

# The Global Island: Ireland in Vietnam and the Mekong Sub-region

Mission Strategy of the Embassy of Ireland, Vietnam  
2017-2020



**Irish Aid**

Rialtas na hÉireann  
Government of Ireland



An Roinn Gnóthaí Eachtracha agus Trádála  
Department of Foreign Affairs and Trade

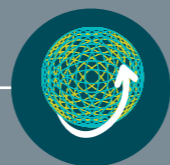


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# IRELAND IN VIETNAM AND THE MEKONG SUB-REGION



## OUR PEOPLE

Support and protect the interests of Irish people and provide a quality service in response to growing demand for consular services.

Support 'people to people' links, building relationships through the diaspora, promoting Irish culture and sport, and harnessing the networks of alumni and business communities from Ireland, Vietnam, Cambodia and Lao PDR.

## OUR VALUES

Support equality and promote respect of human rights, with a strong focus on ethnic minority rights, gender equality, disarmament and economic growth that is inclusive, equitable and sustainable.

Support civil society partners to strengthen their own capability for social action and advocacy.

Share ideas and knowledge and build capacity through the Irish Development experience and Sharing (IDEAS) programme.

Support a regional programme focussed on hunger/nutrition, and clearance of mines and unexploded ordnance.

Strategic engagement with multilateral partners in support of the Sustainable Development Goals.

## OUR PROSPERITY

Identify opportunities for Irish trade and investment and support Irish business. Provide practical support to two-way trade missions, business-to-business exchanges, institutional linkages, trade fairs, education fairs, etc.

Work collaboratively with Irish State Agencies for the delivery of an agreed Local Market Plan.

## OUR PLACE IN EUROPE

Actively engage within EU Delegation coordination structures in Vietnam, Cambodia, Lao PDR and Myanmar to shape the EU political, human rights, economic, trade and development agendas.

Promote and publicise the EU-Vietnam Free Trade Agreement and opportunities for Ireland.

## OUR INFLUENCE

Represent and advance Ireland's policies and interests bilaterally through local fora and multilaterally through international organisations.

Communicate with the public in Vietnam, Cambodia and Lao PDR to build interest in Ireland and demand for Irish products and services.

## SUMMARY

***This Mission Strategy sets out Ireland's engagement in Vietnam and the Mekong Sub-region (Cambodia, Lao People's Democratic Republic (PDR), and Myanmar) for the period 2017-2020. The strategy seeks to serve Irish citizens, to advance Ireland's interests and prosperity and to promote Ireland's values in Vietnam and the Mekong Sub-region.***

This is a new *Whole of Mission* Strategy with an indicative annual budget of €10 million, over the period 2017-2020, in four countries – Vietnam, Cambodia, Lao PDR and Myanmar. The Strategy will be managed by Ireland's Embassy in Hanoi, which is accredited to Cambodia and Lao People's Democratic Republic (PDR) and has responsibility for a targeted development programme in Myanmar; working in partnership with Embassy Bangkok which is accredited to Myanmar.

The Mission Strategy is guided by Ireland's foreign policy *The Global Island* (2015) and Ireland's international development policy *One World, One Future* (2013) and ensures the delivery of targeted outputs across the priority areas identified in Ireland's Department of Foreign Affairs and Trade's Statement of Strategy (2016-2019): (i) supporting our people; (ii) promoting our values; (iii) advancing our prosperity; (iv) engaging actively in the European Union; and (v) strengthening our influence.

The proposed Mission Strategy also aligns closely with the Sustainable Development Goals of the 2030 Agenda for Sustainable Development and the commitment to address climate change under the provisions of the Paris Agreement.

The Embassy's over-arching mission is to serve Irish citizens, advance Ireland's interests and prosperity and to promote Ireland's values. The Mission Strategy 2017-2020 is framed around three high level objectives:

**i) Ireland's people in the region are well served, better protected and more closely connected;**

- ii) Ireland's prosperity is enhanced through trade and investment, people-to-people engagement and institutional exchange, and through our EU membership**
- iii) Ireland's values and influence contribute to a more stable and secure rules-based international environment, to the protection of human rights, to reduced inequality and the empowerment of people to participate in their own development.**

Ireland has had a development cooperation programme in this region since 2005. Building on the work, achievements and lessons learned by Embassy Hanoi over this period and the evaluation of the 2011-2016 programme, development cooperation will remain central to the strategy with a focus on addressing vulnerability and reducing poverty and inequality, in line with Ireland's commitment to the 2030 Agenda for Sustainable Development. The Mission Strategy for the 2017-2020 period seeks to achieve five major outcomes:

- > **Outcome 1:** Efficient and effective passport, consular and diaspora services in Vietnam, Cambodia and Lao PDR.
- > **Outcome 2:** Strengthened bilateral relationships and influence for Ireland in Vietnam and the sub-region.
- > **Outcome 3:** Increased two-way trade and investment, including strong educational and research linkages in Vietnam and the Mekong Sub-region.
- > **Outcome 4:** Marginalised and vulnerable communities in Vietnam and the Mekong sub-region are more resilient to economic, social, and environmental stresses and shocks, supported by more inclusive economic growth and accountable institutions.
- > **Outcome 5:** The Embassy is fit for purpose to deliver a coherent whole-of-Embassy approach and ensure the optimum use of resources.

## 1. INTRODUCTION

***Ireland's Embassy in Hanoi was established just over ten years ago. The Embassy has accreditations to Cambodia and Lao People's Democratic Republic (PDR). Embassy Hanoi has responsibility for a targeted development cooperation programme in Myanmar working in collaboration with Ireland's Embassy Bangkok which is accredited to Myanmar.***

### IRELAND IN VIETNAM AND THE MEKONG SUB-REGION

2016 marked the 20<sup>th</sup> anniversary of Ireland-Vietnam diplomatic relations. This relationship has been underpinned and strengthened over the past ten years by a bilateral Irish Aid development cooperation programme.

The Embassy in Hanoi works to promote a positive relationship between Ireland and our partner countries. The Embassy supports Irish citizens in the region with consular and passport services, promotes trade and investment, assisting Irish business in accessing this fast growing market, delivers on Ireland's values and development commitments and engages with the Irish diaspora and host communities to promote Irish cultural events.

### LEARNING FROM AND BUILDING ON EXPERIENCE

Vietnam has been an *Irish Aid Key Partner Country* since 2005 and the development cooperation programme has, to date, been guided by an Irish Aid Country Strategy Paper. The evaluation of the Irish Aid Country Strategy for Vietnam and the Mekong Sub-region (2011 - 2015) confirmed the positive achievements realised with Ireland's support in Vietnam, particularly on ethnic minority poverty reduction, supporting civil society and building institutional capacity in Vietnamese State institutions through the innovative IDEAS (Ireland's Development and Experience Sharing) programme. The evaluation recommended continued engagement in these key areas.

The evaluation noted that support provided towards improving livelihoods and nutrition and for humanitarian demining in Vietnam, Cambodia, Lao PDR and Myanmar was relevant, strategic and making a positive difference.

The lessons learnt and evaluation have shaped the development of the new Mission Strategy for 2017-2020.



## Irish Aid

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Government of Ireland

**Irish Aid is the Government of Ireland's official aid programme administered by the Development Cooperation Division of the Department of Foreign Affairs and Trade (DFAT), working globally on behalf of the Irish people to address vulnerability and reduce poverty and inequality in some of the poorest and most marginalised communities in the World. The Irish Aid programme is an integral part of Ireland's foreign policy.**

## 2. GUIDING POLICIES

*The Mission Strategy is guided by Ireland's foreign policy The Global Island (2015) and Ireland's international development policy One World, One Future (2013). The protection of our citizens and the promotion of our values and our interests abroad are at the core of Ireland's foreign policy.*

### THE GLOBAL ISLAND: IRELAND'S COMMITMENT TO VALUES BASED FOREIGN POLICY

The *Global Island: Ireland's Foreign Policy for a Changing World*, was launched in January, 2015. The policy lays down the goals and key areas of focus of the Government of Ireland's global engagement to safeguard our peace, security and economic prosperity and to make a distinctive and principled contribution to the collective international effort to build a better world.

The *Global Island* identifies five priority areas of focus:

-  **To serve our people at home and abroad**
-  **To work for a fairer, more just, secure and sustainable world**
-  **To advance Ireland's prosperity by promoting our economic interests internationally**
-  **To protect and advance Ireland's values and interests in Europe**
-  **Strengthen our influence and our capacity to deliver our goals**

The *Global Island* reaffirms Ireland's principled engagement in foreign policy and our commitment to promoting our values across everything we do. It sets out Ireland's support for a fairer, more just, more secure and more sustainable world through

our development cooperation programme, human rights policies, peacekeeping, disarmament and security policies; our approach to trade promotion; and our growing engagement with global issues including climate change.

### IRELAND'S POLICY FOR INTERNATIONAL DEVELOPMENT

Ireland's Policy for International Development *One World, One Future* (2013) sets out a vision of "a sustainable and just world, where people are empowered to overcome poverty and hunger and fully realise their rights and potential."

Ireland's engagement in the international development agenda is focused on three goals:

1	Reduced hunger, stronger resilience
2	Sustainable development, inclusive economic growth
3	Better governance, human rights and accountability

A Framework for Action to deliver on these goals sets out seven priority areas for action:

- > **Global Hunger**
- > **Fragile States**
- > **Climate Change and Development**
- > **Trade and Economic Growth**
- > **Essential Services**
- > **Human Rights and Accountability**
- > **Humanitarian Assistance**

## ONE WORLD ONE FUTURE: FRAMEWORK FOR ACTION



### COMMITMENT TO A MORE SUSTAINABLE WORLD

In this Mission Strategy, Ireland is committed to supporting partner governments in achieving the aims of the Paris Agreement and the Sustainable Development Goals and will work across the three dimensions of sustainable development – environmental, social and economic – encouraging multiple stakeholders to work together.

Ireland is convinced that the principle of multilateralism offers the best approach to tackle the complex and interconnected issues facing the world and, in line with Ireland's Multilateral Strategy, will ensure our multilateral assistance support in this region is focussed and strategic in order to deliver identifiable results.



## 3. IRELAND'S STRATEGY

### OVERALL GOAL AND OBJECTIVES

The Embassy's over-arching mission is to serve Irish citizens, advance Ireland's interests and prosperity and to promote Ireland's values in Vietnam and the Mekong Sub-region. The Mission Strategy 2017-2020, seeks to achieve three high level objectives:

- i) **Ireland's people in the region are well served, better protected and more closely linked;**
- ii) **Ireland's prosperity is enhanced through trade, investment, EU and people-to-people engagement and institutional exchange; and**
- iii) **Ireland's values and influence contribute to a more stable and secure rules-based international environment, the protection of human rights, reduced inequalities and the empowerment of people to participate in their own development.**

### MISSION STRATEGY OUTCOMES

In order to meet these objectives, the Embassy will adopt a *Whole of Embassy* approach working across the foreign policy, consular, trade and development fields towards the achievement of five outcomes with specific outcomes identified under development cooperation programming which will represent the largest part of the mission's financial expenditure. The intended outcomes are:

**Outcome 1:** Efficient and effective passport, consular and diaspora services in Vietnam, Cambodia and Lao PDR;

**Outcome 2:** Strengthened bilateral relationships and influence in Vietnam and the Mekong sub-region;

**Outcome 3:** Increased two-way trade and investment, including educational linkages;

**Outcome 4:** Marginalised and vulnerable communities are more resilient to economic, social and environmental stresses and shocks supported by more inclusive economic growth and accountable institutions:

- > Economic growth is more inclusive and sustainable and institutions are more accountable and transparent in Vietnam, Cambodia, Lao PDR and Myanmar
- > Civil society and citizens in Vietnam, Cambodia and Lao PDR are empowered to realise their rights and participate in their own development
- > Vietnamese ethnic minority household economies are grown in a climate-smart, gender and nutrition sensitive way
- > Environmental, economic, health and safety risks to vulnerable communities in Vietnam, Cambodia, Lao PDR and Myanmar are reduced

**Outcome 5:** Embassy is fit for purpose to deliver a coherent whole-of-Embassy approach and ensure the optimum use of resources.

### MISSION STRATEGY DELIVERY

The Mission Strategy 2017-2020 will support an integrated approach building synergies, complementarity and coherence across all areas of work (consular, political, trade, cultural promotion and development cooperation) with a series of outputs collectively delivering against all five outcomes. It is proposed that, for the Mission Strategy 2017-2020, development cooperation funding to Vietnam will be maintained at a steady level and emphasis will be placed on the poorest and most vulnerable sectors of Vietnamese society. Thereafter, in 2021, aid flows from Ireland to Vietnam will decrease to minimal levels. Transparent and timely communication of this intention for transition has already begun through high-level dialogue with representatives of the national government, local organisations and development partners.



## OUR PEOPLE

### THE CONTEXT

There is a growing Irish community in Vietnam (600) and a small active Irish community in Cambodia and Lao PDR. In addition, the number of Irish visitors to Vietnam and the Mekong Sub-region continues to grow (approximately 15,000 people per annum). There is an active inter-country adoption agreement between Ireland and Vietnam. There are also a growing number of applications for business and study visas to Ireland from Vietnamese citizens.



Saigon Gaels, an Irish Gaelic football club in Ho Chi Minh City





## OUR PEOPLE



## OUR VALUES



Hanoi became the first city in South East Asia to join Ireland's Global Greening Campaign 2017 and Ly Thai To Park has become the 100th landmark in the world to go green for St. Patrick's Day, together with iconic landmarks in 35 countries

In a region with a vibrant cultural life, Irish culture, arts and sport can be leveraged to great effect to increase the visibility of Ireland and build bilateral relationships. There are active Gaelic Athletic Association (GAA) clubs in Hanoi and Ho Chi Minh City. The Ireland Vietnam Alumni Network now has nearly 200 members with networks in Hanoi and Ho Chi Minh City and a 'friends of Ireland' group on social media networks is growing quickly.

### WHAT WE WILL DO

- > The Embassy will ensure that the needs and welfare of our people will remain at the heart of the work of the Embassy with a focus on quality services for citizens and ensuring that services remain responsive to need.
- > The Embassy will prioritise facilitating visa processing for visitors from the region to

Ireland which helps to maximise opportunities for business, study, travel, people-to-people linkages and the promotion of Ireland.

- > The Embassy will promote cultural relations through support for and by staging a range of cultural, community, sport and heritage projects. These events provide scope to engage the talents of Irish teachers, artists, sports people and business people in the region and link them with local counterparts and host communities.
- > The Embassy will support volunteer and exchange programmes through engagement and small grants including for music, arts and Gaelic Athletic Association activities.
- > The Embassy will continue to work with the Ireland Vietnam Alumni Network and support its development as a lead partner in organising promotional and cultural projects and activities.

### THE CONTEXT

Vietnam, Cambodia, Lao PDR and Myanmar are among the poorest members of the Association of Southeast Asian Nations (ASEAN). All these countries suffered serious economic losses from conflict and underdevelopment and are still in the process of developing their economies and societies.

Vietnam, in particular, has developed rapidly with a massive transition from a centrally planned economy to an emerging lower middle income market which prioritises global integration. The Vietnamese economy has made real progress and Vietnam is now a lower-middle income country. Economic growth is still fragile and wealth distribution is unequal, with poverty rates among ethnic minorities significantly higher than the general population, compounded by disadvantage across a range of other development indicators such as health and education.

Cambodia has made exceptional progress in terms of economic growth and poverty reduction and is now classified as a lower-middle income economy by the World Bank Group. All three major sectors – agriculture, industry, and services – contributed to this growth. However, there remains many challenges for Cambodia to address, in particular, growing inequality – including income disparity, regional disparity between the urban population and the rural poor and gender disparity.

Lao PDR is one of the fastest growing economies in the East Asia and Pacific region. While poverty has declined significantly and is now 23.2 percent, growth is not benefiting all people equally.

Creating better economic opportunities for the poor and non-poor can help accelerate poverty alleviation, especially through job creation, private sector growth and investments in education and social protection.

Myanmar, which has made a historic recent transition towards democracy is taking important steps to address sustainable development but remains one of the poorest countries in the world, with very low development indicators, ongoing active conflict and multiple humanitarian challenges.

### WHAT WE WILL DO

**The Embassy will use political and public diplomacy in the region to promote Ireland's values and interests:**

- > On the basis of our values, we will implement Ireland's "signature" foreign policy agenda – to support equality and promote respect of human rights, with a strong focus on ethnic minority rights, gender equality, disarmament and economic growth that is inclusive and equitable.
- > As part of Ireland's commitment to effective multilateral action, seek support from partner countries for Ireland's leadership role in the UN system, with a key emphasis on Ireland's 2020 UN Security Council campaign
- > Represent and advance Ireland's policies and interests multilaterally through international organisations in the region and actively engage in EU fora in each country to shape and strengthen the EU's approach.





## OUR VALUES

**Development cooperation efforts in Vietnam will remain focussed on ethnic minority development where Ireland brings added value and has a strong track record:**

- > Building on support to date, the Embassy will strengthen a comprehensive partnership with the Ministerial-level Committee for Ethnic Minority Affairs (CEMA) in Vietnam;
- > The Embassy will provide funding to the Government of Vietnam's Programme 135 for ethnic minorities in targeted provinces. Ireland's support will be additional to Vietnamese government funding and will be targeted to extremely poor communes to improve socio-economic infrastructure and service accessibility;
- > To complement and strengthen support to

Programme 135, Ireland will provide multi-annual support to a small number of non-government organisations, working in the targeted provinces, in order to pilot and scale up new models in ethnic minority empowerment with a strong emphasis on: food and nutrition security; women's empowerment; water; sanitation and hygiene; and education. Climate-smart models which integrate gender equality concerns will be prioritised, as well as community ownership and sustainability of the projects;

- > Greater engagement on the broader poverty reduction environment with other key Ministries and the Vietnam Development Forum will be ensured through the Ethnic Minority Working Group which Ireland currently co-chairs with the UN.



## OUR VALUES



Ireland has provided more than €30 million to the Government of Vietnam's Programme 135 for Ethnic Minority development in the period 2011-2016 which specifically funded 320 small scale community infrastructure projects in the poorest ethnic minority areas of Vietnam including clinics, school rooms, rural access roads, market places.

**The Irish Development Experience and Sharing (IDEAS) programme will support capacity-building and strengthen strategic linkages between Ireland and Vietnam in the education; agriculture; agri-food; and business and economic sectors:**

- > Support peer-to-peer institutional links between Ireland and Vietnam. Agriculture, education, private sector development and economic development have been identified by Vietnamese partners as priority areas for experience-sharing and capacity development;

- > Provide targeted scholarships for students from the region to study in Ireland with a focus on labour market skills and science, technology, engineering and mathematics as well as some opportunities for business development and entrepreneurship;
- > Build co-operation between universities and research institutions in Vietnam and Ireland using modest seed funding through the Vietnam Ireland Bilateral Education Exchange (VIBE) programme.





## OUR VALUES

**Provide support to national and international civil society partners to strengthen their own capability for research, for building networks, and for creating coalitions for advocacy:**

- > Prioritise support to strengthen the capacity of civil society organisations aimed at influencing policy response and service delivery in favour of groups that are marginalised on the basis of gender, migrant status, age, sexual orientation, ethnicity or disability;
- > Through the Embassy networks, encourage respect for the basic rights necessary for civil society to grow and flourish.

**The regional aspect of the development programme presents a very high needs context and a high risk burden. As a non-resident donor in Cambodia, Lao PDR and Myanmar, the**



Irish Aid supports humanitarian mine action and the clearance of unexploded ordnance in Vietnam, Cambodia and Lao PDR. This is a HALO Trust Clearance and Mine Risk Education session in Cambodia.

**Embassy will adopt a responsive approach that focuses modest funding on hunger/nutrition, civil society support and demining and UXO clearance:**

- > Provide funding in Vietnam, Cambodia, Lao PDR and Myanmar for humanitarian mine action focused on the clearance of mines and unexploded ordnance (UXO), mine risk education and disability support, with a strong gender lens;
- > Provide funding to partner organisations for a regional programme to reduce stunting and malnutrition by increasing rates of exclusive breastfeeding and improving complementary feeding practices;
- > Provide support to address fragility and the transition in Myanmar, in particular, funding to strengthen food and nutrition security and livelihoods.



## OUR PROSPERITY

### THE CONTEXT

Vietnam is open for business. With a population of 93 million and a growing middle class seeking high quality goods and services, Vietnam presents huge potential for the further development of trade relations between Ireland and Vietnam. Currently three priority sectors have been identified, i.e. higher education, aviation and agri-business, with possibilities also emerging in the ICT, medical devices and clean energy sectors.

The EU-Vietnam Free Trade Agreement (EV-FTA) is expected to enter into force in 2018 and will allow two-way trade and investment to be brought to new levels.

The establishment of the ASEAN Economic Community will also facilitate greater trade with the region in the long term. This is a potential market of 600 million consumers which offers key business opportunities. Vietnam can be used as a gateway to enter these markets.

Irish State Agencies including Enterprise Ireland, IDA Ireland and An Bord Bia are present in the Asia region (with staff co-located in Ireland's Embassy in Singapore). Ireland's new trade and investment strategy *Ireland Connected: Trading and Investing in a Dynamic World* (2017) emphasises the importance of the continued diversification of our export markets and will guide our efforts to harness opportunities for Irish trade and investment.

### WHAT WE WILL DO

- > Support Irish business to enter the market and grow existing business, particularly in the context of market diversification and mitigating the negative impact of Brexit.
- > Work collaboratively with Irish State Agencies, chairing a local market team for the delivery of an agreed Local Market Plan for Vietnam, focussed on the three priority sectors of higher education, aviation and agri-business, whilst remaining open to potential new priority sectors in clean energy, ICT and medical devices.
- > Provide assistance to the Irish Business Association of Vietnam (IBAV) and Irish businesses including introductions and information about the market and negotiation of market access as well as procurement opportunities.
- > Provide high-quality and accessible information to Irish State Agencies and Irish businesses operating in Vietnam in sectors of interest and help to popularise the EV-FTA in a way that assists Irish business.
- > Promote and provide practical support to two-way trade missions, business-to-business exchanges, institutional linkages, trade fairs, education fairs, conferences and visa processing.
- > Build a positive image of Ireland in Vietnam through a defined communications strategy and leverage relationships across all areas of the work of the Embassy to strengthen Ireland's network of friends in Vietnam and the Mekong Sub-region.





## OUR PLACE IN EUROPE

### THE CONTEXT

Ireland's capacity to promote our values and advance our interests through the projection of our foreign policy is greatly enhanced by EU membership. The social dimension of the EU with its focus on human rights, labour rights, gender equality, non-discrimination and environmental protection reflects a distinctively European set of values shared by Ireland.

The EU has delegations in Vietnam, Cambodia, Lao PDR and Myanmar that provide an important platform of engagement for Ireland at country level. In these countries, the EU adopts a broad-based and mutually beneficial partnership approach where matters of politics, development and trade are inherently linked to issues of good governance, democracy, peace and security, respect for human rights, sustainable development and the rule of law. The implications of Brexit for the EU and these four countries have yet to be fully analysed.

The European Union and its Member States as a whole continue to be among the largest donors of official development assistance (ODA) in the four countries.

The EU is one of the largest foreign investors in Vietnam and the Mekong Sub-region.

### WHAT WE WILL DO

- > Actively engage within the EU Delegation coordination structures in Vietnam, Cambodia, Lao PDR and Myanmar to shape the EU political, human rights, economic, trade and development agendas. The Embassy will actively support Ireland's engagement in the Asia-Europe Meeting Summit.
- > In Vietnam specifically, the Embassy will work within the scope of the EU-Vietnam Framework Agreement on comprehensive Partnership and Cooperation (PCA).
- > The Embassy will actively engage in shaping EU development programmes to ensure they benefit the poorest and most vulnerable groups.
- > Concerns about human rights remain a major theme in EU-partner country relations. The Embassy will continue to engage actively to promote respect for human rights, including through the annual EU Human Rights Dialogue.
- > The Embassy will work to promote and publicise the EU-Vietnam Free Trade Agreement and represent Ireland's position post-Brexit to identify opportunities that might arise for Irish trade and investment. More broadly on trade matters, the Embassy will work in cooperation with EuroCham (the European Chamber of Commerce) and the EU-Vietnam Business Network in providing support to Irish businesses.



## OUR INFLUENCE

### THE CONTEXT

Ireland has built a solid foundation of strong bilateral political and development cooperation relationships in Vietnam, Cambodia and Lao PDR. However, Ireland's profile is not well known at a wider level by the citizens of these countries. Building recognition and awareness of the Ireland brand is key to strengthening our access and outreach and maximising our external influence.

The development cooperation programme continues to create a strong identity for a distant and small European country such as Ireland and provides a strong medium for the Embassy's relations in the region.

We will continue to advance shared global values through dialogue on human rights and accountability, inequality, disarmament and other issues. Our engagement in EU fora in each country provides an important platform for influence beyond our national capacity.

In Vietnam, in particular, the on-going diversification of Ireland's suite of engagements will provide opportunities to increase our visibility and influence through creating space for public discourse, sharing of Ireland's economic development experience and facilitating academic, civil society, media and cultural links between Ireland and Vietnam.

### WHAT WE WILL DO

- > Hold timely high-level political consultations in each country. Monitor, analyse and report on political developments in Vietnam, Cambodia and Lao PDR and on broader regional issues, including engagement in ASEAN.
- > Support two-way high-level visits between Ireland and Vietnam, Cambodia and Lao PDR as such exchanges have proven important for building the relationship and for productive engagement with government.
- > Represent and advance Ireland's policies and interests multilaterally through international organisations and bilaterally through local fora.
- > Grow and deepen public outreach in a way that builds interest in Ireland and builds demand for Irish products and services.



## 4. MAXIMISING OUR IMPACT

The current environment of constrained resources and pressurised budgets in Ireland means that, now more than ever before, we must maximise the impact of our efforts, plan for and achieve results, measure performance and demonstrate accountability. The Embassy will ensure that Ireland's collective efforts in Vietnam and the Mekong Sub-region are more than the sum of its parts. We will do this in a number of ways.

### WHOLE OF EMBASSY APPROACH

Results can best be achieved when systems, structures, policies and actions complement each other. The new Mission Strategy will adopt a *Whole of Embassy* approach to advance our political, economic and development partnerships in a consistent manner. It will support an integrated approach, building synergies and coherence across all areas of work.

We value the strength and potential of the Embassy and 'Team Ireland' in Vietnam. We will strive for a positive and productive work place in the Embassy to support a diverse and dynamic workplace and team approach and the development of staff capacity to deliver Ireland's goals. We are committed to working collaboratively and innovatively with Ireland's State Agencies and Institutions which are critical to advancing Ireland's interests.

### ASSURING QUALITY AND VALUE FOR MONEY

Ireland is fully committed to results-based management. Embassy Hanoi will work with our partners in government, civil society and others to ensure that they adhere to expected standards of accountability and transparency. On an annual basis, as well as in the planned mid-term review, partnerships will be assessed to ensure that their performance is satisfactory.

### PUTTING GENDER AT THE CENTRE

Research has demonstrated that gender equality and the empowerment of women and girls are central to inclusive development and the achievement of human rights. The Embassy is committed to prioritising and promoting gender equality in all our work. All programmes will include a gender analysis; sex-disaggregated data will be collected; and gender indicators will be incorporated into systems for monitoring and evaluation across the Embassy's work. In keeping with the commitment of the Department of Foreign Affairs and Trade to gender equality and diversity, the Embassy will work to ensure it is an inclusive workplace and that Embassy staff have equality of opportunity.

### PUBLIC DIPLOMACY AND INFLUENCING

The Embassy will use traditional and social media platforms to communicate and grow Ireland's positive reputation, create a distinctive identity and enhance the way people view our country in Vietnam. These platforms will deliver information in a timely fashion on services available including in relation to passports, citizenship and visas; explain the work of the Embassy, Irish foreign policy and key values; and showcase Ireland's rich cultural heritage and promote Ireland as a high quality destination for tourism and education and as a reliable and innovative business partner.



President of Ireland Michael D. Higgins, accompanied by Minister of Foreign Affairs and Trade Mr. Charles Flanagan, T.D., met with ethnic minority communities in Vinh O commune, Quang Tri province. The State visit in November, 2016 marked twenty years of diplomatic relations between Ireland and Vietnam and provided an exceptional promotional opportunity for Ireland, which the Embassy worked to ensure was harnessed to the maximum effect

### ENHANCED PARTNERSHIPS

The Embassy is committed to working through partnership to foster relationships, deliver services, implement programmes, leverage influence and achieve results. In particular, working in partnership with our host governments to achieve objectives will be key.

In Vietnam, developing and diversifying partnerships between Vietnamese and Irish authorities, institutions, private sector actors and civil society is increasingly important as Ireland gradually transitions from bilateral development cooperation to new cooperation modalities with Vietnam.

### EVALUATION AND LEARNING

Systematic learning through reviews, evaluations and internal/external audits will allow for better resource allocation and maximum impact; underpinning results-based management. Consistent with our commitment to transparency, the results of these reviews will be shared with partners and disseminated as appropriate on the Embassy website.

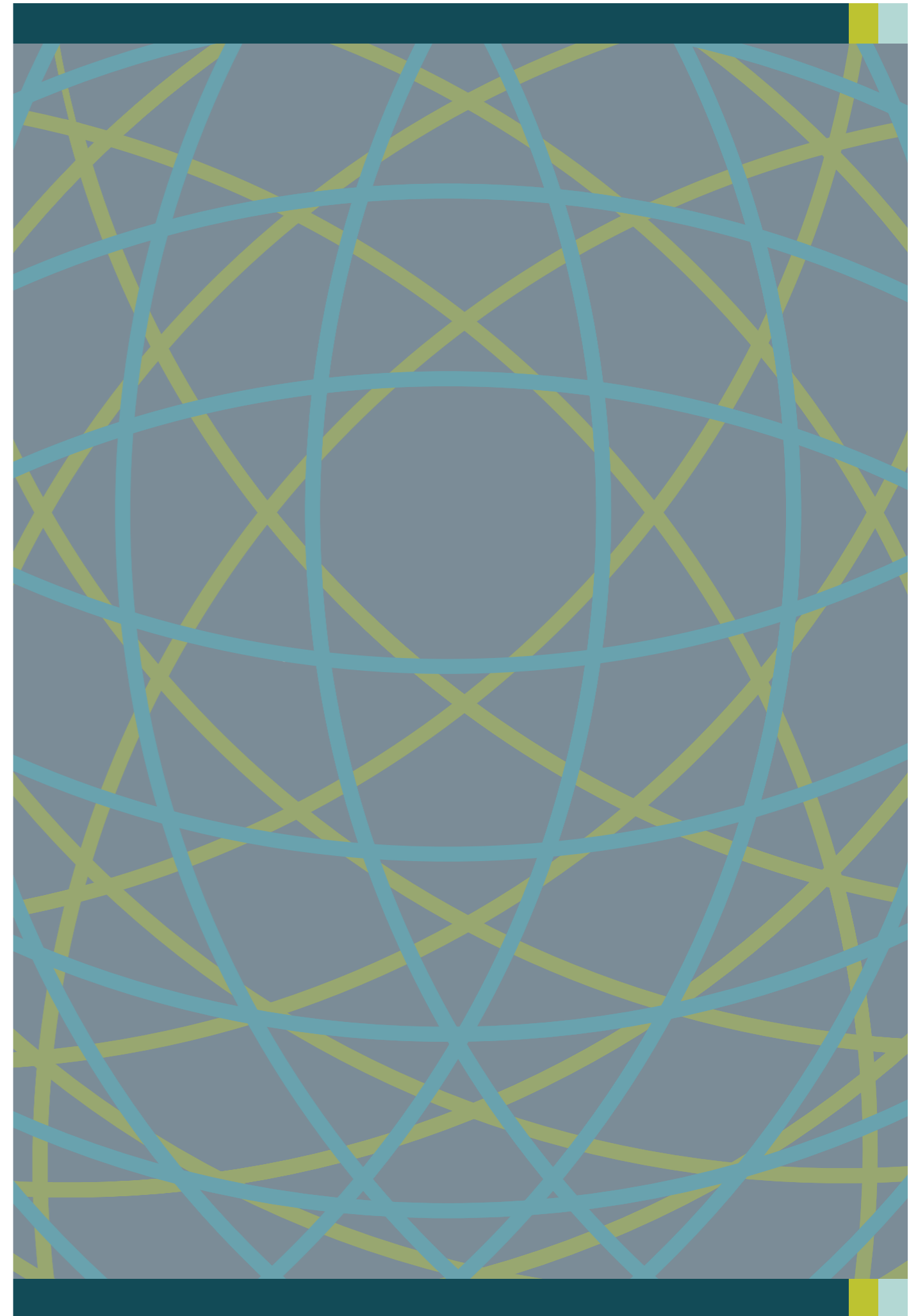


# INDICATIVE DEVELOPMENT PROGRAMME BUDGET 2017-2020

The budget for development cooperation for the strategy period is based on an annual figure of €10 million for Vietnam, Cambodia, Lao PDR and Myanmar (see Table below). The allocation of the budget is based on an assessment of poverty and vulnerability; the current scale and effectiveness of ODA and the associated risks in partner countries;

Ireland's capacity to make a difference over the life of the strategy; and Ireland's strategic interests in Vietnam and the Mekong Sub-region. Embassy Hanoi will manage this budget to ensure a focus on results, mutual accountability and value-for-money.

OUTCOME AREA	2017 €	2018 €	2019 €	2020 €	Total €	%
<i>1. Economic growth is more inclusive and sustainable and institutions are more accountable and transparent</i>	1,770,000	1,760,000	1,740,000	1,720,000	6,990,000	17.5%
<i>2. Civil society and citizens are empowered to realise their rights and participate in their own development</i>	1,200,000	1,200,000	1,200,000	1,200,000	4,800,000	12%
<i>3. Vietnamese ethnic minority household economies grown in a climate-smart, gender and nutrition sensitive way</i>	4,200,000	4,200,000	4,200,000	4,200,000	16,800,000	42%
<i>4. Regional Support – Environmental, economic, health and safety risks to vulnerable communities in Vietnam, Cambodia, Lao PDR and Myanmar reduced</i>	2,510,000	2,510,000	2,510,000	2,510,000	10,040,000	25.1%
<i>5. Programme Quality and Support</i>	320,000	330,000	350,000	370,000	1,370,000	3.4%
<b>OVERALL TOTAL</b>	<b>10,000,000</b>	<b>10,000,000</b>	<b>10,000,000</b>	<b>10,000,000</b>	<b>40,000,000</b>	<b>100%</b>





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