



**Project Document**



Project Title	UNFPA-Government Joint Programme on Raising Public Awareness on Sexual Harassment and Call for Actions to Stop Violence against Women and Girls in Viet Nam
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Date of Submission	June 30, 2017

Target Country	VIET NAM
Project Location	Hanoi, Quang Ninh and some selected industrial zones nearby in Quang Ninh Province
Beneficiaries	<p><i>Direct beneficiaries:</i></p> <ul style="list-style-type: none"> <li>- Approximately 1.2 million men and women in Quang Ninh, particularly gender-based violence (GBV) survivors in project areas. The GBV survivors and perpetrators will benefit through changing their behaviours.</li> <li>- Staff of central and local agencies directly involved in implementation of the project will improve their capacity through managing, planning, implementing and coordinating the project activities. This will have indirect effects on the people as the main beneficiaries of the project's results.</li> </ul> <p><i>Indirect beneficiaries:</i></p> <ul style="list-style-type: none"> <li>- Central and local government staff of other ministries in the project areas.</li> <li>- Civil society organizations (CSOs) working on elimination of violence against women and girls (VAWG), including GBV networks.</li> <li>- The general public.</li> </ul>
Project Period	October 2017- September 2020 (36 months) (Start date: October 1 <sup>st</sup> , 2017)

<p>Goal and Objectives</p>	<p><b>Goal:</b> The project contributes to <i>“Enhancing the policy environment to prevent gender-based violence and harmful practices and enable the delivery of multi-sectoral services through strengthened partnership with civil society organizations.”</i> (Gender Output of UNFPA Viet Nam Country Programme Document for 2017-2021).</p> <p><b>Overall objective:</b> To raise public awareness on violence, particularly sexual violence against women and girls, and increasing demand for use of justice, social and health services.</p> <p><b>Specific objectives of this project:</b></p> <ul style="list-style-type: none"> <li>i To contribute to national communication campaigns on GBV, particularly sexual violence against women and girls and create an enabling environment for survivors to speak out and seek help.</li> <li>ii To increase the awareness of people in project areas on availability of supportive services for VAWG survivors, particularly services provided by the Quang Ninh Social Work Center.</li> </ul>
<p>Justification for Intervention</p>	<p>The Korea International Cooperation Agency’s (KOICA’s) contribution will contribute to the effective achievement of indicators in the <a href="#">National Strategy on Gender Equality for 2011-2020</a> of Viet Nam. Specifically, it contributes to achievement of gender outcomes and outputs of the UNFPA Country Programme for 2017-2021. KOICA’s contribution will improve public awareness of VAWG, particularly sexual violence, and create an enabling environment for survivors to speak out and seek supportive services. In addition, it will support advocacy for the Government to ensure the availability of supportive services to GBV survivors. UNFPA will manage the fund and provide technical assistance to the Department of Gender Equality (DGE) of the MOLISA. UNFPA will work in close collaboration with the Center For Studies and Applied Sciences in Gender, Family, Women and Adolescents (CSAGA), a CSO, to implement all activities under the framework of this project proposal.</p>
<p>Expected Outcomes and Indicators</p>	<p><b>Outcome:</b> Raised awareness and changed attitudes of the general public on sexual violence, and availability of services for survivors in Viet Nam.</p> <p><b>Indicator 1:</b> Percentage of change in the knowledge, attitudes and practices (KAP) of people in the project areas on GBV and sexual violence.</p> <p><b>Indicator 2:</b> Number of available services for survivors in Viet Nam.</p>
<p>Expected Outputs and Indicators</p>	<p><b>Output 1:</b> Three national communication campaigns on GBV focused on the theme of sexual VAWG conducted.</p> <p><b>Indicator 1:</b> Number of national communication campaigns conducted on GBV focused on the theme of sexual VAWG.</p> <p><b>Output 2:</b> Number of actions taken by the Government of Viet Nam to ensure the availability of supportive services to GBV survivors and perpetrators increased (such as development of relevant policies and programmes, and budgets allocated for GBV services).</p>

	<p><u>Indicator 2:</u> Number of actions taken by the Government to ensure the availability of supportive services to GBV survivors and perpetrators.</p> <p><b>Output 3:</b> Annual communication and capacity building plan for officials in relevant local departments and sectors on communication for behavior change, to raise awareness of and demand for use of services in Quang Ninh and selected areas, designed and timely implemented.</p> <p><u>Indicator 3.1:</u> Annual communication and capacity building plan for officials in relevant local departments and sectors on communication for behavior change, to raise awareness and demand for use of services in Quang Ninh and selected areas, designed and implemented.</p> <p><u>Indicator 3.2:</u> Percentage of people in the project areas knowing about the available services for GBV survivors.</p>
Intended Activities	<p><b>Group of Activity 1: Conduct national communication campaigns on GBV focused on the theme of sexual violence against women and girls.</b></p> <p><u>Activity 1.1:</u> Develop campaign materials, slogans, messages, and images.</p> <p><u>Activity 1.2:</u> Organize social media campaigns, including updating the campaign website and managing a Facebook fan page with slogans and messages, including calls to action and justice for survivors.</p> <p><u>Activity 1.3:</u> Organize social events/exhibitions, talk shows, and other communication events, as well as creation of video clips and films, paintings and photo exhibitions that engage young people in delivering campaign messages to the public.</p> <p><u>Activity 1.4:</u> Organize policy dialogues with Government leaders, and seminars on sexual violence and “services and justice for survivors of sexual violence”.</p> <p><b>Group of Activity 2: Advocate for the availability of supportive services for GBV survivors and perpetrators.</b></p> <p><u>Activity 2.1:</u> Organize advocacy workshops/policy dialogues to advocate for the availability of supportive services for GBV survivors and perpetrators (such as development of relevant policies and programmes, and budgets allocated for GBV services).</p> <p><b>Group of Activity 3: Raise awareness of and demand for use of services in Quang Ninh and selected areas.</b></p> <p><u>Activity 3.1:</u> Design, develop and print information, education and communication (IEC) materials.</p> <p><u>Activity 3.2:</u> Build capacity of officials in relevant local departments and relevant sectors, including journalists and other advocates of communication for behavior change.</p> <p><u>Activity 3.3:</u> Organize regular communication activities in selected areas.</p> <p><u>Activity 3.4:</u> Organize communication, advocacy and social events with local leaders for the target population in Quang Ninh and staff of factories in industrial zones, as a part of annual national campaigns at the local level.</p>

	<p><b>Group of Activity 4: Monitoring and evaluation</b></p> <p><i>Activity 4.1:</i> Conduct project monitoring activities, including joint monitoring missions (quarterly and annually).</p> <p><i>Activity 4.2:</i> Conduct a quick assessment to gather baseline data, and an endline assessment to measure the change.</p>
Cross-cutting Issues Consideration	<p>A human rights-based approach and culturally appropriate programming are principal objectives of this proposed project since they address GBV as manifestations of gender inequality. The project focuses on creating an enabling environment for women and girls to be able to claim and exercise their rights to be free from violence, and on providing knowledge and information on gender equality and GBV-related issues through national and community-based interventions.</p> <p>The project complies fully with, and comprehensively applies, culturally appropriate programming. More specifically, the development of annual national campaigns and communication activities at the community level will be conducted based on a rigorous consultation process with local stakeholders, relevant ministries, and social organizations and development partners to ensure cultural appropriateness and relevance. Local media have also been engaged to deliver culturally appropriate messages on GBV, including sexual violence and gender equality.</p>
Arrangement	<ul style="list-style-type: none"> <li>• Managed by UNFPA.</li> <li>• Implemented by the Department for Gender Equality of MOLISA and the Center For Studies and Applied Sciences in Gender, Family, Women and Adolescents (CSAGA).</li> <li>• In cooperation with Quang Ninh Province and two selected industrial zones surrounding Quang Ninh, as well as other development and Government partners, and CSOs working on GBV in Viet Nam.</li> </ul>
Implementation Structure	The fund will be managed by UNFPA, and implemented by the Department for Gender Equality of MOLISA, and CSAGA
Project Budget	<ul style="list-style-type: none"> <li>• Total cost: USD 600,000</li> <li>• Donor amount: USD 500,000</li> <li>• UNFPA co-financing: USD 100,000</li> </ul>
Plan for Monitoring and Evaluation	<p><b>Baseline and endline evaluations</b> will be conducted to gather baseline and endline data for measurement of change.</p> <p><b>Project monitoring:</b> Project monitoring is a routine function of the Project Management Unit (PMU) to keep project activities on the right track; when required, the PMU will take corrective actions.</p> <p><b>Periodic review:</b> As a part of the regular monitoring of the project, UNFPA officers, together with the PMU, the national implementing partner (MOLISA), and the national co-implementing partner (CSAGA), will review progress in relation to set objectives, outputs and activities as described in the annual work plan. Review meetings will be organized quarterly to</p>

	<p>address any issues relating to timings, budget, activities, outputs, objectives, difficulties, challenges and solutions.</p> <p><b>Field monitoring visits:</b> These are part of the regular monitoring of the project conducted by the national implementing partner, co-implementing partner, PMU and UNFPA. At the end of each visit, there will be a discussion with the national implementing partner, co-implementing partner, PMU and UNFPA on the findings and follow-up actions.</p> <p><b>Financial Spot Check (FSC):</b> A FSC is a periodic on-site review undertaken by UNFPA to assess the performance of the project’s internal controls and the accuracy of the financial records maintained by the PMU. This is an important measure to propose solutions to address shortcomings (if any) and to ensure the quality management of cash transfers and equipment supplies.</p>
Plan for Reporting to KOICA	UNFPA will take responsibility for reporting periodically to KOICA as the donor, as required in the agreement between KOICA and UNFPA for this project.

## Acronyms & Abbreviations

BCC	Behavior change communication
CEDAW	Convention on the Elimination of All Forms of Discrimination Against Women
CESCR	Covenant on Economic, Social and Cultural Rights
CIP	Co-implementing Partner
CPD	Country Programme Document
CRC	Convention on the Rights of the Child
CSAGA	Center for Studies and Applied Sciences in Gender, Family, Women and Adolescents
CSO	Civil society organization
DGE	Department of Gender Equality (MOLISA)
DOVIPNET	Domestic Violence Prevention Network in Vietnam
DPO	Detailed Project Outline
FSC	Financial Spot Check
GBV	Gender-based violence
GDP	Gross domestic product
GSO	General Statistics Office
HACT	Harmonized Approach to Cash Transfers
HPPMG	Harmonized Programme and Project Management Guidelines
ICCPR	International Covenant on Civil and Political Rights
ICF	Internal Control Framework
ICPD	International Conference on Population and Development
IEC	Information, education and communication
ILO	International Labour Organization
IOM	International Organization for Migration
IP	Implementing Partner
IPCAT	Implementing Partner Capacity Assessment Tool
JPGE	Joint Programme on Gender Equality
KAP	Knowledge, attitudes and practices
KOICA	Korea International Cooperation Agency
LGBTI	Lesbian, gay, bisexual, transgender and intersex
MDGs	Millennium Development Goals
MOCST	Ministry of Culture, Sports and Tourism
MOH	Ministry of Health
MOHA	Ministry of Home Affairs
MOLISA	Ministry of Labour, Invalids and Social Affairs
MOU	Memorandum of Understanding
MPI	Ministry of Planning and Investment
NCSAW	National Committee for Advancement of Women
NGO	Non-governmental organization
NIP	National Implementing Partner
NSGE	National Strategy on Gender Equality
PCSA	Parliamentarian Committee for Social Affairs (National Assembly)
PMU	Project Management Unit
QWP	Quarterly work plan
SDGs	Sustainable Development Goals
SEDP	Socio-Economic Development Plan

UN	United Nations
UNFPA	United Nations Population Fund
UNIAP	United Nations Inter-Agency Project on Human Trafficking
VAWG	Violence against women and girls
VWU	Vietnam Women's Union
WHRI	Women's Human Rights Education Institute
YU	Youth Union

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# 1. SITUATION ANALYSIS

## 1.1. Context of the Project

### 1.1.1. Map of target country and project site



*Quang Ninh Province in Northeast Viet Nam<sup>1</sup>*

### 1.1.2. Country context

Viet Nam is a low middle-income country with a population of 95.4 million (as of June 2017) and a market-based economy with a socialist orientation. Over the past 30 years, Viet Nam has achieved impressive social and economic development, advancing its regional and global integration process

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<sup>1</sup> Image by TUBS - Own work. This vector graphics image was created with Adobe Illustrator. This file was uploaded with Commonist. This vector image includes elements that have been taken or adapted from: Vietnam location map.svg (by Uwe Dederig). CC BY-SA 3.0, <https://commons.wikimedia.org/w/index.php?curid=17128035>.

through various trade agreements. The country has also achieved a number of the Millennium Development Goals (MDGs).

Despite this socio-economic progress, significant disparities across regions and population groups remain. Inequality within the country has increased in every region since 2002, particularly in the poorest areas. Poverty rates are higher among ethnic minorities, migrants, older persons, people with disabilities and female-headed households. Women from certain ethnic minority groups are four times more likely to die as a result of childbirth than women from the Kinh majority. Many women – especially unmarried, young and migrant women, and women in remote regions – face difficulties in accessing sexual and reproductive health information and services, including family planning. New vulnerabilities have emerged from the processes of urbanization and industrialization. The near-poor, barely above the poverty line, are susceptible to internal and external shocks. Internal migrants working in industrial zones and in the informal sector lack access to basic social services. Viet Nam's population is also rapidly ageing, with 10.5% over the age of 60. The social protection system falls short in providing a minimum "floor" of support for vulnerable groups. Climate change affects population dynamics, as sea-level rise will trigger substantial out-migration from coastal and river delta areas. Linkages among climate change, inequality, poverty and population dynamics call for inter-sectoral policymaking.

Viet Nam is in a demographic bonus period: nearly one-third of the population are young people. The Government, while realizing the importance of investing in youth, has not yet prioritized comprehensive youth development and participation in national development plans. There are barriers for young people, particularly for internal migrants, to accessing sexual and reproductive health services and information. Available sexual reproductive health services do not meet the needs of unmarried young people, leading to a significant number of unwanted pregnancies. The adolescent pregnancy rate among ethnic minorities is high, at 99 births per 1,000 girl teenagers. The comprehensive sexuality education curriculum is not effectively implemented in schools, and adolescents are often not informed of issues related to sexuality, reproductive health and rights, and gender equality. With limited availability of the human papillomavirus vaccine, the total mortality rate from cervical cancer is estimated at 3,500 cases per year, more than two times higher than the total number of maternal deaths.

Gender equality in Viet Nam has improved over time but a number of issues remain. The country has been successful in meeting MDG 3 on gender equality and has achieved the target on eliminating gender disparity in primary and secondary education. The representation of women in the National Assembly in the 2016-2021 term stands at 26.7%, above the average rate of 19% for Asian countries and the global average of 21%. Nevertheless, the overall proportion of women represented in decision-making positions in Viet Nam is still very low. Violence against women and girls (VAWG) remains prevalent due to unequal power relations between men and women within the private and public spheres. The preference for sons combined with Viet Nam's birth control policy and availability of sex selection technology is contributing to a highly imbalanced sex ratio at birth.

Barriers also exist in women's access to resources, services, productive assets, technical and vocational education, and training opportunities. These obstacles create unfavourable patterns in women's occupations and in the quality of working conditions and earnings; the wage gap between

men and women has been increasing, contrary to the trend in other countries. Women remain predominantly employed in informal occupations, where they earn on average 50% less than men and face higher job insecurity. The earlier retirement age for women limits their job, promotion and training opportunities and results in lower monthly pensions compared to men. In addition, gender stereotypes strongly affect not only women and girls, but also sexual minorities (lesbian, gay, bisexual, transgender and intersex [LGBTI] individuals) and those who do not conform to gender norms.

As a lower middle-income country, Viet Nam is facing new challenges, including slowing economic growth, macroeconomic instability, new forms of poverty and vulnerabilities, and increased inequality. Although the Communist Party in 2012 committed to establishing a universal social protection system by 2020, Viet Nam's social protection system remains fragmented, giving rise to a growing 'missing middle'.

Public participation is vital in policy and decision-making processes to ensure people-centred development. In spite of progress, there is an urgent need to expand grassroots participation in governance, including for women and vulnerable and marginalized groups such as children, migrants and ethnic, gender and sexual minorities.

UN analysis has identified social norms as one of the major constraints that, if addressed effectively, could hold the key to accelerating the high-impact progress required to deliver on the 2030 Agenda for Sustainable Development. The Common Country Assessment revealed a number of cultural and social norms that have a negative impact on a broad range of areas – from children's nutritional status and continuation of their education, to access of HIV-affected individuals to health services, women's occupational choice, earnings and access to productive resources, and the ability of women and girls to seek support and justice when faced with GBV. Support for progressive inter-generational change in social and political norms must be a fundamental element of efforts to improve progress in equitable and sustainable development.

With significant reductions in official development assistance, innovative approaches and partnerships are required to address the remaining challenges in Viet Nam. The role of the UN to uphold normative principles and standards, provide evidence-based policy advice, and promote a rights-based approach to development is critical. The Sustainable Development Goals (SDGs) provide a multi-stakeholder platform for the UN to offer integrated policy support towards a sustainable, inclusive and equitable society.

### **1.1.3. Overview of the current situation related to GBV**

Over the last two decades, Viet Nam has established a sound legal framework to promote gender equality. In November 2006, the Viet Nam National Assembly passed the Gender Equality Law and one year later passed the Domestic Violence Prevention Law. Viet Nam is a signatory of several human rights conventions which guarantee equality between men and women. These include the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW), the Convention on the Rights of the Child (CRC), the Covenant on Economic, Social and Cultural Rights (CESCR), and International Covenant on Civil and Political Rights (ICCPR). Pursuant to the Gender

Equality Law, the Government of Viet Nam approved The National Strategy on Gender Equality for 2011-2020 and the National Action Programme on Gender Equality for 2016-2020. These documents codify the Government's commitments to eliminate gender inequalities, and reinforce the recognition of women's significant contributions to Viet Nam's socio-economic development and poverty eradication.

Gender equality is also mainstreamed in the Socio-Economic Development Plan (SEDP) for 2016-2020. In addition, the Government has established the National Committee for Advancement of Women (NCFAW) which reports directly to the Prime Minister on issues of women's equality and operates in partnership with the Vietnam Women's Union (VWU), a mass organization with representation at national and sub-national levels.

Substantial efforts of the Government have been made during the past decades to promote gender equality and elimination of VAWG. However, the manifestations of gender inequality such as VAWG, child marriage, and gender-biased sex selection remain. Although men and boys can also be survivors of GBV and domestic violence, it is predominantly women and girls who suffer from violence by their husbands or other male partners. As evidence from around the world shows, the fundamental cause of VAWG is gender inequality which translates into unequal power and control over resources between men and women. Even with the current low rates of reporting and prosecution in Viet Nam, the official incidence of VAWG is already high, and most survivors never seek assistance, protection and redress from the authorities.

According to the National Survey on Domestic Violence against Women conducted in 2010, 58% of ever-married women reported that they experienced at least one of the three forms of domestic violence (physical, sexual, emotional) in their lifetime. However, about half of survivors never told anyone about the violence; and 87% of domestic violence survivors did not seek any support from institutions and organizations.<sup>2</sup> In addition, women's access to legal aid and protection remains limited. The number cases of VAWG that resulted in a conviction of the perpetrator is extremely low. Only 43% of disclosed domestic violence cases came to the attention of the police; 12% of reported cases resulted in criminal charges; and just 1% of reported cases led to conviction.<sup>3</sup> A research study on the domestic violence response in Viet Nam showed that 77% of cases were not brought to the attention of legal aid providers.<sup>4</sup>

GBV also inflicts high economic and social costs on communities. A recent UN study found that the total direct and indirect costs of domestic violence represent almost 1.41% of Viet Nam's 2010 gross domestic product (GDP), and the loss in productivity was equivalent to 1.78% of GDP in 2010. Altogether, the potential opportunity cost and productivity loss of domestic violence amounts to 3.19% of Viet Nam's 2010 GDP.<sup>5</sup> GBV also has a substantial impact on the social cohesion and resilience of communities, which further hinders economic growth and increases poverty.

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<sup>2</sup> *National survey on Domestic Violence against Women in Viet Nam*, GSO, 2010.

<sup>3</sup> *Assessment of the Situation of Women in the Criminal Justice System in Viet Nam*, UN Women and UNODC, 2011.

<sup>4</sup> *Research on Law Enforcement Practices and Legal Support to Female Survivors of Domestic Violence in Viet Nam*, UNODC, 2011.

<sup>5</sup> *Estimating the Costs of Domestic Violence against Women in Viet Nam*, United Nations, 2013.

Some forms of VAWG have been overlooked. Particularly, sexually violent behavior such as sexual harassment in public, sexual violence between spouses/partners, and sexual abuse towards women and girls are not yet recognized and addressed to ensure prompt interference and assistance. While statistics and official figures on sexual harassment are not readily available, a 2013 report by the Viet Nam Ministry of Labour, Invalids, and Social Affairs (MOLISA) and the International Labour Organization (ILO) indicates that sexual harassment is widespread both in the workplace and in public places.<sup>6</sup> The available studies indicate that 87% of women and girls have been sexually harassed in public;<sup>7</sup> nearly 30% of sex workers in Viet Nam have been survivors of sexual violence and 22% have experienced sexual coercion;<sup>8</sup> and 10% of married women in Viet Nam have been sexually assaulted by their spouses. For 4% of women, once sexual violence began, it continued throughout their relationship or marriage.<sup>9</sup>

According to the 2013 Labour Force Survey, over 58.9% of internal migrants in Viet Nam were women. According to media reports, most of the women working in industrial zones suffer from sexual harassment and violence, yet official data on sexual violence and harassment in the workplace at the national level are not yet collected. Access to basic social services and protection is a challenge for migrant workers, partly because the practice of household registration regards migrants as temporary visitors with de facto fewer rights and entitlements. Survivors of such violence tend to suffer in silence and consider such violent behavior as their own embarrassing experience rather than a social problem that deserves serious solutions. A strong sense of shame and fear of being judged and condemned constitute barriers preventing these survivors from speaking up. In addition, due to a lack of information and awareness of sexual and reproductive health and rights, prejudices against survivors of sexual violence remain among the public.

According to the Law on Legal Aid (2006), free legal aid is available only for women with a family income below the poverty line. This provision limits access for a large portion of VAWG survivors to legal advice, particularly in cases of domestic violence. Lack of a survivor-centred approach and poor collaboration among relevant service providers create an unsupportive environment in which the survivors' rights and wishes are not respected, their safety is not ensured, and they are not treated with dignity and respect.

Policy makers and service providers have not fully evaluated the facts and serious consequences of sexual violence on women and girls' physical and mental health. They often lack sensitivity and discriminate against survivors of sexual violence. As a result, they are not ready to provide the survivors with immediate and effective assistance. Consequently, 67% of women and girls in Viet Nam did not report sexual harassment when they encountered it.<sup>10</sup> Although sexual coercion between spouses is illegal, no such case has ever been investigated or prosecuted; police officers often do not identify wives as rape survivors as according to cultural norms a woman should not refuse to meet her husband's sexual needs.

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<sup>6</sup> MOLISA/ILO, *Sexual Harassment at the Workplace in Viet Nam: An Overview and the Legal Framework*, 2013.

<sup>7</sup> The survey *Safe cities for women and girls: Can dreams come true*, CGFED and ActionAid, 2014.

<sup>8</sup> *Sex Work and Mobility from a Gender Perspective*, IOM, 2012.

<sup>9</sup> *National survey Domestic Violence against Women in Vietnam*, GSO, 2010.

<sup>10</sup> *The survey Safe cities for women and girls: Can dreams come true*, CGFED and ActionAid, 2014.

In addition, traditional culture and gender stereotypes are major barriers to gender equality and the elimination of GBV. Cultural subordination of women, which fosters negative attitudes towards women and gender stereotypes, is deeply entrenched. An analysis by UNFPA in 2016 on the factors associated with VAWG, and other UN studies in 2014 on culture, masculinity and gender, demonstrated that power imbalances between women and men are fundamental causes of VAWG. The findings also strongly suggest that violence is a learned behavior across generations; having experienced violence in childhood makes women more at risk of violence by their husbands and makes men more likely to become perpetrators. The drivers of GBV are inequitable gender norms, attitudes and behaviors, gender-biased family norms, and inequitable development and application of legislation, leading to the normalization and perpetuation of GBV. All of this suggests that raising public awareness, and changing mindsets and cultural norms at the individual, community and society levels are very important and are needed to end VAWG and to increase women's access to relevant services.

Within the framework of this proposed project, UNFPA will support the Government of Viet Nam to raise public awareness on VAWG, including sexual violence, and advocate for availability of social and supportive services for GBV survivors. The Korea International Cooperation Agency's (KOICA's) contribution to this project will contribute to achievement of the following identified relevant objectives, outcomes and outputs of the National Strategy on Gender Equality (NSGE), and the UNFPA Strategic Plan and Country Programme Document (CPD) for period of 2017-2021.

- Objective 4 of NSGE: *"To ensure gender equality in access to and benefit from healthcare services"*.
- Objective 5 of NSGE: *"To ensure gender equality in the cultural and information domain"*.
- Objective 6 of NSGE: *"To ensure gender equality in family life, gradually eliminating gender-based violence."*
- UNFPA Strategic Plan Outcome: *"Advanced gender equality, women's and girls' empowerment, and reproductive rights, including for the most vulnerable and marginalized women, adolescents and youth."*
- CPD Output 1: *"Enhanced policy environment to prevent gender-based violence and harmful practices and enable the delivery of multi-sectoral services through strengthened partnership with civil society organizations."*

KOICA's contribution also will help to create an enabling environment for survivors to speak out and seek supportive services. At the same time, the support will promote the availability of health care and social services provided by Quang Ninh Social Work Centre and expected to be funded by KOICA in a separate project.

#### **1.1.4. Overview of UNFPA**

Globally, UNFPA works to deliver "a world where every pregnancy is wanted, every childbirth is safe and every young person's potential is fulfilled". UNFPA expands possibilities for women and young people to lead healthy and productive lives. UNFPA advocates for the rights of young people, including the rights to accurate information and services related to sexuality and reproductive health. At present, UNFPA operates in 150 countries where support programmes are guided by the Plan of Action of the International Conference on Population and Development (ICPD).

Under the direction of the Global Strategic Plan 2014-2017, UNFPA partners with governments, civil society, the private sector and other UN agencies to advance the ICPD agenda.

Regarding gender equality, UNFPA has been in the forefront of advocating for women's empowerment, promoting legal and policy reforms, gender-sensitive data collection, and supporting projects that improve women's health and expand their choices in life, thereby contributing to poverty eradication and sustainable development. Supporting countries to address GBV-related issues is one of the priorities of UNFPA at the global level. In the Asia and Pacific region, UNFPA is a leading UN agency to advocate and support countries in the region to collect data and generate evidence on VAWG. The UNFPA regional office also strongly supports UNFPA country offices to advocate for moving from data to action.

#### **1.1.5. Overview of the UNFPA Viet Nam Country Office**

The UNFPA Viet Nam Country Office has a successful historical record of supporting the Government of Viet Nam to address emerging population issues, including gender-biased sex selection and GBV. The Country Office draws on a wide range of national data and has commissioned research to inform the priorities of the UNFPA Country Programme. The 8th Country Programme (2012-2016) was aligned with multiple frameworks within UNFPA, as well as with international commitments, and with the objectives of One Plan for 2012-2016 of UN in Viet Nam. At the national level UNFPA was an active participant in shaping the UN and Government objectives on sexual and reproductive health, population and GBV issues. The subjects of programming choices in these areas were clearly aligned with the needs of the Vietnamese population. The modes of delivery (in the context of the implementation of interventions) focused on working with Government stakeholders as the primary implementing partners. In the 9th Country Programme, the UNFPA Viet Nam Country Office continues to maintain its focus on the areas where it has a comparative advantage (sexual and reproductive health, population and GBV), but with a greater focus on policy upstreaming.

The 9<sup>th</sup> Country Programme aligns with the UNFPA global Strategic Plan and national priorities in Viet Nam, as outlined in the SEDP for 2016-2020 and the One Strategic Plan for 2017-2021 of the Government of Viet Nam and the UN. Gender equality and women's empowerment, including addressing GBV against women and girls, were selected as key interventions of the 9th Country Programme because women have a critical role to play in all the SDGs. The 9th Country Programme contributes to achievement of the national priority "Effectively implement gender equality and women's advancement"; the SDG "Achieve gender equality and empower all women and girls;" as well as the One Strategic Plan Outcome 4.2 "By 2021, protection of human rights is strengthened with improvements to the justice system, greater adherence to the rule of law, increased gender equality, and effective prevention of all forms of discrimination and violence."

Direct beneficiaries of the 9th Country Programme will be women and young people, especially adolescent girls, and most-at-risk populations. By targeting especially vulnerable groups in the population the programme will also address humanitarian preparedness and response. Support from KOICA will greatly advance efforts to strengthen national capacity to prevent and respond to GBV, particularly to VAWG in Viet Nam. The funding will empower and strengthen the skills of women and girls to seek and advocate for access to social, protection services and information when women and girls are violated.



UNFPA will provide technical assistance to the Department of Gender Equality (DGE) of MOLISA and the Center For Studies and Applied Sciences in Gender, Family, Women and Adolescents (CSAGA), a local non-governmental organization (NGO) with a strong comparative advantage in social campaigning and communication at the grassroots level, to implement all activities under the framework of this project proposal.

UNFPA will make sure all activities under this proposal are relevant and closely linked to another contribution from KOICA for development of the Quang Ninh's Social Work Center, supported by KOICA to respond to the needs of GBV survivors.

#### Management and Implementation Structure

Implementation of this project will involve multiple stakeholders, including the Gender Equality Department of MOLISA, the Quang Ninh People's Committee, and local government agencies in Quang Ninh, selected industrial zones, and CSOs.

The project will be managed by the UNFPA Viet Nam Country Office which will be accountable for the project's implementation. Project management will require the involvement of the following UNFPA staff:

- 60% time of a National Programme Officer with extensive expertise in GBV prevention and response;
- 20% time of a Programme Assistant and 10% time of Finance and Administrative Officer; and
- 10% time of a Monitoring and Evaluation Officer.

Relevant implementing partners will be brought on board to work on project areas where they have comparative advantages.

#### **1.1.6. Strategies and activities for responding to the problem**

The key output under the gender equality and women's empowerment outcome of the UNFPA CPD is an, "*Enhanced policy environment to prevent gender-based violence and harmful practices and enable the delivery of multi-sectoral services through strengthened partnership with civil society organizations.*" The programme provides policy advice and technical assistance to the Government, CSOs and the private sector towards changing cultural norms, advocating for women's rights and addressing GBV and harmful practices. The programme will (a) support the development of national guidelines and standards for multi-sectoral services; (b) strengthen pre-service and in-service training programmes for GBV prevention and response; (c) develop guidelines for social workers to work with male perpetrators; (d) support institutionalization of the piloted minimum intervention package and multi-sectoral coordination mechanisms to address GBV; (e) help partners develop and implement new initiatives on engaging men and boys related to GBV and harmful practices, and on promoting better access to health services for vulnerable women and girls; and (f) advocate for and support the revision of the Domestic Violence Prevention and Control Law.

KOICA's contribution will contribute to helping national partners develop and implement new initiatives on engaging men and boys to develop positive knowledge, attitudes and practices (KAP) on VAWG, especially sexual violence, and create an enabling environment for survivors to speak out and seek help. In addition, the support will increase awareness of people in project areas on

availability of supportive services for VAWG survivors, particularly services provided by the Quang Ninh Social Work Centre. UNFPA will follow up the achievements of the KOICA project beyond 2019 to advocate that the Government upstream policy to ensure availability and accessibility of supportive services to GBV survivors.

### **Implementation strategies**

- A part of funding from this project will contribute to conduct national campaigns at both central and local level to raise positive knowledge, attitude and practices (KAP) of public on VAWG, especially sexual violence and create an enabling environment for victims to speak out and seek for help. The funding for national campaigns will be co-financed by Government to ensure the ownership and sustainability
- National campaigns will be implemented at the project areas as local level. UNFPA will work with media, and a group of celebrities, who have high-reputation and followers, including politicians, artists, businessmen, rock singers, actors, etc. to deliver actively messages of the campaigns
- The messages and information of the campaigns will be designed in the way to ensure the linkage of the national campaigns and regularly communication activities in Quang Ninh and selected areas to increasing demand of using services. Especially, the campaign will promote the need of using services for survivors in Quang Ninh, and focus on industrial zones which are reported to have the highest percentage of gender-based violence, together with poor living and working conditions of migrant workers.
- Regular communication for behavior change activities will be designed and implemented monthly in project areas
- Policy advocacy activities will be organized with Government leaders at both central and local level to gain stakeholders' support of KOICA initiatives and make sure the maintenance of KOICA's supportive services beyond 2019 and ensure the availability of supportive services to GBV victims.
- The advocacy process will base on practical evidence collected at project sites, with the participation in community and voices from different groups, especially the voice of survivors of gender-based violence. The project will create an open space for dialogue, develop the mutual understanding between community people and authorities, between local authorities and stakeholders, and promote the commitment of leaders in developing support services for survivors of GBV.

Annual work plans on campaigns and behavior change communication, which focuses on influencing different audiences through the use of multiple interventions, will be developed with following key groups of activities (additional details provided in the description of project activities):

- i) Develop communication materials and guidance.
- ii) Organize social events to call for actions for ending VAW and promote respect and non-violent relationship between men and women with participation of young men and boys in

schools/universities, male service providers, football teams, a group of celebrities and various industries.

- iii) Create activities and forum on social media to inspire young people's participation in discussion on alternative positive behaviors of masculinity/femininity and non-violence relationship.
- iv) Deliver messages and images on alternative concepts of masculinity and femininities, information about the services in Quang Ninh SWC through mass media, mobile SMS, social network, and other social activities at the community level.
- v) Organize policy dialogues, workshops, marching, talk shows on TV with participation of high level government leaders. Build capacity for officials at relevant local departments and sectors can include the following topics: (a) knowledge and skills on advocacy and communication on GBV and gender; gender-sensitive counseling and communication; (b) multi-sectoral coordination and collaboration on communication, community mobilization and men's engagement to end VAWG; increasing the demand for services; and (c) implementation of the M&E for monitoring and evaluation results of the communication and campaigns

#### **1.1.7. Organization's capacity to implement the project**

The capacity of UNFPA is based on a system that receives funds from both global and domestic sources. These funds are disbursed to technical partners of both the government and civil society to implement the programmes. In the last Country Programme (8th), UNFPA Viet Nam mobilized, managed and monitored funds and programmes of about US\$33.1 million, of which US\$22.5 million were from regular resources and US\$10.6 million were from mobilized resources. For the period 2017-2021, UNFPA is managing and monitoring US\$23 million, of which US\$16.2 million is from regular resources and US\$6.8 million from co-financing modalities and/or other resources.

UNFPA's comparative advantages in Viet Nam include extensive experience over 40 years working in the areas of population, reproductive health, and gender equality. Since 2004, UNFPA Viet Nam has expanded its work to support the Government to address VAWG at both the central and provincial levels. Since then, UNFPA has taken a convening role in the UN system for providing technical assistance on this issue. UNFPA has consistently advocated for better understanding and applying the interconnections between culture, gender and human rights and has successfully applied culturally sensitive and rights-based approaches in its programme support to Vietnamese national and provincial agencies and CSOs.

UNFPA has rich experience as the Managing Agent in successful delivery of the UN-Government Joint Programme on Gender Equality (JPGE) funded by the MDG Fund during 2009-2012 with total funding of US\$4 million and the participation of three national implementing partners and eleven UN agencies.

UNFPA has led other UN agencies in supporting the Government of Viet Nam to address the role of culture and of young men in prevention of domestic violence and GBV through strengthening networks/alliances and coordinating all relevant agencies in advocacy, communication and dialogues and national campaigns to end domestic violence and VAWG. As convener of the UN GBV Working

Group since 2012, UNFPA has coordinated and provided technical support to the Government of Viet Nam to conduct annual national joint communication campaigns and dialogues to end VAWG and stop gender-biased sex selection. The campaigns have included a wide range of activities such as policy dialogues, seminars, media reports on national and local television stations, parades, bike rides and music performances, and have included the participation of high-level government officials, representatives of the private sector and famous artists to attract the attention of media agencies and the public.

The annual campaigns, co-organized by the Government and UNFPA over the last four years, have mobilized the participation of hundreds of thousands people, including young people, celebrities and high-level Government leaders. The messages of the campaign have been shared via 230 radio and TV channels, as well as approximately 1,500 newspaper articles, per campaign. The success of the campaign in four consecutive years has contributed to a positive change in public perception, at all levels and sectors, of the importance of prevention and the fight against domestic violence, and to reducing gender inequality and VAWG in Viet Nam. With advocacy and support from UNFPA, the Government selected November as the “Action Month for Gender Equality and Ending Gender Based Violence” and selected June as the “National Action Month to End Domestic Violence.” UNFPA also has supported the Government to develop a number of policies and programmes that have been approved by the Prime Minister, including the National Action Plan on Domestic Violence Prevention and Control up to 2020, and the National Programme on Prevention and Response to Gender Based Violence for 2016-2020.

Furthermore, UNFPA has a comparative advantage in building strong partnerships with Government partners. UNFPA provides quality international and national evidence to support appropriate policy development and implementation. UNFPA also mobilizes development partners, CSOs, and relevant stakeholders to engage men and boys in addressing various forms of discrimination and VAWG, and in promoting the human rights of women and girls.

The UNFPA 9th CPD for 2017-2021 has already been approved by the UNFPA Executive Board. The 9th CPD was developed in consultation with a wide spectrum of partners, including the Government, civil society and other development partners, and UN organizations in Viet Nam.

#### **1.1.8. Cooperating organizations in Viet Nam**

In the 9<sup>th</sup> Country Programme, UNFPA Viet Nam has selected the following strategic Government partners for its gender programme:

- MOLISA, the leading state agency for gender equality and women’s empowerment
- Ministry of Culture, Sports and Tourism (MOCST), the leading state agency for addressing domestic violence
- Ministry of Planning and Investment (MPI)
- General Statistics Office (GSO)
- Ministry of Health (MOH)
- National Assembly’s Parliamentarian Committee for Social Affairs (PCSA)
- Viet Nam Farmers Union
- Ministry of Home Affairs (MOHA)
- Youth Union (YU)
- Civil society organizations (CSOs)

## 2. JUSTIFICATION

### 2.1. Problem Statement

#### 2.1.1. In-depth situation analysis

Gender equality and women's empowerment are prerequisites for achieving the SDGs and are fundamental to Viet Nam's continued social and economic development. The key gender issues in Viet Nam include effectively combating GBV, which has been identified by the Government as one of the country's priorities.

Although the Government of Viet Nam has improved the legal framework for gender equality and women's empowerment, the manifestations of gender inequality such as VAWG remain. The common forms of GBV are physical violence, sexual violence, emotional abuse, economic abuse and human trafficking. Prevalence of domestic VAWG remains high, yet remains unaddressed. About 58% of ever-married women aged 18-60 reported that they had experienced some forms of violence at least once in their lifetime by their husbands or intimate partners, while 87% of them never sought help from formal service providers or the authorities.<sup>11</sup> Woman's education level, economic status, husband's age and location of residence influence her risk of being subject to violence. Violence is more common in rural areas where over 60% of women experience it. GBV is also a particular problem in some ethnic communities.<sup>12</sup>

Other types of GBV outside of family settings have been overlooked. Adolescent girls and young women are especially at risk of various forms of GBV including sexual violence, sexual abuse, rape, incest, harmful practices such as child marriage, and cyber violence. They are at risk at home, at work, in school, or on the street.

The fundamental cause of violence against women is gender inequality which translates into unequal power and control over resources between men and women. Traditional culture and gender stereotypes are major barriers to gender equality and ending GBV. Cultural subordination of women, which fosters negative attitudes towards women and stereotypes, is deeply entrenched. Men play a very important role in changing these cultural norms and gender stereotypes. However, communication about GBV targeting men and boys, and inclusion of them in policy and programs, including campaigns to promote for gender equality and elimination of GBV, are still limited.

Women's access to legal aid and protection remains limited. Lack of information on availability of health care and social services, as well as cultural stigma that places the blame on women when violence occurs, create a great barrier hindering survivors' ability to access justice and social services. A study from 2010 found that only 43% of disclosed domestic violence cases in Viet Nam came to the attention of the police; only 12% of reported cases resulted in criminal charges; only 1% of reported cases led to conviction; and 77% of cases were not brought to the attention of legal aid providers.<sup>13</sup>

To support the Government of Viet Nam in addressing the identified gaps, UNFPA Viet Nam, under the CPD for 2017-2021, committed to support the Government to enhance the policy environment to prevent GBV and harmful practices and enable the delivery of multi-sectoral services through strengthened partnership with CSOs.

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<sup>11</sup> General Statistics Office, *Results from the National Study on Domestic Violence against Women in Viet Nam: Keeping silent is dying*, 2010.

<sup>12</sup> UNFPA, *Fact Sheet 1 on the National Study on Domestic Violence against Women*, 2012.

<sup>13</sup> UNODC, *Research on Law Enforcement Practices and Legal Support to Female Survivors of Domestic Violence in Viet Nam*, 2011

### **2.1.2. Assistance from other organizations to the project site**

The field visit by staff from KOICA, UNFPA and MOLISA found that no other international NGOs or UN agency have conducted any similar campaign or communication activities on GBV in Quang Ninh.

## **2.2. Needs Assessment**

### **2.2.1. Description of target group (beneficiaries) and stakeholders**

#### Direct beneficiaries:

- 1.199 million men and women in Quang Ninh, particularly GBV survivors in project areas, will have raised awareness on GBV and sexual violence. The survivors will know better where to receive support and services for safety, health care and protection when they are violated and/or sexually abused.
- At least 50% of Viet Nam's population who can access media will recognize different forms of violence and will take action to prevent GBV; they also will know about the availability of services and support when violence occurs.
- Staff of MOLISA, CSAGA, the Quang Ninh People's Committee, Quang Ninh Social Work Center, people working in industrial zones, and staff of local agencies directly involved in implementation of the project will have improved capacity through managing, planning, implementing and coordinating the project activities. This will have indirect effects on the people as the beneficiaries of the project's main activities.

#### Indirect beneficiaries:

- Central and local government staff in the project areas, MOLISA staff
- CSOs working on elimination of VAWG, including GBV networks in Viet Nam
- Entire population of Viet Nam and the Government

### **2.2.2. Needs of beneficiaries**

In January, 2015, a delegation from South Korea, together with staff from KOICA Viet Nam, MOLISA and UNFPA, conducted a field visit in Quang Ninh to identify the needs and understand the current situation in order to develop the "Building Model of Support for the Prevention of Violence Against Women and Girls in Viet Nam". Following are key findings of the mission:

- Lack of concepts, public awareness activities, and a service delivery system for survivors of sexual harassment and sexual violence.
- High needs for increasing the capacity of victim support services.

MOLISA and UNFPA have conducted a series of consultations with key stakeholders during the development of this project. The Quang Ninh Social Work Center, CSAGA, and other concerned parties have provided inputs for project activities, outputs and objectives, as well as for the project management modality.

The project's approach is comprehensive and targeted to meet the needs of survivors. The project will be implemented at the central level, in Quang Ninh and in nearby industrial zones, with a focus on raising awareness among the public on VAWG and on the availability of services for survivors. The project will also contribute to improving knowledge, building capacity, and monitoring the implementation of national partners in prevention of VAWG.

UNFPA is a technical UN agency with global and local experience in advocacy and policy advice, and the project campaign will help MOLISA to produce high-quality project outputs, which will strengthen Government capacity in prevention of VAWG.

### **2.2.3. Justification for intervention**

Gender equality and women's empowerment are prerequisites for achieving the SDGs and are fundamental to Viet Nam's continued social and economic development. The key gender issues in Viet Nam include effectively combating gender-based violence, which has been identified as one of the national priorities by the Government.

Although the Government of Viet Nam has made efforts to improve the legal framework for addressing gender inequality, including domestic violence and VAWG, the prevalence of VAWG is still very high.

Women's access to legal aid and protection remains limited. Lack of information on availability of health care and social services, as well as cultural stigma that puts the blame on women when violence occurs, constitute a great barrier preventing survivors' access to justice and social services.

To support Vietnamese Government in addressing the identified gaps, UNFPA Viet Nam, under the CPD for 2017-2021, committed to support the Government to enhance the policy environment to prevent GBV and related harmful practices, and to enable the delivery of multi-sectoral services through strengthened partnerships with CSOs.

Under framework of the CPD for 2017-2021, UNFPA Viet Nam committed to provide policy advice and technical assistance to the Government and social organizations towards changing cultural norms, advocating for women's rights and addressing GBV and related harmful practices. UNFPA also committed to support Government of Viet Nam to strengthen the legal framework and law enforcement, and to improve accessibility and availability of essential services for GBV survivors.

UNFPA Viet Nam is leading UN agencies in Viet Nam in delivering the components of this project based on the following comparative advantages:

- Strong experience supporting the Government to organize joint national communication campaigns;
- Strong partnership with Government partners, the National Assembly, the Central Party, development partners, COS, and the media; and
- A network UNFPA has developed with celebrities, social activists and journalists who can convey project messages to thousands people.

Changing cultural norms, raising public awareness and advocating for women's rights, and addressing GBV are key output indicators of UNFPA Country Programme for 2017-2021. Therefore, KOICA's contribution in this proposal will be treated as a part of the UNFPA and Government Country Programme to raise public awareness on VAWG and promote availability and accessibility of social, health care and justice services for GBV survivors, particularly services provided by the Quang Ninh Centre. This also contributes to creating an enabling environment for GBV survivors, particularly survivors of sexual violence to speak out and seek supportive services.

UNFPA will provide technical assistance to the DGE of MOLISA and to CSAGA to implement all activities under the framework of this project proposal.

## **2.3. Feasibility of the Project**

### **2.3.1. Relevance**

This project has been developed based on the need of local and central Government agencies to raise awareness among the public of VAWG, and to create an enabling environment for survivors to seek support when violated. The KOICA delegation and UNFPA staff conducted field visits to identify the needs for raising awareness, and it was found that there is strong will and readiness within MOLISA to receive support from UNFPA and KOICA to conduct an annual national communication campaign on VAWG every November. In 2016, the Government of Viet Nam selected November as the Action Month for a national campaign to combat VAWG, including sexual violence.

Under the framework of the CPD, UNFPA Viet Nam will continue supporting the Government of Viet Nam in preventing and responding to VAWG in several ways:

(a) Support for the development of national guidelines and standards for multi-sectoral services; (b) strengthening pre-service and in-service training programmes for GBV prevention and response; (c) development of guidelines for social workers to work with male perpetrators; (d) support for institutionalization of the piloted minimum intervention package and multi-sectoral coordination mechanisms to address GBV; (e) help for partners to develop and implement new initiatives to engage men and boys in prevention and response to GBV and other harmful practices and on promoting better access to health services for vulnerable women and girls; and (f) advocacy and support for the revision of the Law on Domestic Violence Prevention and Control.

KOICA's contribution in this proposal will be treated as a part of the UNFPA and Government Country Programme to raise public awareness on VAWG, including sexual violence, and to promote availability and accessibility of social, health care and justice services for GBV survivors. In particular, the funding will be used to promote the availability of social services, also supported by KOICA, at the Quang Ninh Social Work Centre. KOICA's contribution will also create an enabling environment for GBV survivors, particularly survivors of sexual violence, to speak out and seek supportive services.

### **2.3.2. Effectiveness**

The expected effectiveness of the proposed project is high. UNFPA and MOLISA have significant experience and strong capacity to deliver identified results. The project's approach is comprehensive and targeted. The project is implemented at the central level, in Quang Ninh and in selected industrial zones of the province, with focus on the country priorities such as improving knowledge and capacity building of national partners to raise awareness and create an environment for survivors to seek help. This approach is suitable with the systems and structure of the Vietnamese Government.

MOLISA and UNFPA have conducted a series of consultations with key stakeholders during the development of this project. NIP, CIP and other concerned parties have provided inputs for project activities, outputs and objectives as well as the project management modality.



Messages of the project campaigns will be developed and tested carefully with the target audiences to make sure the messages are culturally appropriate and acceptable.

UNFPA is a technical UN agency with global and local experience in advocacy and policy advice that will help MOLISA to produce high quality project outputs.

### **2.3.3. Efficiency**

The UNFPA Viet Nam Country Office has streamlined processes for the development of annual work plans with clear linkages between activities and results, and detailed budgets. For this project it will be relatively easy for selected partners (MOLISA and CSAGA) to implement the work plans and use the resources within the agreed upon activity budgets. In addition, UNFPA will ensure that all activities of this project are implemented, followed up, monitored and technically supported during implementation of the work plan, including quarterly reviews and regular field monitoring of programme implementation, as a part of the UNFPA annual work plans on gender.

### **2.3.4. Impact**

There is clear and compelling evidence that addressing gender inequality and GBV against women and girls will remove a great barrier to social and economic development of the country. The evidence from UN studies show that GBV inflicts high economic and social costs on communities. The total direct and indirect costs of domestic violence represent almost 1.41% of Viet Nam's 2010 GDP, and the loss in productivity is equivalent to 1.78% of 2010 GDP. Altogether, the potential opportunity cost and productivity loss of domestic violence amounts to an estimated 3.19% of Viet Nam's 2010 GDP.<sup>14</sup> GBV also has a substantial impact on the social cohesion and resilience of communities, which further hinders economic growth and increases poverty. The project will contribute to reduction of VAWG and meeting the special needs of GBV survivors for safety, protection, health care, and vocational training services. In the long term, the project will contribute to improving the development, implementation and reinforcement of national laws, policies and programmes, and to addressing emerging GBV issues. The project will, therefore, contribute to socio-economic development and promote sustainable development of the country.

### **2.3.5. Sustainability**

This project contributes to current efforts and legal preparation of the Government of Viet Nam regarding GBV (principally the National Strategy on Gender Equality 2011-2020 and the National Scheme on Gender Based Violence Prevention and Response for 2016-2020).

This project will be implemented as a part of the UNFPA Country Programme of support to MOLISA for the period 2017-2021 with the aim "to enhance the policy environment to prevent gender-based violence and harmful practices and enable the delivery of multi-sectoral services through strengthened partnership with civil society organizations." The project intends to promote sustainability by focusing on national capacity building. This project approach provides a strong basis for sustainability. All achievements and results of the project will be based on strong ownership by Government agencies as both the local and central levels.

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<sup>14</sup> *Estimating the Costs of Domestic Violence against Women in Viet Nam*, UN, 2013.

### 2.3.6. Cross-cutting issues (environment, gender, ICT, human rights)

A rights-based approach and culturally appropriate programming are principal objectives of this proposed project since it addresses GBV as a manifestation of gender inequality. The project focuses on creating an enabling environment for women and girls to be able to claim and exercise their rights to be free from violence and on providing knowledge and information on gender equality and GBV-related issues through national and community-based interventions.

The project complies fully with and comprehensively applies culturally appropriate programming. More specifically, the development of annual national campaigns and communication activities at the community level will be based on a rigorous consultation process with local stakeholders, relevant ministries, and social organizations and development partners to ensure cultural appropriateness and relevance. Local media has also been engaged to deliver culturally appropriate messages on GBV, including sexual violence and gender equality.

## 3. Project Description

### 3.1. Goal and Objective

KOICA's support project contributes to the core elements of MOLISA's National Proposal on Prevention and Response to Gender-based Violence for the Period of 2016-2020 through support for a pilot model in Quang Ninh. The model has two key two components that aim to increase both supply and demand for essential services to ensure safety, protection and health care for GBV survivors. Although a proposal for developing and setting up provision of essential services through the Quang Ninh Social Work Center will be developed separately, there will be a strong connection and linkage with this proposal to ensure all achievements and contributions from KOICA are complementary.

The goal of this funding is to contribute to an *“Enhanced policy environment to prevent gender-based violence and harmful practices and enable the delivery of multi-sectoral services through strengthened partnership with civil society organizations.”* (Gender Output of UNFPA Vietnam CPD<sup>15</sup> for 2017-2021,) and to contribute to *“Advanced gender equality, women's and girls' empowerment, and reproductive rights, including for the most vulnerable and marginalized women, adolescents and youth.”* (Outcome 3 of UNFPA Strategic Plan 2011-2017).

The contribution in this proposal mainly focuses on raising awareness among the public of VAWG, particularly of sexual violence, and raising awareness of the general public on the availability of social services at the Quang Ninh Social Work Centre.

#### **Specific objectives of this project:**

- i) To contribute to a nationwide campaign on sexual violence/assault to increase the level of positive knowledge, attitudes and practices (KAP) among the general public of VAWG, especially of sexual violence, and to create an enabling environment for survivors to speak out and seek help.
- ii) To increase awareness of people in project areas on the availability of supportive services for VAWG survivors, particularly services provided by the Quang Ninh Social Work Centre.

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<sup>15</sup> Country Programme Document for Vietnam

## 3.2. Expected Results

### 3.2.1. Logical framework of the project

Please refer to the Problem and Solution Tree Diagram (Appendix 1) and the Logical Framework (Appendix 2).

### 3.2.2. Expected outcomes and indicators

**Outcome:** Raised awareness and changed attitudes among the general public on sexual violence, and on the availability of services for survivors in Viet Nam.

Indicator 1: Percentage change in KAP of people in the project areas.

Baseline-data: (will be collected).

Target: Increase by 30% the KAP of people in project area by 2019.

Indicator 2: Number of available services for VAWG survivors in Viet Nam.

Bases line data: 0

Target: 4

### 3.2.3. Expected outputs and indicators

**Output 1:** Three national communication campaigns on GBV focused on the theme of sexual violence against women and girls conducted.

Indicator 1: Number of national communication campaigns on GBV focused on the theme of sexual violence against women and girls conducted.

**Output 2:** Number of actions taken by the Government of Viet Nam to ensure the availability of supportive services to GBV survivors and perpetrators increased (such as relevant policies and programmes developed, and budgets allocated for GBV services).

Indicator 2: Number of actions taken by the Government to ensure the availability of supportive services for GBV survivors and perpetrators.

**Output 3:** Annual communication and capacity building plan for officials in relevant local departments and sectors on communication for behavior change to raise awareness and demand for using services in Quang Ninh and selected areas designed and timely implemented.

Indicator 3.1: Annual communication and capacity building plan for officials at relevant local departments and sectors on communication for behavior change to raise awareness and demand for using services in Quang Ninh and selected areas designed and implemented.

Indicator 3.2: Percentage of people in the project areas knowing about the available services for GBV survivors.

## 3.3. Project Activities

### 3.3.1. Project implementation

**Group of Activities 1: Conduct national communication campaigns on GBV focused on the theme of sexual violence against women and girls**

Activity 1.1: Develop campaign materials, slogans, messages, and images.

Activity 1.2: Organize social media campaigns, and update campaign website and manage Facebook fan page with slogans and messages, including calls to action and justice for survivors.

Activity 1.3: Organize social events/exhibitions, talk shows, and other communication events as well as competitions based on making submissions of video clips, films, paintings and photos for exhibitions that engage young people in delivering campaigns messages to public.

Activity 1.4: Organize policy dialogues with Government leaders, and seminars on sexual violence and “services and justice for survivors of sexual violence”.

**Group of Activities 2: Advocate for the availability of supportive services for GBV survivors and perpetrators.**

Activity 2.1: Organize advocacy workshops/policy dialogues to advocate for the availability of supportive services for GBV survivors and perpetrators (such as relevant policies and programmes developed, and budgets allocated for GBV services).

**Group of Activities 3: Raise awareness and demand for using services in Quang Ninh and selected areas.**

Activity 3.1: Design, develop and prints IEC materials.

Activity 3.2: Build capacity of officials in relevant local departments, and in relevant sectors, including journalists and advocates of communication for behavior change.

Activity 3.3: Organize regular communication activities in selected areas.

Activity 3.4: Organize communication and advocacy events with local leaders, and social events for target populations in Quang Ninh and industrial zones, as a part of annual national campaigns at the local level.

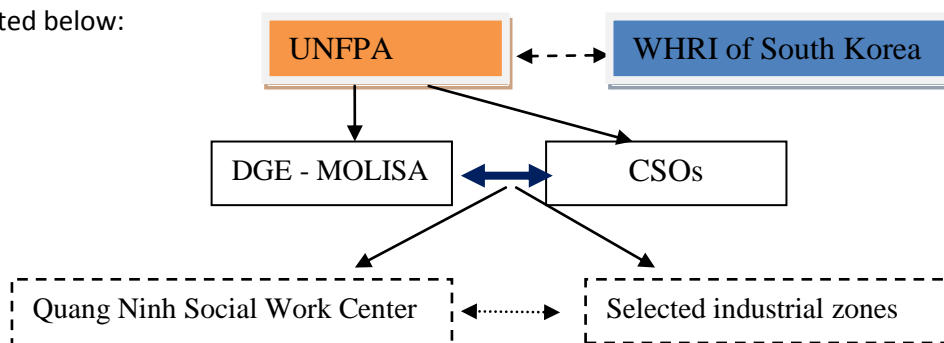
**Group of Activities 4: Monitoring and evaluation**

Activity 4.1: Conduct project monitoring activities, including joint monitoring mission (quarterly and annually).

Activity 4.2: Conduct a quick assessment to set up baseline data, and conduct an endline assessment to measure change.

**3.3.2. Implementation structure**

UNFPA Viet Nam will centrally coordinate and will be accountable for the implementation of the fund and report directly to KOICA. Implementation of the GBV campaign project will involve multiple stakeholders, including the MOLISA, local governments agencies and industrial zones in Quang Ninh, and selected CSOs that have strong comparative advantage in social media campaigns and public education. Key stakeholders directly involved in implementation of the project as structure are indicated below:



In accordance with Degree 131/2006/ND-CP and the Harmonized Programme and Project Management Guidelines (HPPMG) of the UN and the Government, the project management structure will be as follows:

MOLISA is the National Partner of the project, responsible for overall management and guidance, arrangement of the project inputs, activities and results.

Considering the significant responsibility of the Department for Gender Equality (DGE) in this project, DGE is nominated as the National Implementing Partner (NIP). Staff capacity of the department has been considerably strengthened through collaboration with UNFPA in the most recent and current country programme. DGE is accountable to MOLISA, the Government of Viet Nam and UNFPA for the project's success.

CSAGA is designated as the Co-implementing Partner (CIP) in this project as it has been directly involved in the last four joint national communication campaigns on ending VAWG in Viet Nam at both the central and local levels, with UNFPA and MOLISA. As the responsible organization to implement this project, the CIP is accountable to DGE for project activities.

UNFPA will provide technical and financial assistance to national partners for project implementation and quality assurance. Meanwhile, UNFPA is responsible to directly implement some project activities that will be agreed upon and specified in work plans of this proposed project. UNFPA is accountable to its Executive Board for the delivery of the programme results.

The project will apply and abide by the financial management mechanism regulated in the HPPMG, UN-European Union Guidelines for Financing of Local Costs version 2012, and the Harmonized Approach to Cash Transfers (HACT) during project implementation; at the same time the project team will follow financial management regulations of the Government and the UN.

DGE as the NIP will work closely with CIP and the UNFPA Country Office to develop project annual work plans based on the approved Detailed Project Outline (DPO) and approved project budget. The annual work plan will be finalized after discussion and consensus between the NIP and UNFPA Country Office. The annual work plan will be signed by the UNFPA Country Office and MOLISA prior to implementation and will be considered as the basis to review annual progress of the project. (Please refer to the HPPMG for detailed guidance on how to develop and implement project annual work plans).

Based on the approved project annual work plan, DGE, in consultation with the UNFPA Country Office, will take the lead in developing the quarterly work plan (QWP) which includes the substantive contents and estimated budgets for activities to be implemented by all parties during the quarter. After being finalized, the QWP and necessary documents will be sent to the UNFPA Country Office for endorsement and respective cash transfers to the DGE's designated bank account.

### **3.3.3. Legal status of participating organizations**

Before engaging any implementing partner (IP), UNFPA ensures that a macro organizational capacity assessment, using the UN HACT assessment framework that is employed across the UN system, is done for each selected IP. In addition, UNFPA undertakes a micro assessment of the IP using the UNFPA agency-specific IP Capacity Assessment Tool (IPCAT) to determine their capacity to execute UNFPA programs. These assessments not only assess the legal status of the IP, but also indicate the

capacity of the organization to manage funds from UNFPA. The Ministry of Labour, Invalids and Social Affairs (MOLISA, or *Bộ Lao động, Thương binh và Xã hội* in Vietnamese) is the government ministry in Viet Nam responsible for state administration of labour, employment, occupational safety, social insurances and vocational training; policies for war invalids, martyrs and people with special contribution to the country; social protection and prevention of social evils; and child care and gender equality. MOLISA was formed in 1987.

The Center for Studies and Applied Sciences in Gender, Family, Women and Adolescents (CSAGA) is a non-profit NGO dedicated to the implementation of the rights of women and children who are affected by violence and discrimination in Vietnam. CSAGA’s activities focus on gender and gender equality, GBV prevention, human trafficking, lesbian, gay, bisexual, and transgender (LGBTI) rights, and prevention of corporal and psychological punishment against children. CSAGA approaches include: advocacy, counselling, training, mass communication, and awareness raising. CSAGA is one of the co-founders and coordinators of the Domestic Violence Prevention Network in Vietnam (DOVIPNET). CSAGA is regularly consulted by the Committee on Social Affairs of the National Assembly to contribute ideas to important laws and policies such as the National Law on Domestic Violence Prevention and Control, National Strategy on Gender Equality, and National Action Program on Gender Equality. CSAGA has cooperated closely with the Family Department, DGE and other partners at the provincial, district and communal levels to carry out programs and activities about gender equality and GBV prevention. CSAGA also has a long history of successful cooperation with UN agencies, international NGOs and foundations including UN Women, Oxfam, the Global Fund for Women, Atlantic Philanthropies, United Nations Inter-Agency Project on Human Trafficking (UNIAP), and the International Organization for Migration (IOM). CSAGA was founded in 2001, and is licensed with number 101/DK-KH&CN July 23, 2001.

**3.3.4. Responsibilities of cooperating organizations**

In implementing this project, UNFPA will utilize its existing programme delivery frameworks that combine National Execution (through IPs) with Direct Execution by UNFPA. Notwithstanding, National Execution will be the preferred approach as this fosters capacity building of the Ips and hence sustainability. Direct Execution will be limited mainly to procurement of key program requirements such as equipment, since centralized procurement is deemed to have the advantage of economies of scale.

Government entities are selected according to their mandate and/or strategic position in executing a particular program activity/area, while non-governmental entities are selected through a competitive bidding process that examines their capacity to ensure the highest quality of service, including the ability to apply innovative strategies to meet the UNFPA program priorities and strategic direction for Viet Nam in the most efficient and cost effective manner. For this project, the implementing partners have been identified, as indicated below.

With technical support from UNFPA, the project will be implemented by DGE of MOLISA and CSAGA as outlined in the matrix below.

PLANNED ACTIVITIES	RESPONSIBLE agency	PARTICIPATING agency and technical
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		<b>assistance</b>
<b>Group of Activities 1: Conduct national communication campaign on GBV focused on the theme of sexual violence against women and girls.</b>		
<i>Activity 1.1:</i> Develop campaign materials, slogans, messages, and images.	CSAGA	MOLISA and UNFPA
<i>Activity 1.2:</i> Organize social media campaigns, update the campaign website and manage a Facebook fan page with slogans and messages, including calls for action and justice for survivors.	CSAGA	MOLISA and UNFPA
<i>Activity 1.3:</i> Organize social events/exhibitions, talk shows, communication events and competitions based on submissions of video clips, films, paintings, photos to engage young people in delivering campaigns messages to the public.	CSAGA	MOLISA and UNFPA
<i>Activity 1.4:</i> Organize policy dialogues with Government leaders, and seminars on sexual violence and “services and justice for survivors of sexual violence”.	MOLISA	CSAGA and UNFPA
<b>Group of Activities 2: Advocate for the availability of supportive services to GBV survivors and perpetrators.</b>		
<i>Activity 2.1:</i> Organize advocacy workshops/policy dialogues to advocate for the availability of supportive services to GBV survivors and perpetrators (such as relevant policies and programmes developed, and budget allocated for GBV services).	MOLISA	CSAGA and UNFPA
<b>Group of Activities 3: Raise awareness and demand for using services in Quang Ninh and selected areas.</b>		
<i>Activity 3.1:</i> Design, develop and print the IEC materials.	CSAGA	MOLISA and UNFPA
<i>Activity 3.2:</i> Build capacity of officials at relevant local departments and sectors, including journalists and advocates of communication for behavior change.	CSAGA and local partners in Quang Ninh (QN) and selected areas	MOLISA and UNFPA
<i>Activity 3.3:</i> Organize regular communication activities in selected areas.	Local partners in QN and selected areas	MOLISA, CSAGA, and UNFPA
<i>Activity 3.4:</i> Organize communication and advocacy events with local leaders, and social events for target populations in Quang Ninh and industrial zones, as a part of annual national campaigns at the local level.	Local partners in QN and selected areas	MOLISA, CSAGA, and UNFPA

<b>Group of Activities 4: Monitoring and evaluation</b>		
<i>Activity 4.1:</i> Conduct project monitoring activities, including joint monitoring missions (quarterly and annually).	CSAGA MOLISA, and UNFPA	
<i>Activity 4.2:</i> Conduct a quick assessment to gather baseline data, and an endline assessment to measure change.	UNFPA	MOLISA and CSAGA

### 3.3.5. Communications plan among all stakeholders

As a part of the regular monitoring of the project, UNFPA officers, together with the PMU, the national implementing partner (MOLISA) and National Co-implementing Partner (CSAGA) will review progress in relation to set objectives, outputs and activities as described in the annual work plan. Review meetings will be organized quarterly to address any issues relating to timings, budget, activities, outputs, objectives, difficulties, challenges and solutions.

### 3.3.6. Work plan and time frame

(Please refer to work plan and time frame in Appendix 3.)

### 3.3.7. Budget plan (Please refer to Appendix 4 of the Excel workbook.)

## 3.4. Results Management Plan

### 3.4.1. Risk management plan

This project will be implemented as a part of UNFPA Country Programme for 2017-2021, and therefore UNFPA will apply the UNFPA Internal Control Framework (ICF) to manage the risk.

The effective application of internal controls within UNFPA rests on three cascading levels of controls, in line with the three lines of defense model, supplemented by an external line of defense. The following model addresses how specific duties related to risk and control could be assigned and coordinated within UNFPA.





The following matrix presents some key risks that may hinder the ability of UNFPA Viet Nam to implement the project, as well as proposed mitigation actions that will be taken.

Risk	Likelihood	Impact	Mitigation Strategy
Lack of political commitment at national and local levels for project implementation and follow up to sustain results of project.	A	E	UNFPA shall align program goals and activities to relevant national and local strategies and programmes on prevention of GBV, and will utilize existing delivery structures.
High turnover of national human resources makes capacity building difficult.	C	C	The project shall integrate capacity building on communication and BCC for institutional structures rather than for specific persons.
Sexual violence is a culturally sensitive issue; survivors would be blamed and subjected to double stigma when sexual violence cases are reported.	C	D	Training on cultural sensitivity and ethical consideration, and on how to protect survivors, for journalists and people who are involved in this project.
Partners lack the capacity to implement interventions according to the timeline and agreed standards.	A	D	UNFPA shall bring on board tested partners with excellent track record and ensure continuous follow up and monitoring, and will provide technical support to IPs.
Demand of using services may be increased thanks to campaigns but the availability and quality of services in Quang Ninh may not be available and acceptable; this could negatively impact the accessibility of services for survivors.	C	C	UNFPA shall work closely with MOLISA, as well as relevant sectors and local partners in Quang Ninh, to ensure the quality of services offered by Quang Ninh Center under the project <i>“Building a model for the prevention and response to violence against women and girls in Viet Nam”</i> are available and acceptable.

*Risk Matrix Table Based on Likelihood and Impact Scoring*

		A	B	C	D	E
		Negligible	Minor	Moderate	Significant	Severe
E	Very Likely	Low Med	Medium	Med Hi	High	High
D	Likely	Low	Low Med	Medium	Med Hi	High
C	Possible	Low	Low Med	Medium	Med Hi	Med Hi
B	Unlikely	Low	Low Med	Low Med	Medium	Med Hi
A	Very Unlikely	Low	Low	Low Med	Medium	Medium

### 3.4.2. Knowledge management plan

Emphasis will be placed on knowledge management in order to provide technical and oversight support to the programme; all experiences generated will be well documented and good practices shared and used for evidence-based advocacy.

**Evidence-based advocacy:** Evidence from baselines, midterm reviews and evaluations will be analyzed and used to improve current efforts as well as to identify gaps and inform policy.

**Good practice documentation:** Using the UNFPA guidelines for good practice documentation, good practices will be documented and shared internally through stakeholder workshops and externally through websites and the mass media.

**Learning:** There will be South–South experience and solution sharing between districts and partners for the purposes of improving the quality of programme implementation. This will include sharing of knowledge, networking, exchange of information and best practices, policy analysis, and coordinated actions on major issues of concern.

### 3.4.3. **Monitoring and evaluation plan**

**A rapid assessment and a final evaluation** will be conducted to gather baseline and endline data for measurement of change.

**Project monitoring:** Project monitoring is a routine function of UNFPA and the NIP/CIP to keep project activities on the right track; when required, UNFPA will have meetings with the NIP and CIP to take corrective actions. Data collection and reporting on implementation progress will be done regularly, and the results submitted by IPs to UNFPA on a quarterly basis. Where data is not available from the routine administrative systems, a data collection plan with standardized formats will be developed and implemented. UNFPA and IPs will, on annual basis, develop and implement field monitoring plans. Reports from the field visits will be synthesized, discussed, and feedback provided to partners.

**Periodic review:** As a part of the regular monitoring of the project, UNFPA officers, together with the NIP and the CIP, will review progress in relation to set objectives, outputs and activities as described in the annual work plan. Quarterly and annual review meetings will be organized to address any issues relating to timing, budget, activities, outputs, objectives, difficulties, challenges and solutions.

**Field monitoring visits:** These are part of the regular monitoring of the project conducted by the NIP, CIP and UNFPA. At the end of each visit, there will be a discussion with the NIP, CIP and UNFPA on the findings and follow-up actions.

**Financial Spot Check (FSC):** A FSC is a periodic on-site review undertaken by UNFPA to assess the performance of the project's internal controls and the accuracy of the financial records. This is an important measure to propose solutions to address shortcomings (if they exist) and to ensure the quality management of cash transfers and equipment supplies.

### 3.4.4. **Transition or exit strategy**

The way UNFPA works with Government partners and CSOs at both the central and local levels is based on a strategy of ensuring ownership and sustainability. This project will be implemented as a part of the UNFPA CPD for 2017-2021. UNFPA will continue working with the Government beyond 2019, when this project is completed. Therefore, all achievements and results of this project will be

followed up under the frame work of the UNFPA CPD to 2021. To ensure sustainability beyond 2021, when the next CPD is completed, UNFPA will work with all relevant local and central Government partners to develop a Transition or Exit Strategy Plan of the Country Programme for 2017-2021, and key actions will be followed up by relevant partners to integrate the achievements of the programme into the Government system.

### **3.5. Partnership with Donors**

#### **3.5.1. Meetings with the KOICA country office in Viet Nam**

Several technical meetings between UNFPA, KOICA Viet Nam, and MOLISA were organized in 2015, 2016 and 2017 to discuss the needs and feasibility of this project. A meeting between the UNFPA Country Representative in Viet Nam, Ms. Astrid Bant, the UNFPA technical expert on GBV, and Ms. Gyungah Kim, deputy of the KOICA Viet Nam Country Office, took place in July 2016 to discuss the KOICA contribution to the national campaigns that UNFPA has supported MOLISA and relevant partners to conduct annually.

At the end of August, 2016, the UNFPA Country Representative submitted a concept note on conducting campaigns to end VAWG to KOICA Viet Nam. By 4 October of that year, UNFPA received the approval letter from KOICA headquarters agreeing with UNFPA's proposal for a campaign and requesting that UNFPA develop a detailed project outline, including a detailed plan for campaigns, a budget, and a monitoring and evaluation plan with indicators (both qualitative and quantitative).

During the first week of May, 2017, UNFPA Viet Nam submitted the DPO of the campaign to KOICA and by the first week of June UNFPA received feedback from KOICA on how to revise the DPO using the project format provided by KOICA. A technical meeting between the UNFPA technical expert and Ms. Gyungah Kim of KOICA also took place to clarify the requirements and expectations of KOICA on the campaign proposal.

UNFPA is expected to submit the revised campaign proposal and sign a Memorandum of Understanding (MOU) with KOICA by the second week of July, 2017.

#### **3.5.2. Plan for reporting, meetings, ceremonies, etc.**

There will be an official public launch to kick-start the project involving all stakeholders and the donor. Progress on the project will be reported twice annually to KOICA detailing progress of activities and results achieved in relation to the project's objectives, as well as constraints and challenges to the programme and how these have been mitigated. An interim financial report will be shared by the UNFPA Country Office. Joint field monitoring and reviews with KOICA staff will be organized. Good practices will be documented and shared between the districts as well as nationally and internationally. The UNFPA Country Office Monitoring and Evaluation Specialist will lead and guide the process. Visibility will be ensured on key events, such as the launch of the project and also via media documentation of success stories about beneficiaries.

#### **3.5.3. Visibility and public relations plan**

The visibility and public relations plan are a key focus of this campaign project. The campaign project itself aims to ensure the visibility of the project and KOICA's contribution for social change in Viet Nam. The leaders of KOICA in Viet Nam will be invited to participate and to deliver opening remarks in all high-level meetings, conferences and policy dialogues with high-level Government leaders.

The project will be highly influenced by its visual representation, as well as by the extent of awareness of what the programme envisions to change. This will require more innovative, engaging ways of diffusing UNFPA ideas.

## 4. Appendix 1. Problem and Solution Tree Diagram

Please refer to Appendix 2 in the Excel workbook.

## 5. Appendix 2. Logical Framework

Project Name	Campaign Project for Raising Public Awareness on Gender-Based Violence, Especially Sexual Violence Against Women and Girls in Vietnam
Goal	The project contributes to <i>“Enhancing the policy environment to prevent gender-based violence and harmful practices and enable the delivery of multi-sectoral services through strengthened partnership with civil society organizations.”</i> (UNFPA Vietnam CPD, <sup>16</sup> Output 1 for 2017-2021).
Objectives	<b>Overall objective:</b> To raise public awareness on violence, particularly sexual VAWG, and to increase demand for using justice, social and health services.
	<b>Specific objectives of this project:</b> i) To contribute to national communication campaigns on gender based- violence, particularly sexual VAWG and to create an enabling environment for survivors to speak out and seek help. ii) To increase the awareness of people in project areas on the availability of supportive services for VAWG survivors, particularly services provided by the Quang Ninh Social Work Center.

Outcome 1	Indicator	Base-line	Target	Means of verification	Source of data	Frequency of data collection
Raised awareness and changed attitudes of public on	% change in KAP of people in the project		30%	Quick assessments	Baseline and end-line quick assessments	Twice (baseline and endline)

<sup>16</sup> Country Programme Document for Vietnam.

sexual violence in Viet Nam	areas									
Output 1	Indicator	Base-line	Target	Means of Verification	Source of data	Frequency of data collection	Activity	Responsible party	Planned target (2017-2019)	Planned target (2017)
Three national communication campaigns on GBV focused on the theme of sexual VAWG conducted	Number of national communication campaigns on GBV focused on the theme of sexual VAWG conducted		3 campaigns	Activity reports			<i>Activity 1.1:</i> Developing campaign materials, slogans, messages and images	MOLISA, UNFPA, CSAGA		
							<i>Activity 1.2:</i> Organize social media campaigns, update campaign website and manage Facebook fan page with slogans and messages, including calls to action and justice for survivors	MOLISA, CSAGA		
							<i>Activity 1.3:</i> Organize social events, exhibitions, talk shows, communication events, and competitions based on submissions of video clips, films, paintings and photos to engage young people in delivering campaigns messages to the public	MOLISA, UNFPA, CSAGA		
							<i>Activity 1.4:</i> Organize policy dialogues with Government leaders, and seminars on sexual violence and “services and justice for survivors of sexual violence”	MOLISA, UNFPA, CSAGA		
Output 1.2	Indicator 1.3.1	Base-line	Target	Means of Verification	Source of data	Frequency of data collection	Activity	Responsible Party	Planned Target (2017-2019)	Planned Target (2017)
Number of actions							<i>Activity 2.1:</i> Organize advocacy workshops and policy dialogues to	MOLISA, UNFPA,		

taken by Government to ensure the availability of supportive services to GBV survivors (such as relevant policies and programmes developed, budgets allocated for GBV services)							advocate for increases in the availability of supportive services to GBV survivors and perpetrators (such as relevant policies and programmes developed, budgets allocated for GBV services)	CSAGA		
Output 1.3	Indicator 1.3.1	Base-line	Target	Means of Verification	Source of data	Frequency of data collection	Activity	Responsible party	Planned target (2017-2019)	Planned target (2017)
Annual communication and capacity building plan for officials at relevant	Annual communication and capacity building plan for officials						<i>Activity 3.1:</i> Design, develop and print the IEC materials	MOLISA, UNFPA, CSAGA		

local departments and sectors on communication for behavior change to raise awareness and demand for using services in Quang Ninh and selected areas designed and timely implemented	at relevant local departments and sectors on communication for behavior change to raise awareness and demand for using services in Quang Ninh and selected areas								
	designed and implemented						<i>Activity 3.2:</i> Build capacity for officials in relevant local departments and sectors, including journalists and advocates of communication for behavior change	CSAGA and local partners in Quang Ninh and selected areas	
	% people in the project						<i>Activity 3.3:</i> Organize regular communication activities in selected areas	MOLISA, UNFPA, CSAGA	
							<i>Activity 3.4:</i> Communication and	MOLISA,	



	areas knowing about the available services for GBV survivors						advocacy events with local leaders, social events for target populations in Quang Ninh and industrial zones as a part of annual national campaigns at the local level.	CSAGA		
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## 6. Appendix 3-1. Work Plan and Time Table (as a whole)

Outputs	Activities	2017	2018				2019				2020		
		4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q
Output 1: Three national communication campaigns on GBV focused on the theme of sexual VAWG conducted	Activity 1.1: Developing campaign materials, slogans, messages and images	x			x	x			x	x			x
	Activity 1.2: Organize social media campaigns, update campaign website and manage Facebook fan page with slogans and messages, including calls for action and justice for survivors	x			x	x			x	x			x
	Activity 1.3: Organize social events, exhibitions, talk shows, communication events, and competitions based on submissions of video clips, films, paintings, and photos to engage young people in delivering campaigns messages to the public	x			x	x			x	x			x
	Activity 1.4: Organize policy dialogues with Government leaders, and seminars on sexual violence and “services and justice for survivors of sexual violence”	x			x	x			x	x			x
Output 2: Number of actions taken by	Activity 2.1: Organize advocacy workshops and policy dialogues to advocate for the availability of	x			x	x			x	x			x

Government to ensure the availability of supportive services to GBV survivors and perpetrators increased ( such as relevant policies and programmes developed, budgets allocated for GBV services)	supportive services to GBV survivors and perpetrators increased (such as relevant policies and programmes developed, budgets allocated to GBV services)												
Output 3: Annual communication and capacity building plan for officials in relevant local departments and sectors on communication for behavior change to raise awareness and demand for using services in Quang Ninh and selected areas designed and timely implemented	Activity 3.1: Design, develop and print the IEC materials	x			x	x				x	x		x
	Activity 3.2: Build capacity of officials in relevant local departments and sectors, including journalists and advocates of communication for behavior change				x				x			x	
	Activity 3.3: Organize regular communication activities in selected areas	x	x	x	x	x	x	x	x	x	x	x	x
	Activity 3.4: Communication and advocacy events with local leaders, social events for target populations in Quang Ninh and industrial zones as a part of annual national campaigns at the local level	x			x	x				x	x		x
Project monitoring and evaluation plan, developed	Activity 4.1: Conduct project monitoring activities, including joint monitoring missions (quarterly and annually)	x	x	x	x	x	x	x	x	x	x	x	x



developed, budgets allocated for GBV services)				
Output 3: Annual communication and capacity building plan for officials in relevant local departments and sectors on communication for behavior change to raise awareness and demand for using services in Quang Ninh and selected areas designed and timely implemented				
Activity 3.1: Design, develop and print the IEC materials	A package of communication products (materials, slogans, messages, images)	MOLISA, UNFPA, CSAGA		
Activity 3.2: Build capacity for officials at relevant local departments and sectors, including journalists and advocates of communication for behavior change	Organize training for officials at local level on relevant topics	CSAGA and local partners in Quang Ninh and selected areas	Officials at relevant local departments and relevant sectors, including journalists, advocates	
Activity 3.3: Organize regular communication activities in selected areas	Deliver messages through mass media, mobile SMS, social networks, and other social activities at the community level	MOLISA, UNFPA, CSAGA	Local people	
Activity 3.4: Communication and advocacy events with local leaders, social events for target populations in Quang Ninh and industrial zones as a part of annual national campaigns at the local level	Organize advocacy events for officials at local level, and for workers in industrial zones	MOLISA, CSAGA	Local leaders, workers in industrial zones	
Project monitoring and evaluation plan developed and conducted:				
Activity 4.1: Conduct project monitoring activities, including joint monitoring missions (quarterly and annually)	Ongoing throughout the project period	MOLISA, UNFPA, CSAGA		
Activity 4.2: Conduct a quick assessment to gather baseline data and an endline assessment to measure the change	A baseline and endline quick assessment	UNFPA		

**7. Appendix 4. Budget Allocation**

Please refer to Appendix 4 of the Excel workbook.