

Call for submission on adaptation actions and plans that could enhance economic diversification and have mitigation co-benefits¹

We thank you in advance for filling out this template with concise, evidence-based information and for referencing all relevant sources. There are several sections in the template: please fill the sections that are relevant to the work of your government or organization. As you will see on the last page of the document, more detailed information on case studies, tools/methods and other knowledge resources for dissemination through the [Adaptation Knowledge Portal](#) is welcome, but optional.

Name of the organization or entity:

MANTA Sail Training Centre

Type of organization:

Please choose as appropriate:

- | | |
|---|---|
| <input type="checkbox"/> Local government/ municipal authority | <input type="checkbox"/> Regional center/network/initiative |
| <input type="checkbox"/> Intergovernmental organization (IGO) | <input type="checkbox"/> Research institution |
| <input type="checkbox"/> National/public entity | <input type="checkbox"/> UN and affiliated organization |
| <input checked="" type="checkbox"/> Non-governmental organization (NGO) | <input type="checkbox"/> University/education/training organization |
| <input type="checkbox"/> Private sector | |

Scale of operation:

- | | |
|--|--|
| <input type="checkbox"/> Global | <input type="checkbox"/> Regional |
| <input checked="" type="checkbox"/> Local | <input type="checkbox"/> Subregional |
| <input checked="" type="checkbox"/> National | <input type="checkbox"/> Transboundary |

City(ies)/Country(ies)/Region/s of operation (if appropriate):

Mui Ne, Vietnam

Description of relevant actions/plans or research:

RATIONALE:

- The world is 95% water, 70% ocean, and rising; with human population pressures on land, increasing.
- Significant risks to the ocean are pollution, overfishing, and climate change.
- Vietnamese fishermen are arguably the most vulnerable, lowest caste, often unschooled and overlooked Vietnamese community, with alternative livelihoods yet to be defined.
- Vietnam's 4,000+km coastline is globally ranked the fifth most threatened coastline to climate change.
- MANTA, Vietnam's first (and only) sail training centre, takes Vietnamese fishermen off over-fishing, off endangered habitats, and off fossil fuels, translating their existing ocean skills into water-sports, to help service Vietnam's growing industries of Tourism and Water-sports.
- In turn, sail-trained fishermen train large groups of school children water-sports and climate change survival skills, in line with (International Baccalaureate and IGCSE) social-environmental enterprise credits.

¹ FCCC/SBSTA/2016/2, paragraph 15 (d)

OBJECTIVES

MANTA follows UN Sustainable Development Goals (3, 4, 5, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17).



Deliver UN Sustainable Development Goals!

Share the benefits of water-sports and climate change survival skills!

Follow governing body guidelines towards sailing safely alone!

Ensure water-sports is open to all!

Use wind, tide, and paddle power, instead of fossil fuel!

Sustain an alternative livelihood for fishermen, which switches fishermen's existing ocean skills to water-sports, to help service growing industries of tourism and water-sports!

Grow the network from World Sailing via sail-trained fishermen to students!

Use sport and education to reduce inequalities!

Students help sustain an alternative livelihood for fishermen!

Include lunches from fishing families!

Vietnamese fishermen teach water-sports and climate change survival skills to students!

Create an alternative way to set up Marine Protected Areas (MPAs)!

Clean the beaches!

Cultivate peace: Help replace horrific sea history memories with national pride!

Encourage partnerships to sustain the programme!

PLANS

After taking water-sports and climate change survival skills training from water-sports trained fishermen, children make a video: 'We the children'. Following the format: 'We the people' (youtu.be/RpqVmvMCmp0), by adding 'We' in front of most of the objectives above.

Five schools, with 260 children, are lined up for next season (November 2017 – February 2018). This activity can help upgrade MANTA's programme for economic diversification for Vietnamese fishermen.

Description of relevant tools/methods:

ADAPTIVE ACTION.

MANTA, a 7-year-old social enterprise project and not-for-profit Vietnamese company:

- Takes fishermen off endangered marine habitats, off overfishing, and off motorized boats and fossil fuels, into water-sports, using their existing ocean skills, to help marine stocks grow and to support climate change mitigation and adaptation, while servicing Vietnam's growing industries of tourism and water-sports.
- Trains fishermen as national coaches and athletes, following guidelines from the governing body of the sport, modified with greater safety for Vietnam².
=> In turn, sail-trained fishermen train large groups of school children water-sports and climate change survival skills, in line with (International Baccalaureate and IGCSE) environmental and community credits, while running the centre (vimeo.com/150870933, youtu.be/82KAu8nVCgc).

² *As Vietnam's water-sports safety capacity is limited: Without coastguards. With only one in 10 children swim, and with English rarely a first language. *As Vietnam Olympic Committee asked MANTA's founder/sponsor/director, Julia, to set up the new sport of sailing, for free!

ECONOMIC DIVERSIFICATION.

- Sail trained Vietnamese fishermen translate their ocean skills to water-sports following World Sailing guidelines, modified with greater safety and shorter time for Vietnam.
- Sail trained fishermen now run water-sports at MANTA, Vietnam's 1st (and only) dinghy sail training centre, teaching water-sports and climate change survival skills, plus ocean and energy awareness to a range of local and international communities³, and grow a medicinal plant garden.
- Sail trained fishermen have water-sports survival skills to trade with friends, family and other communities (vimeo.com/89817434).
- Fishermen demonstrate sail power, paddle power, wave power, personal and team power as alternatives to fossil fuel propulsion.
- Fishermen do not mind getting darker skin or learning foreign languages.
- Fishermen help publish scientific papers⁴ and make their own marine conservation, climate change awareness videos (drive.google.com/file/d/0B1R0p9h8uYwzamFrQk9TZkJEWjg/view).
- La, MANTA's first sail trained manager now coaches Vietnam's national team, in Danang province.
- **N.B.** Fishing families help with cleaning, cooking, accommodation at MANTA, including cooking for up to 100 children in one seating.

SUSTAINABLE DEVELOPMENT AND TRAINING

- Large school groups of up to 50 children, in one morning, help sustain MANTA's alternative livelihood for fishermen in water-sports, by their participation to learn water-sports and climate change survival skills, with community service credits. In line with their International Baccalaureate or IGCSE curricula. Twelve large groups are needed each year to keep MANTA financially buoyant. MANTA will roll out the project tried and tested on children, for corporates and tour operators, when time allows.
- MANTA now offers Corporate Social and Environmental partnership opportunities to help:
 - Switch Vietnam's horrific sea history memories and fear of the sea, to national pride.
 - Introduce water-sports and climate change survival skills to large corporate groups, trained by sail-trained Vietnamese fishing families. Ahead of Vietnam's 2019 SEA Games, Tokyo's 2020 Olympics, Vietnam's 50th anniversary of Ho Chi Minh marine trail.

MITIGATION CO-BENEFITS

Switching engines burning fossil fuel to wind, wave, paddle, personal and team propulsion, allows:

- Water-sports development, locally, nationally and internationally
- Economic diversification for fishermen and with
- Water-sports and climate change survive skills for others including tourists, schools, corporations. (Annex 1. Ripple effect).

Key outcomes of the actions/plans undertaken:

KEY OUTCOMES:

Locally, MANTA, Vietnam's 1st and only (public) sail training centre, is:

- Set up to international standards, since 2010, following World Sailing guidelines, for sail training, equipment, and protocols (www.mantasailing.org).
- A well-established, unique brand, with marketing plan.
- Highly recommended in cyberspace, by Lonely Planet, Trip Advisor, Airbnb, Booking.com, and Petit Futé.
- Oi magazine has offered a free one-page advertisement in its October 2017 issue, to help MANTA roll out the programme to corporates. Dao Van Hoang, ex creative director of Leo Burnett, Vietnam, has upgraded MANTA's artwork (attached).
- MANTA's 12-year review and 7-year business plan are available on request.

³ Climate change videos by sail trained fisherman, Nguyen Van La, MANTA's first Vietnamese sailing manager: drive.google.com/file/d/0B1R0p9h8uYwzamFrQk9TZkJEWjg/view, is the first in a series by MANTA staff. VTV4 outline: youtu.be/rrPY8Io8cfs?list=PLQ9ujV_whCP3S_uVrVnhcsD69rTJytgGG.

⁴ Lohmann, H.; Nguyen Van La and Shaw, J.C. 2012. Local Fishers' Knowledge of Changes in Shark Fisheries over 30 Years in Mui Ne, Vietnam. Appendix in Pauly, D. 2012, Shark data Asia, catch reconstruction. University of British Columbia (in prep.).

Nationally, MANTA setup Vietnam's new sport of sailing at the request of Vietnam's Olympic Committee, for free:

- Connecting Vietnam (2009-16), to both:
 - The governing body of the sport, World Sailing⁵, for practical and legal structure, by global lessons learnt.
 - The International Olympic Committee funding, for national training of coaches, athletes and managers.
- Drawing the national sailing development plan for Vietnam, and advising on a required website for national management and sports development, by an International Olympic Committee scholarship (2012).
- Delivering the national plan (2012-16), to Vietnam's ministry at the International Scientific Sports Conference, Hanoi 2012, after advising Vietnam's Vice Minister of Sport on 'all things to do with sailing worldwide' at the World Sailing Conference 2012, Dublin.
- MANTA's first sailing manager and ex-fisherman, La, now helps Vietnam's sailing federation train the national team in Danang, selected through Vietnam's government systems.
- MANTA's current sailing manager and ex-fishermen, Phung, is in the top Vietnamese surfers, chosen to case study the board sport at 2020 Olympics.
- MANTA's assistant sailing manager and ex-fisherman, Rot, is a top Vietnamese slalom wind-surfer.
- MANTA still regularly trains national team athletes provincially, to be prepared ahead of late notice national training requests (2009-17).

Internationally,

- MANTA helped grow the reach of World Sailing, to Vietnam, to help protect sailing as an Olympic sport, in 2012.
- MANTA's project was shortlisted for Beyond Sports Global Awards, in the climate change category for social movement (26-27 July, 2017).

Day-to-day, MANTA offers walk-in/cyberspace booked clients:

- ✧ Sailing (level 1-4)
- ✧ Stand-Up-Paddling
- ✧ Traditional coracling
- ✧ Windsurfing
- ✧ Swimming coaching
- ✧ Water tours
- ✧ Surfing
- ✧ Equipment rental
- ✧ Beach accommodation
- ✧ Rentals or tailored sailing course packages, for currently up to 60 people.

Large school groups are MANTA's most cost-effective product-package-delivery, specifically:

- MANTA's best financial focus.
- MANTA's most concentrated work effort.

Videos, photos and flyers tell more, with respect to recording independent monitoring and evaluation:

Table 1. To show large group photographs and videos which can build and boost corporates and MANTA's digital profile.

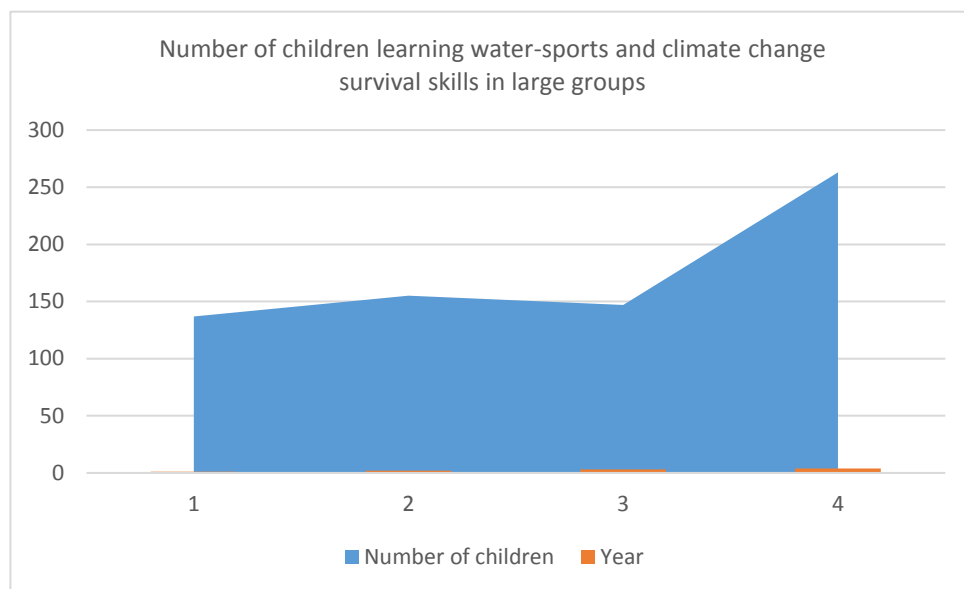
Morning session dates	Children trained	Video/photographic link
Nov. 2014	71	www.youtube.com/watch?v=j5qWCTEmuzY
Mar. 2015	66	www.youtube.com/watch?v=tZkaSbNx62U
Nov. 2015	51	vimeo.com/123185976 , cloud.mail.ru/public/6dfs/aqo2dRUpQ
Nov. 2015	14	cloud.mail.ru/public/4t5Q/4rHtgCxo6
Dec. 2015	90	vimeo.com/150870933
Nov. 2016	67	youtu.be/aXQgJ2ajpaY
Dec. 2016	80	youtu.be/pvIS7aNI2Ac ; cloud.mail.ru/public/M5FB/R53ZZHb3r

Table 2. To show numbers of children in large groups for training, during high season, 2014-2018

Year	Number of children
1. 2014-15	137
2. 2015-16	155
3. 2016-17	147
4. 2017-18	263

⁵ Previously International Sailing Federation (ISAF)

Table 3. To show numbers have increased with MANTA's time and confidence to go knocking on doors. From year 1 (2014-15), to year 4 (2017-2018).



- Barter trade helps grow skills with other water-sports trained fishermen in the bay: vimeo.com/89817434.
- Comparison with MANTA's pilot project in Con Dao archipelago, 2009, shows improvement of skills mastered: www.youtube.com/watch?v=4yUY5iSTnKg.

Description of lessons learned and good practices identified:

LESSONS LEARNT FOR BEST PRACTICE:

Rationale: Although, MANTA, a Vietnamese Not-For-Profit organisation, evolved from a Wildlife At Risk (WAR) and ADM Capital Foundation sponsored marine conservation pilot project, to help source economic diversification for Vietnamese fishermen and their families (youtu.be/4yUY5iSTnKg):

- MANTA has identified **national pride as a stronger motivator** than environmental conservation, for economic diversification of fishermen, especially in a country recently recovering from civil war.
- Fishermen's **existing oceans skills, help develop water-sports**, like street skills help develop street soccer (www.streetfootballworld.org) #CommonGoal. Furthermore, **fishermen do not mind getting darker skin**, or learning English, unlike less vulnerable communities in Asia.
- **Sport and Education can help vulnerable communities** via increased opportunity for economic diversity.
- Partnership with the governing body for the sport and IOC funding has helped Vietnam **setup a national water-sports structure and training**.
- [MANTA has since stepped back from associated business/industry lobbies within the governing body network, which have limited water-sports development in Asia, Vietnam and Mui Ne, to focus on sustainability for the MANTA project, and to source more ethical people.]

Best practice, in context of UN Sustainable Development Goals:

Beyond Sports benefits are evident for driving positive social change, relevant to UN Sustainable Development Goals (www.beyondsport.org). Outlines are given in a video of short-listers, from across the world, for global awards: www.youtube.com/watch?v=k9J6nFafLDs, with MANTA's input (at 0.25, 0.32, 0.39 and 0.41minutes)! [Following the format of 'We the people' youtu.be/RpqVmvMCmp0.]

MANTA's core actions and lessons learnt tally with 14 UN Sustainable Development Goals:



Water-sports generate good health and well-being, plus many other benefits (outlined in Vietnam's national sailing plan, 2012-16):



Benefits, enhancing quality of life, continue to be discovered:

www.nbcnews.com/better/health/what-beach-does-your-brain-ncna787231?cid=sm_npd_nn_fb_ma



Quality education, based on governing body guidelines for the sport:

- Helps standardise the sport.
- Helps links local fishermen to an international sports network.

Governing body guidelines can be modified:

- For greater safety¹,
- With addition of climate change awareness raising modules, in large group programmes. As water-sports are based on balancing natural resources for propulsion and navigation.



MANTA:

- Takes Vietnamese fishermen off over-fishing, endangered habitats and fossil fuels, translating their existing ocean skills into water-sports, to help service Vietnam's growing industries of Tourism and Water-sports.
- Helps fishermen switch fossil fuel use to wind power, paddle, personal and team power, and encourage 100s of others to do the same.
- Is drawing a climate-change-cookbook with water-sports trained fishermen, cleaning girls, and cooks (a chapter each), which
 - Encourages development of MANTA's medicinal garden and low season projects.
 - Focuses on fruit, vegetables, and species which are increasing in number with climate change and anthropogenic ecosystem change, e.g., squid and jellyfish.

N.B. Marine Protected Areas (MPAs) are arguably the best way to allow marine habitats and stocks to grow, multiply and adapt. Water-sports safety areas can tally as MPAs, without raising financial management alarms to trigger corruption. The outline has been given to Vietnam's Border Police.

MANTA:



- Helped ensure international standards for sailing and safety for Vietnam's fishermen as coaches, athletes and managers, by following World Sailing guidelines, modified for Vietnam.
- Helped setup national infrastructure, by linking Vietnam government to the governing body of the sport, World Sailing.
- Helped World Sailing expand sailing to Vietnam, to help secure sailing as an Olympic sport.
- Continues to source alternative organisations where industry limits sports development by aggressively focussing on pure business and self interest, rather than ethical business.



Sports and Education help reduce inequality:

- MANTA helps shift fishermen's status in society from the lowest rung, as sail-trained fishermen:
 - Teach international school children, and
 - Sail for Vietnam's national team.
- MANTA's female staff from fishing families support the programme by having fun learning to sail and cooking for large groups of international school children. They will also teach Vietnamese culture via cooking classes to large groups of international school children thereby, helping to enhance economic diversification.



Towards sustainability,

- MANTA has trained three large international school groups of up to 100 children each, for three years running.



- MANTA now needs scale up to bring in seven more large groups during high season and northeast wind season (November to May), to ensure long-term annual sustainability, and survival (as soon as possible). As MANTA's resources are limited⁶.

Given human population pressures on land, with 95% of the world water, and rising:



Vietnamese water-sports trained fishermen, coach water-sports and climate change survival skills, tailor-made, to large and small groups.



MANTA offers Corporate Social and Environmental partnership opportunities to help:

- Switch Vietnam's horrific sea history memories, and fear of the sea, to national pride.
- Introduce water-sports and climate change survival skills to large corporate groups with sail-trained Vietnamese fishing families. Ahead of 2019 SEA Games, 2020 Olympics, 50th anniversary of Ho Chi Minh marine trail (2025).



MANTA has partnered with:

- Asia Motions to help bring in large international schools from Ho Chi Minh City, and
- Camp Asia to help bring in large international school from Singapore and the region.

N.B. MANTA needs to partner with seven more large groups/year, to ensure long-term buoyancy.

Description of key challenges identified:

KEY CHALLENGES:

[SAIL-SPORTS DEVELOPMENT CONTEXT (2012-2016)]

Vietnam's fast track sail-sport development, and kiteboarding as an Olympic sport, was blocked by a few individuals associated with Neil Pryde windsurf business interests, locally to within governing body of sail sports. MANTA and Vietnam's coaches and athletes tend to stand back from aggressive, unethical business development.

A couple of many examples across Asia include:

- An unnecessary Olympic Council of Asia (OCA) block on Vietnam's decision to include kiteboarding in their Asian Beach Games, by an RS-One agent, advising for World Sailing.
- An illegal land-grab mudslide by local business developers intended to bury MANTA (youtu.be/20Zpt-eVROs). Luckily staff survived although guard puppies did not.]

MANTA's biggest challenges are to:

- Source additional **partnerships or sponsorship**, with international schools or corporations, in the next three months, to ensure sustainability for 2018. As MANTA's resources are limited³.
- **Increase staff capacity** to source more partnerships and sponsorship, despite limited resources, and minimize risks.

Consequently, MANTA has closed accommodation for three months, during 2017 low season, to free up time to raise capacity to catch up with paperwork, reviews, and business plans to encourage long term sustainability.

MANTA now hopes:



To overcome, limitations to long-term sustainability, by a lack of national corporate buy in, restricted by Vietnam's horrific sea history, to **minimize fear of the sea and grow appreciation of ocean benefits**:

- MANTA hopes to free up time to source **advertising support**.

⁶ Sponsorship has so far come from MANTA founder's conservation salary, since 2009, which means it is tough for her to make time to knock on school and corporate doors to further develop long-term partnerships, or marketing and CSER brand development etc. for MANTA's long-term sustainability.



- MANTA hopes to connect with **regional and global** corporate groups, rather than national corporate groups, to deliver water-sports and climate change survival skills by Vietnam's sail trained fishermen, where there may be less fear of the sea, and more appreciation of the benefits.
- For 2018 sustainability. MANTA needs to:
- Source **seven additional large groups**, from international schools or corporate groups, for MANTA staff to train, in 7-14 mornings, during November to April, 2018. Thereby, adding to MANTA's existing partnership with Asia Motions and Camp Asia.
 - MANTA ideally needs to **upgrade monitoring and evaluation**, for potential sponsors. As MANTA's sponsorship is currently restricted to one source³.

Planned next steps (as appropriate):

PLANNED NEXT STEPS:

PLAN	ACTION
2017-2018 	<ul style="list-style-type: none"> • Free up more time to source potential corporate partnerships/sponsorship. • Run national team training an hour before the centre opens daily/weekly. • Source seven more large school groups/year. • Develop monitoring and evaluation, e.g., Through Upshot.
2017-2020 	<ul style="list-style-type: none"> • Engage more corporate groups. • Address Vietnam's fear of the sea. • Consider advertising agencies • Consider film houses, repurposing video footage.
2017-2022 	<p>In view of significant terrestrial human population pressures,</p> <ul style="list-style-type: none"> • OMEGA Global Initiative proposes cultivates algae for food-fuel-water, based at sea (www.omegaglobal.org). NASA scientist, Jonathan Trent, has offered MANTA to tag water-sports onto his OMEGA initiative, and has asked what we need. MANTA hopes to work that out soonest.

Scaling up is possible:

- With Vietnam's 3 sports universities and/or 2 science universities, in line with the vision of Vietnam's Vice Minister of Sport. Whereby, students pick up water-sports and climate change survival skills and return home to spread/scale up skills across Vietnam's stunning 4,000+km coastline.
- Sarawak government has asked for set up of a water-sports, initially at Batang Ai reservoir where communities have been displaced and negatively impacted by Batang Ai dam, in a state where oil palm has diminished diversity. A chapter in a Springer series on Biodiversity triggered the request (last August, when, after 26 years):
www.springer.com/gp/myspringer/chapters?wt_mc=Internal.Event.1.SEM.ChapterAuthorCongrat
username:juliashaw2@gmail.com, password: 2017xxxx).

Relevant hyperlinks:

www.mantasailing.org

Further information:

Please do not hesitate to submit more detailed information on case study(ies), tool(s)/method(s) and/or other relevant knowledge resource(s) that are relevant to economic diversification. The latter will be shared through the [Adaptation Knowledge Portal](#):

- [Case study\(ies\)](#)
- [Tool\(s\)/method\(s\)](#)
- [Other knowledge resource\(s\)](#) (online portals, policy briefs, training material, multimedia material, technical reports and scientific publications)