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| **Project:** | **Promote Wildlife Conservation and Responsible Nature-Based Tourism for Sustainable Development in Vietnam** | | | |
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# 1. Introduction

Sustainable and inclusive development is about benefiting everyone, it does not matter whether it is women or men, boys, or girls. Since the goal of sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs (WCED, 1987), there is a need for companionship in the process. both women and men, boys, and girls. According to the Progress Assessment of Gender Equality Development Goals: Gender Theme in 2019 conducted by UN Women, WomenCount and the UN Economic and Social Affairs Department, women and girls are being left behind in all areas that the 17 SDGs are addressing. More women and girls (about 4%) are living in extreme poverty than men and boys, and the risk of living in extreme poverty for women aged 25 to 34 is 25% higher than that of men; and women are doing housework three times as much as men. This is one of the reasons why women's labor market participation rate is only half that of men (55 % vs. 94%) in some age groups. (Women et al., 2019).

Because of the above situation, when developing and implementing the global SDGs, the main message that the United Nations wants to convey to all people and all countries is that No one is left behind. including women and girls. In order to carry out the message and to create fairness and equality for all, when developing the goals and targets, gender has been integrated throughout the 17 Sustainable Development Goals (SDGs). and 169 specific targets. Integrating and measuring gender equality performance in the SDGs is important to measure equality in development across countries and individuals, to ensure that all people, regardless of gender, can participate and enjoy the process.

Over the years, Vietnam has always made efforts and commitments to implement and promote gender equality in all areas of social life. Notably, the adoption of the Law on Gender Equality (GE) in 2006 and effective since 2007, stipulates gender equality in eight areas of economic, labor, political, cultural, educational, and social life. association, culture - physical training - sport, and family have confirmed the Government's determination in promoting comprehensive gender equality in national development. The formation of the state management apparatus on GE (GEGE Department, MOLISA) and domestic violence prevention (Department of Family, Ministry of Culture, Sports and Tourism) as well as the development and implementation of a series of National Strategies and Programs The study on GE and the advancement of women in the 2000-2010 period, and in the 2011-2020 period, demonstrated the government's continued efforts in promoting and implementing GE.

# 2. Gender issues in Vietnam

***Gender mainstreaming in poverty reduction policies is limited.*** There are no gender-integrated poverty reduction targets, so achieving this goal may be difficult if Vietnam does not incorporate gender in its current poverty reduction policy. Poverty is measured at the household level, so there is almost no difference in the poverty rate between men and women. However, the poverty rate by gender of the household head is different. According to the results of the Household Living Standards Survey, in 2020, the poverty rate of male-headed households was 7.3% higher than the poverty rate of female-headed households (5.8%).

***Vietnamese women still face many barriers to participating in the implementation of GE. Women still have less access to land and productive resources than men***. In addition, in Vietnam, only 9% of women own farms; Women are mainly engaged in small-scale and household agricultural production, and they have less access to land than men due to the gender stereotypes about women's lack of entrepreneurial ability, such as the proportion of men in the red book is higher than that of women.

Gender issues in the field of education and training for the period 2015-2019 include: (i)The percentage of female employees with trained jobs has always remained low, and lower than the male labor force. Female employees with trained jobs accounted for 19.3%, 5.1 percentage points lower than that of the male labor force; (ii)The literacy rate of females is always low compared to that of males, respectively 94.6% vs. 97.0% (2019); (iii) The proportion of female teachers in the total number of teachers at general education level is much higher than that of male teachers, especially at the primary level - the level where there is a preference for female teachers, only 21.9% male teachers, one third of that of female teachers (78.1% in 2017) and (iv) There is still a gender gap in education between urban-rural groups; between Kinh-Hoa and ethnic minorities; between rich and poor households; and between male and female groups in developed and underdeveloped economic regions.

**Unpaid housework and caregiving**: Women of all age groups, ethnicities, urban or rural areas, perform more unpaid care work than men. Women spend 105 minutes more per day than men doing non-nursery care, which equates to 275 minutes per day (4.5 hours), 32 hours per week and 207 days per year. This means that each year, each woman contributes almost 7 months to unpaid care work and much of it is not recognized or shared with husbands, children, sons and other family and community members.

**The proportion of women in the political system** has increased in recent years, but the proportion of women in top management positions remains low and remains much lower than that of men. For the 2016-2020 term, female Politburo members account for 15.78%. The number of women holding positions of responsibility in the Secretariat of the Party Central Committee has not changed much over the congresses, with around 10% per term. The number of female deputies holding important positions in agencies of the National Assembly has increased in recent years, the percentage of Vietnamese women participating in the National Assembly in the 2016-2021 term reached 26.8%, an increase of 26%; 2.4% higher than the previous term. However, the above rate has not yet reached the target set out in the National Strategy on Gender Equality for the 2011-2020 period of over 35%.

**Female member of the People's Council:**tended to increase in recent terms. This percentage increased significantly at the commune level, from 16.1% for the 2001-2005 term to 26.6% for the 2016-2020 term. However, up to now, this indicator is still very low, not meeting the requirements set out in the National Strategy on Gender Equality for the 2011-2020 period (from 35% or more for the 2016-2020 term).

**The proportion of women named in the land use right certificate** accounts for only 20%, much lower than that of men named in the land use right certificate (62%). The results also show that 18% of women jointly own land use rights. The fact that women have fewer rights to land has hindered their access to credit sources, limited rights related to disposition, mortgage, etc..

***Job:***Both female and male employed workers increased in the period 2015-2018; however, the average annual employment growth rate of men is nearly 4 times higher than that of women. In 2018, employed female workers were 25.92 million people, accounting for 69.7% of the population aged 15 and over; while this rate for men is 80.0%. The proportion of female workers in industry and construction accounted for only 21.7% compared with 29.3% for men (GSO 2017). This gender imbalance needs to be improved in order to promote employment opportunities and participate in the inclusive development of women in Vietnam.

***Income:*** The average income of women is always lower than that of men and the gender pay gap index is almost unchanged, around 0.9. In the period 2015-2018, the annual income growth rate of women was slower than that of men (7.30% per year for women and 7.87% per year for men). There is a difference in the average income of women and men when considering urban-rural areas, economic and occupational areas, etc.

# 3. Gender issues at 2 project sites

## 3.1. Nui Chua National Park

Regarding education: People living in Nui Chua National Park have low education, many cannot read and write, and most only go to lower secondary school. The percentage of people who can read and write is about 56%, of which 54.6% are female. In terms of education level, the percentage of female residents with primary or higher vocational qualifications is very low, about 8.1% (male is 9.5%). Low qualifications of the population in general and of female workers create challenges for them to access off-farm jobs.

Employment: The rate of female workers having a job is much lower than that of male workers, only 61% of female workers have a job, this figure is 83.3% for men. Those with jobs mostly do simple jobs, jobs requiring low skills, about 45.5% of the women do simple jobs; they usually work in the agriculture and forestry sector (45.6%), only about 1.5% in the fishery industry; Male workers are also mostly employed in agriculture (41%), but in aquaculture more than women (14.4%). In addition, men often work in the construction industry (15 percent), while women often work in commercial services and trade (15.5%). The proportion of male workers in paid jobs is higher than that of female workers (42.9% versus 33.2%). This shows that female workers have limited participation in the labor market, most of them do housework,

Women's rights in the field of labor and job creation are actively implemented. On average, 1,720 female employees are created annually, accounting for over 50% of the total number of new jobs and jobs. thereby contributing to an increase in the employment rate in rural areas. Support for workers to borrow capital and create jobs has been widely deployed, the number of women supported by Women's Unions at all levels with preferential loans to develop production and business is about 90% on average. Women use loans effectively; many women have risen out of poverty. Vocational training for women, especially women in rural areas, is increasingly in demand. On average each year, recruitment, and vocational training for female workers accounts for nearly 50% of the total number of employees. total number of trained workers.

Currently, the percentage of female cadres and civil servants receiving training in politics, administration, informatics, and foreign languages is high; The rate of female students attending primary school is 98%, lower secondary school 95%, and upper secondary school 88%. The disparity in the proportion of male and female students in all educational levels has been narrowed, essentially eliminating the gender gap at all educational levels.

100% of pregnant women receive periodical antenatal check-ups, are vaccinated, and fully vaccinated according to regulations, and receive post-natal care by medical staff. As a result, the maternal mortality rate related to pregnancy has decreased over the years.

Marketing contests were created raising awareness for women in family planning, prevention of social evils.

The proportion of women participating in politics has not yet reached the plan, but has increased compared to previous years, with the first 126 female deputies participating in the election for the People's Council at district and commune levels. The locality has implemented programs on implementing gender equality, for the advancement of women, initially yielding results such as: Model 5 no, 3 clean; Pre-Marriage Club; Sustainable family development club; Family violence prevention group.

The locality has also paid attention to implementing many activities to realize gender equality in family life, step by step eliminating gender-based violence. Gender equality in the family is an important goal that needs attention and promotion in the roadmap to realize gender equality in Ninh Thuan. The locality has shortened the gap in domestic work participation time of women compared to men to 2 times in 2015 and 1.5 times in 2020.

The locality has ensured gender equality in family life and has gradually eliminated gender-based violence. The results of implementation in the past show that most husbands have shared with their wives the housework and childcare; jointly discuss and choose to use appropriate family planning methods; all sons and daughters in the family are equally loved, cared for and cared for; women have more and more opportunities and are facilitated by their husbands and families to participate in economic and social activities outside the community.

## 3.2. Phong Nha - Ke Bang National Park

**About education:** People living in Phong Nha-Ke Bang National Park area have a higher literacy rate than Ninh Thuan but still at a low level, the literacy rate is 64.4%, of which the female population is 61%. In terms of education level, the percentage of female residents with a primary or higher level of education is very low, about 9% (for men, it is 12.4%).

**Job:** There is not much difference between male and female employment rates, 75.2% for women and 77.3% for men. Like people in Nui Chua National Park, the majority of people with jobs do simple jobs, jobs that do not require skills, about 73.4% of women do simple jobs; they usually work in the agriculture and forestry sector (70.3%), about 2.8% in the fishery industry. Male workers also mostly work in agriculture (65.4%), and 2.3% in aquaculture. In addition, men often work in the construction industry (8.3%), women often work in the service, and trade (8.5%). The percentage of workers doing paid work is very low, about 17.2%. There is a large disparity between male and female workers engaged in paid work (20.8% for men and 13.4% for women).

From 2020, although the Covid-19 pandemic, storms and floods in the central region have greatly affected the economy, politics, culture, and society of the province in particular and the whole country in general, the work is equal. Gender is still focused on by all levels and sectors in various forms, contributing to raising the status of women in all areas of social and family life. In addition, social security policies associated with the goals and targets of the National Strategy on Gender Equality for the period 2011-2020 have created conditions for people, including women and children to access programs and essential social services in terms of health, education, employment, housing, clean water, etc. and have contributed to changing gender awareness of cadres, civil servants and people regarding equal roles between men and women for sustainable socio-economic development.

The Provincial Party Committee and the Provincial People's Committee also always pay attention to directing the work of female cadres, creating conditions for women to have many development opportunities, step by step meeting the requirements of tasks in the new situation. The promotion, appointment, arrangement, and use of female cadres are concerned and directed by the collective leadership, heads of agencies, units and localities. In 2020, 34.7% of the total civil servants in the province were women; the number of female employees who are public employees accounts for 67.8% of the total. The percentage of women participating in Party committees at all levels for the 2016-2020 term in the locality is about 16.7%. The percentage of women who are key leaders in state management agencies at all levels is 40%.

The work of training and fostering female cadres is also focused. The number of female cadres participating in training and retraining courses inside and outside the province reached over 25% of the total number of training and retraining courses.

Active propaganda and mobilization on gender equality by authorities at all levels and mass organizations, especially the Women's Union, the Front, the Youth Union, has brought into full play its effectiveness. With the characteristics of low educational level of the people, mainly from the Bru-Van Kieu ethnic group, the propaganda motto is "long-lasting rain", perseverance, patience, and especially use. It is the local gender equality examples for you to learn and follow. Gender equality results also gradually change for ethnic people, for example Bru-Van Kieu ethnic group. In the past, male workers often left all the housework to female workers, from taking care of children and houses to raising pigs and chickens. Female workers in the family do not have time to rest, have little sharing and sympathy from men. However, now, there have gradually been great changes in the way of men’s thinking and doing. In addition to working in the forest, every day, male workers know how to actively help women with housework (cooking, washing, raising children, etc.). Female workers have more time to rest than before and boldly participate in community activities, actively interact with communities and villages and increasingly affirm their efforts and efforts.

However, the problem of gender inequality still occurs, especially in ethnic minority areas. The cause of this situation is due to ethnic minorities (Bru-Van Kieu and Chut people), where the division of labor mainly originates from the nature of customs, traditions and family relations. Women usually take on most of the work related to production and reproduction, while men mainly participate in community and social activities. As a result, women are burdened with many burdens, but their decisive role in the community is limited and not appreciated.

# 4. Gender-related issues

In general, in the areas of the two national parks, women often do simple jobs, housework, and have a little voice in the community. They participate a lot in family care activities (caring for the elderly, children, other family members; cleaning; preparing meals, etc.). They have a very limited role in making decisions about livelihood options for their families. It seems that they rarely participate in local meetings, so they have limited access to information and knowledge.

For sustainable tourism development, based on nature, women can effectively participate in many jobs, but they need to be trained to have the necessary knowledge and skills (participating in singing groups, playing music, etc.) ethnic tools; participating in tour guides; taking photos for guests; rowing boats; driving canoes; selling souvenirs to tourists; etc. Therefore, the project of sustainable tourism development based on nature will create job opportunities and income for local communities, especially female workers. During the implementation of activities in the two national parks of the project, particular attention will be paid to ensuring the active participation of women, especially in sustainable livelihood development and tourism. Ecological.

The implementation of the project will include activities to promote wildlife conservation and protection of natural resources that may affect people's livelihoods due to the ban on logging and firewood; fishing; and encroachment on forest land. This requires a solution to stabilize the lives of households and individuals lawfully living in the NR, including men and women.

**Limiting access to decent work:** Men and women in the core/buffer zone of the NR mainly rely on agro-forestry production with differences in division of labor and experience in carrying out different livelihood activities. Due to the lack of knowledge and experience in production and the heavy influence of the traditional conception of women's roles associated with the responsibilities of taking care of children and housework, women have few opportunities to access off-farm livelihood opportunities outside the community like men. Women's productive activities bring lower economic efficiency than men, making their role, position and voice in the family not properly recognized. Ethnic minority women have very limited use of the Vietnamese language, lack of knowledge and experience in production,

**Unequal participation in decision making:** Practice shows that women, especially ethnic minority women and rural women are rarely allowed to participate in community meetings to gather opinions. Men have more opportunities to attend meetings than women because they are the head of the household and the stereotype is that men know more than women, the husband is the breadwinner and has a more important role in representing the families to discuss, participate in decision making, community affairs. Women also have difficulty using Vietnamese and are not as fluent as men's. When participating in community meetings, women often express less opinions. The main reason is that women lack confidence, are often afraid to express their opinions in public, especially ethnic minority women. Even when women are allowed to express their opinions,

**Limited Training is also a barrier for female workers to access jobs:** Female workers not yet well-trained will not have a stable job when participating in activities for the development of nature-based tourism. The Covid 19 epidemic is also making them face problems with professional and technical qualifications: the risk of job loss and the impact on children, family, life, career development opportunities and gender inequality in society.

**Gender stereotypes about women's roles and capacity at work**, career development and leadership continue to be a challenge for female workers in search of decent work and higher income.Employers often assume that men are healthy and flexible when going to the beach, as well as going to the forest with guests. And women often serve in hotels, restaurants or on fish rafts; or they participate in ticket sales, sales, customer service. Ethnic minority female workers face more difficulties and disadvantages due to the dual limitations of "gender" and "ethnicity" in the labor market. The ability of female ethnic minority workers to have a "wage job" is much lower than that of Kinh and Hoa women

# 5. Strategy/Action Plan on Gender mainstreaming in the project

## 5.1 Principles of gender mainstreaming

**Facilitating women's empowerment:** Ensure fair representation of women in project decision-making bodies.

**Promoting gender equality in project activities should be approached holistically and comprehensively**, throughout the process of design, implementation, inspection, and supervision. Thereby, ensuring equal access to resources for men and women, especially women and girls, so that no one is left behind in the development process. Integrating gender into the project is a responsibility of the lead agency, ministries, branches and localities in project formulation, implementation, and management.

**Gender mainstreaming in project activities associated with sustainable development approaches** and Vietnam's commitments in the United Nations' National Action Plan on Sustainable Development Goals (SDG) (Decision 622/2017/QD-TTg). Of the 17 SDGs, goal number 5, which requires achieving GE, and empowering and creating opportunities for women and girls, is a cross-cutting goal, relevant to the rest of the SDGs.

**Gender mainstreaming in project activities is a necessary measure to promote and achieve gender equality in the project area.** Gender mainstreaming is the inclusion of gender equality goals in project activities to address gender inequality issues, bringing equal benefits to both women and men.

**Ensuring the role of women in monitoring the implementation of the Program:** Women in particular and people in general have rights and responsibilities in monitoring the implementation the project in accordance with the law.

**Promoting the role of socio-political organizations** under the representative mechanism in inspection and supervision activities; The Vietnam Women's Union is the body that monitors and critiques the project's gender and gender equality content.

**Raising awareness about gender:** Promote gender awareness throughout the project implementation phase. Gender awareness training courses will also include guidance on how to detect, prevent and respond to gender-related issues that may arise during project implementation.

**Ensure that activities related to promoting gender equality are appropriately budgeted.** If the budget is only “integrated” with other activities, activities related to promoting gender equality may not be prioritized.

**Promoting equal opportunity employment:** Promote equal employment opportunities for project positions. Ensure that male and female workers receive equal pay for equal work.

## 5.2 Action Plan for Gender Mainstreaming in project

The project will ensure that gender mainstreaming is well implemented throughout the intervention process at both national and local levels. At the national level, the project will provide equal opportunities for both men and women, policy makers and central authorities to develop management capacity and policy related to the project.

At the provincial level, the project will ensure women's role in education and awareness raising activities. Gender participation of local participants in relevant activities, in the 2 national parks sites, include: capacity building, decision making, planning, planning and implementation of livelihoods

At the community level, the project will develop community capacity for sustainable management and use of local resources from the National Parks, including core and buffer zones, thereby also enhancing adaptive capacity.

Recognizing the disadvantages women face, the project will make a concerted effort to ensure that community women can effectively participate in project activities that are most relevant to them, including access to training. The project will equally integrate both men and women into the construction of ecotourism sites, and the planning and implementation of activities at the commune and village levels.

In particular, the training about Sustainable livelihoods will include a gender perspective, to ensure that the needs of women, the disadvantaged in the areas of livelihood creation, and the disadvantaged in local decision-making and voice participation are met. in the community. During project implementation, capacity building activity planning will be specifically focused on ensuring that women are involved in all aspects of project activities.

**Proposed gender mainstreaming actions for project implementation**

| **Outcome/ Output** | **Responsible** | **Gender Mainstreaming Actions** |
| --- | --- | --- |
| **COMPONENT 1: Enabling framework to harmonize tourism development with nature conservation** | | |
| Output 1.1: An effective national inter-agency partnership and coordination platform on biodiversity and ecosystem services established for multi-level planning for nature-based tourism in high-value biodiversity areas to support implementation of the National Biodiversity Strategy and Action Plan - up to 2030, vision 2050 (NBSAP) under Decision 149/2022/QD-TTg dated 28 January 2022 and contribute to the effective implementation of national biodiversity and national tourism strategies. | MONRE | Actively involve women in working groups and committees involved in policy planning and review (MONRE, MOCST, MARD, MOET, MOLISA) |
| Output 1.2: Biodiversity conservation standards, criteria and guidelines for sustainable tourism development, management and operations in high-value biodiversity areas developed and adopted, supported by a monitoring, verification and reporting system. | MONRE | Based on a comprehensive review of relevant indicator systems, criteria and guidelines, develop an indicator system, including gender mainstreaming criteria, to monitor and evaluate progress toward goals. gender equality and women's empowerment. |
| Output 1.3: Mainstreaming biodiversity conservation into tourism policy, regulations and master planning for development of national nature-based tourism and integration in PA management policies. | MONRE | Actively include women in working groups and committees related to policy and regulatory review.  Report on implementation of nature-based tourism route with consideration of gender factor |
| Output 1.4: Guidelines for operationalizing nature-based tourism strengthened, in particular for promotion of: (i) public-private partnerships in nature-based tourism; and (ii) community participation and benefit sharing from nature-based tourism that ensure biodiversity conservation improvement to inform a clear policy. | MONRE | * Provide targeted training courses for groups of women * Facilitate new and enhanced partnerships between business enterprises and local communities by facilitating the strengthening of institutions in society (e.g., cooperatives, societies, etc.) women, etc., raising awareness of existing financial opportunities, etc. |
| Output 1.5: Practical and standardized methodologies for ecological and social impact assessments developed for nature-based tourism in high-value biodiversity areas to minimize impacts on wildlife, habitats, environment and local culture and lifestyles and standards to ensure compliance. | MONRE | • Integrating gender factors in the manuals |
| Output 1.6: Enabling national policy and clear legal framework underpinning the promotion and application of payment for ecosystem services from marine ecosystems (PMES) and wetlands applied in project sites and replicated. | MONRE | Promoting women's participation in policy revision groups; participate in the assessment of ecosystem service plans at the local level and at NPs. |

| **Outcome/ Output** | **Responsible** | **Gender Mainstreaming Actions** |
| --- | --- | --- |
| **COMPONENT 2: Nature-based tourism partnerships benefitting communities, wildlife and habitats at Nui Chua and Phong Nha-Ke Bang national parks** | | |
| Output 2.1: Provincial multi-sectoral nature-based tourism platform established to support coordinated action and investment across government and private sector for promotion of nature-based tourism development and biodiversity conservation in Quang Binh and Ninh Thuan provinces. | MONRE | Participation of the Provincial Women's Union and female officials at provincial-level departments and agencies in the plan to establish the Provincial multi-sectoral nature-based tourism platform |
| Output 2.2: Integrated nature-based tourism programs designed in Nui Chua and Phong Nha-Ke Bang national parks. | MONRE | Identifying training needs considering gender factors  Program development and implementation of participatory training  There is gender balance in training courses |
| Output 2.3: Improved monitoring of status of key biodiversity resources to assess effectiveness of PA management, illegal wildlife threat management and biodiversity conservation outcomes of nature-based tourism. | MONRE | • Women at NPs are involved in the management and operation of SMART software |
| Output 2.4: Institutional capacity for improving biodiversity conservation and management of PAs and effective monitoring, surveillance and prevention of illegal wildlife activities. | MONRE | • Women participate in workshops on:  - improved conservation planning and management at the landscape level  - tourism knowledge and soft skills  - SMART patrol and surveillance techniques  - Illegal trade in wild animals  - co-management mechanism |
| Output 2.5: Implementation of community-based biodiversity conservation and benefit sharing programs from nature-based tourism and related products and services that provide new and innovative income generation activities. | MONRE | • Actively involve women in related capacity development activities |
| Output 2.6: Demonstration of PMES in Nui Chua national park and surrounding landscape. | MONRE | * N/A |
| Output 2.7: Distillation of results from the piloting / evidence-based application of guidelines, criteria at local level as a feedback loop for refinement | MONRE | • Develop recommendations, lessons learned with consideration of gender factors |
| **Outcome/ Output** | **Responsible** | **Gender Mainstreaming Actions** |
| **COMPONENT 3: CAPACITY BUILDING AND BEHAVIOR CHANGE FOR ACCEPTANCE OF VALUE OF NATURE-BASED TOURISM AND WILDLIFE AND BIODIVERSITY PROTECTION** | | |
| Output 3.1: Advocacy with travel and tourism sector to encourage promotion of nature-based tourism and biodiversity conservation. | MONRE | • Focus on incentive mechanisms to promote gender equality in codes of conduct. |
| Output 3.2: Targeted social and behavioural change communications and initiatives for domestic and international tourists aiming to influence the purchase, use and trafficking of illegal wildlife products and promote more positive attitudes towards wildlife and nature conservation. | MONRE | • Provide targeted training courses for gender-considered domestic and international tourist groups |
| Output 3.3: Community outreach at the two PAs and buffer zones to shift attitudes and create social pressures for deterred involvement in poaching and trafficking of wildlife and increased awareness of the benefits of nature-based tourism, and payment for environmental services. | MONRE | • Design and build capacity for local beneficiaries, including women, to enhance sustainable livelihoods (skills training, financial management, learning by doing, etc.) |
| Output 3.4: Tourism and related enterprises integrate biodiversity-friendly practices to enhance biodiversity protection, improve visitor awareness and behaviour change and participation in actions that protect biodiversity at the two PAs. | MONRE | • Develop relevant courses in the products, services or activities of participatory tourism  • Review the results of the impact assessment on behavior change by gender |
| Output 3.5: Institutional capacity building and training of national stakeholders to integrate and mainstream biodiversity in nature-based tourism planning, monitoring, implementation and enforcement. | MONRE | • Women who are national and provincial government officials, industry planners, judges, prosecutors, police officers are trained and consulted on related issues. |
| **Outcome/ Output** | **Responsible** | **Gender Mainstreaming Actions** |
| **COMPONENT 4: MARKETING, KNOWLEDGE MANAGEMENT AND M&E** | | |
| Output 4.1: Marketing strategies and informational materials for promoting the quality and diversity of nature- based tourism at demonstration PAs developed and disseminated across tourism platforms in Vietnam and abroad. | MONRE  /UNDP | • Requirements for gender disaggregated information to design communication strategies and awareness campaigns  • Organize advocacy and awareness campaigns that focus on specific topics and target defined audiences, e.g, farmers, women's groups, government agencies, businesses and the public, through the methods identified in the knowledge management action plan, e.g. social networks, print media, local and provincial radio, television, etc. |
| Output 4.2: Knowledge exchange platform developed for sharing of experiences for replication of nature-based tourism planning and management models. | MONRE  /UNDP | • Establish and maintain a system for sharing project information and knowledge, including internet platforms, social media, etc. with the active contribution of the Gender-Safety Expert.  • Requirements for sex-disaggregated information on wildlife harvesting and trade including needs aspects  • Actively pay attention to lessons learned about gender roles |
| Output 4.3: M&E system incorporating gender mainstreaming and safeguards developed and implemented for adaptive project management. | MONRE  /UNDP | • The Gender Action Plan is operated and implemented with the support of gender experts.  • Develop and start the implementation of the project's sustainability plan with the active contribution of the Gender Protection Specialist.  • Requirement for gender disaggregated information for appropriate indicators in the M&E Plan  • Specific monitoring of gender mainstreaming progress during project implementation  • Hold annual stakeholder meetings as part of the preparation of the annual work plan with full representation of women.  • Prepare final project report, final assessment report including gender aspects.  • Carry out regular monitoring, evaluation and updating of the gender action plan, SESP and stakeholder engagement plan. |

## 5.3. Gender Mainstreaming Framework

Ways in which the project will support women's participation and achieve direct benefits for women include:

* Consult with local women during the identification and design of alternative livelihoods promotion and improvement mechanisms to ensure that women's perspectives help shape mechanisms, that interventions are developed and that they reflect women's needs and priorities.
* Hold private consultations with women first to ensure that they receive information about specific activities and have the opportunity to voice their views, needs and preferences.
* Identify project work in which women can participate or can develop plans using traditional women's experiences and competencies.
* Provide targeted training and technical support for women, women's groups and associations, ensuring that at least 50% of direct project beneficiaries are women and that the training enables them to achieve livelihood and empowerment goals.
* Provide targeted training for female professionals at all levels of government from central to local levels.
* Support the establishment of business projects run by women or with the majority of participants being women and create opportunities for women and groups of women to participate in project activities to introduce new business activities.
* Recruit Gender Advocates to support the project's gender mainstreaming goals.
* Assign gender focal points at the national project management office and in the National Parks to ensure that gender mainstreaming goals are effectively implemented and linked to government programmes.
* Ensure and encourage the employment of women with equal opportunities for employment in project positions, consultants, and other service providers.