exporting country. From the effective date of the Decision there has been no import, export, or re-export permit issued for rhino hunting trophies by Viet Nam.

This Decision also provided clarity about Vietnam's policy to enable local authorities and other ministries/sectors to strengthen their enforcement against wildlife crimes relating to these species.

***iii) Any other on-going activities and measures implemented to combat illegal killing of rhinoceros and illegal rhinoceros horn trade:***

In addition to the above measures, and realizing the important role of Viet Nam in ending the demand for rhino horns, since CTIES CoP16 the Viet Nam CITES Management Authority has developed and employed, as a high priority, a package of measures to combat the illegal rhinoceros horn trade.

**Measure 1: Strengthened legislation**

The Viet Nam CITES Management Authority developed and presented for signature a Prime Minister's Directive to strengthen enforcement to control and protect precious, rare and endangered wildlife species (with a specific focus on products of rhino, elephant and pangolin from Africa). This Directive brings into national alignment all ministries and local authorities, including Provincial People's Committees, the Ministry of Public Security, Ministry of Finance, Ministry of Industry and Trade, Ministry of Foreign Affairs, Ministry of Justice, Ministry of Information and Communication, Supreme People's Procuracy and Supreme People's Court. The Directive is important as it provides clear direction from the Prime Minister's office to line ministries to enact our international commitments specifying a series of actions covering law enforcement, stockpile management, border control, inter-agency communications and handling violations many. We anticipate that this Directive will be approved in the coming weeks.

Viet Nam's National Inter-agency Committee on Combatting Illegal Trade in Wildlife, was recently renewed through a joint ministry circular in 2013. The Committee is chaired by the Deputy Minister of Agriculture and Rural Development with membership of department-level leaders from the Ministry of Finance, the Ministry of Natural Resources and Environment, the Ministry of Trade and Industry, the Ministry of Public Security, the Supreme People's Court, the Supreme People's Procuracy and the Ministry of National Defense. Committee meetings are held both regularly and irregularly (for urgent and ad-hoc cases). Among other issues, issues related to the trade in rhino horns and elephant ivory are now the top priorities of the Committee.

Several new or revised laws and regulations were issued in 2013 to better tackle the illegal trade in forest products in general and the wildlife species in particular:

- Decree 157/2013 issued by the Government pertains to sanctions for administrative violations against forest management, forest development, forest protection and timber product management and stipulates a maximum fine of \$25,000 for violations relating to wildlife.
- Decree 72/2013 issued by the Government pertains to the management, provision and utility of internet services and online information.
- Decree 179/2013 issued by the Government pertains to sanctions for administrative violations against environmental protection and stipulates a maximum fine of \$25,000 for violations involving priority protected species in Viet Nam.

- Guideline 98/2013 issued by Viet Nam Central Committee for Propaganda and Education of the Communist Party regarding awareness raising for no consumption and trade of wild species of fauna and flora. The Guideline is aimed at bringing the Communist Party's policies on wild species of fauna and flora to fruition. The Guideline has been distributed to all Central Offices of Communist Party in the whole country to direct them to conduct awareness raising activities for all Party members and the public.

A Circular on the management of hunting trophies is being developed by the Viet Nam CITES Management Authority with funding from WWF Viet Nam; this circular will allow the Viet Nam CITES Management Authority to monitor the alteration of imported hunting trophies. The development of this circular is in compliance with Decision 16.86, paragraph a) i) which directs Viet Nam to undertake the *“development of legislation on the domestic management of imported rhino horn trophies addressing the issue of alteration and transfer of rhino horn trophies pursuant to the national laws and CITES Resolutions”*.

The Supreme People's Procuracy, in cooperation with the Viet Nam CITES Management Authority, is currently finalizing a Circular that will provide guidance to prosecutors and judges on dealing with cases involving rhino and elephant products imported from Africa that specifies punishment severity. This will be issued in the coming months and will provide very important foundation for Viet Nam authorities handling the violation cases.

Additionally, in July 2013, the Prime Minister approved the National Biodiversity Strategy to 2020, with vision to 2030. Under this Strategy, the Viet Nam CITES Management Authority is authorized to develop a Program on the control of illegal exploitation, trade and consumption of endangered wildlife and to submit this to the Prime Minister for approval at the end of 2014. Once approved, the Program will provide a long-term and strategic foundation for Viet Nam to better protect wildlife as well as contributing to ending the illegal consumption and trade of wildlife in Viet Nam. The Viet Nam CITES Management Authority is now seeking external assistance to complete the development of the Program.

## **Measure 2: Strengthened capacity-building for law enforcement agencies**

Currently, there is a high degree of awareness of the illegal trade in rhino horns among Viet Nam law enforcement officers, especially those who work at airports, seaports, and border crossings. More attention is being paid by customs officials who now routinely check and monitor passengers or shipments arriving in Viet Nam from Africa countries. Furthermore, police and forest rangers have taken a number of actions to prevent rhino horn trade in stores on traditional medicine streets in Ha Noi and Ho Chi Minh City as well as other big cities.

In 2013, a total of 10 training courses for law enforcement agencies on illegal rhino horn trade were held by the Viet Nam CITES Management Authority, in collaboration with other Governmental agencies and NGOs, for approximately 400 enforcement officials. These included:

- On 10<sup>th</sup> April 2013, the Viet Nam CITES Management Authority, with the support of the Wildlife Conservation Society, hosted the first workshop on online trade in wildlife, focusing on rhino horns and elephant ivory. Thirty-one participants from key

agencies and 29 national journalists attended this workshop. The meeting provided an opportunity for the different agencies to share legislation they are developing, including a new Decree on the regulation of e-commerce and a list of products banned from commercial trade; we expect that this new legislation will better address online wildlife crimes.



- On 12<sup>th</sup> April 2013, a joint-agency briefing on wildlife crimes in the Ho Chi Minh metropolitan area was conducted in Ho Chi Minh City with participants from various law enforcement agencies in the southern region of Viet Nam. The meeting focused on strengthening the control of import, export, trade, and consumption of wildlife and wildlife products, especially rhino horn and elephant ivory.

- On 26<sup>th</sup> July 2013, the Ministry of Agriculture and Rural Development held a workshop on Handling of Illegal Import of Endangered, Rare and Precious Specimens: Legal, Reality and Solutions. The workshop, which focused on rhino horn and elephant ivory, had over 45 participants and included those from the Supreme People's Procuracy, the Supreme People's Court, the Environmental Police Department, the Police Investigation Agency, the provincial procuracies, the courts, the police, and Customs. Representatives of the U.S. Fish and Wildlife Service, TRAFFIC, and the Wildlife Conservation Society attended as well.

- On 11<sup>th</sup> and 12<sup>th</sup> July, 2013, a special training for enforcement officers on identification skills for rhino horns and elephant ivory was held by the Viet Nam CITES Management Authority, with the support of TRAFFIC Viet Nam. Sixty law enforcement officials from all over Viet Nam took part including those from various customs offices, the environmental police, border gate police at both the Central and local level, and forest rangers. The training provided information on smuggling techniques and detection of illegal shipments of these materials.

- On 5<sup>th</sup> and 6<sup>th</sup> August 2013, the Viet Nam CITES Management Authority held a second training for enforcement officers on identification skills for detecting rhino horns and elephant ivory. This training was paid from the Government Budget and was held in Ho Chi Minh city. Fifty participants from enforcement agencies attended.

- On 9<sup>th</sup> October 2013, the Viet Nam CITES Management Authority in cooperation with the TRACE project held a DNA meeting. The purpose of the meeting was to bring together enforcement officers and scientists with an involvement or interest in wildlife crime investigation in Viet Nam. This stakeholder group was given an introduction to

the project and asked to contribute their ideas and share their experiences, in order to shape how wildlife forensic processes should be developed within Viet Nam. Forty-one people from enforcement agencies and scientists attended the meeting.

On 20th October, 2013 the Viet Nam CITES Management Authority in cooperation with the Humane Society International held a special training workshop on rhino demand reduction for the key communicators of Ha Noi Women Association which has more than 800,000 members.

- On 22nd and 23rd October, 2013, the Viet Nam CITES Management Authority in cooperation with the Humane Society International held a several talks with students from Ha Noi Law University; Foreign Trade University; Natural Science and Technology University and Press and Communication University to raise their awareness and get them involved in raising awareness of their parents, relatives.



Figure 1: A student of Ha Noi Law University suggests solutions for protecting rhinos



Figure 2: ...and also interested in the Rhino Book

### Measure 3: Enhanced awareness

In compliance with the Decision 16.86 b<sup>1</sup>, Viet Nam initiated a rhino horn demand reduction program in cooperation with Humane Society International. This program will be implemented for 3 years, from August 2013 to August 2016.

The targets of the awareness raising program are very broad, covering people from all parts of society, including women, university students, children, businessmen, and governmental officials.

.Full details of the campaign, including the activities implemented in 2013 and those going to be implemented in 2014 are included in Annex 2.



<sup>1</sup> Decision 16.86 b) Viet Nam should: “conduct consumer behavior research to develop and implement demand reduction strategies or programmes aimed at reducing the consumption of rhino horn products”

#### **Measure 4: Widened and deepened international cooperation**

Viet Nam and South Africa signed an MOU on “Cooperation in Biodiversity Conservation and Protection”, on 10<sup>th</sup> December 2012. Subsequently, a detailed Action Plan for implementation of this MoU was signed during a working visit to South Africa by a Vietnamese high-level delegation from 5<sup>th</sup> to 11<sup>th</sup> May 2013, with the support of German International Cooperation Agency (GIZ).

The initial progress on implementation of the MoU, and its value, were shared and presented jointly by Vietnamese and South African delegates to the CITES Rhino Working Group held in Kenya, from 28<sup>th</sup> to 29<sup>th</sup> October 2013.

In 2014, Viet Nam will be hosting several big events, including ASEAN-WEN meeting, Asian Expert Groups, the 20<sup>th</sup> anniversary of Viet Nam becoming a Party to CITES, policy dialogues between Viet Nam and rhino range States (such as South Africa), and enforcement capacity training for Vietnamese, Laotian and Cambodian enforcement officials at check points. These events will significantly contribute to better and more effective cooperation between Viet Nam and other relevant Member States.

**ANNEX 1: TABLE OF SEIZURES OF RHINO HORN SPECIMENS SINCE COP16**

No	Date of seizure	Type of specimens	Unit	Quantity	Volume (kg)	Origin	Place of seizure	Status
1	May 4 <sup>th</sup>	Horn	Piece	2.0	7.28	Mozambique	Tan Son Nhat Airport	Suspects arrested, case under investigation..
2	May 4 <sup>th</sup>	Horn	Piece	7.0	0.65	Mozambique	Noi Bai Airport	Suspects arrested, case under investigation.
3	May 4 <sup>th</sup>	Horn	Piece	4.0	0.55	Mozambique	Noi Bai Airport	Suspects arrested, case under investigation.
4	May 4 <sup>th</sup>	Horn	Piece	8.0	0.95	Mozambique	Noi Bai Airport	Suspects arrested, case under investigation.
5	May 20 <sup>th</sup>	Horn	Piece	6.0	5.07	Paris	Tan Son Nhat Airport	Suspects arrested, case under investigation.
7	May 30 <sup>th</sup>	Horn	Piece	3.0	0.85	Qatar	Noi Bai Airport	Suspects arrested, case under investigation.
6	June 10 <sup>th</sup>	Horn	Piece	10.0	6.89	Paris	Tan Son Nhat Airport	Suspects arrested, case under investigation.
7	Nov. 14 <sup>th</sup>	Horn	Piece	1	3.4kg	Unknown	Bac Giang province	Suspects arrested, case under investigation.
8	Dec. 26 <sup>th</sup>	Horn	Piece	1	6.5kg	Unknown	Thai Binh province	Suspects arrested, case under investigation.



## ANNEX 2: FULL DETAILS ABOUT THE RHINO HORN DEMAND REDUCTION CAMPAIGN IN VIET NAM

VIET NAM RHINO HORN DEMAND REDUCTION CAMPAIGN CITES Management Authority of Viet Nam and Humane Society International		
Element	Details	Result / Status
<b><i>Accomplished August 2013 to the present</i></b>		
Public opinion survey #1	<ul style="list-style-type: none"> <li>A Viet Nam public opinion survey was conducted for us by the Viet Nam office of the global information measurement company, Nielsen, during August 2013, before our campaign began.</li> <li>The survey serves to: 1) to ascertain the public's views on and knowledge about rhino horn consumption and rhino conservation; 2) to provide a baseline to compare results of future surveys in order to gauge the effectiveness of our activities (the final survey is planned for late 2015); and 3) to provide information that we can use to identify rhino horn buyer and user groups in order to enable the creation of messages targeted specifically at these groups.</li> </ul>	<ul style="list-style-type: none"> <li>The Nielsen survey interviewed 1,000 people between the ages of 25-55 years, in six municipalities: Hanoi, Ho Chi Minh, Da Nang, HaiPhong, NhaTrang and Can Tho.</li> <li>Twenty-three questions were asked in phone interviews lasting 10-15 minutes.</li> <li>These same questions, asked at a later time, will allow us to gauge the success of our campaign.</li> <li>Results<sup>2</sup></li> </ul>
1 <sup>st</sup> National consultation workshop	<ul style="list-style-type: none"> <li>The first national consultation workshop under the cooperation agreement took place on August 27, 2013, in Hanoi.</li> <li>Its purpose was to provide information to stakeholders on: 1) how demand for rhino horns is causing conservation problems for rhinos in the wild; 2) laws, regulations and penalties relating to the buying and selling of rhino horn in Viet Nam; and 3) how stakeholders can contribute to our cooperative project to reduce rhino horn demand in Viet Nam.</li> <li>A press release was issued.</li> </ul>	<ul style="list-style-type: none"> <li>A total of 148 people attended the workshop: 75 Viet Nam government representatives from various relevant departments, 9 diplomats from Hanoi-based embassies, 44 journalists and 20 representatives of non-governmental organizations.</li> <li>The workshop led to thirty-two Vietnamese language press reports in print, television and online media. These reports educated millions of people.</li> </ul>
Children	<ul style="list-style-type: none"> <li>An educational book for school children,</li> </ul>	<ul style="list-style-type: none"> <li>~ 20,000 children and their</li> </ul>

<sup>2</sup> The preliminary results of the survey indicate that only a very small percentage of people in Viet Nam buy or use rhino horn. Only 42 of 1,000 people interviewed said that they had ever bought or used rhino horn. Buyers and users occurred in all municipalities, in both urban and rural areas. Both males and females bought and used rhino horn. Buyers and users occur across all socioeconomic classes except for the very poor (which were not part of this survey). Buyers and users believe that the following health problems are helped by rhino horn: rheumatism, cancer, effects of a stroke, hangover, impotence and fever. Many buyers buy rhino horn to give as presents to their family or boss. The vast majority of buyers and users obtain rhino horn from their friends or relatives (an extremely small percent obtain horn from a traditional medicine pharmacy, doctor or clinic). About a quarter of buyers and users said they did not know that it is illegal to buy and sell rhino horn. Most buyers and users know that rhinos are impacted by people obtaining rhino horns and that there are not enough rhinos to fulfill human demand for rhinos, but about a third of buyers and users said it did not matter to them if rhinos went extinct.

	<p>entitled "<i>I'm a Little Rhino</i>"<sup>3</sup> was prepared.</p> <ul style="list-style-type: none"> <li>• 5000 copies were distributed to school children in Ha Noi in conjunction with World Rhino Day (September 22<sup>nd</sup>) and Viet Nam's mid-Autumn festival (a child-focused national holiday).</li> <li>• A press release was issued.</li> <li>• 25,000 additional copies have been printed in preparation for distribution to 700 primary schools by the 30 District Education Departments in Ha Noi.</li> <li>• A press release will be issued when the 25,000 books are distributed.</li> </ul>	<p>families directly were educated.</p> <ul style="list-style-type: none"> <li>• Millions of people were educated by news reports and website stories about this element of the campaign.</li> <li>• Once the 25,000 copies are distributed, nearly 600,000 students in Ha Noi will be educated.</li> <li>• Millions of additional people will be educated by press reports when the 25,000 books are distributed.</li> <li>• <b>Funding is needed to print 600,000 copies of the book so that each student in Ha Noi can have one, which they can take home and use to educate their family and friends. This will increase our direct impact to ~ 2.4 million people.</b></li> </ul>
Women	<ul style="list-style-type: none"> <li>• We held a rhino horn demand reduction training session with the leaders of the 800,000 member Ha Noi Women's Association on October 22<sup>nd</sup>.</li> <li>• The Association agreed to spread the campaign messages to their members as well as to the parent organization, the 13 million member Vietnam Women's Union.</li> <li>• A press release was issued.</li> </ul>	<ul style="list-style-type: none"> <li>• ~ 50 leaders from the Ha Noi Women's Association were directly trained.</li> <li>• 35 newspaper reports and 10 television reports resulted, which we estimate delivered the project campaign messages to millions of people in Viet Nam.</li> <li>• We are working with the Ha Noi Women's Association to prepare communication materials.</li> </ul>
Universities and university students	<ul style="list-style-type: none"> <li>• We held rhino horn demand reduction trainings at five universities</li> <li>• We launched a national competition for university students to plan a rhino horn demand reduction campaign, with cash prizes for the top three entries, and the winner's university. The winner's campaign will be implemented in 2014. Entries are due by 31 March 2014.</li> </ul>	<ul style="list-style-type: none"> <li>• ~ 800 university students and faculty directly trained.</li> <li>• Winners will be announced in April, in conjunction with the celebration of the 20<sup>th</sup> anniversary of Viet Nam joining CITES.</li> <li>• Press releases will generate press around the anniversary and periodically throughout implementation of the winner's campaign.</li> </ul>
Ha Noi city buses	<ul style="list-style-type: none"> <li>• <i>Mid-January</i></li> <li>• 5 city buses on major routes in Ha Noi carry advertisements on their sides which state that buying, selling or transporting rhino horn is illegal, punishable by up to 7 years in prison.</li> <li>• Press release will be issued.</li> </ul>	<ul style="list-style-type: none"> <li>• 6.5 million people who live in the Ha Noi metropolitan area, will be educated.</li> <li>• Press coverage will educate additional millions of people.</li> </ul>
Noi Bai International	<ul style="list-style-type: none"> <li>• <i>Mid-January</i></li> <li>• Billboards at Noi Bai International Airport,</li> </ul>	<ul style="list-style-type: none"> <li>• 16 million passengers per annum are being educated</li> </ul>

<sup>3</sup> [http://www.hsi.org/issues/rhinoceros\\_poaching/facts/little\\_rhino\\_book.html#id=album-217&num=content-3717](http://www.hsi.org/issues/rhinoceros_poaching/facts/little_rhino_book.html#id=album-217&num=content-3717)

Airport (serves Ha Noi)	<p>northern Viet Nam's largest airport, state that buying, selling or transporting rhino horn is illegal, punishable by up to 7 years in prison.</p> <ul style="list-style-type: none"> <li>• Press release will be issued.</li> </ul>	<p>by the billboards.</p> <ul style="list-style-type: none"> <li>• Press coverage will educate additional millions of people.</li> </ul>
Vincom Tower, Ha Noi	<ul style="list-style-type: none"> <li>• <i>Mid-January</i></li> <li>• Elevator billboards in the Vincom Tower building state that buying, selling or transporting rhino horn is illegal, punishable by up to 7 years in prison.</li> <li>• Press release will be issued.</li> </ul>	<ul style="list-style-type: none"> <li>• Over 1,900 people work in this building and there are over 134,400 guests per week.</li> <li>• Press coverage will educate additional millions of people.</li> </ul>
<b>Planned in 2014</b>		
Booklet, "Myths about the medicinal value of rhino horns"	<ul style="list-style-type: none"> <li>• 7 chapters by 7 authors: <ul style="list-style-type: none"> <li>○ Threats to rhinos (HSI)</li> <li>○ Disease treatment myths (Giáo sư Nguyễn Lâm Dũng)</li> <li>○ Women's perspectives on rhino horn use (Ha Noi Women Association)</li> <li>○ Is there value in rhino horn as medicine? (Viet Nam Traditional Medicine Institute, Ministry of Health)</li> <li>○ Youth perspectives on rhino horn use (Deputy Chair of Ha Noi Youth Association)</li> <li>○ Rhino protection education must start with the young (Primary Education Department, Ministry of Education and Training)</li> <li>○ Buying, selling and using rhino horns are breaking the laws (CITES MA of VN)</li> </ul> </li> <li>• A press release will be issued upon publication and distribution.</li> </ul>	<ul style="list-style-type: none"> <li>• Booklet will be widely distributed.</li> <li>• Press release will be issued to generate more public interest and education.</li> </ul>
Vietnam Airlines ticket envelope	<ul style="list-style-type: none"> <li>• Vietnam Airlines has agreed to put business and first class boarding cards into ticket envelopes that contain rhino horn demand reduction messages.</li> <li>• A press release will be issued.</li> </ul>	<ul style="list-style-type: none"> <li>• ~ 11 million people travel on Vietnam Airlines each year.</li> </ul>
Popular and high-end magazines	<ul style="list-style-type: none"> <li>• The CITES MA of VN is compiling a list of popular and high-end magazines which the VN CITES MA will approach to ask them to regularly include information about our rhino horn demand reduction campaign in their magazine as well as on their websites.</li> <li>• Press releases will be issued.</li> </ul>	<ul style="list-style-type: none"> <li>• Millions of people will be educated using this method.</li> </ul>
Electric bills	<ul style="list-style-type: none"> <li>• The electricity company has agreed to include a rhino horn demand reduction message on the monthly electricity bill in the Ha Noi area.</li> <li>• A press release will be issued.</li> </ul>	<ul style="list-style-type: none"> <li>• The message will be included on the bills sent to 549,075 households, educating over 2 million people, over a 3 month period.</li> </ul>
Pharmacies	<ul style="list-style-type: none"> <li>• The CITES MA of VN will request 100 pharmacies in Ha Noi to display a poster with rhino horn demand reduction information.</li> <li>• A press release will be issued.</li> </ul>	<ul style="list-style-type: none"> <li>• Potential to educate 1.2 million people in 3 months.</li> </ul>
CITES MA of VN website	<ul style="list-style-type: none"> <li>• Information on the rhino horn demand reduction campaign will be presented on a special Viet Nam government website.</li> <li>• A press release will be issued.</li> </ul>	<ul style="list-style-type: none"> <li>• An estimated 10,000 visitors per day will be educated.</li> </ul>
High-end shops and spas	<ul style="list-style-type: none"> <li>• The VN CITES MA is compiling a list of high-end shops and spas which the VN CITES MA will approach to ask them to regularly include</li> </ul>	<ul style="list-style-type: none"> <li>• Hundreds of thousands of people will be educated.</li> </ul>

	information about our rhino horn demand reduction campaign.	
2 <sup>nd</sup> National Workshop	<ul style="list-style-type: none"> <li>The purpose of the second national workshop in 2014 is to: 1) provide updated information on rhino conservation and trade; 2) provide updated information on rhino horn law, regulation and penalties in Viet Nam; and 3) provide reports on demand-reduction activities taken under the project, discuss lessons learned, and brainstorm on improvements that might be incorporated.</li> <li>Press will be invited to attend.</li> <li>A press release will be issued.</li> </ul>	<ul style="list-style-type: none"> <li>The workshop will occur in late 2014.</li> <li>Coverage of the workshop by the press is expected to educate millions.</li> </ul>
Replicate Ha Noi Efforts in other areas of Viet Nam	<ul style="list-style-type: none"> <li>We would like to replicate the activities we have conducted in Ha Noi in five other major metropolitan areas in Viet Nam: Ho Chi Minh, Da Nang, HaiPhong, NhaTrang and Can Tho.</li> </ul>	Depending on the fund availability.