

BBP-INCEPTION REPORT



Biodiversity-based Products (BBP)

**as an economic source for the improvement of livelihoods
and biodiversity protection**

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Abbreviations

ACB	ASEAN Centre for Biodiversity
BIM	Biodiversity Information Management
BISS	Biodiversity Information and Sharing System
ADF	Archaeological Development Foundation
AHA	Angkor Handicraft Association
AHP	ASEAN Heritage Park
AMS	ASEAN Member States
APSARA	Authority for the Protection and Management of Angkor and the Region of Siem Reap
ASEAN	Association of Southeast Asian Nations
BBP	Biodiversity-Based Product
BCA	Biodiversity Conservation Agency
BIM	Biodiversity Information Management (BIM)
BISS	Biodiversity Information and Sharing System
CBD	Convention of Biodiversity
CHM	Clearing House Mechanism
CLV	Cambodia, Lao PDR, Vietnam
CPA	Community Protected Area
DAFO	District Agricultural & Forestry Office
DONRE	District Office of Natural Resources & Environment
FGD	Focus Group Discussion
GEF	Global Environment Facility
GIZ	Gesellschaft für Internationale Zusammenarbeit
HCD	Human Capacity Development
IE	Information & Education
MOE	Ministry of Environment
MONRE	Ministry of Natural Resources & Environment
NPA	National Protected Area
NGO	Non Government Organization
NTFP	Non-timber forest products
PAFO	Provincial Agriculture & Forestry Office
PKNP	Phnom Kulen National Park
PMU	Project Management Unit
PONRE	Provincial Office of Natural Resources & Environment
PPP	Public Private Partnership
SWOT	Strength-, Weakness-, Opportunities-, Threats-Analysis
UNDP	United Nations Development Program
VC	Value Chain

VCA Value Chain Analysis
WWF World Wildlife Fund
WG Working Group
WS Workshop

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1 Project Brief

The BBP project is implemented in Cambodia, Lao PDR and Vietnam with a four year-duration from March 2015 to February 2019. It forms one of three modules of the German – ASEAN Centre for Biodiversity (ACB) Cooperation Program “Protection of Biological Diversity in the ASEAN Member States”. The project contributes to the overall Program Objective, but also has its specific Project Objective and respective impact indicators.

The specific Project Objective of the BBP is: “The ASEAN member states (AMS) are supported by the ASEAN Centre for Biodiversity (ACB) in the promotion of biodiversity-based products (BBP) for the improvement of livelihoods and biodiversity protection, according to their needs.”

The Outputs of the BBP Project are to be:

- A strategy to support BBP Value Chains as well as policies for AMS / ASEAN are implemented
- The central information platform of ACB-Biodiversity Information Management (BIM) provides information for the development of BBP Value Chains for the public, private and civil sector in the AMS.
- Selected BBP Value Chains contribute to the improvement of livelihoods and protection of biodiversity.
- Technical and methodological competences of actors within BBP Value Chains of AMS are improved.

On behalf of the German Government via the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, the BBP Project is implemented in cooperation with the ACB (ASEAN Centre for Biodiversity/ Los Banos, Philippines) by GFA Consulting Group GmbH.

1.1 Background to the Biodiversity-based Products Value Chains

ASEAN’s rich natural resources and biodiversity offer significant potential for the region’s socio-economic development. Now more than ever, it is vital to understand and acknowledge the value of biodiversity.

The ASEAN Member States (AMS: Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam) accommodate about 18% of the species of the Earth; 3 of the 18 mega biodiversity countries; about 35% of the global mangrove forests; and 30% of its coral reefs. This wealth in biodiversity poses opportunities for the economic development of the region.

The AMS want to use this economic potential by further developing trade relations for bio-products (organic trade) nationally, regionally and possibly globally. However, the potential of Biodiversity-based Products (BBP), especially for the local indigenous population in buffer zones of protected areas in the region, is not yet sufficiently analyzed, their market potential often unknown. In the promotion of BBP for the improvement of livelihoods and the conservation of biodiversity, the AMS do not get sufficient support.

As part of the BBP project, the **GIZ ValueLinks methodology** on promoting pro-poor green value chains (VC), will be utilized in cooperation with other biodiversity-related projects around the world, to develop a specific module on Biodiversity-based Products.

2 Activities and Expected Outputs of the BBP Module

2.1 Policy Advice

This field of activity (service package 1) comprises the development of a consulting strategy allowing the ACB to support the public, private and civil society sector in the AMS in the promotion and linking of supply and demand for BBP as well as pertinent value chains. This strategy is developed on the basis of a detailed analysis of the situation, based on:

- Evaluation of existing BBP value chains and project experiences (lessons learnt)
- Analysis of strategies, legal and institutional frameworks for the development of BBP value chains in the AMS (regional policy harmonization within ASEAN)
- Determination of barriers and options for a future BBP value chain promotion (gap analysis)
- Training needs assessment to form a basis for capacity building

Output: A strategy to support BBP Value Chains and policies for AMS/ASEAN is implemented.

Current status: In development, particularly based on the just started pilot measures (service package 3).

2.2 Information Exchange

This field of activity (service package 2) concentrates on the development of a centralized, web-based information platform and a helpdesk at ACB, based on the existing Biodiversity Information Management (BIM) of the ACB with the aim to set up a Biodiversity Information and Sharing System (BISS) as an integral part of its information and advisory work. This online-platform will be complemented by suitable instruments and media of network-based development and environmental communication.

- Development of a central information platform and help desk that provides advice to the public, private, and civil sector in the AMS on the development of BBP value chains and the corresponding conceptual basis.
- Support of the cooperation between ACB staff and relevant stakeholders (Cambodia-Laos-Vietnam, ASEAN Heritage Parks (AHP), National Protected Areas (NPA), research and Educational Institutions, national & international certifiers, NGOs and the private sector (associations), united through the ValueLinks-Network).

Output: Central Information Platform and a Helpdesk (as a discussion forum) of ACB-Biodiversity Information Management (BIM) provide information for the development of BBP Value Chains for the public, private, and civil sector in the AMS.

Current status: Still in the very beginning, the thematic information resources on BBP VCs are drawn up into catalogues of processes, practices, and policies as well as into networks of stakeholders and systems. The indicative general site map as proposed by BIM for the Central Information Platform integrates the Help Desk as shown below.

Figure 1: Indicative Structure for BBP as foreseen in ACB Biodiversity Information Management (BIM)

**Indicative Map/Structure for BBP as foreseen
in the data holdings of ACB Biodiversity
Information Management (BIM)**

Project :

- Title,
- Mission,
- Vision
- Scope
- Geographic Interest
- Objectives
- Prospective Outputs / Outcomes

Resources:

- up-to-date information on BBP-related ASEAN and AMS-policies
- value chains
- Events
- product-oriented guidelines

Best practices:

- Lessons learned database
 - From pilot projects
 - Other projects
 - Best practices
- Successful instruments
- Processes or case studies (success stories)

Help Desk:

- FAQs
- Online Search based on pre-determined queries
- Manned Desk through
 - Scheduled chats
 - Email (ACB receives emails and forward these to experts)

ASEAN ValueLink Network:

Site Established for the exchange of information on VCs

- exchange of know-how and experience among trained ACB-experts and ACM as well as AHP managers and will, wherever possible, be integrated into communication and HCD measures; and
- This applies also to experiences and results that are already available in other AMS, such as Thailand or Indonesia in order for the CLV and AHP to profit from these experiences.

Events:

Advertisement of specialized events and fora

- planned, among others as side-events of *ASEAN Senior Officials for the Environment (ASOEN)* meetings
- Capacity-building programs; exhibits; fora; and similar events

Furthermore, the data information management system in BIM (including its knowledge products) is in the process of being expanded to include a “central information platform” on BPP through which subsequent information exchanges among CLV, ACB, and AMS will be processed. This provides an additional leverage for CLV’s Convention of Biodiversity (CBD) compliance through their respective Clearing House Mechanisms (CHMs). The link of the BBP data holdings is accessible through the entry button at the ACB corporate/public website maintained and managed by the Communications and Public Affairs Unit. Information of general interest and newsworthy development on BBP will be featured in the ACB corporate/public website.

2.3 Pilot Measures in BBP VC Development

The core of this field of activity (service package 3) is the implementation of pilot measures for the promotion of BBP value chains in buffer zones of selected AHP and other protected areas (NPA) in Cambodia, Lao PDR and Vietnam:

- Piloting selected BBP value chains in the buffer zones of selected AHPs and other protected areas
- Assessing options to develop:
 - Production and marketing associations,
 - Financial and institutional mechanisms to support value chain development,

- *In* and *ex-situ* measures to make use of and conserve biodiversity.

Output: BBP Value Chains contribute to the improvement of livelihoods and protection of biodiversity

Current status: Four VC-Gap Analyses have been completed at the four pilot sites in CLV, suggesting strategic activity & finance planning regarding the development & promotion of BBP-VCs for the next three years (2016 to 2019). These suggested activity plans will have to be discussed & decided upon by the respective national working groups in the Inception Workshop in Vientiane, Lao PDR (23-26 Nov, 2015). Please see chapter 4 for more information and a summary of the analyses, as well as chapter 5 for the detailed suggested plans.

2.4 Training (Human Capacity Development)

This field of activity (service package 4) concentrates on knowledge transfer and generation to the relevant target groups of the ACB and the AMS for the development of BBP value chains. Based on the training needs analyses for BBP value chains (service package 2) training curricula will be developed as well as teaching and learning material, that will also take into account evaluations of other projects working on value chain development (Service package 1) and of the pilot measures (Service package 3). Activities are:

- Undertake knowledge transfer (guidelines, tools, training materials, etc.), based on the evaluations of the experiences of other projects to value chain development and on the pilot measures
- Form a pool of trainers
- Conduct / facilitate trainings, workshops, and conferences.

Output: Technical and methodological competences of actors within BBP Value Chains of AMS are improved.

Current status: The turnkey initiative on BBP Project HCD was the participation of ACB's two technical personnel in a 5-day ValueLinks training in April 2015. Their participation strengthened the project implementation on adopting the ValueLinks approach in upscaling livelihood activities and biodiversity conservation. Another two ACB personnel are due to undergo similar training in November 2015. At the country level, HCD-related activities have been identified (Cambodia, 18), (Lao, 15), and (Ba Be, Viet Nam, 41) to close the competency gaps at the micro Value Chain level on production, trade-related issues, market access, and biodiversity conservation. Project counterparts from the various government levels will also benefit from HCD measures and develop their capacities to facilitate VC development as well as managing biodiversity. The human capacity development tact take beyond the enhancing of competencies of members of the stakeholder-community by integrating capacities that will provide opportunities of greening trade practices and complying to market-based regulatory measures and standards that support sustainability. The BBP HCD-related activities therefore bring into balance the competencies on enhancing productivity and strengthening protection of biodiversity conservation at the most vulnerable areas of natural resource exploitation.

3 Inception Phase (March-November 2015)

3.1 Mission Travel

Between April and September 2015, six BBP Mission Travels were conducted to the CLV, to make first contacts with the respective counterpart Ministries & project stakeholders and to determine the four pilot sites (one NPA in Cambodia, one AHP in Lao PDR and two AHP in Vietnam), including an evaluation of potential BBP value chains.

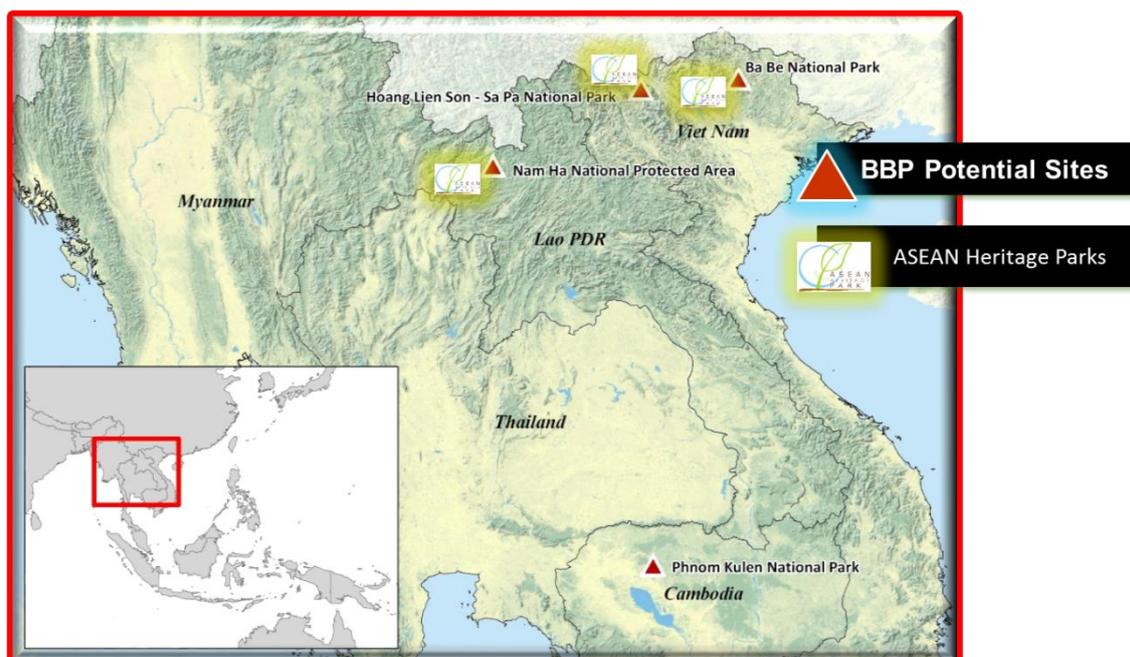
After an exchange of the BBP-Project Director the BBP-Core Team officially introduced the BBP-Project on the mission trip from August 13 to September 01, 2015 once again in all main stakeholder Ministries (Ministry of Environment (MOE), Ministry of Natural Resources and Environment (MONRE)) in the CLV and in the pilot areas, as well as in the German Embassies and the GIZ-Country Offices. All Ministries gave an affirmative response on the provision of counterpart support from:

- MONRE/ District Office of Natural Resources and Environment (DONRE)/ District Agriculture and Forestry Office (DAFO) & Provincial Office of Natural Resources & Environment (PONRE)/ Provincial Agriculture and Forestry Office (PAFO) & AHP-Management (Nam Ha) in Lao PDR,
- MONRE/ Biodiversity Conservation Agency (BCA) & AHP-Management (Ba Be & Sa Pa) in Vietnam and
- MOE & NPA-Management (Phnom Kulen) in Cambodia.

3.2 Selection of BBP Pilot Sites

The selection of the three AHPs in Lao PDR (1) and Vietnam (2) as well as the NPA in Cambodia as BBP-pilot sites was done by the respective national ministries (MONRE & MOE) in cooperation with the BBP project.

Figure 2: BBP Pilot Sites of the BBP project in Cambodia, Laos and Vietnam



(Source: J.Alano, BIM, ACB, 2015 interpolated map)

3.2.1 Phnom Kulen NPA (Cambodia)

The NPA Phnom Kulen (PKNP) in Cambodia (see map) was chosen by the MOE, instead of one of the two AHPs in Cambodia, because according to MOE the two AHPs already receive quite substantial development support, which the Phnom Kulen NPA area should receive as well. Furthermore the Royal Government of Cambodia recently applied for UNESCO World Heritage Status for PKNP (*per commu.* with ADF and MoE staff).

Phnom Kulen National Park was designated in 1993 by a Royal Decree of King Norodom Sihanouk. PKNP is named after the evergreen *lychee* tree species (*Litchi chinensis*), which is known from this park. PKNP is a 37,373 ha protected area in North-western Cambodia and lies approximately 50 km north of Siem Reap town with the world heritage's famous temples of Angkor Wat. Geographically, PKNP with an elevation of up to 500 m is a unique predominantly sandstone geographical feature in the largely flat lowland landscape of northern Cambodia. The park is divided into two distinct plateaus and is the source of the Siem Reap River and a critical part of the upper water shed catchment for Siem Reap Province. PKNP is not only Cambodia's most sacred mountain and of immense spiritual, cultural and historical value, but also rich in biodiversity.

It is officially managed under the jurisdiction of the Ministry of Environment (MOE), but it is co-managed by different key institutions. Thus, certain areas of archaeological value¹ are managed by the APSARA (Authority for the Protection and Management of Angkor and the Region of Siem Reap). Within MOE mandate, there are five Community Protected Areas (CPAs) which have been established and managed by local villagers but under supervision and support from MOE.

3.2.2 Nam Ha AHP (Lao PDR)

The Nam Ha National Protected Area (Nam Ha NPA), Luang Namtha Province (see map), was initially gazetted a Provincial Conservation Forest in 1980. In 2003 it was declared an AHP.

Originally covering 69,000 hectares, in October 1993 the prime minister's decree No. 164/PM increased the park's size to 222,400 hectares. The goal of the Nam Ha AHP is to protect plant and animal species, ecosystems, natural values, history and culture, while providing nature-based tourism, education and scientific research (Forest Law 2008). The Luang Namtha Province has an approximate 80% of forest cover. It is one of the main sugar cane and rubber producing areas of Laos with numerous plantations.

The Luang Namtha Province has a population of approximately 145,310, with 78% of people living in remote areas. Of all villages in the Luang Namtha Province, an approximate 104 use resources from the Nam Ha NPA. Out of a total of more than 20 ethnic groups in Luang Namtha Province, at least 10 of them make productive use of the Nam Ha AHP.

Within the Nam Ha AHP, in 2005 94% of the park was forested. Main forest types are dry evergreen (12%), mixed deciduous highland forest (59%), bamboo forest (9.5%) and degraded forests (13%). Concurrently, some 30% of the Nam Ha AHP has been modified for agricultural or village use. It is unknown what the current forest cover percentage of the Nam Ha AHP is. Extensive surveys of plant species and non-timber forest products (NTFP) in the AHP have not been undertaken, although there are more than 200 species considered important for local use & trade². Preliminary field surveys in 2013 showed a high level of invasive species and native forest deterioration. Illegal logging, slash and burn agriculture, increasing areas with rubber tree plantations, village and infrastructure construction have all decreased the quality of Nam Ha AHP vegetation. Tracts of the NPA retaining higher levels of intact native vegetation are located in areas away from human disturbance and are typically found on steeper slopes.

¹ In Phnom Kulen, there was an old city which was founded in 802 by king Jayavarman II called Mahandraparvata.

² Source: ACB 2014, *ASEAN Heritage Parks, A Journey to the Natural Wonders of SE-Asia*

3.2.3 Ba Be AHP (Vietnam)

Ba Be National Park (see map) was established in 1992 by the Prime Minister's Decision No.83/QĐ-TTg and was recognized as AHP in 2003. The Park contains an abundant bio-reserve area, 1,268 species of fauna and flora and a series of caves. Total area of the park is 10,048 ha, zoned into four functional areas:

- Administrative and service area: 46.8 ha
- Ecological restoration area: 5,374.8 ha
- Strict protection area: 3,967.4 ha
- Inside buffer zone: 659 ha

The total buffer zone area is 25,309ha, containing eight communes of two districts, named Ba Be and Cho Don. Total population in eight communes in Ba Be AHP is about 23,535 people, living in 5,163 households, belonging to five ethnic groups. Tay ethnic group accounts for 90% of the total population in Ba Be AHP.

The local inhabitants have very limited livelihood assets. Especially, the agricultural land area is very limited with about 500m² per person with one crop per year. Local people also pursue livestock raising but at household level for subsistence. In many cases, people still follow the traditional method of grazing, which affects plants & forest. The poverty situation is still problematic in some communities in Ba Be AHP and Ba Be district is listed as one of the 61 poorest districts, which are beneficiaries of policies supported by Vietnam government (Resolution 30a, No.30a/2008/NQ-CP dated 27 December, 2008).

3.2.4 Hoang Lien Sa Pa AHP (Vietnam)

Hoang Lien Sa Pa National Park (see map) was established in 2002 by the Prime Minister's Decision No.90/2002/QĐ-TTg and recognized as AHP in 2003.

The park contains an abundant bio-reserve area with 2,847 species of flora and 555 species of fauna. Total area of the park is 28,509ha of which 21,009ha belong to Lao Cai province and 7,500ha are located in Lai Chau Province. The total buffer zone area is 67,396ha, mainly distributed in Lao Cai province and only partly belonging to Lai Chau Province.

The total population in eight communes in Hoang Lien Sa Pa AHP is about 22,259 people of 4,635 households, belonging to eight ethnic groups. H'Mong and Thai ethnic groups are 74% of the total population, Dao ethnic group accounts for 6.5% and the remaining belongs to Tay, Day, Kho Mu, Lao and Kinh ethnics.

In general, the average poverty rate of the households in the park is relatively high and there is quite some difference in terms of the poverty rates across the communes. The poverty situation has many causes. The local inhabitants have very limited livelihood assets, especially concerning productive agricultural land. They still heavily rely on exploitation of natural resources, mainly from the forest. Collection of BBPs/ NTFPs (wild fruits, medicinal plants, vegetables etc) is one of the main income sources for the local households. However, the poverty situation is still a problem in some communities in Hoang Lien AHP. Therefore, it is very significant to seek market opportunities and to support for value added options and livelihood opportunities for the local inhabitants in Hoang Lien Sa Pa AHP.

4 BBP-VC Gap Analyses in Cambodia, Laos & Vietnam (CLV) – Summaries

The overall objective of the VC Analyses at the four selected pilot sites in CLV was to undertake **prioritization of the BBP sectors & sub-sectors and pre-analyze the most promising value chains** (VC) of BBP products in the buffer zones of the AHPs (Lao PDR & Vietnam) and the NPA (Cambodia). The analyses should identify the different products and actors in the chain, the systemic constraints, and value shares accrued at different stages in the chains, so that *strategies* and subsequently *activities and required finances* could be developed for the operation phase of the BBP Project.

The main activities of the consultants in CLV were grouped around **three main steps of analysis**:

VC Description:

- Evaluate existing BBP value chains and project experiences in the buffer zones of the AHPs and the NPA, based on actual livelihood activities of individuals or groups dependent on the natural resources in the buffer zones (e.g. by SWOT analyses);
- Analyse strategies, legal and institutional frameworks, national rules & regulations for the development of BBP value chains in the buffer zones of the AHPs and the NPA, always keeping biodiversity conservation practices in mind;
- Collect all relevant data on local production and production systems, including types, quantities, varieties, prices and value-added of the BBP sub-sectors and VC segments;
- Establish the potential market sizes (local, regional & potentially international markets), and investigate the actual & potential extent of market penetration by local producers;
- Investigate the existing linkages between collectors/producers, traders, processors and market outlets and undertake value chain mapping and analysis;
- Map out the value chains and collect the data around the actual and potential workforce in different VC segments, assess numbers of women who are involved and could be actively employed/self-employed;
- Investigate the local quality standards/market requirements and preferences of BBP that reach the local market;
- Investigate value addition around primary and secondary processing.

VC Analysis:

- Determine barriers and options for a future BBP value chain promotion (gap analysis for local, regional & potentially international markets)
- Conduct a training needs assessment among all BBP-VC-stakeholders, to form a basis for capacity building (this will be a rough assessment deriving from assessing the gaps and actors);
- Identify gaps on meso and macro levels that can potentially enhance the functioning of the chain actors at the micro level;
- Prioritize value chains within the BBP sub-sectors on the basis of objective economic, social and environmental criteria (such as value-added, production volumes, market growth, employment and income generation potential, opportunities for income generation and employment for poorer population, women and youth, potential for biodiversity protection and sustainable use of resources etc.)
- Investigate and assess any other aspect that has bearing on the performance of BBP value chains in the buffer zones of the AHPs and the NPA.

VC Options:

- Assess options to develop production and marketing associations for producers, including insufficient financial and institutional mechanisms;

- Assess options for *in* and *ex-situ* measures to conserve biodiversity;
- Develop options for enterprise development relating to organizational issues and trade practices on consolidation and compliance to market standards and safety as well as to the biodiversity conservation measures;
- Suggest improvements in the value chain system to ensure direct linkages & infrastructural access of the producers with/ to the major markets to create increased incomes from their products;
- Assess the options for improving market efficiency (e.g. through collective marketing) and propose ways of achieving this;
- Identify the key opportunities and constraints that limit market growth and/or production expansion;
- Give recommendations on how the proposed BBP value chains should be upgraded and could be supported.

4.1 BBP-VC Gap Analysis Phnom Kulen NPA (Cambodia)

Phnom Kulen National Park (PKNP) has been selected by MOE as the site to implement the BBP Project in Cambodia.

The main task of this assessment, conducted by Mr. Prom Tola (national short-term consultant) in cooperation with government and park authorities in September 2015, was to conduct a VC Gap Analysis for selecting BBP/ NTFP commodities in PKNP by using the GIZ ValueLinks methodology on promoting pro-poor green value chains as a main tool in order to develop BBP value chains. **[see BBP-VC Gap Analysis Report Phnom Kulen NPA (Cambodia)]**

Although currently forest degradation takes place in PKNP due to the conversion of forest areas into agricultural plantations by illegal logging activities, the remaining 20%-23% of forest cover in PKNP is still rich in biodiversity and contributes to the improvement of watershed management. Therefore it is fair to conclude that a main purpose also for BBP-Project interventions will be to save these last remaining forest areas in PKNP.

The analysis used the following tools:

- Desk review
- Primary data collection
- Eight Focus Group Discussions (FGD) with 134 participants (CPA committees and community members; almost 50% women participants)
- Key Informant Interviews (KII)/Individual Interviews [52 participants; PKNP/MoE Officials, Village Leaders and Commune Councils, APSARA Authority, NGOs working in the target sites (ADF, CFCL), GIZ/ RED-Green Belt and others]
- Community Workshop (with SWOT Analysis; 17 participants from local authorities and CPA committees as well as PKNP-staff)

Particularly based on the FGD and the Community Workshop, three BBP VCs from PKNP were given the highest priority (scoring and rating) for VC facilitation/development:

1. Medicinal plant Zingideraceae
2. Bamboo handicraft
3. Wild honey

By expanding and up scaling such BBP-VC from these three potential commodities, the BBP-Project can contribute to improve livelihood and food security of almost 1,000 households in the PKNP-area, which corresponds to approx. 5,000 persons of which about 50% are women. 23% from the total potential beneficiaries belong to the poor socio-economic segment [in detail see table 4.11 in the BBP-Gap Analysis Report Phnom Kulen NPA (Cambodia)].

4.1.1 Medicinal plant Zingideraceae (Khmer Name: Prateal Thleum Chake)

Zingideraceae is a root plant which is mixed with other species of traditional medicine to cure liver problems and appetite loss (based on traditional healer's and trader's view, not verified by medical analysis). It is used by Khmer Traditional Healers as raw material for extracting essential oil and infused with other traditional medicinal species for making balms. Most commonly it is used for digestive & stomach disorders, consumed as fresh root, mixed with rice wine or as tea. Besides a local market also a regional market potential exists for *Zingideraceae*, as reports from traditional healers concerning requests by Korean businessmen show.

Zingideraceae is available in the wild of PKNP site, but collection is becoming difficult, due to a scarcity of resources. Therefore, local farmers also grow at homestead to meet the high demand from the market.

The SWOT analysis indicates that *Zingideraceae* is a low risk investment and it is possible to replicate its growth with more local villagers within PKNP due to a high demand from the market-end, which can lead to an improvement of the rural economy and employment increase, while reducing pressure on the forest area.

Table 1: SWOT Analysis for Zingideraceae (Cambodia)

Strengths & Opportunities	Weaknesses & Threats
<ul style="list-style-type: none"> ▪ High demand in market-end ▪ Extremely low cost for storage, as it is a root crop ▪ Possibly an income & employment increase in PKNP ▪ Project to support the improved planting technique and planned demo-farm model 	<ul style="list-style-type: none"> ▪ Too small plot size (10 x 5 m) ▪ Growers are price takers, lack of bargaining power to negotiate the price with traders/wholesalers ▪ Lack of a widely spread market network to other national markets, like Phnom Penh and Siem Reap market ▪ Road access is limited in PKNP

Zingideraceae, grown in homestead, has indicated that sustainable harvesting contributes to the reduction of pressure on forests as well as improving the village economy. Hence, the challenge is how to expand and up-scale it to more households in PKNP site. Thus, the following specific strategic planning is suggested to improve livelihood development and ensure environmental friendly growth, which can help to save some of the remaining 20% -23% PKNP's forest areas.

Upgrading strategies for a bamboo handicraft VC focus on the following points:

1. Develop a demonstration farm as the key extension activity to disseminate the technical improvement of *Zingideraceae* species growth
2. Curriculum development for developing planting technique through class lesson, poster, study tour, and others; those materials would include Information, Education and Communication (IEC) materials which are effective for those beneficiaries who are illiterate
3. Development of producer groups and/or associations which will contribute to aggregate production and to have better bargaining power for the price with wholesalers
4. Capacity development for producer groups and/or associations on market network and business planning as well as marketing products, book keeping and basic accounting
5. Help to conduct a study tour to Siem Reap and Phnom Penh for product & market scanning
6. M&E process

The suggested specific strategic activity & finance planning for *Zingideraceae* in 2016 and 2017 is shown in Attachment 1 a.

4.1.2 Bamboo handicraft

The SWOT analysis indicates a high value-added for handicraft development through market networking with the Angkor Handicraft Association (AHA) which contributes to increase income generation activities and village employment opportunities. However, the main challenges are mainly related to unsustainable harvesting methods from both villagers and outsiders which pose a threat to forest resources.

Table 2: SWOT Analysis for bamboo handicraft (Cambodia)

Strengths & Opportunities	Weaknesses & Threats
<ul style="list-style-type: none"> ▪ Traditional handicraft is good as tourist souvenir, feasible to expand and up-scale within villages and with other target villagers in PKNP ▪ A good market demand in the local area and in Siem Reap (e.g. through AHA market development and seal) ▪ Available local labour force because most of the target villagers have not migrated ▪ Good demand on the market-end of Siem Reap town with collaboration from AHA ▪ Possibly increase of jobs in PKNP 	<ul style="list-style-type: none"> ▪ Labour intensive (also an opportunity) ▪ Lack of bargaining power to negotiate the price with traders. ▪ Lack of a wider market network with other Siem Reap tourist markets ▪ Road access is limited in PKNP ▪ Low and/or lack of a marketing strategy ▪ Insecure harvest (due to occasional flowering) ▪ A significant number of outsiders has collected from the wild which increased pressure on the forest area ▪ Strong product competition from Vietnam and Thailand

Upgrading strategies for a bamboo handicraft VC focus on the following points:

The main recommendations and strategic planning are to build a market network for both demand and supply side for handicraft products and to improve the sustainable harvesting method, product development and the producer group/association formation with support to aggregate products at a larger-scale to meet a certain market-end and to have better bargaining power for pricing products.

The suggested specific strategic activity & finance planning for Bamboo handicraft in 2016 and 2017 is shown in Attachment 1 b.

4.1.3 Wild honey

The SWOT analysis indicates that sustainable wild honey collection contributes to increase income of local communities, which functions as an incentive for sustainable forest management. However, the forest degradation and unsustainable honey collection would attribute to a reduction of honey production and reduced crop yield due to a low level of pollination function from wild honey bees.

Table 3: SWOT Analysis for wild honey (Cambodia)

Strengths & Opportunities	Weaknesses & Threats
<ul style="list-style-type: none"> ▪ In all CPAs in PKNP honey collection as an alternative livelihood could be done, although the majority of PKNP areas are degraded ▪ The evergreen forest does still exist in PKNP which is home to wild honey bees ▪ Good market demand for wild honey in Siem Reap and other urban areas, including super markets and cosmetic products ▪ The increased income from honey would 	<ul style="list-style-type: none"> ▪ The significant reduction of forest areas led to the reduction of wild honey bee populations ▪ Unsustainable honey collection by both local villagers and outsiders ▪ Lack of strong law enforcement; the forest areas have been and will most likely be converted to cashew plantations and other agricultural crops, instead. Thus, this will affect honey collection potential ▪ Possible increase of a significant number of outsiders to collect honey from PKNP sites, especially within CPA areas. ▪ Increase of deforestation, which is attributed to low production of

provide a strong incentive for more sustainable CPA forest management	honey and will consequently reduce flower pollination because of low density of wild honey bees
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Upgrading strategies for a wild honey VC focus on the following points:

The main recommendations and actions for the planning process for honey products are to upgrade the existing VC, mainly by training on sustainable harvesting methods, the formation of producer groups/associations (which helps to aggregate honey production) improvement of processing facilities at community level through the Honey Enterprise Development and increase of capacity development for the producer groups including technical and financial management. Equally important is the market network development from the forest to market-end, including product development and packaging, and an integrated PKNP honey enterprise development into a Cambodia Wild Honey Network. This has been initiated and supported by WWF and NTFP-EP as well as USAID/SFB Project in the Eastern Plain Landscape and Prey Lang Landscape of Cambodia. Principally this network helps to strengthen the bargaining power of honey collector groups, and also allows more honey collectors to learn and understand about sustainable honey harvesting, and thus helps for more areas of forest to be protected.

The suggested specific strategic activity & finance planning for honey in 2016 and 2017 is shown in Attachment 1c.

4.2 BBP-VC-Gap Analysis Nam Ha AHP (Lao PDR)

This study was undertaken to explore the potential for supporting BBP production in the Nam Ha National Protected Area (NH NPA), Luang Namtha Province and to identify the key relevant interventions for the BBP project. The study was conducted in September 2015 by a small taskforce under supervision of Mr. Souvanpheng [see **BBP-VC-Gap Analysis Report Nam Ha AHP (Lao PDR)**], working closely with the PONRE and the PAFO as well as a team of district officers. The focused locations were 4 villages in the Eastern buffer zone of the Nam Ha AHP, Luang Namtha Province: 1) Ban Sopxim; 2) Ban Sinoudom; 3) Ban Hadnalaeng; and 4) Ban HadYong, where 72 interviews (18 each) were conducted. 251 families live in these villages with a total population of 1,297, women making up 47.41%.

The analysis used the following tools:

- Desktop review (Provincial & District social-economics master development plan/ existing reports and documents)
- Focus Group Discussion on village level (251 participants in four target villages participated in the initial focus groups)
- Structured Interview on village level (72 participants completed questionnaires)
- Observation on village level (Observations were completed in each of the villages to understand the different constraints and opportunities)
- Field Debriefing Workshop on Province level (Fact Finding Report/ Verification rechecking data/ Recommendations from workshop participants)

4.2.1 Bamboo Handicraft and Furniture

Both visited districts, where the 4 villages are located, have a **high potential of bamboo resources** along the buffer zone of Nam Ha AHP. From four main bamboo species commercial products could be developed in the future: 1) Mai Bong (*Bambusa tulda*); 2) Mai Hok (*Dendrocalamus hamiltonii*); 3) Mai Hia (*Schizostachyum blumei*); 4) Mai Xot (*Oxytenanthera parflora*). Bamboo in-situ is estimated to be more than 200,000 hectares in the whole province of Luang Nam Tha. The bamboo in-situ around the 4 villages in the buffer zone is estimated with approx. 100-150 ha, estimated with 487,500 bamboo poles (3 years old), which form a sound basis to produce bamboo furniture and handicrafts. By conducting a bamboo forest inventory, the accurate number of bamboo poles (one, two and three years old) would be known.

The research team found that in the Luang Namtha District the value chain for bamboo is not yet developed, as the villagers have other alternative options available to provide for seasonal incomes for their families. However, those BBP provide very low and only seasonal additional incomes. Based on the observations in the villages, there are limitations in terms of production and marketing, insufficient knowledge of market demand and business entrepreneurship. The key constraint identified was the villagers' lack of capacity in terms of new product designs for bamboo, to meet the market demand.

Based on the results of interviews and observations the study team found that the three villages in Luang Namtha district and one village in Nalae district have the highest potential for the promotion of a Bamboo VC development (**bamboo handicraft and bamboo furniture**), where at least 251 families and about 605 people would benefit from the BBP-project, who are already involved in the BBP/ NTFP trade.

The interviews resulted in key recommendations from district authorities and villagers and an agreed list of key interventions for future implementation concerning a **Bamboo-VC** in the Nam Ha AHP-area.

Table 4: SWOT Analysis for bamboo furniture & handicraft (Laos)

Strengths & Opportunities	Weaknesses & Threats
<ul style="list-style-type: none"> ▪ High potential of bamboo resources as a sound basis to produce bamboo furniture and handicrafts ▪ Community commitment for bamboo handicraft and bamboo furniture production ▪ From four main bamboo species commercial products could be developed ▪ Bamboo VC can be built upon existing experiences among experts & communities in Lao PDR ▪ Existing Bamboo network in Lao PDR can be used for marketing ▪ Multipurpose use as firewood, tools, furniture & handicrafts, building materials and food (bamboo shoots) 	<ul style="list-style-type: none"> ▪ The villagers do not yet see the long-term benefit of working together to protect natural resources and forest ▪ The villagers are protecting their forest resources for sustainable use and do not see the benefit of using these for the production and marketing of BBPs ▪ Lack of regulation by laws and law enforcement at village level. ▪ Value chain for bamboo is not yet developed ▪ Limitations in terms of production and marketing, ▪ Insufficient knowledge of market demand and business entrepreneurship ▪ Lack of capacity in terms of new product designs for bamboo, to meet the market demand. ▪ Bamboo forest inventory required

Upgrading strategies for a bamboo handicraft VC focus on the following points:

1. Group formation (including training on team building) for all actors in the 4 villages, for furniture & handicraft separated; conduction of study tours (national and regional)
2. Development of village enterprise business plan or family business plan for producer groups
3. Conduction of training on bamboo oven drying, bamboo boiling, bamboo preservation (soaking), new furniture & handicraft designs, production management and quality control for producer groups and local traders
4. Set up a bamboo traders network and linking with existing bamboo trader association; Capacity Building for negotiation skills of local traders as well as producer groups
5. Develop and design a micro-credit monthly payment scheme to improve productivity
6. Develop product profiles and product logo (brand name) as well as product promotion by awareness raising among local & regional consumers
7. Develop market outlet at village level as well as linkage to Vientiane markets and regional market; Promote bamboo products for link to provincial and national level trade fairs (6 events of trade fairs per year)
8. If possible: Conduct market research in Thailand, Vietnam and China

The suggested resulting strategic activity & finance planning for a Bamboo-VC for 2016 to 2018 is shown in detail in Attachment 2 a.

4.2.2 Cardamom

Concerning a second potential VC in Nam Ha AHP area, a Cardamom VC, the research team elaborated an action plan for the next 3 years, starting in 2016 (see Attachment 2 b).

Cardamom is a medicinal herb for special treatment of stomach aches, constipation and other digestive problems. It is also chewed like a nut as a breath and tooth cleaner and the white oil from the seeds promotes the appetite. As well the fruit and seeds are used in different types of sweet or spicy dishes.

For cardamom no new value chain has to be created, but only extended, because a Cardamom VC exists in Luang Namtha district in general already, specifically in the 4 targeted villages of the BBP project. According to information collected from key informants, almost all villagers collect cardamom and sell it to local middleman, so called *Huynday Traders*, who come daily to buy cardamom at the village gate. The prices of all cardamom species fluctuate according to the quality and volume of the supply in each season. In some years the production creates an oversupply that causes a price decrease for cardamom and the team observed that the market for cardamom is not stable and that it has to be seen as an imperfect market with a monopoly of buyers.

In the previous years the villagers were getting highest prices for cardamom, but in the current situation the price of cardamom fluctuates due to the following 5 factors:

1. Villagers competition to sell the fresh cardamom to traders
2. The villagers lack sale techniques & skills (negotiation technique)
3. The villagers lack appropriate technologies in terms of post-harvest management and keeping cardamom for a certain period; they are afraid that their cardamom will become rotten
4. The villagers lack market information about cardamom demand
5. The villagers lack a selling system.

Table 5: SWOT Analysis for Cardamom (Laos)

Strengths & Opportunities	Weaknesses & Threats
<ul style="list-style-type: none"> ▪ Cardamom VC exists in Luang Namtha district in general already ▪ Growing under forest and on bare-land ▪ High market demand on cardamom locally & in China ▪ Collaboration with local/ regional capacity builders ▪ Develop semi-final products for export ▪ Build capacities of farmer in terms of pre & post harvesting ▪ Upgrade cardamom price by grading & branding name 	<ul style="list-style-type: none"> ▪ Lack of skills in terms of drying cardamom (harvesting period in rainy season) ▪ Lack of technique in terms of processing cardamoms ▪ Lack of market information, volume of market demand ▪ Fluctuating market price ▪ Lack of technique in terms of grading and quality control ▪ Competition to sell fresh cardamom ▪ Threatened by rubber plantations, shifting cultivation & upland rice ▪ Lack of capacity in terms of adding value or making semi-final products for export ▪ Lack of knowledge in terms of sustainable use of natural resources (NTPF)

Upgrading strategies for a cardamom handicraft VC focus on the following points:

1. Conduct basic processing skills training concerning adding value to cardamom
2. Develop sustainable resource management systems and incentives with local communities to manage cardamom resources in a (more) sustainable way
3. Strengthen environmentally and socio-economically sound market development with enhanced marketing systems to provide income to poor people

4. Provide new appropriate technology for oven-drying of cardamom
5. Organize training to build capacity of villagers for post-harvest cardamom
6. Conduct training on semi-final cardamom processing technique
7. Develop product profiles, logo and brand name for cardamom products as well as sale promotion
8. If possible: Conduct cardamom market chain study in Lao and China

The suggested resulting strategic activity & finance planning for a Cardamom-VC for 2016 to 2018 is shown in Attachment 2 b.

4.3 BBP-VC-Gap Analysis Ba Be AHP (Vietnam)

The VC-Gap Analysis in Ba Be AHP area was conducted in September 2015 by Mr. Trang Hieu Tuong (as lead short-term consultant) and Mr. Quoc Tuan Pham (BBP national coordinator), in cooperation with Ba Be AHP- and BCA/ MONRE-staff [see **BBP-VC-Gap Analysis Report Ba Be AHP (Vietnam)**].

The analysis used the following tools:

- Stakeholder workshop (selection of potential sub-sectors in Ba Be AHP, evaluating, scoring the potential products / with participation of Ba Be AHP management board; representatives of commune people's committees and mass organizations; farmers involved in collecting, processing and selling NTFPs in Ba Be AHP/ 23 participants)
- Three workshops on VC analysis of 3 selected sub-sectors (Beekeeping-, Bo Khai-, Giao Co Lam-VC-mappings, SWOT analysis, and recommendations on upgrading 3 selected VCs/ 48 participants in total)
- Field survey (Several interviews with questionnaires with collectors, producers, processors and traders of 3 selected sub-sectors)
- Market research (visits to local shops, local market places, trader interviews; visits to shops & market places in Bac Can and Ha Noi to understand distribution channels, consumption trend, business linkages and other relevant information). Internet market research (regional & international VC)
- Secondary data collection (information from relevant organizations and agencies at provincial, district and commune level; check of studies and reports; check of past and on-going projects & programs supported by government & donors).

Accordingly, 3 sub-sectors gained the highest score:

1. Honey
2. Medicinal tea: Giao Co Lam (*Gynostemma pentaphyllum Cucurbitaceae*)
3. Medicinal vegetable: Bo Khai(*Erythrolalum scandens*)

Therefore, these sub-sectors were selected for further analysis and strategy development for value chain promotion.

4.3.1 Honey

For honey in Vietnam data show [see **BBP-Gap Analysis Report Ba Be AHP (Vietnam)**], that beekeeping creates significant income for households, accounting for around 20% of their total income and that beekeeping is economically more efficient than that in other farming activities such as pig and chicken raising.

Table 6: SWOT Analysis for honey (Ba Be, Vietnam)

Strengths & Opportunities	Weaknesses & Threats
<ul style="list-style-type: none"> ▪ Increasing demand for honey ▪ Near Ba Be National Park tourism site ▪ Tourism project from Saigon Tourist Co., Ltd ▪ Convenient transport condition to tourism sites ▪ Potential support from projects ▪ The attention from local agencies and authorities in terms of techniques and policies 	<ul style="list-style-type: none"> ▪ Most of beekeepers do not have access to beekeeping techniques ▪ Many beekeepers are lacking honey beekeeping techniques such as disease prevention and treatment of bees, artificial creation of queen bees etc. ▪ Honey output is lower than that of other areas in Vietnam ▪ Lack of breed bees ▪ Marketing and sales skills are limited ▪ Control of honey quality has not been in focus so far ▪ The collaboration among beekeepers is limited ▪ Many people do not fully understand the value of beekeeping

Upgrading strategies for a Honey VC in Ba Be AHP focus on the following points:

1. Conduct ToT training for the existing successful beekeepers (from a former GEF & UNDP-supported project) in Ba Be AHP and select the most capable trainers.
2. Develop appropriate organizational structure of beekeepers; create environment of beekeeping promotion in the community; promote the sharing of beekeeping experience and technique, ensuing the mechanism of benefit sharing and beekeeper-associated responsibility.
3. Promote transfer and application of advanced beekeeping techniques from existing successful beekeeping models.
4. Build a brand for beekeeping honey in Ba Be AHP
5. Enhance the capacity of beekeepers; create business linkage between beekeepers, traders and distributors, based on the “win-win” approach

The suggested specific strategic activity & finance planning for a Honey VC in Ba Be AHP for 2016 and 2017 is shown in Attachment 3 a.

4.3.2 Giao Co Lam (medicinal tea)

Giao Co Lam enhances endurance, inhibits tumors and helps protect the cellular immunity in humans, as well as provides many other health promoting benefits. Studies by the University of Pharmacy/Hanoi have indicated that Giao Co Lam - harvested in Vietnam - helps to strengthen health system, lowers high cholesterol, fights arteriosclerosis, reduces blood sugar, prevents oxidization, protects livers and prevents premature aging. The main element of Giao Co Lam is saponin. Giao Co Lam has been increasingly concerned and used since Prof. Ky proclaimed his studies. There is a diversity of Giao Co Lam consumers in Ba Be National Park. The main groups of customers include: households in Ba Be National Park, tourists to Ba Be National Park, customers from Bac Can and Hanoi. Best consumers are tourists in Ba Be National Park in search for health improvement and disease treatment.

Giao Co Lam is in the list of 54 striking species of medicinal plants in the government plan of large scale plantation in eight ecological regions (Decision No.1976/QD-TTg dated 30 October, 2013/ Annex II of Decision No 1976/QD-TTg). In May 2015, People’s Committee of Bac Can province approved the scheme “Planting and processing Giao Co Lam of Bac Can province”. This scheme has been conducted by Institute of Health Economics and Social Issues of Thai Nguyen University. Accordingly, on-going activities of the scheme are studies, Giao Co Lam model farm development in Cho Don district in an area of 1ha; Giao Co Lam tea processing with different packaging forms such as tea bags, tea in vacuum bags, Giao Co Lam medicine. The scheme will also develop a full process of Giao Co Lam plantation, tending and harvest.

Table 7: SWOT Analysis for Giao Co Lam (Ba Be, Vietnam)

Strengths & Opportunities	Weaknesses & Threats
<ul style="list-style-type: none"> ▪ Increasing demand of Giao Co Lam medicinal tea ▪ Increasing number of tourists to Ba Be AHP ▪ Potential support from Projects and Government programs ▪ Potential for job creation and income increase 	<ul style="list-style-type: none"> ▪ Lack of sustainable harvest techniques (in-situ) ▪ Source of seedlings for ex-situ production is not available yet ▪ It is difficult to distinguish species of Giao Co Lam ▪ Lack of techniques to process Giao Co Lam ▪ Lack of linkage among harvesters ▪ There is not yet local branding of Giao Co Lam tea

Upgrading strategies for a Giao Co Lam-VC in Ba Be AHP are recommended as follows:

1. Evaluate the quality and reserves of Giao Co Lam in nature; zone an area for planting, protecting and sustainable harvesting Giao Co Lam in Ba Be AHP under co-management models of community.
2. Develop a pilot model of Giao Co Lam nursery that is managed by local interest groups or cooperatives.
3. Develop a pilot model that transplants Giao Co Lam from natural forest to the plant garden of Ba Be AHP and establish seedling multiplication.
4. Support to develop models of Giao Co Lam plantation for interested, poor households.
5. Enhance the capacity of Giao Co Lam harvesters and processors; create business linkages between processors and traders, distributors based on the “win-win” approach.

The suggested specific strategic activity & finance planning for a Giao Co Lam-VC in Ba Be AHP for 2016 and 2017 is shown in Attachment 3 b.

4.3.3 Bo Khai (medicinal vegetable)

Bo Khai is an important medicinal plant, used for the relief from rheumatic pain. Both fresh and dried Bo Khai can be used as medicinal vegetable also for treating diseases related to kidney, liver and yellow urine. Fresh stems without leaves sliced, dried and then soaked in wine can cure fever and rheumatism. Two species of Bo Khai exist, including green species (food) and red species (medicinal value).

There are two groups of Bo Khai traders. The first one are traders for the commune, district and city markets; the latter are traders who also transport the products to larger markets (such as Ho Chi Minh City, Bac Can City, Hanoi). At the moment there are about 12 Bo Khai planting households scattered in a number of communes in Ba Be National Park.

Table 8: SWOT Analysis for Bo Khai (Ba Be, Vietnam)

Strengths & Opportunities	Weaknesses & Threats
<ul style="list-style-type: none"> ▪ Extremely high demand ▪ Convenient transport ▪ Potential for job creation for local people ▪ Support of capital and techniques from projects 	<ul style="list-style-type: none"> ▪ Small production scale and household scale, limited output ▪ Simple preservation methods after harvests lead to short time for storage ▪ There is not yet close linkage among producers, causing weak market bargaining and low price of the product.

Upgrading strategies for Bo Khai value chain are recommended as follows:

1. Conduct ToT training for the existing local Bo Khai planters and select the most capable trainers to replicate the models.

2. Develop appropriate organizational structure of Bo Khai planters; create environment of Bo Khai planting promotion as fresh vegetable; promote the sharing of Bo Khai planting, preserving experience and technique among planters of the same clubs and villages, ensuring the mechanism of benefit sharing and Bo Khai-association responsibility.
3. Promote to transfer and apply advanced Bo Khai planting techniques from existing successful models.
4. Develop Vietnamese Good Agricultural Practices (VietGap) for Bo Khai planting models.
5. Enhance the capacity of Bo Khai planters; create business linkage between processors and traders, distributors in the spirit of mutual benefit.
6. Study and support the transfer of Bo Khai harvesting technique sustainably in Ba Be AHP; conserve red Bo Khai of medicinal value.

The suggested specific strategic activity & finance planning for a Bo Khai-VC in Ba Be AHP for 2016 until 2018 is shown in Attachment 3 c.

4.4 BBP-VC-Gap Analysis Hoang Lien Sa Pa AHP (Vietnam)

The VC-Gap Analysis in Sa Pa AHP area was conducted in September/ October 2015 by Mr. Trang Hieu Tuong (as lead short-term consultant) and Mr. Quoc Tuan Pham (BBP national coordinator), in cooperation with Sa Pa AHP- and BCA/ MONRE-staff [see **BBP-VC-Gap Analysis Report Hoang Lien Sa Pa AHP (Vietnam)**].

The analysis used the following tools:

- Focus group discussion on VC selection/ Chain mappings, SWOT analysis and strategic recommendations on upgrading 3 selected VCs/ Evaluation & Scoring (with Management Unit of Sa Pa AHP, leaders of CPCs, representatives from the Women's Union, Farmers Union, focal point enterprises, producers and processors in communes (preliminarily selected to join the project), representatives of nodal companies, commune heads, Experts, NGO staff; 25 participants)
- Field survey (Several interviews with questionnaires with collectors, producers, processors and traders of 03 selected sub-sectors)
- Market research (visits to local shops, local market places, trader interviews; visits to shops & market places in Sa Pa Town and Ha Noi to understand distribution channels, consumption trend, business linkages and other relevant information). Internet market research (regional & international VC)
- Secondary data collection (information from relevant organizations and agencies at provincial, district and commune level; check of studies and reports; check of past and on-going projects & programs supported by government & donors).

Accordingly, 3 sub-sectors gained the highest score:

1. Brocade weaving
2. Bath medicinal herbs and essential oils
3. Medicinal Tea (Giao Co Lam)

Therefore, these sub-sectors were selected for further analysis and strategy development for value chain promotion.

4.4.1 Brocade weaving

Existing for a long time in Vietnam, brocade weaving using hemp as a raw material is a cultural characteristic of ethnic minorities. Of all traditional occupations in Lao Cai province, brocade weaving offers products with predominant position on the market. Brocade was mainly produced for self-sufficiency before. As tourism in Lao Cai province develops, the demand for such kind of products increases, accordingly promoting the production. Tens of thousands of brocade meters are produced each year. Sa Pa has potential for tourism development so embroidery and

brocade weaving develops significantly. The district has 11 villages of embroidery and brocade weaving in Ta Phin, San Sa Ho and Sa Pa communes with the participation of approximately 1,050 households in focus and 260 participants from district Women’s Union. 32,000 to 35,000 meters of brocade are exported each year, costing billions of dong. Similarly, Van Ban and Bac Ha districts have also founded various brocade weaving villages to use available labors. The output reaches nearly 40,000 meters of brocade each year. The labor force joining brocade weaving in Lao Cai province in general and in Sa Pa district in particular is mainly H’mong and Dao people. Brocade buyers in domestic market are mainly tourists who often purchase brocade as gifts. The interviews show that the number of brocade consumers has not increased recently despite increasing distribution channels on the market. Key customers are domestic visitors who often follow a team/group and buy a large quantity of brocade. Foreign tourists purchase smaller quantity of brocade which is often compact. However, the tourists want to understand how the patterns reflect ethnic group identity of weavers. Brocade products are often consumed through retail channels including local traders (retail shops & markets at tourism sites), Traders in Hanoi (companies & retail shops) as well as the handicraft chain CraftLink (with links to markets in USA & Europe).

Table 9: SWOT Analysis for brocade weaving (Sa Pa, Vietnam)

Strengths & Opportunities	Weaknesses & Threats
<ul style="list-style-type: none"> ▪ Increasing number of tourists to Vietnam in general and Sa Pa in particular. ▪ Opportunity to enter into new markets ▪ Much concern and support for cultural feature conservation and development. ▪ Potential for job creation and income increase ▪ Potential support from Projects and Government programs 	<ul style="list-style-type: none"> ▪ Erratic weather affects the productivity of hemp ▪ The area for hemp cultivation is limited, due to infertile soils, which need improvement ▪ Output for hemp is not stable as consumption demand significantly decreases. ▪ Traditional indigo dyeing keeps smell on the product. ▪ Input material (thread, yarn, fibers) is not diverse; dependence on other supplies ▪ Production scale is small and scattered. ▪ Capacity of design is limited. There is not much improvement in product design. ▪ The collaboration between brocade producing households is not close, model of cooperative shows many restrictions on current management capacity. ▪ Negotiation capacity of producers is weaker than that of traders. ▪ Cultural importance not yet widely introduced to potential buyers; important besides the functional value of the products. ▪ Selling price is high (because of being handmade)

Upgrading strategies for a Brocade weaving-VC in Hoang Lien Sa Pa AHP focus on the following points:

1. Support formation of brocade association in Sa Pa District to enhance the cooperation among production groups, ethnic groups. Accordingly, a common strategy of brocade development in Sa Pa district is formulated.
2. Support for capacity building on product design, product development, innovation, diversification for cooperatives.
3. Improve skills of producing new products based on market demand.
4. Provide innovative machines, semi-automatic machines to improve productivity of brocade production.
5. Build managerial capacity and business operation capacity for key persons of cooperatives and local enterprises.
6. Create raw material source from hemp plantation, increase productivity of hemp plantation; build close linkage between hemp planters and brocade weavers.

7. Improve water treatment and waste treatment system in raw material processing and dying.
8. Build a brand of brocade in Sa Pa District.

The suggested specific strategic activity & finance planning for a Brocade weaving-VC in Hoang Lien Sa Pa AHP from 2016 to 2018 is shown in Attachment 4 a.

4.4.2 Bath medicinal herbs and essential oils

Bath medicinal herbs and essential oils (also called Dia dao xin in Dao language) do not only belong to Red Dao in Sa Pa but also other Dao ethnic groups' in Vietnam. Medicinal herbs for bath are used to treat aching muscles, bones, joints, flu, itching, constipation and enhance the stamina for women after their childbirth or for those who experience illness. In the past five years, medicinal herbs for bath are known not only within the community but also commercialized in guesthouses, hotels, hospitals in Sa Pa and even in Hanoi. There are two companies on medicinal herbs for bath and oil of the Red Dao in Sa Pa district. One is SAPANAPRO company, the other H'Mong Cat Cat cooperative. Both are associated with traditional experience of H'Mong people in local medicinal plants for treatment and health care. The majority of customers are tourists to Sa Pa town. The number of customers using medicinal herb services in Sa Pa in 2014 was estimated to be 300,000. There are two companies in Ho Chi Minh City and Hanoi distributing Dao Herbal Bath Remedy. They are Herbe company and Duoc Khoa company. These companies currently purchase two types of products: canned bath oil and bottled bath medicinal herbs. After purchasing medicinal bath oil, the two companies bottle and label the products. Then they conduct marketing activities to promote sales in market. It is estimated that these companies sold about 15,000 liters of bath medicinal herbs in 2014. Some agencies and shops in Sa Pa, Lao Cai and Da Nang also distribute the bottled bath medicinal herbs of SAPANAPRO company. Through this market channels, products of the Red Dao gradually spread not only in Hanoi and Ho Chi Minh City but also in many other cities and provinces in Vietnam. It is estimated that there are 60 bath medicinal herb service units in Sa Pa town.

Table 10: SWOT Analysis for bath medicinal herbs and essential oils (Sa Pa, Vietnam)

Strengths & Opportunities	Weaknesses & Threats
<ul style="list-style-type: none"> ▪ Some medicinal plants and prescription of Red Dao and H'Mong people can be found only in Sa Pa ▪ The products are highly valued for health and increasingly popular. ▪ Potential for plantation and harvest because of appropriate land condition ▪ Increasing demand and market ▪ Increasing demand for health improvement and care ▪ The operation of Cable Car Project (increasing number of tourists) ▪ Support from the Government and Projects 	<ul style="list-style-type: none"> ▪ Weak awareness of a part of community on the medicinal plant conservation ▪ Production habits of local people are unsustainable ▪ Awareness and skill levels of the local people concerning the product marketing are limited ▪ Lack of market information ▪ Depletion of medicinal plants because of overexploitation ▪ High deterioration of biodiversity ▪ Counterfeit products ▪ Natural disasters: fires, floods, etc.

Upgrading strategies for a Bath medicinal herbs and essential oils-VC in Hoang Lien Sa Pa AHP focus on the following points:

1. Replicate and develop the area of medicinal herbs in a sustainable way (ex-situ)
2. Enhance the management capacity of focal point companies and cooperatives
3. Support the techniques and equipment in the framework of Public Private Partnership projects (PPP) between BPP project and enterprises
4. Develop the system of product distribution throughout the country and promote the products professionally

The suggested specific strategic activity & finance planning for Bath medicinal herbs and essential oils-VC in Hoang Lien Sa Pa AHP from 2016 to 2018 is shown in Attachment 4 b.

4.4.3 Giao Co Lam (medicinal tea)

The functions and benefits of **Giao Co Lam (Medicinal Tea)** have been already described under the Chapter of the BBP-Gap Analysis Report Ba Be AHP (Vietnam). Giao Co Lam has been increasingly concerned and used since Prof. Ky/University of Pharmacy/Hanoi proclaimed his studies. Therefore, a number of enterprises have collected, processed and sold Giao Co Lam to consumers through various different distribution channels. Currently, some enterprises have specialized in processing and selling Giao Co Lam in quite large scale in Hoa Binh and Lao Cai (in Sa Pa) as well as to numerous provinces and cities along the country. Its main distribution channel is through pharmaceutical shops in cities such as Hanoi, Hoa Binh and Sa Pa (dozens of shops in each city). These shops often support online sales and door-to-door delivery services. However, current materials for processing Giao Co Lam/ medicinal tea in Vietnam are collected mainly from the forests. Therefore, the source of materials is at risk of being depleted, as people are not concerned about the regeneration ability and lack the knowledge of sustainable harvesting. There is a diversity of Giao Co Lam consumers in Hoang Lien Sa Pa AHP. The main groups of customers include: households in the park, tourists to Hoang Lien AHP, traders & businessman from Lao Cai city, households in Hanoi. Giao Co Lam is also being sold by online marketing to many users in other cities. Majority of consumers are tourists to tourism sites in Sa Pa District with the trust of health improvement and disease treatment.

Table 11: SWOT Analysis for Giao Co Lam (Sa Pa, Vietnam)

Strengths & Opportunities	Weaknesses & Threats
<ul style="list-style-type: none"> ▪ Available in nature ▪ Indigenous species, adaptable to local natural condition ▪ Help to prevent diseases and improve health ▪ Workforce for planting and harvesting is available ▪ Increasing demand of Giao Co Lam medicinal tea ▪ Increasing number of tourists to Hoang Lien Sa Pa AHP ▪ Potential supports from Projects and Government programs ▪ Potential for job creation and income increase 	<ul style="list-style-type: none"> ▪ Lack of sustainable harvest techniques ▪ Source of seedling is not available ▪ It is difficult to distinguish species of Giao Co Lam ▪ Lack of techniques to process Giao Co Lam ▪ Lack of linkage among harvesters ▪ There is not yet a local branding of Giao Co Lam tea ▪ Disease ▪ Competition with products in other places ▪ False advertising ▪ Mixture of different species of Giao Co Lam during processing and packaging.

Upgrading strategies for Giao Co Lam in Hoang Lien Sa Pa AHP focus on the following points:

1. Evaluate the quality and reserves of Giao Co Lam in nature; zone an area for planting, protecting and sustainable harvesting Giao Co Lam in Hoang Lien AHP under co-management models of community
2. Develop a pilot model of Giao Co Lam processing unit that is managed by local common interest groups or cooperatives
3. Support for building models of Giao Co Lam plantation for needy households
4. Support for selected processors in applying advanced processing technology

The suggested specific strategic activity & finance planning for Giao Co Lam in Hoang Lien Sa Pa AHP from 2016 to 2018 is shown in Attachment 4 c.

5 Recommendations and Next Steps

The above analyses of **eleven potential BBP VCs** are pre-selections for the four BBP Pilot Sites in the three implementation countries Cambodia, Lao PDR and Vietnam.

Within the respective national Working Groups (WG), the **final BBP VC selection** shall take place during the Inception Workshop in November 2015. Attached specific strategic activity & finance planning-tables will serve as a decision basis. They contain suggested activities and financial inputs needed for the next 2 to 3 years for the respective pre-selected BBP VC.

During the Inception Workshop (WS), the four BBP VC Gap Analyses will be again presented on WS day 1 by the respective experts. After this, in a 2-day working group discussion (WS day 2 & 3) the WG-participants shall finally decide on activities & finances for a **smaller number of BBP VCs to be supported in their respective countries by the BBP project**. This selection will be done using a *BBP VC Best Potential Ranking Table* under the guidance of the three national BBP coordinators and the overall facilitator.

The final outcome will be the **Project Operational Plan** for the Operational Phase (2016 to 2018/2019), for a selected number of BBP VCs, to be supported by the BBP Project.

The results and outcome of the Inception WS and its WG decisions will be summarized in an **Inception WS Report**, including the Draft Project Operational Plan.

This Draft Inception WS Report will be circulated by ACB to all WS participants for comments and feedback. After the subsequent revision and finalization of the WS Report and the Operational Plan the Operational Plan will then go through the **approval process** by the respective national ministries (MOE/ MONRE) and ASEAN, based on deadlines given in the Inception WS Report.

6 Attachments

Attachment 1.a Phnom Kulen NPA (Cambodia) Strategic Activity and Finance Planning for Medicinal Plant (*Zingideraceae*) VC

RECOMMENDATIONS/ACTIONS	TIMEFRAME	IMPLEMENTING AGENCY	SUPPORTING AGENCY	RESOURCES NEEDED		
				ESTIMATED NO. OF PERSON-DAYS	BUDGET ESTIMATION EUR	BUDGET ESTIMATION USD
1) Develop a demonstration farm as the key extension tools to disseminate the technical improvement of Zingideraceae species.	January (2016) to January (2017)	BBP Cambodia and MoE				
a) Select target site for Demo farm	January to February (2016)	BBP Cambodia and MoE; to select at least 3 demofarm on the main road which will be accessible to target villagers; and local authority (chief of village and commune councils)		30	396	450
b) Material and other construction (3 demo sites)	February to April (2016)		Local available private contractor		7929	9,000
2) Curriculum development for developing planting technique through class lesson, poster, study tour, and others which those materials would include IEC materials which is effectively for those beneficiaries who are illiterate	January to April (2016)					
a) Curriculum development	January to February (2016)	BBP Cambodia and MoE, and other partners (ADF, Local authority)	Agronomist/forestry firm	20	1762	2,000

RECOMMENDATIONS/ACTIONS	TIMEFRAME	IMPLEMENTING AGENCY	SUPPORTING AGENCY	RESOURCES NEEDED		
				ESTIMATED NO. OF PERSON-DAYS	BUDGET ESTIMATION EUR	BUDGET ESTIMATION USD
b) Extension materials (Services and products development)	February to April	BBP Cambodia and MoE, and other partners (ADF, Local authority)	Marketing firm (e.g. Media One)	20 for services for product development	4405	5,000
3) Development of producer group and/or association which will contribute to aggregate production and to have better bargaining power for the price with wholesalers	January to April (2016)					
a) Selection of beneficiaries and interested group of people	January to May (2016)	BBP Cambodia and MoE, and other partners (ADF, Local authority)				
b) Selection of group leader/committees	January to May (2016)	January to May (2016)		Village meeting for project presentation and forming a producer group/leader (8 to 9 villages; and each meeting is at least 50% of villagers)	991	1,125
c) Producer group registered at commune	May (2016)	Local authority and BBP Cambodia, and MoE				0
4) Capacity development for producer group and/or association on market network and business planning , and marketing product, book keeping and basic accountant						

RECOMMENDATIONS/ACTIONS	TIMEFRAME	IMPLEMENTING AGENCY	SUPPORTING AGENCY	RESOURCES NEEDED		
				ESTIMATED NO. OF PERSON-DAYS	BUDGET ESTIMATION EUR	BUDGET ESTIMATION USD
a) Business planning and process	May to June (2016)	BBP Cambodia and MoE			3964	4,500
b) Capacity buliding for group leader/committees (e.g. the formation of association/producer group, financial statement and other administrative matter)	June (2016) to June (2017)	BBP Cambodia and MoE	Private consulting firm (e.g. ACTIS and others): 5 working days and two times including refreshment training	10	881	1,000
c) M & E process	August (2016)	BBP Cambodia and MoE, and ADF	Private consulting firm (e.g. ACTIS and others): 5 working days per villages and 9 villages	10	881	1,000
5) Help to conduct study tour to Siem Reap and Phnom Penh for market scanning product	January (2017)	BBP Cambodia, MoE, and other partner (e.g. ADF)		Selecting one person as the group leader and 9 villages; 4 days field visit in market end	2220	2,520
6) Mid-Term review	August (2017)		Consulting services	7	925	1,050
Total Budget					24,354	27,645

Source: Consultant Interview with different private firms
Oanda conversion rate 22Oct. 2015: 1EUD = USD 1.13514

Attachment 1.b Phnom Kulen NPA (Cambodia) Strategic Activity and Finance Planning for Bamboo Handicraft VC

RECOMMENDATIONS/ACTIONS	TIMEFRAME	IMPLEMENTING AGENCY	SUPPORTING AGENCY	RESOURCES NEEDED		
				ESTIMATED NO. OF PERSON-DAYS	BUDGET ESTIMATION EUR	BUDGET ESTIMATION USD
1) Resource Assessment	January to March (2016)	BBP Cambodia and MoE; local authority and CPA committees and members	Service providers (consulting firm) to provide the resource assessment within 5 CPA sites (Bamboo and rattan and others), and developing management plan for local communities. Each CPA should be done for 5 working days.	35	3,083	3,500
2) Development of producer group and/or association for handicraft products	January to June (2016)					
a) Selection of beneficiaries and interested group of people for handicraft development	January to May (2016)	BBP Cambodia and MoE, and, ADF, and local authority in collaboration with consulting firm	Service providers, for instance, AHA and other	10	881	1,000
b) Selection of group leader/committees	January to May (2016)	BBP Cambodia and MoE, and, ADF, and local authority in collaboration with consulting firm	Service providers (AHA) and others	Village meeting for project presentation and forming a producer group/leader (5 CPAs and at least 50% of villagers); and one consulting firm	440	500

RECOMMENDATIONS/ACTIONS	TIMEFRAME	IMPLEMENTING AGENCY	SUPPORTING AGENCY	RESOURCES NEEDED		
				ESTIMATED NO. OF PERSON-DAYS	BUDGET ESTIMATION EUR	BUDGET ESTIMATION USD
c) Handicraft producer group resistered at commune	June (2016)	Local authority and BBP Cambodia, and MoE			-	-
3) Capacity development for producer group and/or association on market network and business planning , and marking product, book keeping and basic accountant and toehrs?	May (2016) to August (2017)					
a) Business planning and process	May to June (2016)	BBP Cambodia and MoE	AHA	All 5 CPAs, and each CPA will be spent 5 working days	2,202	2,500
b) Capacity building for group leader/committees (e.g. the formation of association/producer group, financial statement and other administrative matter)	June (2016) to June (2017)	BBP Cambodia and MoE	Private consulting firm (e.g. ACTIS and others): 5 working days and two times including refreshment training	10	2,202	2,500
c) Training on sustainable method for bamboo and others (ToT Training)	June to July	BBP and MoE	Service providers (consulting firm) within 5 CPA sites (Bamboo and rattan and others). Each CPA should be done for 3 working days.		2,202	2,500
d) Product Development Training	May to June (2016)		AHA	10	881	1,000
e) M & E process	August (2016)	BBP Cambodia and MoE, and ADF	E.g. AHA and others with 10 working days for 5 CPAs		881	1,000

RECOMMENDATIONS/ACTIONS	TIMEFRAME	IMPLEMENTING AGENCY	SUPPORTING AGENCY	RESOURCES NEEDED		
				ESTIMATED NO. OF PERSON-DAYS	BUDGET ESTIMATION EUR	BUDGET ESTIMATION USD
5) Help to conduct study tour to Siem Reap for market scanning product and building network	January (2017)	BBP Cambodia and MoE		Selecting two person as the group leaders from each CPAs, and 5 CPAs; 2 days field visit in Siem Reap	1,057	1,200
6) Mid-Term review	August (2017)		Consulting services	7	925	1,050
Total Budget					14,756	16,750

Source: Consultant Interview with Various Service providers
Oanda Conversion 22 Oct. 2015: 1EUD = 1.13514USD

Attachment 1.c Phnom Kulen NPA (Cambodia) Strategic Activity and Finance Planning for Wild Honey VC

RECOMMENDATIONS/ACTIONS	TIMEFRAME	IMPLEMENTING AGENCY	SUPPORTING AGENCY	RESOURCES NEEDED		
				ESTIMATED NO. OF PERSON-DAYS	BUDGET ESTIMATION EUR	BUDGET ESTIMATION USD
1) Resource Assessment	January to February (2016)	BBP Cambodia and MoE; local authority and CPA committees and members	Service providers (consulting firm: ACTIS Firm) to provide the resource assessment within 5 CPA sites , and developing management plan for local communities. Each CPA should be done for 5 working days.	35	3,083	3,500
2) Development of producer group and/or association for honey products	January to March (2016)					
a) Selection of beneficiaries and interested group of people for handicraft development	January to February (2016)	BBP Cambodia and MoE, and, ADF, and local authority in collaboration with consulting firm	Service providers, for instance, ACTIS	10	881	1,000
b) Selection of group leader/committees	January to February (2016)	BBP Cambodia and MoE, and, ADF, and local authority in collaboration with consulting firm	Service providers (ACTIS) and others	Village meeting for project presentation and forming a producer group/leader (5 CPAs and at least 50% of villagers); and one consulting firm	440	500
c) Honey producer group registered at commune	March (2016)	Local authority and BBP Cambodia, and MoE	BBP Coordinator and MoE		-	-

RECOMMENDATIONS/ACTIONS	TIMEFRAME	IMPLEMENTING AGENCY	SUPPORTING AGENCY	RESOURCES NEEDED		
				ESTIMATED NO. OF PERSON-DAYS	BUDGET ESTIMATION EUR	BUDGET ESTIMATION USD
3) Capacity development for producer group and/or association	March (2016) to August (2017)					
a) Business planning and process for honey product	May to June (2016)	BBP Cambodia and MoE	Consulting firm (e.g. ACTIS)	All 5 CPAs, and each CPA will spent 5 working days	2,202	2,500
b) Capacity building for group leader/committees (e.g. the formation of association/producer group, financial statement and other administrative matter)	June (2016) to June (2017)	BBP Cambodia and MoE	Private consulting firm (e.g. ACTIS and others): 5 working days and two times including refreshment training	25	2,202	2,500
c) Training on sustainable method for honey collection	January (2016)	BBP and MoE	Service providers, BEE Unlimited. To train within 5 CPA sites. Each training should be 7 working days, and one is refreshment training and follow up would consume 5 working days		2,643	3,000
d) Advance product development (Packaging, filtering and others)	May to June (2016)	BBP and MoE	Cambodia Nature Wild	7	705	800
e) M & E process	August (2016)	BBP Cambodia and MoE, and ADF	E.g. AHA and others with 10 working days for 5 CPAs		881	1,000
5) Market networking through study tour and exposure visit to Siem Reap (Artisan D'angkor) and Phnom Penh (Nature Wild and other Super Market)	January (2017)	BBP Cambodia and MoE		Selecting two person as the group leaders from each CPAs, and 5 CPAs; 4 days field visit in Siem Reap and	1,762	2,000

RECOMMENDATIONS/ACTIONS	TIMEFRAME	IMPLEMENTING AGENCY	SUPPORTING AGENCY	RESOURCES NEEDED		
				ESTIMATED NO. OF PERSON-DAYS	BUDGET ESTIMATION EUR	BUDGET ESTIMATION USD
				Phnom Penh		
6) Mid-Term review	August (2017)		Consulting services	7	925	1,050
Total Budget					15,725	17,850

Oanda conversion rate 22Oct. 2015: 1EUD = USD 1.13514

Attachment 2.a Nam Ha AHP (Lao PDR) Strategic Activity and Finance Planning for Bamboo VC

NO	ITEMS	BUDGET ESTIMATION		
		LAO KIP	EU	USD
1	Group formation/group function	23,947,000	2,660	3,019
2	Organize study tour (national and regional)	55,000,000	6,111	6,937
3	Develop village enterprise business plan or family business plan for producer groups	24,000,000	2,666	3,026
4	Conduct technical training needs assessment	23,000,000	2,556	2,901
5	Organize training on bamboo oven drying	16,200,000	1,778	2,018
6	Organize training on bamboo boiling	16,200,000	1,778	2,018
7	Organize training on bamboo preservation (soaking)	16,200,000	1,778	2,018
8	Train handicraft for at least 20-30 new designs in 3 years for producer groups	100,960,000	11,218	12,734
9	Training on bamboo furniture with 10-15 new designs for producer groups	350,000,000	38,888	44,143
10	Set up a bamboo traders network and linking with existing bamboo trader association	20,000,000	2,222	2,522
11	Capacity Building for negotiation skills of local traders as well as producer groups	32,000,000	3,556	4,037
12	Develop product profiles and product logo (brand name) as well as product promotion by awareness raising among local consumers	24,000,000	2,666	3,026
13	Conduct BBP market research at national and regional level	40,000,000	4,444	5,045
14	Develop market outlet at village level as well as linkage to Vientiane markets and regional market	45,000,000	5,000	5,676
15	Promotion bamboo products for link to provincial and national level trade fairs (6 events of trade fairs per year)	80,000,000	8,889	10,090

NO	ITEMS	BUDGET ESTIMATION		
		LAO KIP	EU	USD
16	Organize bamboo products trade fair at village, district and provincial level	30,000,000	3,333	3,783
17	Develop and design a micro-credit monthly payment scheme to improve productivity	23,000,000	2,555	2,900
18	Develop simplified market information system at village level	20,000,000	2,222	2,522
19	Training on production management and quality control for producer groups and local traders	45,000,000	5,000	5,676
20	Organize leadership training to chief representative of producer groups	40,000,000	4,445	5,046
21	Conduct market research in Thailand –Vietnam and China	16,000,000	1,778	2,018
22	Organize gender balance for all concerned actors on district and village level	40,000,000	4,445	5,046
23	Organize training on team building for all actors	40,000,000	1,778	2,018
Total budget		1,120,507,000³	121,766	138,221

Oanda Conversion 22 Oct. 2015: 1EUD = 1.13514USD

³ Compared to the numbers in the original VC Gap Analysis report, calculatory corrections were made.

Attachment 2.b Nam Ha AHP (Lao PDR) Strategic Activity and Finance Planning for Cardamom VC

	ITEMS	BUDGET ESTIMATION		
		LAO KIP	EU	USD
1	Conduct cardamom market chain study in Lao and China	36,000,000	4,000	4,541
2	Organize multi-stake holder workshop between Lao and China to explore the market for cardamom products	63,000,000	7,000	7,946
3	Organize training the basic technique in term cardamoms planting under forest	36,000,000	4,000	4,541
4	Organize training on pre-post harvesting cardamoms	45,000,000	5,000	5,676
5	Provide & facilitate the appropriate technology on cardamom oven drying and packaging	80,000,000	8,888	10,089
6	Provide cardamom seedlings to the target group	80,000,000	8,888	10,089
7	Conduct cardamom forest inventory and forest management planning, including the collective land (Communal land title)	85,000,000	9,444	10,720
8	Organize training on semi-final cardamom processing technique	30,000,000	3,333	3,783
9	Organize Market Information System (MIS) workshop and develop simplified MIS at village level	45,000,000	5,000	5,676
10	Develop product profile, brand name and product logo	40,000,000	4,444	5,045
11	Strengthen the capacity of producer groups in terms of cardamom quality control and negotiating technique	27,000,000	3,000	3,405
12	Create spot advertising on cardamom marketing promotions	30,000,000	3,333	3,783
13	Product and market development for cardamom	60,000,000	6,666	7,567
Total budget		657,000,000	72,996	82,861

Oanda Conversion 22 Oct. 2015 1EUD = 1.13514USD

Attachment 3.a Ba Be AHP (Viet Nam) Strategic Activity and Finance Planning for Honey VC

STRATEGIES/ACTIVITIES	TIME	IMPLEMENTING AGENCY	SUPPORTING AGENCY	ESTIMATED NO. OF EXPERT DAYS	BUDGET ESTIMATION EUR	BUDGET ESTIMATION USD
a) Conduct ToT training for the existing beekeepers in Ba Be AHP and select the most capable trainers						
a.1 Organize advanced training and ToT training course on beekeeping for the existing successful beekeepers in Ba Be AHP	December , 2015 (10 days for 2 periods)	12 typical beekeepers in Ba Be AHP	Experts on beekeeping from VN Bee Research Center (BRC) BBP Coordinator AHP Project Officials of Ba Be AHP	12 consulting days of experts on beekeeping	900	1,022
a.2 Advise, monitor and support the successful beekeepers with advanced beekeeping techniques after the training	January, 2016 (5 days)	12 typical beekeepers in Ba Be AHP	Experts on beekeeping from BRC BBP Coordinator Officials of Ba Be AHP	6 consulting days of experts on beekeeping	300	341
a.3 Evaluate performance and skills of potential trainers on beekeeping to select six best trainers	January, 2016	Officials of Ba Be AHP	BBP Coordinator AHP Project			
b) Develop appropriate organizational structure of beekeepers						
b.1 Assess the need for beekeeping in communes in Ba Be AHP	January, 2016 (8 days/8 communes)	06 local beekeeping trainers in Ba Be AHP	Experts on beekeeping in BRC BBP Coordinator Officials of Ba Be AHP	9 consulting days of experts on beekeeping	500	568
b.2 Assess the need of interested persons in forming beekeeper club in potential communes (select the 03 most potential communes)	February, 2016 (6 days)	06 beekeeping trainers in Ba Be AHP	BBP Coordinator Officials of Ba Be AHP		600	681
b.3 Develop operational regulations, business plans of beekeeper clubs with the participation of club founders	February, 2016 (6 days/ 3 clubs)	Beekeeper club founders VC Consultant	BBP Coordinator Officials of Ba Be AHP	12 days of VC consultant	600	681
b.4 Support for formation of	March, 2016	Founders of	BBP Coordinator		600	681

STRATEGIES/ACTIVITIES	TIME	IMPLEMENTING AGENCY	SUPPORTING AGENCY	ESTIMATED NO. OF EXPERT DAYS	BUDGET ESTIMATION EUR	BUDGET ESTIMATION USD
beekeeper clubs in three potential communes		beekeeper clubs People's Committee of communes	Officials of Ba Be AHP			
b.5 Establish beekeeper association of Ba Be district based on the results of beekeeper clubs	July 2017 – October 2017	Campaign Committee of district beekeeper association establishment	BBP Coordinator Officials of Ba Be AHP			
c) Promote to transfer and apply advanced beekeeping techniques from existing successful beekeeping models.						
c.1 Organise study tours to developed beekeeping demonstrations (Khang Ninh, Ba Be, Bach Thong District)	March, 2016	Beekeeper club founders of 03 potential communes Representative of the CPC	BBP Coordinator Officials of Ba Be AHP		400	454
c.2 Conduct careful beekeeping TNA to right trainees	April, 2016	02 beekeeping trainers in Ba Be AHP	BBP Coordinator Officials of Ba Be AHP		300	341
c.3 Organize advanced beekeeping training courses for selected trainees and provide bee hives to trained persons (02 bee colonies per trainees, 04 centrifugal machines for 02 courses)	April, 2016	02 beekeeping trainers in Ba Be AHP 40 selected persons in 03 communes	BBP Coordinator Officials of Ba Be AHP		4,000	4,541
c.4 Provide follow up technical consulting and supports new beekeepers with advanced beekeeping methods	May – August, 2016 (5 days/4 periods/4 months)	02 beekeeping trainers in Ba Be AHP 40 selected persons in 03 communes	BBP Coordinator Officials of Ba Be AHP		700	795
c.5 Visit and check beekeeping progress in beekeeper clubs of 3 communes	August, 2016	Chairman of beekeeper clubs	BBP Coordinator Officials of Ba Be AHP		300	341
c.6 Organise the next training	Sep-16	02 beekeeping	BBP Coordinator		6,000	6,811

STRATEGIES/ACTIVITIES	TIME	IMPLEMENTING AGENCY	SUPPORTING AGENCY	ESTIMATED NO. OF EXPERT DAYS	BUDGET ESTIMATION EUR	BUDGET ESTIMATION USD
round on advanced beekeeping techniques for needed persons of 3 beekeeping clubs in 3 communes (replication of the models)		trainers in Ba Be AHP 40 selected persons in 03 communes	Officials of Ba Be AHP			
c.7 Provide follow up technical supports of applying advanced beekeeping method at home for new beekeepers	September 2016 – January 2017 (5 days/4 periods/4 months)	02 beekeeping trainers in Ba Be AHP 40 selected persons in 03 communes	BBP Coordinator Officials of Ba Be AHP		700	795
d) Build a brand for honey in Ba Be AHP						
d.1 Discuss and agree on branding plan with the full participation of representatives from beekeeper clubs	September, 2016	Leadership representatives of beekeeper clubs	BBP Coordinator Officials of Ba Be AHP		300	341
d.2 Adopt measures to ensure product quality: products meet standard and uniformity among localities	October, 2016	Members of beekeeper clubs	BBP Coordinator Officials of Ba Be AHP		300	341
d.3 Use advanced equipment and tools to control honey quality	November, 2016	Members of beekeeper clubs	BBP Coordinator Officials of Ba Be AHP		500	568
d.4 Design and agree on the honey product label	December, 2016	Leadership representatives of beekeeper clubs	Consultants BBP Coordinator Officials of Ba Be AHP	6 consulting days of designer and consultant	300	341
d.5 Introduce new labeled products to market	January, 2017 – March, 2017	Leadership representatives of beekeeper clubs			300	341
d.6 Learn from market response and adjust the label to match the market	April, 2017	Leadership representatives of beekeeper clubs	Consultants BBP Coordinator Officials of Ba Be AHP	3 days of consultant	500	568
d.7 Register trademark and quality	May, 2017 – July, 2017	Leadership representatives of beekeeper clubs	BBP Coordinator Officials of Ba Be AHP		500	568

STRATEGIES/ACTIVITIES	TIME	IMPLEMENTING AGENCY	SUPPORTING AGENCY	ESTIMATED NO. OF EXPERT DAYS	BUDGET ESTIMATION EUR	BUDGET ESTIMATION USD
d.8 Connect with market outlets to serve tourists in Ba Be AHP	August, 2017	Leadership representatives of beekeeper clubs	BBP Coordinator Officials of Ba Be AHP		500	568
e) Enhance the capacity of beekeepers; create business linkage between beekeepers and traders, distributors on the “win-win” approach.						
e.1 Train skills of negotiation and business planning for leadership of beekeeper clubs	June, 2016	Leadership representatives of beekeeper clubs	Consultants BBP Coordinator Officials of Ba Be AHP	4 days of consultant	600	681
e.2 Develop contracts between beekeeper clubs and honey shops in tourism sites in Ba Be AHP	July, 2016	Leadership representatives of beekeeper clubs	BBP Coordinator Officials of Ba Be AHP		300	341
e.3 Conduct sales and purchase contracts with honey contribution shops	From July 2016	Leadership representatives of beekeeper clubs	BBP Coordinator Officials of Ba Be AHP		300	341
Total				52 expert days	20,300	23,043

Oanda Conversion 22 Oct. 2015: 1EUD = 1.13514USD

Attachment 3.b Ba Be AHP (Viet Nam) Strategic Activity and Finance Planning for Medicinal Tea (Giao Co Lam) VC

STRATEGIES/ACTIVITIES	TIME	IMPLEMENTING AGENCY	SUPPORTING AGENCY	ESTIMATED NO. OF EXPERT DAYS	BUDGET ESTIMATION EUR	BUDGET ESTIMATION USD
a) Evaluate the quality and reserves of Giao Co Lam in natural forest; zone an area for planting, protecting and sustainably harvesting Giao Co Lam in Ba Be AHP under co-management models of community.						
a.1 Collect natural species of Giao Co Lam in Ba Be AHP, analyze their physical and chemical composition for medicinal value determination	Jan-16	Management Board of Ba Be AHP	Hanoi University of Pharmacy (UPHA) BBP Coordinator	5 days of consultants	750	851
The next steps are conducted only when Activity a.1 gets good results						
a.2 Measure and evaluate reserves of Giao Co Lam in Ba Be AHP	March 2016 – May 2016	Management Board of Ba Be AHP	Hanoi UPHA BBP Coordinator	30 days of consultant	2,000	2,270
a.3 Organize groups of Giao Co Lam collectors, make plans and regulations of zoning an area for planting, protecting and harvesting Giao Co Lam (concentrated in the buffer zone)	June 2016 – September 2016	Management Board of Ba Be AHP People's Committee of communes Groups of Giao Co Lam collectors	Hanoi UPHA BBP Coordinator	10 days of consultants	500	568
a.4 Organize 02 training courses on sustainable harvest of Giao Co Lam for 40 households	Oct-16	Management Board of Ba Be AHP People's Committee of communes Groups of Giao Co Lam collectors	Hanoi UPHA BBP Coordinator	10 days of consultants	1,000	1,135
a.5 Monitor the implementation of regulations on sustainable	From November 2016	Management Board of Ba Be AHP	BBP Coordinator Officials of Ba Be AHP		500	568

STRATEGIES/ACTIVITIES	TIME	IMPLEMENTING AGENCY	SUPPORTING AGENCY	ESTIMATED NO. OF EXPERT DAYS	BUDGET ESTIMATION EUR	BUDGET ESTIMATION USD
harvest of Giao Co Lam in community		People's Committee of communes Groups of Giao Co Lam collectors				
b) Develop a pilot model of Giao Co Lam nursery that is managed by local similar interest groups or cooperatives.						
b.1 Organize study tours to Giao Co Lam processing units in Hoa Binh province	Nov-16	Management Board of Ba Be AHP Groups of Giao Co Lam collectors in 2 communes	BBP Coordinator Officials of Ba Be AHP		700	795
b.2 Assess the need of forming Giao Co Lam processing units in communes under models of interest groups or cooperatives	Dec-16	Management Board of Ba Be AHP People's Committee of communes Groups of Giao Co Lam collectors	BBP Coordinator Officials of Ba Be AHP		300	341
b.3 Support for formation of interest groups/cooperatives on processing and buying Giao Co Lam in the most potential commune	Jan-17	People's Committee of communes Groups of Giao Co Lam collectors	BBP Coordinator Officials of Ba Be AHP		300	341
b.4 Support training courses and provide supports of machinery, equipments of Giao Co Lam processing for similar interest groups/cooperatives	February 2017 – March 2017	Contracted company to provide the centrifugal drying oven. Newly-founded Giao Co Lam processing and trading cooperatives	BBP Coordinator Officials of Ba Be AHP		5,000	5,676
b.5 Develop the standards of quality for Giao Co Lam tea (Set criteria for types of tea such as: type 1, type 2, type 3)	April 2017 – May 2017	Hanoi University of Pharmacy Newly-founded Giao Co Lam processing and trading	BBP Coordinator Officials of Ba Be AHP	5 days of consultants	300	341

STRATEGIES/ACTIVITIES	TIME	IMPLEMENTING AGENCY	SUPPORTING AGENCY	ESTIMATED NO. OF EXPERT DAYS	BUDGET ESTIMATION EUR	BUDGET ESTIMATION USD
		cooperatives				
b.6 Train on packaging, labeling, food safety and production on trial	April 2017 – May 2017	Giao Co Lam processing company in Hoa Binh province Newly-founded Giao Co Lam processing and trading cooperativeness	BBP Coordinator Officials of Ba Be AHP	5 days of consultants	300	341
b.7 Process Giao Co Lam under expected scale	Jun-17	Newly-founded Giao Co Lam processing and trading cooperativeness	BBP Coordinator Officials of Ba Be AHP			
b.8 Introduce and sell Giao Co Lam in shops in tourism sites of Ba Be AHP	From July 2017	Newly-founded Giao Co Lam processing and trading cooperatives	BBP Coordinator Officials of Ba Be AHP			
b.9 Support Giao Co Lam planter clubs/cooperatives to develop pilot Giao Co Lam nursery	From December 2016	Newly-founded Giao Co Lam processing and trading cooperatives	Hanoi UPHA BBP Coordinator Officials of Ba Be AHP	10 days of consultants	1,500	1,703
c) Develop pilot model that transplants Giao Co Lam from natural forest to the plant garden of Ba Be AHP and establish seedling multiplication.						
c.1 Study and plan the pilot area of Giao Co Lam in the botanical garden of Ba Be AHP	Jul-16	Management Board of Ba Be AHP	Hanoi UPHA BBP Coordinator Officials of Ba Be AHP	5 days of consultants	300	341
c.2 Organize study tours to plantation demonstrations in Phuong Vien commune, Cho Don district, Bac Can province	Jul-16	Management Board of Ba Be AHP	Coordinator of Ba Be AHP Project		400	454
c.3 Apply suitable method to transplant Giao co lam from forest to the plant garden of the Ba Be AHP.	August 2016 – January 2017	Management Board of Ba Be AHP	Hanoi UPHA BBP Coordinator Officials of Ba Be AHP	10 days of consultants	2000	2,270
c.4 Monitor and evaluate the development of the	From April 2017	Management Board of Ba Be AHP	BBP Coordinator Officials of Ba Be AHP		500	568

STRATEGIES/ACTIVITIES	TIME	IMPLEMENTING AGENCY	SUPPORTING AGENCY	ESTIMATED NO. OF EXPERT DAYS	BUDGET ESTIMATION EUR	BUDGET ESTIMATION USD
transplantation model to have suitable actions						
c.5 Evaluate the growth and development of Giao Co Lam in the model after 1 year	Jan-18	Management Board of Ba Be AHP	Hanoi UPHA BBP Coordinator Officials of Ba Be AHP	3 days of consultants	300	341
a) Support to develop models of Giao Co Lam plantation for needed households						
d.1 Study the demand for Giao Co Lam plantation in Ba Be AHP	June 2016 – September 2016	Management Board of Ba Be AHP	BBP Coordinator Officials of Ba Be AHP		300	341
d.2 Organize study tours to Giao Co Lam demonstrations in Cho Don district for needed people (combine with c.2)	Jul-16	Giao Co Lam needed people Management Board of Ba Be AHP	BBP Coordinator Officials of Ba Be AHP			
d.3 Support to plan the area of Giao Co Lam plantation in the forest (communes in buffer zone)	November 2016 – December 2016	Consultants from Vietnam Academy of Agricultural Sciences Giao Co Lam needed people	BBP Coordinator Officials of Ba Be AHP	15 days of consultants	500	568
d.4 Organize 1 training course for 20 needed people	Jan-17	Consultants from Vietnam Academy of Agricultural Sciences Giao Co Lam needed people	BBP Coordinator Officials of Ba Be AHP	5 days of consultants	500	568
d.5 Support 20 trained household to weed for Giao Co Lam plantation	Feb-17	Management Board of Ba Be AHP 20 needed households	BBP Coordinator Officials of Ba Be AHP		2,000	2,270
d.6 Provide Giao Co Lam seedlings to households	Feb-17	Management Board of Ba Be AHP	BBP Coordinator Officials of Ba Be AHP		1,200	1,362
d.7 Monitor, support advice for Giao Co Lam planters	From February 2017	Management Board of Ba Be AHP	BBP Coordinator Officials of Ba Be AHP		500	568
d.8 Evaluate models of Giao Co Lam plantation	Feb-18	Consultants from Vietnam Academy of	BBP Coordinator Officials of Ba Be AHP	5 days of consultants	300	341

STRATEGIES/ACTIVITIES	TIME	IMPLEMENTING AGENCY	SUPPORTING AGENCY	ESTIMATED NO. OF EXPERT DAYS	BUDGET ESTIMATION EUR	BUDGET ESTIMATION USD
		Agricultural Sciences Giao Co Lam needed people				
e) Enhance the capacity of Giao Co Lam harvesters and processors; create business linkage between processors and traders, distributors in the spirit of mutual benefit.						
e.1 Train skills of negotiation and business planning for leadership of Giao Co Lam cooperatives	Jun-17	Consultants Newly-founded Giao Co Lam processing and trading cooperatives	BBP Coordinator Officials of Ba Be AHP	4 days of consultants	600	681
e.2 Develop contracts between Giao Co Lam cooperatives and shops in tourism sites in Ba Be AHP	Jul-17	Leadership Representatives of Giao Co Lam processing and trading cooperatives Representatives of shops	BBP Coordinator Officials of Ba Be AHP		300	341
e.3 Conduct sales and purchase contracts with Giao Co Lam contribution shops	From July 2017	Leadership Representatives of Giao Co Lam processing and trading cooperatives Representatives of shops	BBP Coordinator Officials of Ba Be AHP		300	341
Total				122 expert days	EUR 23,150	USD 26,278

Oanda Conversion 22 Oct. 2015: 1EUD = 1.13514USD

Attachment 3.c Ba Be AHP (Viet Nam) Strategic Activity and Finance Planning for Medicinal Vegetable (Bo Khai) VC

STRATEGIES/ACTIVITIES	TIME	IMPLEMENTING AGENCY	SUPPORTING AGENCY	ESTIMATED NO. OF EXPERT DAYS	BUDGET ESTIMATION EUR	BUDGET ESTIMATION USD
a) Conduct ToT training for the existing local Bo Khai planters and select the most capable trainers to replicate the models.						
a.1 Organize advanced training and ToT training classes on Bo Khai planting for the existing planters in Ba Be AHP	Jan-16 (06 days/2 periods)	20 typical Bo Khai planters (in Ba Be AHP and Cho Don district)	Experts from Viet Nam Academy of Agricultural Science (AAS) BBP Coordinator Officials of Ba Be AHP	8 days of consultants	600	681
a.2 Advise, monitor and support typical Bo Khai planters with advanced Bo Khai planting techniques after training	Feb-16 (5 days)	20 new learners of advanced training	Experts from AAS Sciences BBP Coordinator Officials of Ba Be AHP	5 days of consultants	300	341
a.3 Evaluate performance and skills of potential trainers on Bo Khai planting to select six best trainers	Feb-16	Officials of Ba Be AHP	BBP Coordinator			
a.4 Support 03 typical households to develop Bo Khai nursery	March 2016 – July 2016	03 typical households	Experts from AAS BBP Coordinator Officials of Ba Be AHP	10 days of consultants	1,500	1,703
b) Develop appropriate organizational structure of Bo Khai planters						
b.1 Assess the potential of Bo Khai planting in communes in Ba Be AHP	Mar-16 (8 days/ 8 communes)	06 trainers on Bo Khai plantation in Ba Be AHP	Experts from AAS BBP Coordinator Officials of Ba Be AHP	10 days of consultants	300	341
b.2 Assess the need of interested persons in Bo Khai planter clubs in potential communes (select the 03 most	May-16 (6 days)	06 trainers on Bo Khai plantation in Ba Be AHP	BBP Coordinator Officials of Ba Be AHP		400	454

STRATEGIES/ACTIVITIES	TIME	IMPLEMENTING AGENCY	SUPPORTING AGENCY	ESTIMATED NO. OF EXPERT DAYS	BUDGET ESTIMATION EUR	BUDGET ESTIMATION USD
potential communes)						
b.3 Develop operational regulations, orientation of Bo Khai development in beekeeper clubs with the participation of club founders	Jun-16 (6 days/3 clubs)	Founders of Bo Khai planter clubs Consultants for the value chain	BBP Coordinator Officials of Ba Be AHP	5 days of consultants	400	454
b.4 Support for formation of Bo Khai planter clubs in three potential communes	Jun-16	Founders of Bo Khai planter clubs People's Committee of communes	BBP Coordinator Officials of Ba Be AHP		300	341
b.5 Establish Bo Khai planter association of Ba Be district through the evaluation of Bo Khai planter clubs	From July 2017 – October 2017	Campaign Committee of district Bo Khai planter association establishment	BBP Coordinator Officials of Ba Be AHP		500	568
c) Promote to transfer and apply advanced Bo Khai planting techniques from existing successful models.						
c.1 Organise study tours to existing demonstrations (Ngu village, Cao Tri commune; Bang Lung town, Cho Don district)	Jul-16	Founders of Bo Khai planter clubs in 03 potential communes Representatives from People's Committee of communes	BBP Coordinator Officials of Ba Be AHP		400	454
c.2 Conduct careful Bo Khai planting need assessment to select right households in the clubs who have certain conditions for Bo Khai plantation	Jul-16	02 trainers on Bo Khai plantation in Ba Be AHP	BBP Coordinator Officials of Ba Be AHP		400	454
c.3 Order Bo Khai seedlings to support needed households	July 2016 – December 2016	Management Board of Ba Be AHP	BBP Coordinator		1,500	1,703

STRATEGIES/ACTIVITIES	TIME	IMPLEMENTING AGENCY	SUPPORTING AGENCY	ESTIMATED NO. OF EXPERT DAYS	BUDGET ESTIMATION EUR	BUDGET ESTIMATION USD
(typical households in Ngu village, Cao Tri commune)						
c.4 Organize 02 training courses for selected persons in 03 communes	Dec-16	02 trainers on Bo Khai plantation in Ba Be AHP 40 selected persons in 3 communes	BBP Coordinator Officials of Ba Be AHP		1,000	1,135
c.5 Advise and support new planters with advanced planting methods	January – April 2017 (5 days/4 periods/4 months)	02 trainers on Bo Khai plantation in Ba Be AHP 40 selected persons in 3 communes	BBP Coordinator Officials of Ba Be AHP		1,000	1,135
c.6 Visit and check status of Bo Khai plantation in Bo Khai planter clubs of 3 communes	From May 2017	Chairman of Bo Khai planter clubs	BBP Coordinator Officials of Ba Be AHP		300	341
c.7 Select and train more needed households in Bo Khai planter clubs to replicate the models in 3 potential communes	Jun-17	Officials of Ba Be AHP Chairman of Bo Khai planter clubs	BBP Coordinator		400	454
c.8 Order Bo Khai seedlings to support needed households (typical households in Ngu village, Cao Tri commune)	July 2017 – December 2017	Management Board of Ba Be AHP	BBP Coordinator		1,500	1,703
c.9 Organize 02 training courses for 40 selected persons in Bo Khai planting clubs	Dec-17	02 trainers on Bo Khai plantation in Ba Be AHP 40 selected persons in 3 communes	BBP Coordinator Officials of Ba Be AHP		1,000	1,135
c.10 Advise and support new planters with advanced planting methods (second time)	January – February 2018 (5 days/2 periods/2 months)	02 trainers on Bo Khai plantation in Ba Be AHP 40 selected persons in 3 communes	BBP Coordinator Officials of Ba Be AHP		500	568

STRATEGIES/ACTIVITIES	TIME	IMPLEMENTING AGENCY	SUPPORTING AGENCY	ESTIMATED NO. OF EXPERT DAYS	BUDGET ESTIMATION EUR	BUDGET ESTIMATION USD
d) Develop Vietnamese Good Agricultural Practices (Viet Gap) for Bho Kai planting models.						
d.1 Assess the condition of Bo Khai plantation area of the club in Ngu village, Cao Tri district	May 2017 – June 2016	Danang Environmental Technology Center (DANETC) People's Committee of Cao Tri commune Bo Khai planter club in Cao Tri commune	BBP Coordinator Officials of Ba Be AHP	2 days of consultants	300	341
d.2 Organize ToT training on VietGap for officials of district Office of Agricultural and Rural Development, communal officials and chairman of Bo Khai planter clubs	July – August 2016	DANETC DARD of Ba Be CPC of Cao Tri commune Bo Khai planter club in Cao Tri commune	BBP Coordinator Officials of Ba Be AHP	6 days of consultants	1,000	1,135
d.3 Train on VietGap for Bo Khai planters of the clubs	September – October 2016	DANETC DARD of Ba Be CPC of Cao Tri commune Bo Khai planter club in Cao Tri commune	BBP Coordinator Officials of Ba Be AHP	6 days of consultants	1,000	1,135
d.4 Apply VietGap	November 2016 – April 2017	DANETC DARD of Ba Be CPC of Cao Tri commune Bo Khai planter club in Cao Tri commune	BBP Coordinator Officials of Ba Be AHP	12 days of consultants	1,000	1,135
d.5 Upgrade the conditions to ensure the hygiene and food safety	May 2017 – June 2017	DANETC DARD of Ba Be CPC of Cao Tri commune Bo Khai planter club in Cao Tri commune	BBP Coordinator Officials of Ba Be AHP		1,500	1,703
d.6 Conduct internal inspection on the implementation of pilot VietGap	July 2017 – September 2017	DANETC DARD of Ba Be CPC of Cao Tri commune Bo Khai planter club in Cao Tri commune	BBP Coordinator Officials of Ba Be AHP		500	568

STRATEGIES/ACTIVITIES	TIME	IMPLEMENTING AGENCY	SUPPORTING AGENCY	ESTIMATED NO. OF EXPERT DAYS	BUDGET ESTIMATION EUR	BUDGET ESTIMATION USD
		Tri commune				
d.7 Support product development, market access and distribution channels	October 2017 - December 2017	Bo Khai planter club in Cao Tri commune	BBP Coordinator Officials of Ba Be AHP		500	568
d.8 Support VietGap certification for pilot models of Bo Khai planter club in Cao Tri commune	December 2017 – January 2018	Bo Khai planter club in Cao Tri commune	DANETC BBP Coordinator Officials of Ba Be AHP		500	568
d.9 Organize a workshop on evaluating the pilot VietGap Phasel	Mar-18	DANETC DARD of Ba Be CPC of Cao Tri commune Bo Khai planter club in Cao Tri commune	BBP Coordinator Officials of Ba Be AHP	5 days of consultants	500	568
e) Enhance the capacity of Bo Khai planters ; create business linkage between processors and traders , distributors in spirit of mutual benefit.						
e.1 Train skills of negotiation and business planning for leadership of Bo Khai planter clubs	Jun-16	Leadership representatives of Bo Khai planter clubs	Consultants BBP Coordinator Officials of Ba Be AHP	4 days of consultants	600	681
e.2 Develop contracts between Bo Khai planter clubs and traders in Bac Can province, shops on safe vegetables in Hanoi	Jul-16	Leadership representatives of Bo Khai planter clubs	BBP Coordinator Officials of Ba Be AHP		300	341
e.3 Conduct sales and purchase contracts with above mentioned customers	From July 2016	Leadership representatives of Bo Khai planter clubs	BBP Coordinator Officials of Ba Be AHP		300	341
f) Study and support the transfer of Bo Khai harvesting technique sustainably in Ba Be AHP; conserve red Bo Khai of medicinal value.						
f.1 Organize groups of white Bo Khai collectors,	June 2016 – September 2016	Management Board of Ba Be AHP People’s Committee of	Hanoi University of Pharmacy	10 days of consultants	500	568

STRATEGIES/ACTIVITIES	TIME	IMPLEMENTING AGENCY	SUPPORTING AGENCY	ESTIMATED NO. OF EXPERT DAYS	BUDGET ESTIMATION EUR	BUDGET ESTIMATION USD
make plans and regulations of zoning an area for planting, protecting and harvesting white Bo Khai (concentrated in the buffer zone)		communes Groups of Bo Khai harvesters	BBP Coordinator			
f.2 Organize training courses on sustainable harvest of white Bo Khai for the local collectors	Oct-16	Management Board of Ba Be AHP People's Committee of communes Groups of Bo Khai harvesters	Hanoi UPHA BBP Coordinator	10 days of consultants	1,000	1,135
f.3 Monitor the implementation of regulations on sustainable harvest of Bo Khai in community	From November 2016	Management Board of Ba Be AHP People's Committee of communes Groups of Bo Khai harvesters	BBP Coordinator		500	568
f.4 Collect species of existing red Bo Khai in Ba Be AHP, analyze their physical and chemical composition for medicine value	Jan-16	Management Board of Ba Be AHP	Hanoi UPHA BBP Coordinator	5 days of consultants	750	851
Activity f.5 is conducted only when Activity f.1 gets good results						
f.5 Measure and evaluate reserves of red Bo Khai in Ba Be AHP	March 2016 – May 2016	Management Board of Ba Be AHP	Hanoi UPHA BBP Coordinator	30 days of consultants	2,000	2,270
f.6 Study and plan the pilot area of Bo Khai in the botanical garden of Ba Be AHP	Jul-16	Management Board of Ba Be AHP	Hanoi UPHA BBP Coordinator	5 days of consultants	300	341
f.7 Apply selection of Bo Khai seedling from the natural forest,	August 2016 – January 2017	Management Board of Ba Be AHP	Hanoi UPHA BBP Coordinator	10 days of consultants	2,000	2,270

STRATEGIES/ACTIVITIES	TIME	IMPLEMENTING AGENCY	SUPPORTING AGENCY	ESTIMATED NO. OF EXPERT DAYS	BUDGET ESTIMATION EUR	BUDGET ESTIMATION USD
transplantation techniques to the plant garden of Ba Be AHP.						
f.8 Monitor and evaluate the progress of the transplantation model to have suitable supports	From April 2017	Management Board of Ba Be AHP	BBP Coordinator		500	568
f.9 Evaluate the growth and development of Bo Khai in the model after 1 year	Jan-18	Management Board of Ba Be AHP	Hanoi UPHA BBP Coordinator	3 days of consultants	300	341
Total				146 expert days of consultants	EUR 28,150	USD 31,954

Oanda Conversion 22 Oct. 2015: 1EUD = 1.13514USD

**Attachment 4.a. Hoang Lien Sa Pa AHP (Vietnam) / Strategic activity & finance
planning for Brocade weaving VC**

STRATEGIES/ACTIVITIES	TIME	IMPLEMENTING AGENCY	SUPPORTING AGENCY	ESTIMATED NO. OF EXPERT DAYS	BUDGET ESTIMATION EUR	BUDGET ESTIMATION USD
a) Support for formation of brocade association in Sa Pa District						
a.1 Assess the need of existing interested groups and cooperatives in forming brocade association in Sa Pa District.	February, 2016 (6 days)	DPC of Sa Pa	BBP Coordinator Officials of Hoang Lien AHP		300	340.542
a.2 Draft operational regulations, business plans of the brocade association	February, 2016 (4 days)	Canvassing board of Sa Pa Brocade association	BBP Coordinator VC Consultant Officials of Hoang Lien AHP	and 8 days of VC consultant	600	681.084
a.3 Support for formation of Sa Pa brocade association	March to June 2016	Canvassing board of Sa Pa brocade association DPC of Sa Pa	BBP Coordinator Officials of Hoang Lien AHP		600	681.084
a) Support for capacity building on product design, product development, innovation, diversification for the 02 cooperatives.						
b.1 Assess actual capacity in design and product development of 02 existing cooperatives	Mar-16 (5 days)	International consultant (Avana Hoi An) and national consultant (CraftLink)	BBP Coordinator Officials of Hoang Lien AHP	6 days of Inter. Consultant and National consultant	600	681.084
b.2 Conduct market segmentation and design strategies for the 02 existing cooperatives	Mar-16 (5 days)	International consultant (Avana Hoi An) and national consultant (CraftLink)	BBP Coordinator Officials of Hoang Lien AHP	6 days of Inter. Consultant and National consultant	600	681.084
b.3 Offer training course	April to December	International consultant	BBP Coordinator	30 days of Inter. Consultant and 30 days of	1,000	1,135

STRATEGIES/ACTIVITIES	TIME	IMPLEMENTING AGENCY	SUPPORTING AGENCY	ESTIMATED NO. OF EXPERT DAYS	BUDGET ESTIMATION EUR	BUDGET ESTIMATION USD
followed by supervision consulting on product design and making samples of new products for selected artisans from the 02 existing cooperatives	2016	(Avana Hoi An) and national consultant (CraftLink)	Officials of Hoang Lien AHP	national consultant		
b.4 Conduct testing of new sampled products at different market outlets	January to March 2017	02 cooperatives	BBP Coordinator Officials of Hoang Lien AHP		600	681.084
b.5 Select best selling sampled products	Apr-17	02 cooperatives	BBP Coordinator Officials of Hoang Lien AHP			
c) Improve skills of producing new products based on market demand.						
c.1 Provide training on making newly designed products (20 trainees from 02 cooperatives)	April to July 2017	International consultant (Avana Hoi An) and national consultant (CraftLink)	BBP Coordinator Officials of Hoang Lien AHP	30 days of Inter. Consultant and 30 days of national consultant	2,000	2,270
c.2 Launch new products to identified market outlets in both domestic market and export market to assess market responsiveness.	July to September 2017	02 cooperatives	BBP Coordinator Officials of Hoang Lien AHP		800	908.112
d) Provide innovative machines, semi-automatic machines to improve productivity of brocade production						
d.1 Provide semi-automatic machines (sewing, twisting machines) suitable to	May to July 2017	02 cooperatives	BBP Coordinator Officials of Hoang Lien AHP		7,000	7,946

STRATEGIES/ACTIVITIES	TIME	IMPLEMENTING AGENCY	SUPPORTING AGENCY	ESTIMATED NO. OF EXPERT DAYS	BUDGET ESTIMATION EUR	BUDGET ESTIMATION USD
skills of weavers						
d.2 Provide training on machines operation and maintenance	May to July 2017	02 cooperatives and supplier	BBP Coordinator Officials of Hoang Lien AHP		1,000	1,135
e) Build managerial capacity and business operation capacity for key persons of the 02 cooperatives and local enterprises						
e.1 Conduct training need assessment and provide training on negotiation skills and business planning for leaders of 02 cooperatives (12 key persons of the two cooperatives)	Jun-17 8 days	02 cooperatives	BBP Coordinator Officials of Hoang Lien AHP	10 days of national consultant	1,000	1,135
f) Create raw material source from hemp plantation, increase productivity of hemp plantation						
f.1 Conduct field survey on seeking land availability and possibility to expand hemp plantation area.	Aug-17	02 cooperatives	BBP Coordinator Officials of Hoang Lien AHP		400	454.056
f.2 Provide funding for land preparation, seedling and fertilizers for households planting hemp. (50 selected households)	September 2017 to March 2018	02 cooperatives	BBP Coordinator Officials of Hoang Lien AHP		3,000	3,405
f.3 Provide technical training on caring and harvesting hemp for 50 households	Mar-18	02 cooperatives Consultant	BBP Coordinator Officials of Hoang Lien AHP		1,000	1,135

STRATEGIES/ACTIVITIES	TIME	IMPLEMENTING AGENCY	SUPPORTING AGENCY	ESTIMATED NO. OF EXPERT DAYS	BUDGET ESTIMATION EUR	BUDGET ESTIMATION USD
g) Improve water treatment and waste treatment system in raw material processing and dying						
g.1 Conduct assessment on waste treatment and water treatment system in the two cooperatives	May-17	02 cooperatives	Consultants BBP Coordinator Officials of Hoang Lien AHP	5 days of consultant	500	567.57
g.2 Study possibilities to apply advanced the waste treatment and water treatment of raw material processing and dying in the two cooperatives.	May-17	02 cooperatives	Consultants BBP Coordinator Officials of Hoang Lien AHP	5 days of consultant	500	567.57
g.3 Develop manuals and deliver training on waste management and environment protection for the 2 cooperatives	Jun-17	02 cooperatives	Consultants BBP Coordinator Officials of Hoang Lien AHP	6 days of consultant	1,000	1,135
g.4 Delivering training on practical dyeing skills to producers, both on natural and colour-fast dyeing.	Jun-17	02 cooperatives	Consultants BBP Coordinator Officials of Hoang Lien AHP	6 days of consultant	1,000	1,135
g.5 Provide necessary facilities to develop models on natural and colour-fast dyeing in the 02 cooperatives	Jul-17	02 cooperatives	Consultants BBP Coordinator Officials of Hoang Lien AHP	15 days of consultant	2,000	2,270
h) Build a brand of brocade in Sa Pa District						

STRATEGIES/ACTIVITIES	TIME	IMPLEMENTING AGENCY	SUPPORTING AGENCY	ESTIMATED NO. OF EXPERT DAYS	BUDGET ESTIMATION EUR	BUDGET ESTIMATION USD
d.1 Discuss and agree on branding plan with the full participation of representatives of cooperatives and the brocade association	September, 2016	Leadership representatives of brocade cooperatives	BBP Coordinator Officials of Hoang Lien AHP		300	340.542
d.2 Develop guidelines to ensure product quality, quality standard and consistency among producers	October, 2016	Members of brocade cooperatives	BBP Coordinator Officials of Hoang Lien AHP		400	454.056
d.3 Design and agree on brand design	December, 2016	Leaders of the brocade cooperatives Inter. Consultant (Avana Hoi An)	Consultants BBP Coordinator Officials of Hoang Lien AHP	6 consulting days of consultant	400	454.056
d.5 Introduce new labeled products to market	January, 2017 – March, 2017	Leaders of the brocade cooperatives			300	340.542
d.6 Learn from market response and adjust the label to match the market	April, 2017	Leaders of the brocade cooperatives	Consultants BBP Coordinator Officials of Hoang Lien AHP	3 days of consultant	500	567.57
d.7 Register trademark and quality	May, 2017 – July, 2017	Leaders of the brocade cooperatives	BBP Coordinator Officials of Hoang Lien AHP		500	567.57

STRATEGIES/ACTIVITIES	TIME	IMPLEMENTING AGENCY	SUPPORTING AGENCY	ESTIMATED NO. OF EXPERT DAYS	BUDGET ESTIMATION EUR	BUDGET ESTIMATION USD
d.8 Connect with market outlets to serve tourists in Hoang Lien AHP	August, 2017	Leaders of the brocade cooperatives	BBP Coordinator Officials of Hoang Lien AHP		500	567.57
Total				166 expert days of consultants	28,400	32,238

Oanda Conversion 22 Oct. 2015: 1EUD = 1.13514USD

Attachment 4.b Hoang Lien Sa Pa AHP (Vietnam) / Strategic activity & finance planning for bath medicinal herbs and essential oils VC

STRATEGIES/ACTIVITIES	TIME	IMPLEMENTING AGENCY	SUPPORTING AGENCY	ESTIMATED NO. OF EXPERT DAYS	BUDGET ESTIMATION EUR	BUDGET ESTIMATION USD
a) Replicate and develop the area of medicinal herbs in a sustainable way						
a.1 Build a conservation area of diverse medicinal plants	February 2016 – December 2016	CPC of Ta Phin SAPANAPRO	Hoang Lien AHP BBP Project		2,500	2,838
a.2 Support 213 household members and affiliated households in Ta Phin commune to build models of medicinal plant herb conservation, plantation and harvest in a sustainable way	February 2016 – December 2016	CPC of Ta Phin SAPANAPRO company	Hoang Lien AHP BBP Project		8,000	9,081
a.3 Develop regulations and mechanism; support equipment for community forest management in Ta Phin	February 2016 – December 2016	CPC of Ta Phin SAPANAPRO company	Hoang Lien AHP BBP Project		2,500	2,838
a.4 Support 20 household members of H'Mong Cat Cat cooperative to develop models of medicinal herb conservation, plantation and harvest in a sustainable way	February 2016 – December 2016	CPC of San Sa Ho H'Mong Cat Cat cooperative	Hoang Lien AHP BBP Project		800	908
b) Enhance the management capacity of focal point companies and cooperatives						
b.1 Train on market understanding and	February 2016 – June 2016 (6	Consultants	Hoang Lien AHP	10 days of consultant	600	681

STRATEGIES/ACTIVITIES	TIME	IMPLEMENTING AGENCY	SUPPORTING AGENCY	ESTIMATED NO. OF EXPERT DAYS	BUDGET ESTIMATION EUR	BUDGET ESTIMATION USD
business planning; improve market searching, transaction and contracting for SAPANAPRO and H'Mong Cat Cat cooperative	days/2 periods)	SAPANAPRO company H'Mong Cat Cat cooperative	BBP Project			
b.2 Support to implement 5S well	July 2016 – September 2016 (15 days)	SAPANAPRO company H'Mong Cat Cat cooperative	Vietnam Productivity Institute Hoang Lien AHP BBP Project	15 days of consultant	600	681
c) Support the techniques and equipment in the framework of Public Private Partnership projects (PPP) between BPP project and enterprises						
c.1 Evaluate the situation and investment need for complete production line of the company and focal point cooperative	Mar-16	Consultants SAPANAPRO company	Hoang Lien AHP BBP Project	4 days of consultant	300	341
c.2 Support SAPANAPRO to make PPP proposal	Apr-16	Consultants SAPANAPRO company	Hoang Lien AHP BBP Project	10 days of consultant	300	341
c.3 Support a number of items for completing the production line of SAPANAPRO (equipment for material process, material storage facility)	May-16	Consultants SAPANAPRO company	Hoang Lien AHP BBP Project	5 days of consultant	10,000	11,351
d) Develop the system of product distribution throughout the country and promote the products professionally						
d.1 Support to study 3 new products and build brand for them	March 2016 – September 2017	SAPANAPRO company Hanoi University of Pharmacy	Hoang Lien AHP BBP Project	60 days of consultant	1,000	1,135

STRATEGIES/ACTIVITIES	TIME	IMPLEMENTING AGENCY	SUPPORTING AGENCY	ESTIMATED NO. OF EXPERT DAYS	BUDGET ESTIMATION EUR	BUDGET ESTIMATION USD
d.2 Support to register the brand name	May 2017 – March 2018	SAPANAPRO company Hanoi University of Pharmacy	Hoang Lien AHP BBP Project		4,000	4,541
d.3 Support SAPANAPRO company and H'Mong Cat Cat cooperative to join fairs in the country (in Hanoi, Ho Chi Minh city)	June 2016 – December 2017	SAPANAPRO company H'Mong Cat Cat cooperative	Hoang Lien AHP BBP Project	12 days of consultant	6,000	6,811
d.4 Support to get access market and set up new distribution channels	June 2016 – December 2017	SAPANAPRO company H'Mong Cat Cat cooperative	Hoang Lien AHP BBP Project	10 days of consultant	1,000	1,135
Total				126 expert days of consultants	37,600	42,681

Oanda Conversion 22 Oct. 2015: 1 EUD = 1.13514 USD

**Attachment 4.c Hoang Lien Sa Pa AHP (Vietnam) / Strategic activity & finance
planning for Medicinal tea (Giao Co Lam) VC**

STRATEGIES/ACTIVITIES	TIME	IMPLEMENTING AGENCY	SUPPORTING AGENCY	ESTIMATED NO. OF EXPERT DAYS	BUDGET ESTIMATION EUR	BUDGET ESTIMATION USD
a) Evaluate the quality and reserves of Giao Co Lam in natural forest; zone an area for planting, protecting and sustainable harvesting Giao Co Lam in Hoang Lien AHP under co-management models of community.						
a.1 Collect natural species of Giao Co Lam in Hoang Lien AHP, analyze their physical and chemical composition for medicinal value determination	Jan-16	Management Board of Hoang Lien AHP	Hanoi University of Pharmacy (UPHA) BBP Coordinator	5 days of consultant	750	851
The next steps are conducted only when Activity a.1 gets good results						
a.2 Measure and evaluate reserves of Giao Co Lam in Hoang Lien AHP	March 2016 – May 2016	Management Board of Hoang Lien AHP	Hanoi UPHA BBP Coordinator	30 days of consultant	2,000	2,270
a.3 Organize groups of Giao Co Lam collectors, make plans and regulations of zoning an area for planting, protecting and harvesting Giao Co Lam (concentrated in the buffer zone, Sa Pa Town and Ta Van commune)	June 2016 – September 2016	Management Board of Hoang Lien AHP People's Committee of communes Groups of Giao Co Lam collectors	Hanoi UPHA BBP Coordinator	10 days of consultants	500	568
a.4 Organize 02 training courses on sustainable harvest of Giao Co Lam for 40 households in Sa Pa Town and Ta Van	Oct-16	Management Board of Hoang Lien AHP People's Committee of communes	Hanoi UPHA BBP Coordinator	10 days of consultants	1,000	1,135

STRATEGIES/ACTIVITIES	TIME	IMPLEMENTING AGENCY	SUPPORTING AGENCY	ESTIMATED NO. OF EXPERT DAYS	BUDGET ESTIMATION EUR	BUDGET ESTIMATION USD
Commune		Groups of Giao Co Lam collectors				
a.5 Monitor the implementation of regulations on sustainable harvest of Giao Co Lam in the two community	From November 2016	Management Board of Hoang Lien AHP People's Committee of communes Groups of Giao Co Lam collectors	BBP Coordinator Officials of Hoang Lien AHP		500	568
b) Develop a pilot model of Giao Co Lam processing unit that is managed by local common interest groups or cooperatives.						
b.1 Conduct needs assessment to select suitable households to be supported in establishing Giao Co Lam nursery in Sa Pa Town	Apr-16	Management Board of Hoang Lien AHP Groups of Giao Co Lam collectors	BBP Coordinator Officials of Hoang Lien AHP		400	454
b.2 Design Giao Co Lam nursery in a garden of 03 selected households	May-16	Management Board of Hoang Lien AHP 03 selected households in Sa Pa Town	BBP Coordinator Officials of Hoang Lien AHP		400	454
b.3 Provide technical support and essential materials to set up 03 nursery (1,500 sqm, 500 sqm/ each)	June– August 2016	Management Board of Hoang Lien AHP 03 selected households in Sa Pa Town	BBP Coordinator Officials of Hoang Lien AHP	5 days of consultant	1,500	1,703
b.4 Pursuit progress monitoring and supervision	Sept. 2016 – June2017	Management Board of Hoang Lien AHP 03 selected households in Sa Pa Town	BBP Coordinator Officials of Hoang Lien AHP		500	568

STRATEGIES/ACTIVITIES	TIME	IMPLEMENTING AGENCY	SUPPORTING AGENCY	ESTIMATED NO. OF EXPERT DAYS	BUDGET ESTIMATION EUR	BUDGET ESTIMATION USD
c) Support for building models of Giao Co Lam plantation for needy households.						
c.1 Study the demand for Giao Co Lam plantation in Hoang Lien AHP	June 2016 – September 2016	Management Board of Hoang Lien AHP	BBP Coordinator Officials of Hoang Lien AHP		300	341
c.2 Organize study tours to Giao Co Lam demonstrations in Ta Phin Commune and Sa Pa Town for needed people.	July 2016	Giao Co Lam needed people Management Board of Hoang Lien AHP	BBP Coordinator Officials of Hoang Lien AHP		400	454
c.3 Organize 1 training course on Giao Co Lam plantation for 25 needed people (Sa Pa Town and Ta Van commune in buffer zone)	Jan. 2017	Consultants from Vietnam Academy of Agricultural Sciences Giao Co Lam needed people	BBP Coordinator Officials of Hoang Lien AHP	5 days of consultants	500	568
c.4 Support necessary materials for 25 trained household for planting Giao Co Lam plantation	March 2017	Management Board of Hoang Lien AHP 20 needed households	BBP Coordinator Officials of Hoang Lien AHP		2,200	2,497
c.5 Provide Giao Co Lam seedlings to households	March 2017	Management Board of Hoang Lien AHP	BBP Coordinator Officials of Hoang Lien AHP		1,000	1,135
c.6 Monitor and provide support-advice for Giao Co Lam planters	Feb. 2017	Management Board of Hoang Lien AHP	BBP Coordinator Officials of Hoang Lien AHP		500	568
c.7 Evaluate models of Giao Co Lam plantation	Feb. 2018	Consultants from Vietnam Academy of Agricultural Sciences	BBP Coordinator Officials of Hoang Lien AHP	5 days of consultants	300	341

STRATEGIES/ACTIVITIES	TIME	IMPLEMENTING AGENCY	SUPPORTING AGENCY	ESTIMATED NO. OF EXPERT DAYS	BUDGET ESTIMATION EUR	BUDGET ESTIMATION USD
		Giao Co Lam needed people				
d) Support for selected processor in applying advanced processing technology.						
d.1 Organize study tours to Giao Co Lam processing units in Hoa Binh province for local collectors in Sa Pa Town and Ta Van Commune	Nov. 2016	Management Board of Hoang Lien AHP Groups of Giao Co Lam Local collectors	BBP Coordinator Officials of Hoang Lien AHP		700	795
d.2 Assess the need of applying a Giao Co Lam advanced processing unit in Sa Pa Town and select 01 suitable group (5 – 9 members).	Dec. 2016	Management Board of Hoang Lien AHP People's Committee of communes	BBP Coordinator Officials of Hoang Lien AHP		300	341
d.3 Support training courses and provide supports of machinery, equipment of Giao Co Lam processing for selected group in Sa Pa Town.	February 2017 – March 2017	Contracted company to provide the centrifugal drying oven. Newly-founded Giao Co Lam processing and trading group.	BBP Coordinator Officials of Hoang Lien AHP		5,000	5,676
d.4 Develop the standards of quality for Giao Co Lam tea (Set criteria for types of tea such as: type 1, type 2, type 3)	April 2017 – May 2017	Hanoi University of Pharmacy Newly-founded Giao Co Lam processing and trading group.	BBP Coordinator Officials of Hoang Lien AHP	5 days of consultants	300	341
d.5 Train on packaging, labeling, food safety and production on trial	April 2017 – May 2017	Giao Co Lam processing company in Hoa Binh province Newly-founded Giao Co Lam	BBP Coordinator Officials of Hoang Lien AHP	5 days of consultants	300	341

STRATEGIES/ACTIVITIES	TIME	IMPLEMENTING AGENCY	SUPPORTING AGENCY	ESTIMATED NO. OF EXPERT DAYS	BUDGET ESTIMATION EUR	BUDGET ESTIMATION USD
		processing and trading group.				
d.6 Process Giao Co Lam under expected scale	Jun-17	Newly-founded Giao Co Lam processing and trading group.	BBP Coordinator Officials of Hoang Lien AHP			
d.7 Introduce and sell Giao Co Lam in shops in tourism sites of Hoang Lien AHP and Sa Pa Town.	From July 2017	Newly-founded Giao Co Lam processing and trading group.	BBP Coordinator Officials of Hoang Lien AHP			
Total				80 expert-days of consultants	19,350	21,965

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