



WWF

VIET NAM

# IMPACT REPORT

FY20 - FY25 \*

(\* ) 07/2019 - 06/2025



Để giúp bạn đọc tiếp cận nội dung báo cáo một cách thuận tiện hơn, chúng tôi cung cấp bản dịch tiếng Việt được thực hiện bởi AI. Tuy nhiên, để hiểu đầy đủ và trọn vẹn, vui lòng tham khảo bản tiếng Anh. Xin cảm ơn.

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# A MESSAGE FROM OUR CEO

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Dear partners, colleagues, and friends of nature,

As we reflect on the past five years, we do so with a profound sense of gratitude and determination. This report marks not just a milestone in WWF-Viet Nam's journey, but a shared achievement made possible by the collective effort of communities, governments, businesses, and individuals who believe in a future where people and nature can thrive together.

From 2020 to 2025, we have faced significant challenges - from climate disruptions, COVID, economic uncertainties, to institutional changes and global health crises. And yet, amidst these trials, we have also witnessed the strength of collaboration, the power of community, and the resilience of nature itself.

Throughout these five years, WWF-Viet Nam has joined hands with thousands of farmers, businesses, civil society organizations, and government partners to protect the environment. From farmers shifting to sustainable livelihoods, to school children learning about recycling, to communities restoring forests - each action, no matter how small, has played a vital role in creating meaningful change.

Our journey over the last five years has been guided by one clear vision: a nature-positive, climate-resilient Viet Nam. We have worked hand in hand with local partners, empowering communities, advancing policy change, and

promoting sustainable practices across landscapes and ecosystems. Whether restoring wetlands, supporting sustainable livelihoods, or reducing pollution, each action taken has contributed to a greater whole - a Viet Nam that values and protects its natural heritage.

What inspires us most is not only what we have achieved, but how we have achieved it. Real change happens when solutions are locally led, inclusive, and rooted in trust. It happens when young people care deeply, when businesses lead responsibly, and when communities have a voice in shaping their own future.

This report captures both our impact and our learning. We have grown stronger through flexibility, innovation, and deep engagement at every level. And while much work lies ahead, we are confident that the foundations built during this period will support even greater progress in the years to come.

On behalf of WWF-Viet Nam, I extend my heartfelt thanks to all who have walked this journey with us. Your belief in our mission fuels our commitment to keep pushing boundaries, scaling solutions, and working toward a greener and more resilient Viet Nam.

Together, we are not just protecting nature - we are shaping the future.



**DR. VAN NGOC THINH**

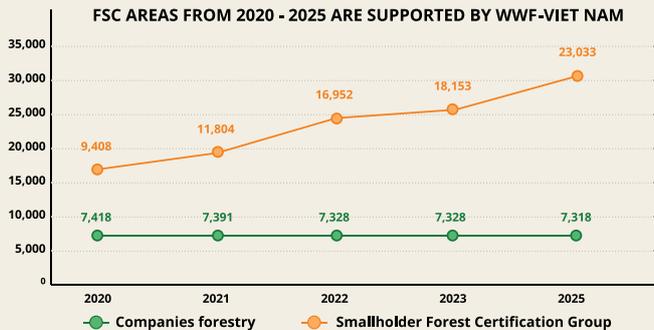
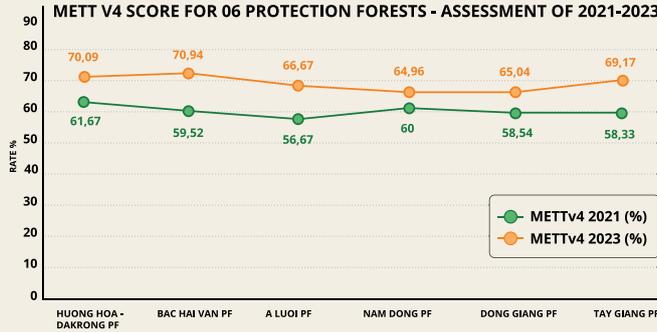
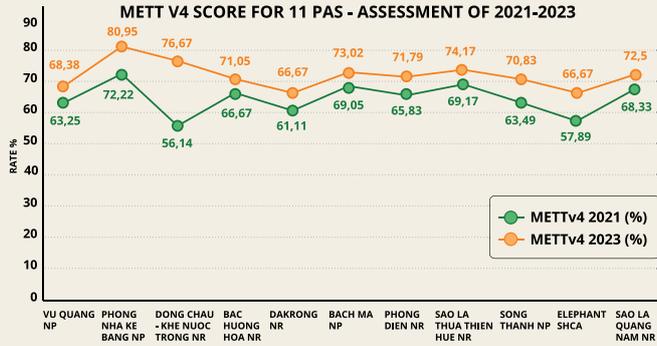
CEO, WWF-Viet Nam

# CONSERVATION IMPACT

ORGANIZATION'S 2020-2025  
STRATEGIC OBJECTIVES

WWF-Viet Nam's 2020-2025 strategy focuses on biodiversity conservation, climate action, and sustainable development. Key pillars include protecting threatened species and habitats, reducing ecological footprints like plastic waste and greenhouse gas emissions, and promoting nature-based solutions. It involved collaborating with the government, local communities, and the private sector to achieve the WWF's ambition. WWF-Viet Nam gradually moved to a landscape approach in its priority areas - the Central Annamites Landscape (CAL), the Mekong Delta Landscape (MDL) and the Central Highlands.

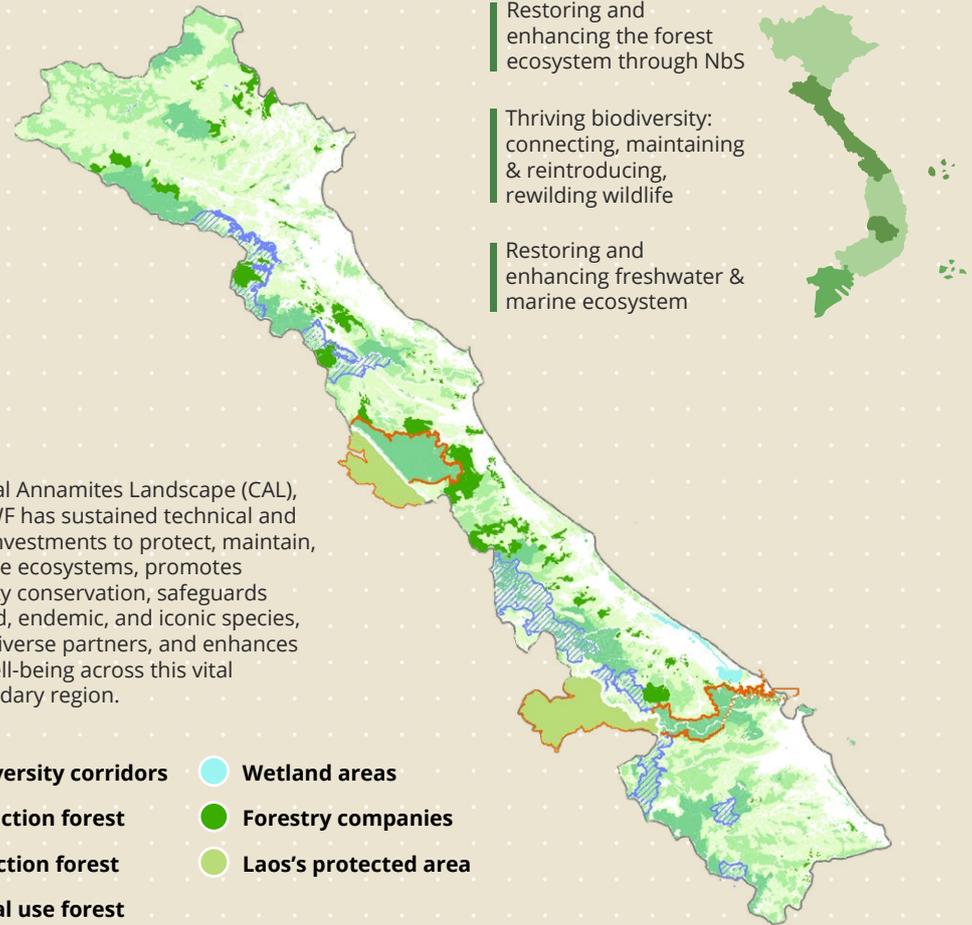




## FORESTS AND BIODIVERSITY RECOVERY HAPPENING WITHIN THE CENTRAL ANNAMITE LANDSCAPE

The Central Annamites Landscape (CAL), where WWF has sustained technical and financial investments to protect, maintain, and restore ecosystems, promotes biodiversity conservation, safeguards threatened, endemic, and iconic species, engages diverse partners, and enhances human well-being across this vital transboundary region.

- Biodiversity corridors
- Production forest
- Protection forest
- Special use forest
- Wetland areas
- Forestry companies
- Laos's protected area



Restoring and enhancing the forest ecosystem through NbS

Thriving biodiversity: connecting, maintaining & reintroducing, rewilding wildlife

Restoring and enhancing freshwater & marine ecosystem

# FOREST

## STRATEGIC GOALS

WWF promotes integrated landscape planning, multi-stakeholder collaboration, NbS investment, and community-business partnerships to conserve biodiversity, restore habitat, and support sustainable livelihoods.

**600,000** HA

ACROSS 11  
PROTECTED AREAS

By 2025, improved management of 416,406 hectares across 11 PAs and 186,521 hectares of 06 protection forests to provide better habitat and protection for wildlife.

**250,000** HA

OF NATURAL FORESTS

By 2025, at least **250,000 ha of natural forests** in the biodiversity corridors, buffer zones of PAs and watersheds of priority sites are **connected and restored**, having improved management, and benefiting forest dependent communities sustainably through effective management, community engagement and financing models.

**30,000** HA

CERTIFIED  
PLANTATION FOREST

By 2025, **improved plantation forest management** is adopted in at least 30,000 ha in CAL to reduce pressure on natural forests.

**03**

TARGETED  
SUB-SECTORS

By 2025, **sustainable supply chains** of 3 targeted sub-sectors (timber, NTFPs, and agroforestry) are strengthened and expanded to reduce deforestation risks.

## KEY ACHIEVEMENTS

**Improved Management of Protected Landscapes:** in 2025, WWF and partners successfully deployed METT, COPS, and SMART tools while building capacity in first aid and biodiversity monitoring. Key achievements include: improving forest and wildlife management across 639,734 ha (106% of target), developing 09 policies, and training 3,289 individuals

**639,000+ HA**  
(106% OF TARGET)

**3,289** INDIVIDUALS  
**09** POLICIES

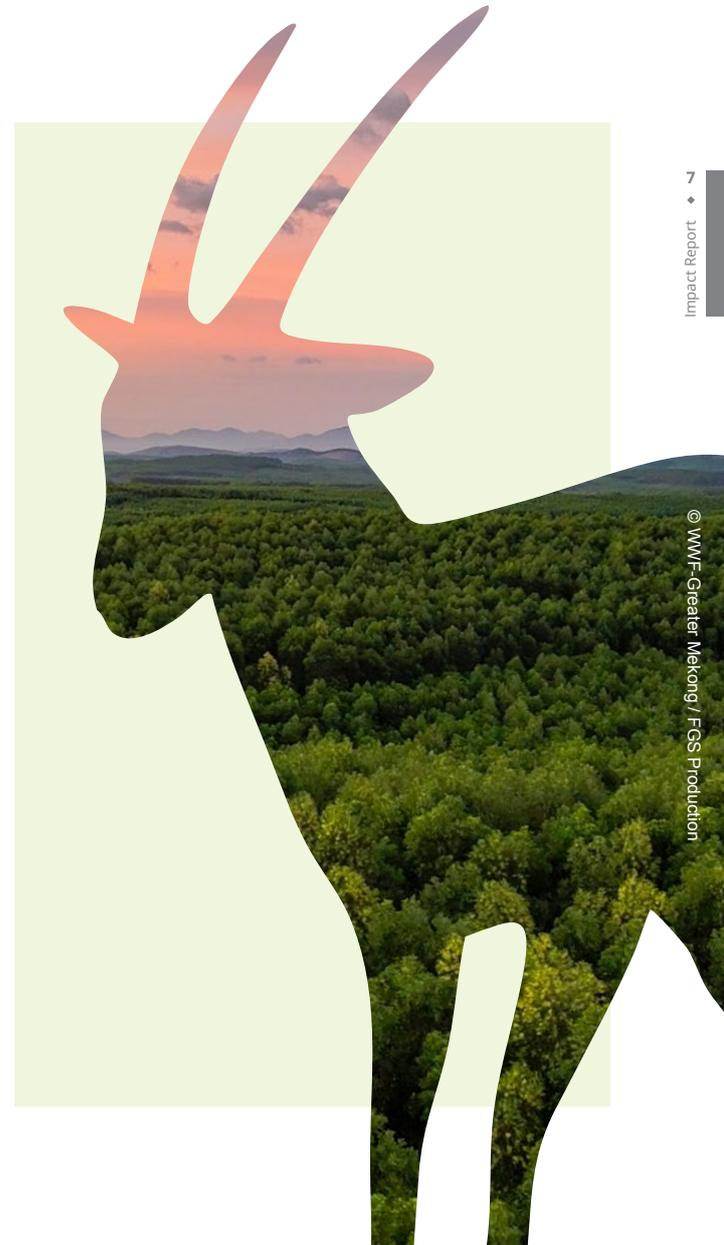


**Habitat  
Connectivity &  
Restoration**

In 2025, WWF has been able to restore forest ecological function across 900 ha of naturally degraded forest, as well as to promote a sustainable coffee-agroforestry model over 600 ha, through an inclusive conservation approach. Since 2020, local communities in Hue and Quang Nam have managed sustainably nearly 19,000 ha of forest - 95% of the 20,000-ha target. More than 30 community-based organizations were empowered to engage in (1) Forest governance and co-management and (2) Policy dialogue and advocacy. WWF has been innovative through the set-up of a seed bank model piloted on 20 ha with 400 mother trees (QR-tagged). Finally, the WWF successfully maintained or improved forest connectivity across most sites (e.g Saola NR in Hue city with the connectivity index progressing from 0.91 to 0.96, Saola NR in Hue City from 0.91 to 0.96, Nam Dong area from 0.81 to 0.86).



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**Sustainable Plantation Forest Management**

As of June 2025, over 24,000 ha of plantation supported by WWF-Viet Nam in CAL have been FSC-certified, achieving more than 81% of the 30,000-ha target towards 2025. The total area exceeds 30,000 ha including FSC areas that partners have implemented after WWF-Viet Nam's support to improve their management capacity.

This certification promotes sustainable forest management and biodiversity conservation while reducing pressure on natural forests. Some 350 ha of model plantations now integrate native tree species with FSC-certified acacia (about 25,000 native trees).



**Nature-based Solutions Origination Platform**

In 2025, WWF developed investment-ready interventions: forest restoration, agroforestry, wetland/mangrove rehabilitation. The first investment has been secured from HP company, which agreed to sponsor the Improved Forest Management project in CAL.



**Scale-up and Sustain Supply Chains**

In 2025, WWF has put in place timber, NTFFPs & agroforestry models that connected smallholders with SMEs and buyers (e.g. QNAFOR, Nguyen Phong). This includes women's producer groups active in supply chains. Besides IKEA acacia and rattan sustainable supply successes, WWF have partnered with the company Slow Coffee to secure €2M blended finance and invest in the coffee-agroforestry model. Lastly, WWF, through the Landscape Resilience Fund, launched multi-stakeholder platforms and community green financing packages.



## CHALLENGES

- **Tightened governance on foreign aid** and shifting donor priorities delayed implementation.
- Sustaining engagement in remote areas is complex; scaling agroforestry and forest models is constrained by technical, tenure, and market barriers.
- Multiple agencies with **overlapping mandates** hinder coordinated landscape planning.
- Maintaining FSC certification requires continued investment; many **smallholders struggle with EUDR compliance and traceability**.
- NbS-OP development demands rapid coordination under **resource constraints**; landscape-level planning requires data validation and cross-practice collaboration.



## LESSONS LEARNT

- **Empowering communities** through co-management and agroforestry boosts conservation and livelihoods.
- Landscape-level coordination and stakeholder collaboration amplify impact through **shared planning and pooled resources**.
- **Public-private-community partnerships** like Slow Coffee and Green Net create sustainable, scalable value chains.
- Financial models such as **PFES and blended finance** prove critical to driving and maintaining local engagement.
- **Innovation and technical support** (e.g. seed bank, native species enrichment) are essential vectors for high-quality restoration.



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# WILDLIFE

## STRATEGIC GOALS

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By 2025, at least 88,859 ha of **high priority forest for conservation of biodiversity and ecosystem function have been upgraded** to a higher protection status.



By 2025, buffer zone communities, local law enforcement and judicial agencies, and consumers are engaged to combat wildlife crime and wild meat consumption at the landscape scale, **reducing the risk of zoonotic disease spill over.**



By 2025, priority **wildlife species populations are stable or recovering**, human wildlife conflict is mitigated, and, where needed, reinforcement and reintroductions result in more viable populations.



By 2025, an **appropriate policy environment and enforcement capacity** is in place to prevent illegal trade, and consumption of high value wildlife commodities and farms will be phased out or better regulated.

## KEY ACHIEVEMENTS

### Wildlife habitat cover (reported under Forests) Addressing wildlife trade pressure

In 2023, the successful prosecution of wildlife related criminal cases increased through training for the local judiciary on wildlife case handling and pilot case tracking and support. Notably, a significant achievement was recorded in the Thua Thien Hue and Quang Nam Sao la Nature Reserves, where snare occupancy rates dropped from 64% in 2011 to 17% in 2024.

In 2024, systematic demand reduction activities have been conducted in provincial capitals surrounding CAL and by 2025, consumer surveys demonstrate that demand and consumption of wildlife products have declined by 25%. Particularly, an assessment on the percentage of consumers consuming wildlife products in Hue and Tam Ky cities has been conducted, showing the proportion of people using wildlife products in Hue and Tam Ky cities had fallen by 23.37% (from 34.7% to 11.33%) and 30.03% (from 44% to 13.97%) respectively.

By 2025, Forest Dependent Communities have engaged in Conservation-Friendly Enterprises to improve their livelihoods. WWF established 09 Community-Based Ecotourism models linking local communities with tourism operators in Hue City and Quang Tri province, as well as assisted 800 households in adopting conservation-friendly livelihoods in 7 provinces of the USAID BCA project.

800

HOUSEHOLDS

-25%

CONSUMPTION  
OF WILDLIFE  
PRODUCTS  
HAVE DECLINED

09

COMMUNITY-  
BASED  
ECOTOURISM  
MODELS

### Wildlife species population recovery in CAL

In 2025, WWF and partners implemented the largest camera trap survey as well as an eDNA survey ever done in Viet Nam. The USAID BCA project carried out a baseline assessment (2022) and an endline assessment (2025). The results show that at the species level, 5 of the 14 indicator species showed a significant increase in occupancy (PAO) in nine sites, suggesting an increase over the monitoring period. With Re:wild, ATP, WWF helped to have the Conservation Breeding Centre at Bach Ma NP built with a total area of 2,500 m<sup>2</sup>, including 4 animal enclosures (Large-antlered Muntjac, Annamite Striped Rabbit, Annamite Crested Argus, Bourret's Box Turtle). In parallel, WWF and partners piloted site activities to develop a protocol for species rewilding. In Dak Lak, WWF-Viet Nam, in collaboration with Yok Don National Park (YDNP) and the Dak Lak Elephant Conservation Centre, conducted the first-ever scientifically grounded population estimate of wild elephants in Dak Lak province using DNA analysis. In parallel, a five-year strategy for managing human - elephant conflict specific to Dak Lak Province has been developed and implemented. WWF-Viet Nam played a key technical and coordination role in

supporting the Government of Viet Nam in the development and implementation of the Viet Nam Elephant Conservation Action Plan, a critical policy framework to guide elephant conservation efforts nationally.

### Wildlife farm governance

In 2025, WWF proposed alternative or improved approaches for transitioning away from high-risk breeding practices - particularly for species associated with elevated risks of zoonotic disease transmission in Viet Nam. As well as WWF, the Government developed a framework for managing captive tiger facilities in consultation with the Forest Protection Department. WWF-Viet Nam partnered with the Forest Protection Department and other partners to carry out a nationwide inspection of captive tiger facilities. A total of 10 captive facilities were visited, with more than 150 captive tigers' DNA samples collected and analysed by Viet Nam CITES SA to aid law enforcement efforts. Vietnamese government authorities have committed to phasing out private captive facilities and requiring all tiger captive facilities to be registered as conservation and/or education centres.



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## KEY CHALLENGES

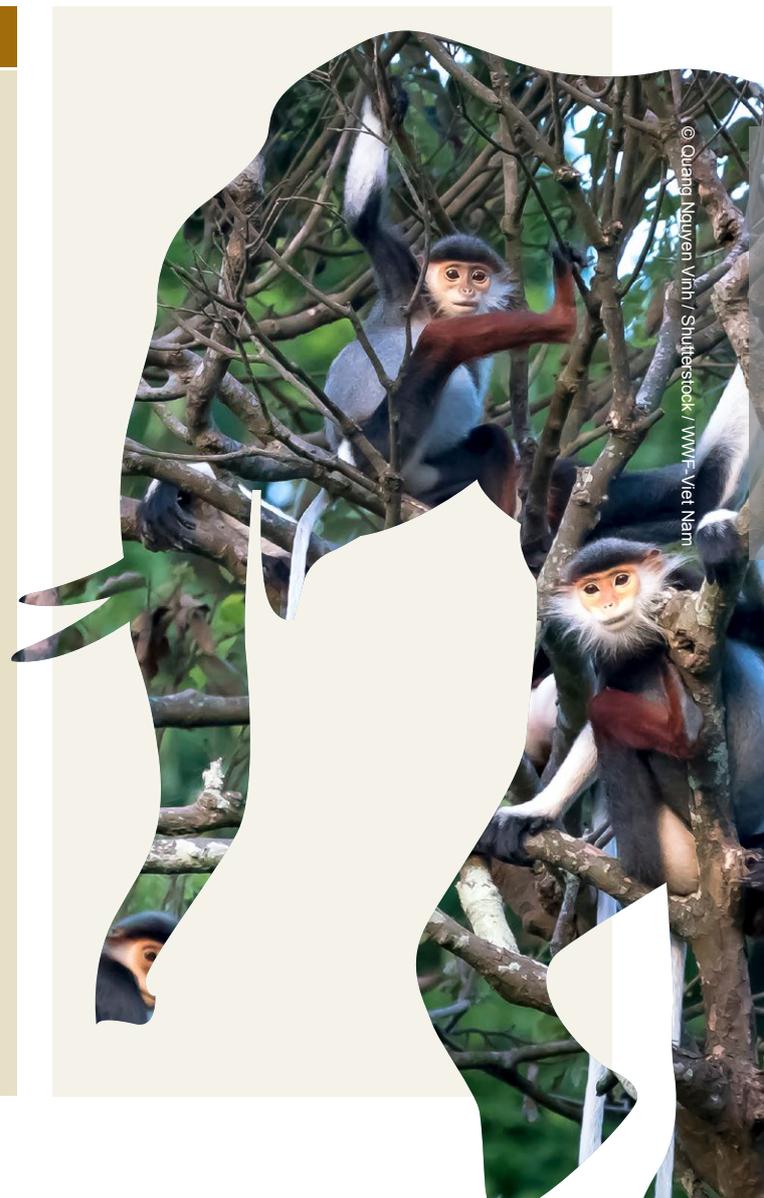
- **The COVID-19 pandemic** caused significant delays and disruptions to field-based conservation activities, community engagement, and government consultations.
- **Ongoing restructuring within government agencies**, including changes in roles and responsibilities at both central and provincial levels, created decision-making uncertainties and slowed coordination efforts. But the situation also gives an opportunity to propose a programme approach in CAL.
- **Delay in project approvals.** We have coordinated with relevant parties and stakeholders to speed up the progress, as well as requested project extensions from the donor.



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## LESSONS LEARNED

- To deter illegal logging, hunting and the overextraction of forest resources, **livelihood interventions** need to generate enough profits to contribute to a reasonable household income level that can help lift them out of poverty.
- **Strong local ownership:** Engagement with local governments and agencies was crucial for success.
- **Community participation and sustainable livelihoods:** Community engagement through Village Development Funds and Community Forest Management helped reduce dependence on forest resources and support economic growth.
- **Capacity building:** Training for forest guards, community groups, and enforcement agencies enhanced their ability to monitor biodiversity and law enforcement.
- **Technology-driven conservation:** SMART technology transformed conservation management by providing real-time data for better decision-making and efficiency.
- **Local government engagement** in project activities helps to enhance staff capacity building for future operations, monitoring, and management.
- **Ex-situ conservation** is a growing trend in Viet Nam, and the approach of the Rewilding the Annamites project is a significant example of future conservation directions.
- At the landscape level, it is important to continue to pursue better **coordination among government, communities, CSOs and the private sector.** Continued support for multi-stakeholder planning and integrated management will ensure that conservation and development efforts are aligned.



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# OCEANS

## STRATEGIC GOALS

From FY21 to FY25, WWF-Viet Nam's Oceans strategy aimed to enhance the resilience of marine ecosystems through three core goals:



**Strengthen management capacity** at three key Marine Protected Areas (MPAs): Phu Quoc, Con Dao, and Cu Lao Cham.



**Improve the sustainability of Viet Nam's handline yellowfin tuna fishery**, aiming for Marine Stewardship Council (MSC) certification.



**Reduce plastic pollution leakage** into the ocean through business innovations, Plastic Smart Cities, and policy advocacy.

## KEY ACHIEVEMENTS



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### Strengthening Marine Protected Areas (MPAs)

Supported plastic waste action plans and community engagement in 3 MPAs.



Expanded interventions to 8 additional coastal sites.



Launched Viet Nam's first seagrass restoration and blue carbon assessment (Cu Lao Cham - Global Conservation Blue Carbon project).



Facilitated MPA-business partnerships in Phu Quoc to pilot co-management models.



### Sustainable Yellowfin Tuna Fishery

The Fishery Improvement Project is now ready for complete MSC assessment, with SCS Global Services selected as the assessment body.



Promoted circle-hooks to reduce bycatch and supported regional cooperation among Viet Nam, Indonesia, and the Philippines under WCPFC dialogues.



### Reducing Plastic Waste Leakage

A total of 3,150.2 tons of plastic waste was prevented from leaking into the environment via BMUKN and Plastic Smart City in Hue (TVA) projects.



Influenced major legal frameworks: EPR and Circular Economy under Viet Nam's 2020 Environmental Protection Law.



Launched Plastic Smart Cities in 9 urban areas, piloted source separation models, and mobilised 28,000+ volunteers.



Integrated plastic education into 259 schools and engaged 300+ businesses in plastic reduction commitments.

**3,150** TONS  
PLASTIC WASTE  
PREVENTED FROM  
LEAKING

**28,000+**  
VOLUNTEERS

**259**  
SCHOOLS

**300+**  
BUSINESSES



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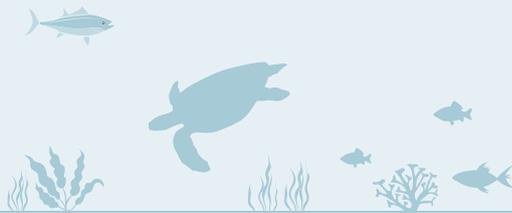
## KEY CHALLENGES

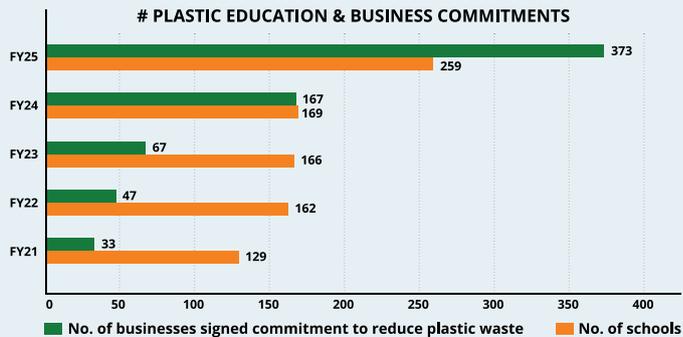
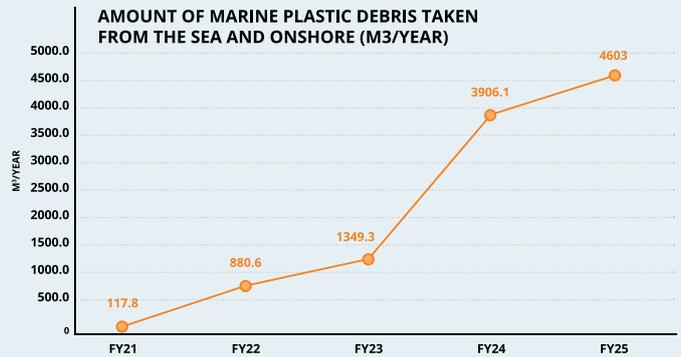
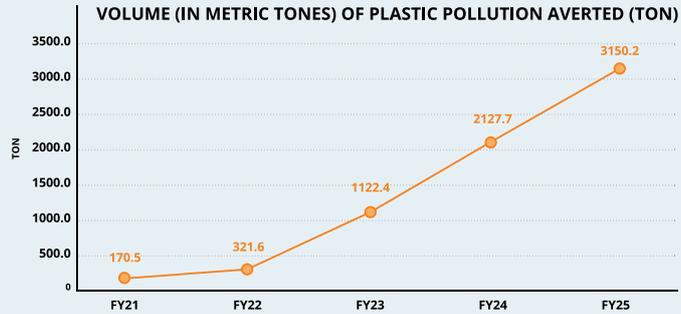
- **Limited enforcement power of MPA boards** hampers timely responses to marine violations.
- **Lack of sustainable finance** for MPAs and community co-management groups.
- **Sectoral conflicts** between conservation and tourism/shipping interests.
- **Funding gaps** for traditional marine conservation topics like fisheries improvement and MPA management.
- **Institutional disruptions** from Viet Nam's administrative restructuring (effective July 2025) are affecting project continuity at the local level.



## LESSONS LEARNT

- **Early and consistent stakeholder engagement** builds ownership and long-term impact.
- **Aligning project designs** with both national policies and international donor priorities increases funding success.
- **Flexibility in planning and budgeting** is essential to adapt to unexpected changes (e.g., COVID-19, policy shifts).
- **Storytelling and human-centred communication** are effective tools for public outreach and impact measurement.
- **Legal and policy frameworks** such as EPR and global agreements (e.g., BBNJ Treaty) are critical for systemic change.





## KEY ACHIEVEMENTS OF OCEANS AND CLIMATE & ENERGY PRACTICES

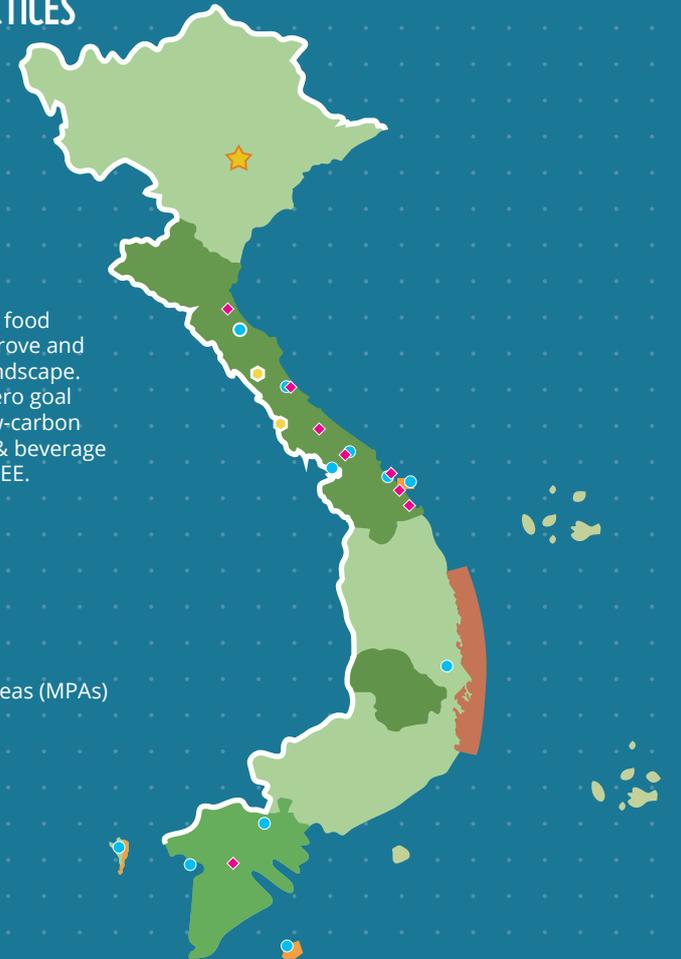
Across Viet Nam's coastline, WWF worked with key cities to reduce single-use plastic consumption and improve waste management, while supporting national policies such as Extended Producer Responsibility (EPR). As plastic pollution remains a major threat to marine biodiversity, WWF strengthened its actions to curb plastic leakage. In Climate and Energy, WWF collaborated with freshwater and food practices to restore and manage mangrove and forest habitats in the Mekong Delta Landscape. Efforts also advanced Viet Nam's net-zero goal by promoting energy efficiency and low-carbon transformation in the textile and food & beverage industries towards GHG reduction and EE.

### LEGEND

- Country boundary
- Plastic Smart Cities
- 2.1. Strengthening Marine Protected Areas (MPAs)
- 2.2. Sustainable Yellowfin Tuna Fishery

### ONE PLANET CITY CHALLENGE

- Implementation in 2015
- Implementation in 2022



# CLIMATE & ENERGY

## STRATEGIC GOALS



By 2025, government agencies at both national and provincial levels have **accelerated their implementation of GHG emission reduction plans** to realise the updated NDC and Net Zero target.



By 2025, **favourable policies and regulatory conditions** are in place to facilitate changes for targeted sectors in adopting and implementing EE&RE solutions.



By 2025, **Nbs are promoted and applied** in priority areas (CAL, MDL & oceans) to contribute effectively to climate policies (i.e., the NCCS, NDC, NAP, Green Growth Strategy).

## KEY ACHIEVEMENTS



**Scenarios of 100% renewable energy for everyone contributing to NDC.** In 2025, national and provincial agencies accelerate GHG reduction plans to meet updated NDC and net-zero targets. WWF's advocacy, technical support, and awareness campaigns have expanded low-emission city initiatives from 6 to 14 cities, supported sectoral decarbonisation in Tay Ninh, and raised public engagement through Earth Hour and other campaigns.



**Sectoral transformation and access to green finance.** In 2025, favourable policies enable EE&RE adoption in targeted sectors. WWF has supported 78 companies with energy audits and roadmaps, notably reducing GHG emissions in the textile sector of Tay Ninh. WWF's renewable energy scenario studies have influenced the Power Development Plan VIII, increasing renewable energy commitment to 71% by 2050.



In 2025, **Nature-based Solutions (Nbs) are promoted in priority regions** (Ca Mau, Mekong Delta, oceans). WWF have partnered to plant over 62 ha of mangroves, improved forest management, and supported blue carbon measurement aligned with government methods. WWF also leads networks for policy integration and sustainable financing mechanisms.

**6-14** CITIES  
EXPANSION OF  
LOW-EMISSION  
INITIATIVES

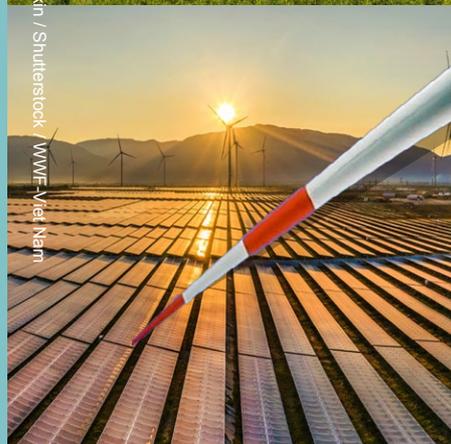
**78**  
COMPANIES  
SUPPORTED

**71%** BY 2050  
RENEWABLE  
ENERGY (RE)  
COMMITMENT

**62+** HA  
NATURE-BASED  
SOLUTIONS  
(NBS)



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## KEY CHALLENGES

Challenges include limited government engagement with civil society in energy policy, scarce science-based localised data, and low sector readiness for climate technologies. Administrative reforms have complicated advocacy and slowed policy processes.

## LESSONS LEARNT

Lessons learned emphasise the importance of **multi-stakeholder policy engagement** to build trust and leverage resources. **Indirect advocacy** via local partners strengthens ownership and relevance. **Cross-practice collaboration** amplifies impacts. Although direct engagement with financial institutions is limited, WWF's work with companies improves readiness for future green finance.



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# FOOD

## STRATEGIC GOALS

From FY21 to FY25, WWF-Viet Nam's Food strategy aimed to enhance the resilience of the Mekong Delta ecosystems through three core goals.



By 2025, aquaculture producers have **improved water quality and ecosystem connectivity** in key buffer areas of critical wetland areas in the Mekong Delta by applying ASC and Aquaculture Improvement Program (AIP) and ecosystem restoration.



By 2025, impacts from agricultural production on water resources in at least two key wetlands and the larger Mekong Delta landscape is reduced.



By 2025, the market share of Vietnamese sustainable **agriculture and aquaculture products in global and domestic markets are increased** to foster the adoption of environmentally friendly production practices.

## KEY ACHIEVEMENTS



### Critical wetlands sustainably managed, reduced threats

Smallholder households supported to adopt sustainable aquaculture practices and improved livelihoods increased from 1,073 households in FY20 to 6,450 households by FY25.



With WWF's direct support and engagement, the **area under ASC-certified shrimp aquaculture grew from 1,425 ha in FY20 to 6,915 ha by FY25**, reflecting an increasing commitment to responsible aquaculture practices aligned with global standards.



In 2025, the **area under Best Management Practices (BMP) expanded dramatically** - from 2,100 ha in 2020 to 8,975 ha, demonstrating broader uptake of sustainability principles beyond formal certification.

1,073 > 6,450

HOUSEHOLDS IN FY20 HOUSEHOLDS IN FY25

2,100<sub>HA</sub> > 8,900<sub>HA</sub><sup>+</sup>

AREA OF BMP

1,400<sub>HA</sub><sup>+</sup> > 6,900<sub>HA</sub><sup>+</sup>

AREA OF ASC SHRIMP AQUACULTURE



### Improved sustainable agriculture

In 2025, starting from zero, nearly 5,000 ha of rice production areas were transitioned to sustainable or nature-based methods that reduced agrochemical use, improved water retention, and minimised runoff - directly benefiting wetland health and surrounding aquatic ecosystems.



In 2025, **3,840 smallholder households adopted sustainable practices**. This is a 100% increase from the 2020 baseline.



By 2025, **4 Ecosystem-based Adaptation / Nature-based Solutions (NbS) models** have been implemented by farmers in Lang Sen, Tram Chim, Tra Su and U Minh Thuong buffer zones.

5,000<sub>HA</sub>

RICE AREA TRANSITIONED

3,840

HOUSEHOLDS ADOPTING SUSTAINABLE PRACTICES

100% INCREASE

HOUSEHOLD GROWTH RATE

04 MODELS

NATURE BASED SOLUTIONS (NBS)



### Market transformation

During the last 5 years, 04 public campaigns helped to promote and raise awareness of conservation-friendly products, improve sustainable labelling and traceability.



In 2025, **167 tons of floating rice** (responsible products) were sold to the domestic market. This is a model that is under replication



By 2025, **53,000 tons of shrimp ASC certified** (the whole Mekong Delta) are sold in the market. This is an increase of 30% from 2020.

04

PUBLIC CAMPAIGNS

53,000<sub>TONS</sub>

ASC SHRIMP VOLUME

167<sub>TONS</sub>

FLOATING RICE VOLUME

30% INCREASE

GROWTH RATE

## LESSONS LEARNT

- Long-term **trust-building** influences adoption
- **Co-designed models with locals** enhance uptake
- Dual **economic and environmental benefits** strengthen buy-in
- **Institutional capacity investments** underpin sustainability
- **Flexibility in design** leads to resilience under change

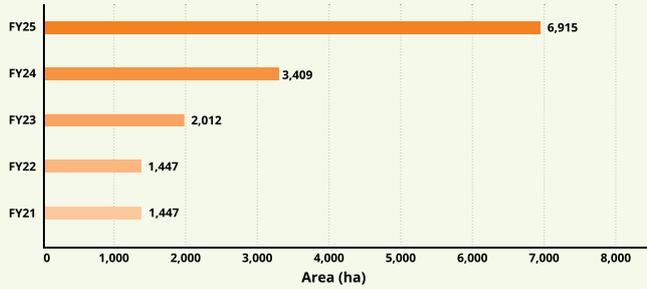
## KEY CHALLENGES

- **Inconsistent financial premiums:** weak market incentives for smallholders
- **Climatic stress:** salinity intrusion, drought, erratic rainfall
- **Fragmented supply chains:** low transparency, weak traceability
- **Capacity gaps:** cooperatives lack technical governance post-certification
- **Sustainability risk:** without continued support, many farmers may regress

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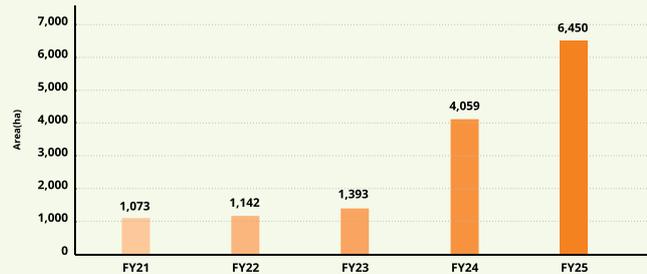
**THE AREA UNDER ASC - CERTIFIED SHRIMP AQUACULTURE, WITH WWF'S DIRECT SUPPORT AND ENGAGEMENT**



**THE AREA UNDER BEST MANAGEMENT PRACTICES (BMP) EXPANDED DRAMATICALLY**



**THE NUMBER OF SMALLHOLDER HOUSEHOLDS SUPPORTED TO ADOPT SUSTAINABLE AQUACULTURE PRACTICES AND IMPROVED LIVELIHOOD**

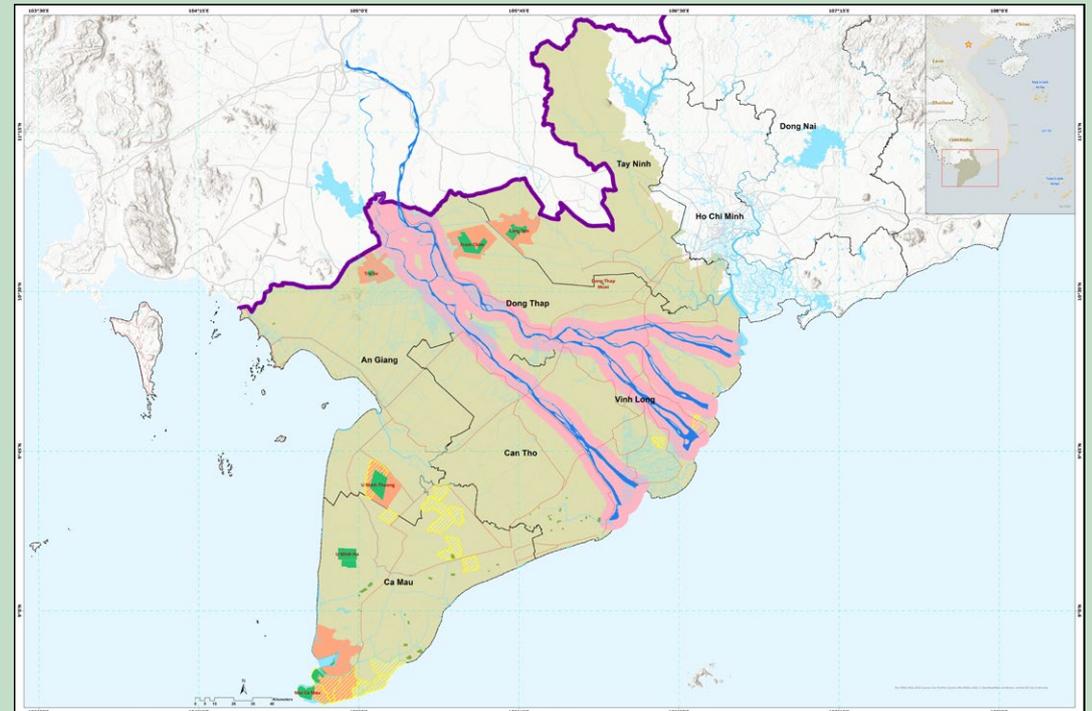


## MEKONG DELTA LANDSCAPE, AN EXAMPLE FOR SUCCESSFUL AND IMPACTFUL NBS

In the Mekong Delta Landscape, WWF scales its conservation from project to landscape level, focusing on diverse habitats like mangroves, grasslands, Melaleuca forests, swamps, and farmland. WWF collaborates with stakeholders to halt biodiversity loss, protect ecosystem services (soil, water, air), reduce greenhouse gas emissions, and balance conservation with rapid regional development.

### LEGEND

-  Country boundary
-  Provincial boundaries
-  River system
-  Improved sand and riverbank management
-  Area under ASC-certified shrimp aquaculture
-  Main road
-  Protected areas
-  Mekong Basin
-  The area under Best Management Practices
-  NbS Agriculture model



# FRESHWATER

## STRATEGIC GOALS

The strategy strengthens the resilience of Viet Nam's key rivers and freshwater ecosystems, especially in the Mekong Delta, ensuring ecosystem services like clean water, sediment regulation, and biodiversity support.

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By 2025, improved management of river and delta morphology



By 2025, improved private sector engagement in water stewardship



By 2025, improved protection of critical wetlands

## KEY ACHIEVEMENTS



**Improved River and Delta Morphology Management.** In 2025, the first-ever delta-wide sand budget for the Vietnamese Mekong Delta was developed and endorsed. This sand budget provides a scientific foundation for making informed decisions about where sand extraction can occur without causing harm to the river system or surrounding communities. In parallel, the River Geomorphology Stability Plan (first for MDL) integrated it into the socio-economic strategies of Can Tho and Dong Thap provinces. Finally, WWF has innovatively used scientific tools (eDNA) for biodiversity monitoring.



**Private Sector Engagement in Water Stewardship.** In 2025, WWF supported over 24 textile factories in adopting BMPs and implementing water-energy audits. Notably, 4 of 5 pilot factories reduced water consumption from 12% to 27.4%. WWF developed guidebooks on water-efficient practices and audit skills, ensuring long-term institutional memory and knowledge transfer within factories. Finally, WWF, through a feasibility study on green credit potential in the textile sector, helped to launch two dedicated green credit lines by BIDV bank (3,800 billion VND in 8/2023) and BIDV Sumi Trust Leasing, which now offers financial incentives for projects aimed at reducing water and energy consumption in textile manufacturing.



**Protection of Critical Wetlands.** In 2025, WWF supported partners and local actors to sustainably manage nearly 60,000 ha of wetlands across Ramsar sites with restoration and policy support. WWF helped to regenerate 150 ha of mangroves in Mui Ca Mau National Park. WWF invested effort to improve the governance and capacity of Ramsar sites, significantly improving management effectiveness scores. Lang Sen Wetland Reserve: from 50.95% (2021) increased to 77.27% (2024). U Minh Thuong NP: from 50.9% (2021) increased to 79.63% (2024). Mui Ca Mau NP: from 58.8% (2021) increased to 79.17% (2024)

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**Water governance.** Other key achievements in 2025 credited to WWF are (1) Advanced water regulation with monitoring stations in key wetlands, (2) Piloted integrated waste and water pollution management benefiting biodiversity and communities, and (3) Promoted floodwater flow to maintain ecological functions, replenishing 16 billion litres in Tram Chim NP in 2024

12% - 27.4%

REDUCED WATER CONSUMPTION

24

TEXTILE FACTORIES

3,800 BILLION VND

GREEN CREDIT

50.9% - 79.63%

IN MANAGEMENT EFFECTIVENESS

60.000 HA

SCALE OF SUPPORT

150 HA

OF MANGROVES

16,000 BILLION LITRES

OF WATER REPLENISHED IN TRAM CHIM NP (2024).

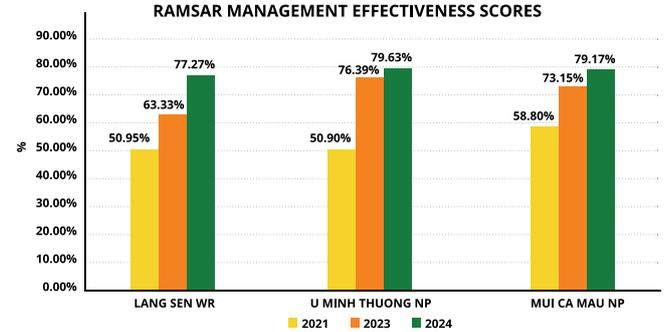
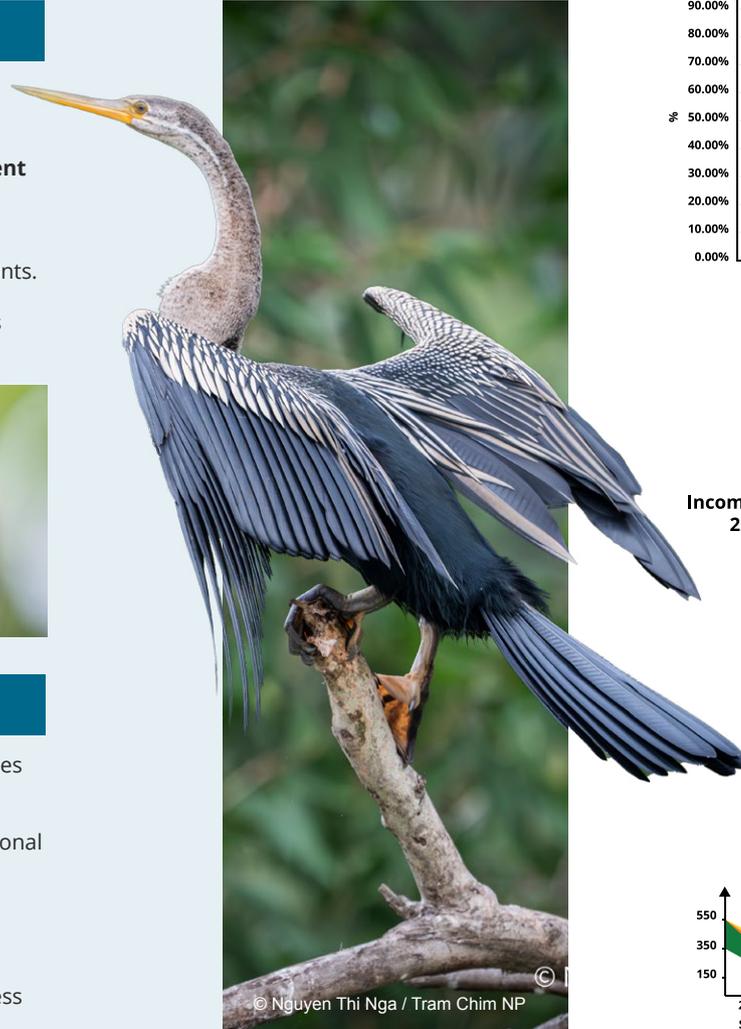
## KEY CHALLENGES

- **Ongoing pressure and illegal activity in sand mining** with uneven enforcement.
- **Insufficient baseline data and weak enforcement** at the local levels.
- **Complexity in engaging the private sector** is widespread due to technical and financial constraints.
- **Fragmented institutional coordination** requires clear mandates and leadership.

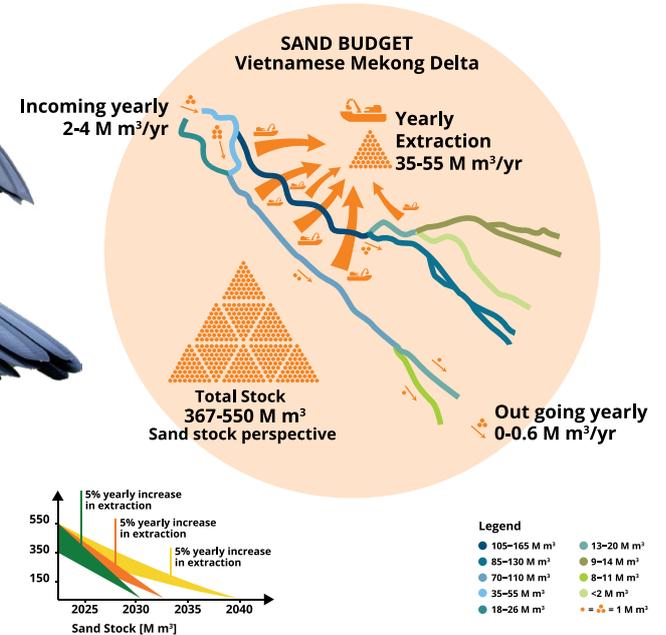


## LESSONS LEARNT

- **Scientific evidence** (sand budgets, eDNA) enhances advocacy and policy influence.
- **Multi-level stakeholder engagement** - from national to community - is effective.
- Pilots of NbS and BMPs offer **scalable models** for policy uptake.
- **Strategic media engagement** is vital for awareness and public support.



### RAPID DELTA - WIDE SAND BUDGET, VISION TO 2030-2040



# OPERATION HIGHLIGHTS

## POLICY ADVOCACY

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Over the past five years, WWF-Viet Nam has played an active and influential role in advancing environmental policy advocacy, contributing significantly to three key policy areas: biodiversity conservation, climate change response, and pollution reduction.

WWF-Viet Nam has supported the Government of Viet Nam in joining and implementing major international commitments, including the Leaders' Pledge for Nature, the Global Biodiversity Framework, the "30x30" Initiative, the New Deal for Nature and People, the global plastic pollution treaty negotiations, the Net Zero commitment,

energy transition, and climate adaptation goals. The organization has also been instrumental in shaping emerging national policies such as those on circular economy, Extended Producer Responsibility (EPR), Other Effective Area-based Conservation Measures (OECM), and Nature-based Solutions (NbS).

In addition, WWF-Viet Nam has worked closely with national agencies to support policy implementation through technical assistance and resource mobilisation, enhancing conservation outcomes on the ground. Key outcomes include Viet Nam's strengthened

international environmental profile, improved policy frameworks, and growing alignment with global sustainability goals.

Challenges involve ensuring cross-sectoral coordination, policy coherence, and translating commitments into effective local action.

Lessons learned highlight the importance of sustained government engagement, science-based advocacy, and multi-stakeholder partnerships in driving systemic change.

## ADMINISTRATIONS

Over the past five years, the Administration function has made notable progress in strengthening internal systems, streamlining procedures, and ensuring compliance with both WWF and government regulations. We have enhanced transparency in procurement and operations, standardized processes, and empowered field offices, especially in Hue and Ho Chi Minh City, to serve as administrative hubs for priority landscapes. Our team has also played a crucial role in delivering high quality logistics and protocol support for major events and missions, contributing to operational efficiency and reinforcing WWF's reputation as a well organized and responsive organization.

## GOVERNMENT RELATIONS / PARTNERSHIPS

WWF-Viet Nam has successfully built strong, trust based partnerships with key government agencies over the past five years. Strategic MoUs with MARD, MONRE, and provincial authorities such as Quang Tri and Thua Thien Hue have established institutional foundations for ongoing collaboration in conservation. Through active coordination and engagement, we have supported policy dialogue, facilitated project approvals, and promoted shared conservation goals. These efforts have positioned WWF as a credible partner and enabled smoother implementation of field activities aligned with national and local priorities.



## PLANNING, MONITORING, EVALUATION, AND LEARNING (PMEL)

PMEL capacity at WWF-Viet Nam has significantly advanced, enhancing learning, accountability, and adaptive management. Conservation Standards have guided project and programme design, while improved Strategic Plan and Project Performance Tracking tools enabled data-driven decisions and strategic alignment. PMEL supported proposal and portfolio management, demonstrating alignment of funding to both office objectives and global goals. M&E inputs shaped interactive story maps, strengthening engagement with partners and donors. Integration of risk and safeguard monitoring ensured compliance, while a new knowledge management platform enhanced internal learning. These efforts embedded PMEL across technical and thematic areas, enabling agile, responsive delivery.



## FINANCE

WWF-Viet Nam has taken key steps to manage financial resources with transparency, sustainability, and impact at the core. The Finance department has strengthened internal policies and delivered regular training to ensure staff compliance with donor, WWF International, and national regulations. Our team has grown in capacity and capability, becoming a proactive, solution-oriented partner. We conduct in-depth financial analysis to track trends, identify savings, and forecast funding gaps for timely decisions. Close collaboration with conservation teams ensures every dollar is aligned with strategic priorities and delivers meaningful, lasting impact for conservation.

<b>INCOME USD</b>	<b>FY21</b>	<b>FY22</b>	<b>FY23</b>	<b>FY24</b>	<b>FY25</b>
National Ws	1,605,150	1,716,941	1,305,579	2,054,428	2,860,136
Legacies and bequests	-	-	-	-	-
Trusts and foundations Individuals and general	213,198	417,855	933,804	345,265	1,457,914
Donations	17,507	11,036	438	-	-
Corporations	288,418	550,814	1,678,593	1,243,371	1,490,537
Public Sector	8,758,020	11,819,375	11,751,097	12,357,819	9,817,504
Special Events	-	-	-	-	-
<b>Income from WWF Network and fundraising</b>	<b>10,882,293</b>	<b>14,516,020</b>	<b>15,669,511</b>	<b>16,000,883</b>	<b>15,626,090</b>



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## INFORMATION TECHNOLOGY (IT)

In the last five years, the IT team has come a long way, from providing technical support to playing a key role in driving the organization's digital transformation. WWF-Viet Nam has upgraded our infrastructure, moved many systems to the cloud, and improved our network to be more reliable, flexible, and easier to manage. Strengthening cybersecurity has been a top priority, with new measures like multi-factor authentication, regular security checks, and staff training to protect sensitive data. The department also made it easier for teams to work together by migrating from the Google environment to the Microsoft 365 environment and fine-tuning those tools to support remote work and communication across offices. These changes have not only made our day-to-day work smoother but also laid a strong digital foundation to boost WWF-Viet Nam's conservation efforts and overall performance.

## PEOPLE & CULTURE

The past 5 years have been a pivotal period for WWF-Viet Nam, marked by strong growth during the first 4 years and a slight decline in the final year. During this time, the organization expanded significantly in size and budget, requiring adaptive and effective responses to growing operational demands.

At the height of organizational growth, when recruitment demand surged to over 60–70 positions per year, we were able to respond promptly despite the limited capacity of the Vietnamese labour market. We ensured timely recruitment aligned with strategic needs, maintained a 98% probation pass rate, kept voluntary turnover below 8%, and retained over 95% of new staff beyond their first year.

Structured onboarding, targeted training plans, and leadership development initiatives have helped build the skills and mindset needed to deliver impact. A high-performance culture has been nurtured by linking performance to rewards, supported by clear goal-setting and peer recognition, encouraging ownership and continuous growth.

Throughout, WWF-Viet Nam has prioritised care, empathy, and open communication in all people-related practices, enabling us to navigate even the most challenging periods with stability and respect. As a result, our staff engagement score reached 4.13 out of 5 - among the highest in the WWF network - affirming the strength of our organizational culture and our shared commitment to the mission we serve.



## COMMUNICATIONS

Communications have served as a vital connector in WWF-Viet Nam's conservation efforts. Key messages have gone viral through partners' digital channels, corporate networks, and media outlets, amplifying their reach and visibility. Visual storytelling has significantly improved, helping local conservation stories resonate on international platforms.

Digital media has seen remarkable growth, making WWF-Viet Nam one of the most-followed environmental organizations in the country. This has enabled large-scale campaigns - on issues like plastic pollution, illegal wildlife trade, and deforestation - to reach and engage millions. Importantly, the shift toward "communication by community" has empowered local people to become trusted messengers of change, using their voices, stories, and technology to drive awareness.

By combining strategic partnerships, digital innovation, and grassroots participation, communications have become a powerful force not only for raising awareness but also for shaping behaviours and building lasting public support for conservation across Viet Nam and beyond.

# APPRECIATION



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WWF-Viet Nam extends our heartfelt gratitude to our donors, government agencies, national and international conservation organizations, businesses, research institutes and universities, civil society organizations, media partners, volunteers and local communities.

Your trust, partnership, and commitment have enabled us to advance nature conservation, restore ecosystems, promote sustainable livelihoods, and safeguard precious resources for generations to come. Together, we are turning shared aspirations into meaningful action, ensuring that people and nature thrive in harmony. WWF-Viet Nam is truly honored to walk this path with you and looks forward to deepening our collaboration in the years ahead.

# ABBREVIATIONS

AIP – Aquaculture Improvement Program

ASC – Aquaculture Stewardship Council

ATP – Asian Turtle Program

BBNJ – Biodiversity Beyond National Jurisdiction

BCA – Biodiversity Conservation Activity

BMU – German Federal Ministry for the Environment, Climate Action, Nature Conservation and Nuclear Safety

BMP – Best Management Practices

BIDV – Bank for Investment and Development of Viet Nam

CAL – Central Annamites Landscape

CITES SA – Convention on International Trade in Endangered Species Scientific Authority

EE&RE – Energy Efficiency and Renewable Energy

EPR – Extended Producer Responsibility

eDNA – Environmental DNA

FSC – Forest Stewardship Council

FY – Fiscal Year

GHG – Greenhouse Gas

MDL – Mekong Delta Landscape

M&E – Monitoring and Evaluation

MPA – Marine Protected Area

MSC – Marine Stewardship Council

NbS – Nature-based Solutions

NbS-OP – Nature-based Solutions Origination Platform

NCCS – National Climate Change Strategy

NDC – Nationally Determined Contribution

NP – National Park

NR – Nature Reserve

NTFPs – Non-Timber Forest Products

OECM – Other Effective Area-based Conservation Measures

PA – Protected Area

PAO – Proportion of Area Occupied

PFES – Payment for Forest Environmental Services

PMEL – Planning, Monitoring, Evaluation, and Learning

QNAFOR – Quang Nam Forestry Company

SME – Small and Medium-sized Enterprises

USAID – United States Agency for International Development

WCPFC – Western and Central Pacific Fisheries Commission



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