

FINAL Monitoring Report

Country	Vietnam
Pilot City	DA NANG
Thematic Area	Investment Promotion and Fiscal Management
Title of Activity	Activity 17 Monitoring and Consulting during the implementation of transfer concepts
Reported by	Nguyen Thi Thanh Hang, the coach
Reported when	June 4, 2012

How do you evaluate the overall progress, starting from the beginning of the action until end of May 2012 ?

The overall progress of the transfer Concept Project in Danang is quite good, particularly looking at the activities during last three months, since March up to end of May 2012.

Before the project started, there was not any activities during the weekend evenings in Bach Dang street; but today, every two weekend, there is a night musical events in the area (see pictures of the events bellow). In addition the numbers of people watched the vents have been increased, from 200 in the first event to more 600 in the last event.



This project is co-funded by the European Union.



A Project implemented by the consortium: Konrad-Adenauer-Stiftung e.V., Thailand Environment Institute (TEI), Local Government Development Foundation Inc. (LOGODEF), United Cities and Local Governments for Asia and Pacific (UCLG-ASPAC), Association of Indonesian Regency Governments (APKASI), Association of Cities of Vietnam (ACVN), and National League of Communes/Sangkats of the Kingdom of Cambodia (NLC/S).





The main achievement of the project replications.

As to the objective of Project is "To improve the quality of life for disadvantaged people of Hai Chau District with their better participation in the process of planning and implementing tourism development initiatives in Bạch Đằng street".

Due to the special circumstance, the transfer concept of Danang was implemented in delay in comparison with the planned schedule. For that, only by August 2012, the assessment of the transfer concept project will be carried out.

Generally, however, the objective of the project is achieved partially. Danang people in general and Hai Chau district communities and disadvantaged people (the poors) in particularly have been enjoyed much with night musical events during the weekend, as those people hardly have money to go to such events. People are happy and highly appreciated the events. Particularly to the small business households, numbers of customers who visited the Fruits Juice shops, souvenir shops have been increased tremendously since March 2012, and particularly during the weekend when the events are happening. In addition, it was informed that during the events, the income from the business of small shoppers increased and the numbers of Foreign investors who want to hire the places to do business along Bach Dang street was increased.¹

As to the specific results

To improve the life and business effectiveness of communities in Hai Chau district through project pilot activities.

As mentioned above, the life of communities in Hai Chau district has been more cheerful with the events². Normally the poor people can not afford to buy tickets to see those events, now they can enjoy the night musical event for free. The musical events have enriched not only social quality of the people life, but also bring new knowledge for the people about traditional and morden music of the region. Particularly for the young people, the events have brought to them the new ideas of how they can be useful and bring value added to its city via participating in the musical events. Some evident shown that the business sector, particularly the small household shoppers do get better business not only during the time when the musical events are performed but also after that as more people known about the Bach Dang street.

¹ Open ended discussion with beneficiaries by June 5, 2012.

² Interview was done with the shoppers and officials of the Center of Festival and Event which organising the night musical events in Bach Dang street.



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The musical events during the weekend have been considered by the Department of Culture, Sport and Tourism as new tourism product. These events have partly contributed to attract more tourists to come to the Bach Dang street. The events have contributed to the value of Danang city during the nights in addition to the already existing highlights, such as the bridge Han River with its changing colours in the night, and the Bana Hills as one of the most beautiful sea beaches in the world.

In difference with the previous musical or others entertaining events along Bach Dang street, the night musical events are organised with public and community participation. The project plan was designed with 40% of city budget and 60% of community budget contribution. As mentioned by the Center (the Organiser), in reality, the city contribution till now was only accounted for about 20%, the rest (80% of the budget) is from community, including business sector contribution. In addition, the Centre already has a plan to mobilise more resources from others private companies like Pepsi or Coca cola.

What have been main benefits for the people so far:

Generally, the main benefits for the people living in Danang are the improvement of social life and income for the people, particularly the poor and small household business living near Danang beach. As to the social aspect, the numbers of participants attended the events have increased from 200 participants in the first event to more 600 participants by the last event, during the end of May 2012.

For the business households who live along the Bach Dang streets and in the areas close by the Bach Dang street, the income from the business related to selling fruit juices, souvenir presents, have been increased tremendously.³

The main impacts (in term of capacity) from the transfer concept for the city leaders as well its officials are that:

- Changing the better working ways of the city departments: to implement the transfer concept activities (musical events), different departments of the city have been together develop and implement the musical events via the activities of the task force. Due to that the horizontal coordination as well the effect of musical events are much better in comparison of the events organised before.
- The City leaders and officials have learned the power of communities' (local people, private sectors, associations, private sector) contribution and making the success via the study visits and training

³ Open ended interview with one household who selling Coconut juice in Bach Dang Street (see the picture).



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workshop on Phuket Model and the musical events in Danang. This had helped them to have different working approach in developing and implementing the musical events.

- The city leaders had realised and valued the importance of participation of communities in the organising the events (planning and implementation). The community, particularly of Hai Chau district/ wards and academies, private companies have been participated in the planning and implementing the activities.
- The first seeds and experiences of public and private partnership in developing and implementing musical events have made the basic for development of new mechanism of mobilising community participation for city leader to consider to approve.

The city have been successfully cooperates with civil society in supporting the replication process.

Civil society agencies in this context are the business sectors/companies, universities and associations. Particularly, the Pepsi and Coca cola and private musical business men from Ho Chi Minh City have been and will contribute to the musical events as mentioned. The Centre has successfully cooperated with a number of university students who have been participated in the events via their musical student bands. The universities to be named are Ho Chi Minh City' Architector University, Danang Polytechnical University, Danang Tong Duy Tan University, Danang Art and Musical Colledge. As to the Association, Old men and women from Duy Tan association are the most well come artists of the musical events by audiences.

Has the knowledge been shared with others cities, or even replicated to others cities

The piloting activities of the night musical events began by March 17, 2012. It was quite late in comparison with the plan. The events are still in the piloting phase.

Which follow up actions should be carried out:

1. Survey of customers opinions (including local communities, people living around the areas, business sectors/men...) on the musical events concerning the organisation, location, time...The survey as planned be done by September 2012.
2. Results of surveys and assessment will be taken into account for the revising the plan of the piloting activities and the plan to continue the events with clearly measures of financing resources mobilisation.



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- Based on the experiences and lesson learned from the musical events implementation, the implementing agency based on the piloting activities should make proposal to the City leader on a development of cooperation regulations between the public sector and communities on organising the cultural events in Bach Dang street.

How will the city continue replicating the best practice? What are the planned activities until end of 2012?

- It is planned that by September 2012, the implementing agency will do the first evaluation of the Musical events organisation. Based on the results of the evaluation, the city and the department will develop next plan of the events implementation.
- From now till September 2012, there will be exchange visits of the implementing agency with others cities for learning and experiences sharing on musical event organisation.
- The implementing agency did have a plan for capacity building for musical band members of different universities and colleges. Those musical band members will be potential local players /artists for the musical events in Danang by Night.
- The implementing agency also has a plan to cooperate with different big companies like Pepsi, Coca; Mobile phone for mobilising the additional resources for implementing the events.

Name	Position and agencies
Ms. Thai Ly	Task force member of the Tourism Department
Ms. Nguyen Hong Tham	Task force member of the Tourism Department
Prof.Dr. Do Hau	National Coordinator
Tran Van Nhon	Director of Culture, Sport and Tourism-Team leader of task force
Hong Hanh	Head of Registration of the Department
Mr. Nguyen Lan	General secretary of the ACVN
Truong Hao	Vice director of IPC- Vice team leader of Task force
Nguyen Quang Minh	Director of IPC
Phan Xuan Tri	Centre of Events and Festival ⁴
Tran Xuan Thang	Vice director of the Centre
Duong Le Phuong	Head of Centre of Event and Festival

⁴ The Organiser of the Musical events and is under the Department of Culture, Sport and Tourism



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Name of Pilot City, Country: Da Nang, , Vietnam					
Name of Reporter: Nguyen Thi Thanh Hang					
Thematic Area: Investment Promotion and Fiscal management					
Project Title: Pilot implementation of night activities for Bach Dang street, Da Nang city- On the basis of Phu Ket best practice "Preservation of PhuKet ancient street to promote economic development and community income generation" in Phuket, Thai Land.					
Monitoring Period: July 2011- March 2012					
Specific Objective (as stated in the project design)	Indicators (as stated in the project design)	Sources of Information	Possible Risks (external and internal)		
<ol style="list-style-type: none"> 1. To improve the life and business effectiveness of communities in Hai Chau district through project pilot activities. 2. To develop new tourism product via the piloting activities. 3. To develop pilot model of citizen and community participation in a specific neighborhood during the development process of Da nang city 	Numbers of tourists coming to Bach Dang Street increased; Business income and income of business households increased ; model of citizens and communities participation for tourism development can be disseminated	<ul style="list-style-type: none"> - Information via different culture and tourism activities of Danang - Interview with beneficiaries - Training workshop materials - Communication materials - Reports 	<ul style="list-style-type: none"> • Limitation of community and business sector in pilot area • Limitation of budget for the implementation • Unimplemented or delayed activities in the work plan • Slow administrative procedures • City task force members are not enthusiastically participated in transfer concept implementation • Communities less awareness about the Project • Changes in staffing • Absence of a unit in charge of sustaining the project results • Low community participation • Limited public understanding of informatics 		
Results (as stated in the project design)	Indicators (as stated in the project design)	Sources of Information	Status quo at the beginning of the project	Status in June 2012	
Result I: Capacity of the staff, community, and business	Number of relevant city managers, staff, community members and business sector participating in the training	Training reports and list of participants in			

sector on participatory tourism management is improved. – The Objective 3	activities		Training and workshop activities			
Please list all activities which lead to result I:	Planned in month	Executed in month	Sources of Information	Steps achieved - until last period	Steps achieved –in current period	Problem faced and follow up action
Activity 1 Development of working regulation of the Task Force	7/2011	9/2011	Decision of reestablishment of Task force for Transfer Concept Plan implementation by City and the Meeting invitation to members of Task force	Task force members are coordinated in implementing the pilot activities	- Seven meetings of the task force have been carried out to discuss the transfer concept plan and piloting activities implementation	
Activity 2 Organization of 2 training courses: Organization of training for Staff of City Department and Hai Chau District Organization of training for Ward staff, business sector and the citizen in the pilot area	September 2011	November 2011	Training Evaluation Report and list of participants in training and workshop activities	Training and workshop activities organised	Task force members could used some experiences and knowledge from the training course in implementing the pilot activities like mobilisation of the community resources and participation in the piloting activities implementation	

<p>Activity 3 Consultancy for capacity building on pilot participatory tourism activities- Consultancy/International lecture and National lecture at capacity building activities Study visit to Phu Ket City</p>	August 2011	November 2011		The international and national consultant did deliver the lectures by November 2011 to city staffs, private sector and communities Study tour to Phuket was carried out with participation of city staffs and task force members		
<p>Results (as stated in the project design)</p>	<p>Indicators (as stated in the project design)</p>		<p>Sources of Information</p>	<p>Status quo at the beginning of the project</p>	<p>Status in June 2012</p>	
<p>Result II: Citizens and business sector participate in the pilot activities.</p>	No of citizens and business households directly participating in Pilot activities and numbers of business and household support the continuing of the pilot activities		Reporting by Centre of Festival and Event- the organiser of the Musical events in Bach Dang Street		80% of the financing resources and numbers of ideas contributed from the civil society organisations such as private companies, universities and associations	
<p>Please list all activities which lead to result II:</p>	<p>Planned in month</p>	<p>Executed in month</p>	<p>Sources of Information</p>	<p>Steps achieved - until last period</p>	<p>Steps achieved –in current period</p>	<p>Problem faced and follow up action</p>
<p>Activity 1 Organization of workshop "Ideas and objectives on</p>	August 2011.	November 2011	- Workshop agenda and materials,	Workshop was organised with participation from	People ideas of the workshop have been taken into account	

Bach Dang Touristic street line and pilot activities with participation of community and			participation list -	Households, business sector and communities by end of November 2011	when organising the Musical events	
Activity 2 Development of plan of the piloting activities	August 2011	December 2011	- Plan of piloting activities implementation	Plan of piloting activities was approved by City leader		
Activity 3 Community and business sector participate in Pilot activities	Sept.	July		Community and business sector do participate in the pilot activities	- The 6 event of the piloting activities have been organised since March to June 2012	The piloting activities are implemented twice per month and during the weekend
Activity 4: City, Community and Business evaluate the piloting activities	April 2012	Will be done by September 2012				The piloting activities (night musical events) had begun quite late in comparison with the planned. The evaluation is planned to take place in September 2012
Results (as stated in the project design)	Indicators (as stated in the project design)		Sources of Information			
Result IV: Piloting activities can be integrated into the Tourism Program Development of Da nang	Ideas and content of the Evaluation report on Piloting activities can be useful for the Tourism program Development of Danang					
Please list all activities which lead to result III:	Planned in month	Executed in month	Sources of Information	Steps achieved - until last period	Steps achieved -in current period	Problem faced and follow up action

Activity 1 Evaluation the impact of piloting activities into local people	March 2012	Not yet	Department of Culture, Sport and Tourism			The pilot activities began to implement quite late. The evaluation the impact and model of cooperation of State sector and community participation planned to be done by September 2012, after six months of the implementation.
Activity 2 Workshop to share experiences with different cities	May 2012	Not yet	Department of Culture, Sport and Tourism and Centre of Festival and Events	There was not any activities carried out till march 17, 2012	So far 6 musical events have been organised and some improvements have been done	It could be that the workshop will not be done. This is because only by September the first assessment will be done. By then things will be clearly.
Activity 3 Dissemination of the piloting activities	August 2012	Not yet	Department of Culture, Sport and Tourism and Centre of Festival and Event	There was not any activities carried out till march 17, 2012	So far 6 musical events have been organised and some improvements have been done. There is a plan of the first assessment by September 2012	It could be that the workshop will not be done. This is because only by September 2012 the first assessment will be done. By then things will be clearly.
Results (as stated in the project design)	Indicators (as stated in the project design)		Sources of Information			
Result V. Disseminate success of the Transfer Concept for implementing	Evidence of the Dissemination activities and of the local authorities participants		Materials of dissemination and minutes or report on the local authorities			

the 3 specific objectives of the Project and contributing to achieve the specific objective of the Project			participation.			
Please list all activities which lead to result IV:	Planned in month	Executed in month	Sources of Information	Steps achieved - until last period	Steps achieved –in current period	Problem faced and follow up action
Activity 1 Project monitoring activities	Since Novembers	June 2012 is the final monitoring visit	Monitoring report and mission report	The final monitoring works were done in June 4 and June 5, 2012	The first monitoring visit done in March 2012 and Final Monitoring work done in June 2012	The final monitoring done when there are some activities of the transfer concept was not done. There will be assessment of the pilot activities implementation by September 2012.
Activity 2 Disseminate Success of the Transfer Concept Implementation	August 2012	Not yet	Department of Culture, Sport and Tourism and Centre of Festival and Event	Plans for next activities are drafted		The dissemination can be done with support from ACVN (like publish in the ACVN website)