

	social costs of economic growth.			
Legality and Regularity aspects	Coping with strict censorship, with measures imposed on the operation of media by the Government, to control the publication of media contents	high	low	Pre-empt potential reasons for censorship. Joint press releases with government on topics for which the government is the main beneficiary.
Communication and Information	Cautious reporting by the Vietnamese media, including on EU related themes, especially contents which authorities consider sensitive topics, such as human rights and corruption	high	low	Action will have media as one target group and will provide trainings on good practices for quality reporting.
People and the organization	Target audiences such as human rights activist, members of civil society organisations, journalists and independent opinion leaders and their families are threatened by the authorities during the preparation or after the implementation of the communication and public diplomacy activities	medium	high	Action will take into consideration target groups potentially at risk when designing communication activities. Stall any communication activities immediately if target audience signals that they could be at risk.

Lessons Learnt:

Due the specificity of this measure there are no major risks and assumptions. However fully successful implementation will depend on, among other things:

- good coordination between EU Delegation and Headquarters;
- ‘whole of Delegation’ approach to strategic communication and public diplomacy
- ensuring coherence between different funding sources, notably those managed by EEAS and FPI
- good management of the various contracts;
- high quality of experts supplied.