
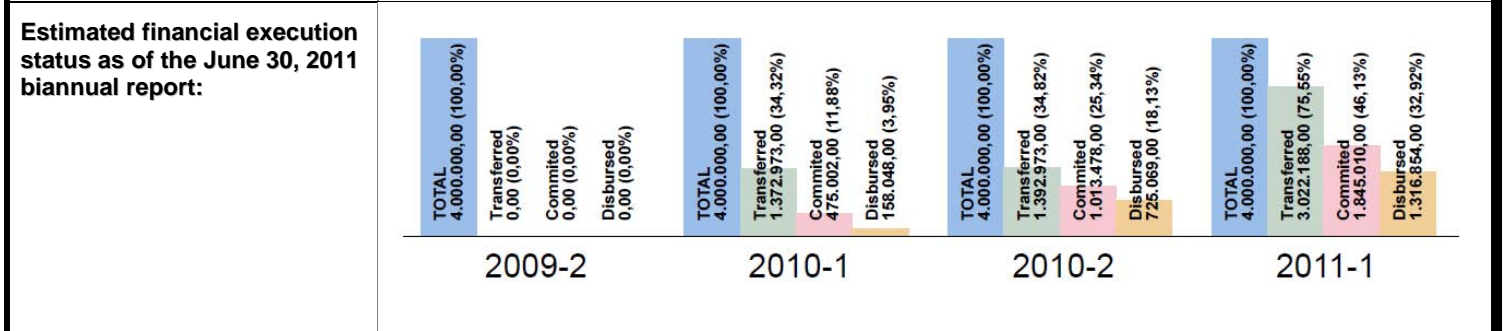


Total Budget:	USD 4,000,000		
Budget by Agency:	ITC: 1,515,888	UNIDO: 774,680	
	UNCTAD: 417,835	ILO: 683,730	
	FAO: 607,867		
Participating Gov. Entities:	Ministry of Industry and Trade, Department of Agriculture and Rural Development (DARD), Department of Industry and Trade (DOIT), Handicraft Research and Promotion Centre (HRPC), Institute of Policy and Strategy for Agriculture and Rural Development, Provincial Department of Labour, Invalids and Social Affairs, RUDEC (Rural Development Center), MARD, Vietcraft (Vietnam Handicraft Exporters Association), Vietnam Chamber of Commerce and Industry, Vietnam Cleaner Production Center, Vietnam Cooperatives Alliance Vietrade (Vietnam Trade Promotion Agency)		
Start Date:	5 February 2010		
Est. End Date:	5 February 2013		
Extension:	Not yet requested		
Disbursements:	First Disbursement:	5 February 2010	USD 1,392,973
	Second Disbursement:	15 February 2011	USD 1,629,215
	Third Disbursement:		
In Brief:	<p>The programme aims to increase incomes and employment opportunities for crafts raw materials growers/collectors and for grassroots handicrafts, home products and furniture producers, targeting about 4,000 poor farming and crafts producing households in the four northern provinces of Vietnam. The approach is to develop better integrated, pro-poor, and environmentally sustainable “green” value chains, enabling poor growers, collectors and producers to improve their products and linking them to more profitable markets. The programme will result in a) an improved understanding of the handicrafts and furniture value chains; b) sustainable income increases of crafts and furniture raw materials growers/collectors; c) sustainable income increases of rural crafts and furniture producing households and enterprises; and, d) improved policies and regulatory frameworks at the provincial and national levels for the pro-poor promotion of handicrafts and furniture production.</p>		
Expected Outcomes:	<ul style="list-style-type: none"> Improved understanding of the handicrafts and small furniture value chains in four provinces An environmentally and economically sustainable increase in craft raw material growers'/collectors' incomes in four provinces A sustainable increase of crafts related rural households' and enterprises' incomes in four provinces Improved policies and regulatory frameworks at the provincial and national level that meet the needs of rural small enterprises, in particular raw materials and crafts producers, processors and traders 		
			
Regions of Intervention:	<ul style="list-style-type: none"> National level, and Northern provinces of Thanh Hoa, Nghe An, Hoa Binh and Phu Tho 		
MDGs	MDG1 T1.A & T1.B; MDG3 T3.A; MDG7 T7.A & T7.B		

Beneficiaries to date	Direct	Indirect
• No. Institutions	326	70
• No. Women	980	38
• No. Men	664	47
• No. ethnic groups	154	0

Project coordinator: Koen Oosterom
RCO Focal Point: Nguyen Thi Nhu Nguyet

Status The JP is advancing well towards expected outcomes and outputs.



Main Achievements:

- Progress towards outcome 1 has been achieved through the preparation of baseline studies; Preparation, validation and dissemination of value chain studies for bamboo/rattan, seagrass, sericulture, lacquer ware and handmade paper; PRAs conducted which further identify specific interventions for farmers in 5 VCs; and LED forums organized in 4 provinces allowing local stakeholders to review and update VC maps and prioritize VC upgrading activities
- Progress towards increasing growers' income is being made by developing training materials on the planting, cultivation and harvesting of raw materials in 5 VCs and conducting TOTs; providing support for nursery gardens; and providing technical training and study tours for rattan cultivation.
- Increase of crafts related rural households' and enterprises' incomes has been supported by providing improved market intelligence, market linkages and design services to rural crafts buyers and crafts producing communities /SMEs. The programme has provided entrepreneurship training for companies in Hanoi and provinces; and has made an appraisal of companies on Cleaner Production. The JP made design support available to eight companies, and 18 additional ones have been identified for support in new product development. 30 new sustainable craft collections have been developed for 12 companies, which were exhibited in a common JP booth at the Life Style Vietnam fair. Support was also provided to this fair which is Vietnam's international handicraft trade fair, this support has contributed to the participation of more than 1,300 foreign buyers. New orders and company revenues through trade fair participation. Increased sales by companies increase the demand at household level, and, as a consequence, their income derived from it. Overall, the programme supports some 50 companies, which all have received, in varying degrees, technical support from the programme. Support has resulted in increased sales for a number of companies, which, in turn, has increased their demand for handicraft production at household level. Poor households therefore, have better prospects to increase their household income through handicraft production. Support is also (being) provided to enable companies to clean up production and improve working conditions for its workers.
- Progress towards improved policies and regulatory frameworks is being made advancing on key preparatory activities such as the establishment of LED Dialogue Forums in four provinces. The Forums fostered local dialogue and ownership on VC upgrading and identified constraints in the Business Environment. LED Forums discuss the Business Environment and provide feedback on the performance of local authorities in providing public services to the business community in the province and setting a conducive regulatory framework.

Does the JP incorporate gender considerations in the **activities/outputs/outcomes**?

A large number of women are among the household participants that benefit from the programme and approx. 1,000 have benefited thus far.

Observations

Paris Declaration Leadership of national and local governmental institutions:

The Government, in particular through VIETRADE is actively involved in the management of the programme and chairs the PMC meetings. Under VIETRADE, the national handicraft exporters association VIETCRAFT is the main Vietnamese counterpart responsible for the day-to-day management of the programme and provision of technical advice. Provincial authorities, NGOs, women' unions, and private sector, are regularly consulted on VC-specific interventions. At province level, provincial coordinating teams are established to help define priorities, assess the relevance of JP activities and coordinate field-level support.

Local Economic Development (LED) Dialogue Forums are established in 4 provinces contributing to fostering local dialogue and ownership on VC upgrading activities under the joint programme. Government, civil society, households and private sector representatives participate actively in these Forums.

Involvement of CSOs and citizens:

The baseline and VC studies are conducted through a combination of some 800 household surveys and focus group discussions. In addition, some 20 Participatory Rapid Appraisals (PRAs) have been conducted to discuss with – and collect the views of – some 600 farmers, allowing a more precise programming of farmer-level support activities. Capacity building activities will directly benefit farmers and household craft producers.

LED Dialogue Forums are an opportunity to have a frank exchange on the relevance of programme activities at local level and have local stakeholders influences the prioritization of VC support activities. The Forums are organized every 3-4 months, and, when gaining momentum, could be sustained beyond the life of the programme, and provide inputs into the preparation of the provincial Socio-Economic Development Plans.

Mass organizations, such as Women's or Youth Unions, are on the receiving end of Training of Trainers activities and will also be deployed in the roll out of training activities for farming and craft producing households. In addition, the programme is collaborating with universities in Japan, Austria and Hanoi to identify environmentally-friendly solutions for the processing of natural lacquer and natural and colourfast dyeing of silk yarn.

Some five ethnic minority producers' groups are supported under the programme. Support includes business group formation, business management, vocational skills training, cleaner production pilot projects, sustainable design, marketing and business linkages. Support to these producers' groups is directly contributing to sustainable income increase for ethnic minority group members.

Alignment and Harmonization:

Innovative elements in mutual accountability:

A PMU has been set up hosted by VIETRADE, which falls under the Ministry of Industry and Trade. Vietrade also chairs the Programme Management Committee which convenes every two months to discuss issues pertaining to programme progress and management. At province level, provincial coordinating teams are established to help define priorities, assess the relevance of JP activities, lead and coordinate field-level support activities.

However, decision making during PMC meeting is sometimes hampered when senior management of UN agencies concerned are not available to attend the PMC meetings concerned. More junior project staff, are not always in the position to make decisions, having to revert back to their respective manager, leading to certain delays, which hamper smooth programme implementation.

Delivering as One

Innovative elements in harmonization of procedures and managerial practices:

Whenever possible, the programme organizes joint missions to the provinces, which reduced the burden on provincial stakeholders, but also fosters a common understanding and allows the identification of synergies. Joint activities have been completed for conducting the baseline survey, design assistance and the preparation of a design publication. The development of joint training materials for working conditions and productivity enhancement of households is ongoing with delivery expected to commence during the second half of 2011.

In order to improve coordination among UN agencies, the PMU took the initiative to elaborate a number of working modalities to encourage a certain discipline in working together better, improving communication/consultation between PUNOs and PMU, and allowing the PMU to identify synergies and facilitate and coordinate the work of all PUNOs in the provinces. These working modalities include sharing of TORs with the PMU for comments and feedback, joint briefing of experts and implementing partners, allowing sufficient lead time to notify provincial stakeholders and optimize timing and coordination of activities in the provinces. The working modalities were consequently discussed and adopted by the PMC.

	<p>Role of the RCO and synergies with other MDG-F JPs:</p> <p>RCO supports all three MDG-F JP in the country and maintains communication with MDG-F Secretariat</p> <p>Inter-agency coordination:</p> <p>The programme really is a joint programme as all agencies are working to address constraints and upgrade capacities along the same value chains. Delays by one agency logically affect the progress or results of others. Close coordination of activities is thus a necessity. UN agencies, however, have a long history in working independently and at its own pace, and there is a natural tendency to fall back to the normal routines. This practice, albeit understandable, is detrimental to implementation of a joint programme in a coherent manner.</p> <p>Project managers assigned by agencies are faced with high workloads, with coordination of the respective JP activities having to compete with many other priorities. In certain cases this situation has led to delays in programming and initiation of new activities.</p> <p>In order to improve coordination among UN agencies, the PMU took the initiative to elaborate a number of working modalities to encourage a certain discipline in working together better, improving communication/consultation between PUNOs and PMU, allowing to identify synergies between the work of PUNOs, and improve coordination in the provinces. These working modalities include sharing of TORs with the PMU for comments and feedback, joint briefing of experts and implementing partners, allowing sufficient lead time to notify provincial stakeholders and optimize timing and coordination of activities in the provinces. The working modalities were discussed and adopted by the PMC.</p>
<p>Sustainability (concrete actions and strategic partnerships)</p>	<p>Sustainability Plan in place?</p> <p>Local Economic Development (LED) Dialogue Forums are established in 4 provinces contributing to fostering local dialogue and ownership on VC upgrading. The Forums will be organized every 3-4 months, and, when gaining momentum and relevance, could be sustained beyond the life of the programme.</p> <p>The programme supports the first editions of Vietnam's international home decor fair 'LifeStyle Vietnam', which forms an important part of the programme's trade promotion activities. Benefits of a well-established fair will go beyond the direct programme beneficiaries and will bolster the long-term competitiveness and profile of Vietnam as a top exporter.</p> <p>Local trainers and service providers are prioritized for the delivery of training to companies and households, thereby building local capacities, creating favourable conditions for embedding training programmes and continuing its delivery beyond the life of the programme.</p> <p>Fostering and supporting mutually beneficial business; the programme builds capacities and supports the establishment of horizontal and vertical linkages among value chain actors. These linkages include group formation among craft-producing households (including through the formation of cooperative groups), companies willing to co-invest in the plantation at farmer-level of raw material, such as bamboo and rattan, and outsourcing of craft production to joint programme beneficiary household handicraft producers.</p>
<p>Innovation and Scale-up</p>	
<p>External Factors and mitigation</p>	
<p>Communication and Advocacy</p>	<p>C&A plan in place?</p> <p>The Communication and Advocacy Strategy revolves around creating a common joint programme identity, allowing beneficiaries to recognize the assistance provided by different agencies as part and parcel of a one single joint programme. Under the slogan "Crafting out of Poverty", the strategy includes a consistent presentation in terms letterhead, report templates, powerpoint template, JP brochure, JP website, media attention, and key message to convey explaining what the programme is about, including the programme's contribution to the realization of the Vietnam MDGs. As part of the strategy, the PMU developed a JP website www.greentrade.org.vn, which is progressively enriched with relevant data, reports, training manuals, design publication, documentary videos, market surveys, etc, and made fully bilingual (English and Vietnamese). The JP also utilizes the local media particularly around the more newsworthy events. Local Economic Development (LED) Dialogue Forums also contribute to increased awareness at local levels.</p>

M&E	Overall strong M&E framework. Could elaborate on assessment of efficiency/ quality of training and capacity development activities.	
Missions from MDG-F Secretariat:	Date: October 2009	Members: Sophie de Caen, Paula Pelaez
Mid Term Evaluation:	Evaluator: Period: <i>[Link to final report and improvement plan]</i>	