

IWTR8S2\1016

Increasing Chimpanzee Guardianship Values to Reduce IWT in Liberia

Illegal trade of endangered Western Chimpanzees in Liberia is a complex issue driven by poverty, systemic development challenges, and insufficient management of demand (IUCN 2020). PCI Media aims to reduce demand for chimpanzees by fostering guardianship values among urban consumers. Together with local partner LCRP, we will work directly with a coalition of local partners to design an effective Social and Behavior Change Communications strategy that drives the revival and cross-ethnic expansion of existing chimpanzee guardianship values, ultimately reducing IWT.

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GMS ORGANISATION

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Section 2 - Objectives, Species & Summary

Q3. Title:

Increasing Chimpanzee Guardianship Values to Reduce IWT in Liberia

What was your Stage 1 reference number? e.g. IWTR8S1\1001

IWTR8S1\1038

Q4. Which of the four key IWT Challenge Fund objectives will your project address?

Please tick all that apply. Note that projects supporting more than one will not achieve a higher score.

Reducing demand for IWT products

Q5. Species project is focusing on

Where there are more than four species that will benefit from the project's work, please add more boxes using the selection option below.

Western Chimpanzee (Pan troglodytes verus)

No Response

No Response

No Response

Do you require more fields?

No

Q6. Summary

Please provide a brief summary of your project, its aims, and the key activities you plan on undertaking. Please note that if you are successful, this wording may be used by Defra in communications e.g. as a short description of the project on the website.

Please write this summary for a non-technical audience.

Illegal trade of endangered Western Chimpanzees in Liberia is a complex issue driven by poverty, systemic development challenges, and insufficient management of demand (IUCN 2020). PCI Media aims to reduce demand for chimpanzees by fostering guardianship values among urban consumers. Together with local partner LCRP, we will work directly with a coalition of local partners to design an effective Social and Behavior Change Communications strategy that drives the revival and cross-ethnic expansion of existing chimpanzee guardianship values, ultimately reducing IWT.

Section 3 - Title, Dates & Budget Summary

Q7. Country(ies)

Which eligible host country(ies) will your project be working in? Where there are more than four countries that your project will be working in, please add more boxes using the selection option below.

Country 1 Liberia

Country 2 No Response

Country 3 No Response

Country 4 No Response

Do you require more fields?

No

Q8. Project dates

Start date:

01 July 2022

End date:

31 December 2023

Duration (e.g. 2 years, 3 months):

1 year, 6 months

Q9. Budget summary

Year:	2022/23	2023/24	2024/25	2025/26	Total request
Amount:	£50,072.00	£49,859.00	£0.00	£0.00	£ 99,931.00

Q10. Proportion of IWT Challenge Fund budget expected to be expended in eligible countries: %

Q11a. Do you have matched funding arrangements?

No

Please explain why.

Partner applicant LCRP (Liberia Chimpanzee Rescue and Protection) will provide in-kind support for coalition building and engagement, including coordination of all local events and activities. In addition, PCI intends to seek funding from the Arcus Foundation once a proof-of-concept is established under this Evidence grant.

Section 4 - Problem statement & Gap in existing approaches

Q12. Project stage

With reference to the application guidance, please select the relevant project stage.

Evidence

Q13. Problem the project is trying to address

Please describe the problem your project is trying to address in terms of illegal wildlife trade and its relationship with poverty. Please describe the level of threat to the species concerned. Please also explain which communities are affected by this issue, and how this aspect of the illegal trade in wildlife relates to poverty or efforts of people and/or states to reduce poverty.

Please cite the evidence you are using to support your assessment of the problem (references can be listed in your additional attached PDF document).

Western chimpanzees are a critically endangered species with only an estimated 35,000 individuals left in the wild (Kühl et al. 2017). Approximately 7,000 of these western chimpanzees—the second largest population in the world—live in Liberia's forests (Tweh, 2015). Liberia's Upper Guinean rainforest is a global biodiversity hotspot for endemic and endangered animal species of West Africa (Republic of Liberia Forestry Development Authority, 2019).

Illegal wildlife trade (IWT) is threatening both chimpanzees and the ecosystems they call home. Over the past 25 years, western chimpanzee populations have declined by over 80%, mostly due to poaching and habitat loss (Kühl et al. 2017).

In addition to greatly threatening chimpanzee populations and ecosystem balance, their illegal commercial trade can

transmit diseases to humans. Approximately 75% of the world's major pandemics including HIV, Ebola virus, Zika, avian and swine influenza, SARS-CoV, MERS, and COVID-19 are regarded as zoonotic in origin (Priyadarsini et al, 2020). Bushmeat hunting, which increases the interface between humans and wildlife and often involves high risk methods of interaction, creates a key path for disease transmission.

IWT is often seen principally as a conservation issue. However, in order to be successful, conservation efforts must address the role that poverty and uneven development play in driving biodiversity loss (Sandbrook and Roe, 2010). In order to create sustained and scalable change in Liberia, this project will undertake formative research and develop a Social and Behaviour Change Communication (SBCC) intervention that is fully informed by the specific context of poverty in the country, integrating a nuanced understanding of IWT motivations into the design of the program (Duffy, 2016).

The project will place particular attention on reducing demand among urban consumers of chimpanzee products, following recent research indicating that chimpanzee trade in Liberia is "strongly driven by demand ... from urban areas" (Heinicke et al. 2019, 11). It will employ an impact communications demand reduction approach that has proven effective in reducing IWT elsewhere (Chaves et al. 2018) and that has been identified as being a potentially "important tool to reduce the acceptability of chimpanzee consumption" in Liberia (Heinicke et al. 2019, 11).

Q14. Gap in existing approaches

What gap does your project fill in existing approaches? Evidence projects should describe how the improved evidence base will be used to design an intervention and the gap the intervention will fill. Extra projects should also provide evidence of the intervention's success at a smaller scale.

In recent years, the Liberian government has taken steps to increase protection of western chimpanzees, largely targeting trafficking supply. While this is important, a long-term solution for chimpanzee protection must also address demand (Felbab-Brown 2017).

To reduce demand, PCI Media will develop a research-based and field-tested national communications strategy that fosters a sense of chimpanzee guardianship among Liberians, building on existing stewardship values in the country. This campaign will respond to a local need identified by principal partner LCRP (Liberia Chimpanzee Rescue and Protection), which is to improve understanding around market dynamics, consumer motivations, and the role of poverty, gender inequity, and other barriers to change.

Whereas other efforts to control IWT in Liberia have emphasized law enforcement and chimpanzee supply, this campaign will address demand by reducing the social acceptability of chimpanzee consumption. The aim is to eliminate demand for illegally trafficked chimpanzees by shifting social norms towards a caretaking relationship with nature.

This "Evidence" project will improve the evidence base by:

- assembling a coalition of local partners and experts in conservation, gender equality, and poverty alleviation
- researching motivations and specific barriers to behavior change
- designing, piloting, and assessing the impact of a behavior change intervention

Section 5 - Objectives & Commitments

Q15. Which national and international objectives and commitments does this project contribute towards?

Consider national plans such as NBSAPs and commitments such as London Conference Declarations and the Kasane and Hanoi Statements. Please provide the number(s) of the relevant commitments and some brief information on how your project will contribute to them. There is no need to include the text from the relevant commitment.

This project is guided by regional and national action plans, and it contributes to commitments under the Convention on Biological Diversity. The Western Chimpanzee Action Plan (2020), in particular, sets out a number of awareness-raising objectives related to demand reduction under Strategy 8. This project is aligned to Objectives 8.6 and 8.7. The activities outlined in this proposal also contribute towards the objectives and strategy set out in Liberia's NBSAP to address uncontrolled hunting. Specifically, the project will increase "knowledge of ecosystem value" (3.2.3) and build "recognition

and use of indigenous knowledge systems” (3.2.4).

Section 6 - Method, Change Expected, Gender & Exit Strategy

Q16. Methodology

Describe the methods and approach you will use to achieve your intended Outcome and contribute towards your Impact. Provide information on:

- **How have you reflected on and incorporated evidence and lessons learnt from past and present activities and projects in the design of this project?**
- **The need for this work and a justification of your proposed approach.**
- **How you will undertake the work (materials and methods).**
- **How you will manage the work (roles and responsibilities, project management tools, risks etc.).**

PCI Media will employ Social and Behavior Change Communications (SBCC) to influence behavior by providing connection, role-modeling, and a trusted source of accurate information. Research shows that SBCC campaigns enhance the success rate of behavior change efforts (World Bank, 2017). This can be linked to the emotional bonds created between audiences and characters. Over two decades of research indicate that there is a strong correlation between emotional connections to personas and lasting behavior change (Brown and Fraser, 2010). PCI’s programs are effective because they are designed in collaboration with our audiences and in deep partnership with local stakeholders.

PCI Media employs our signature My Community methodology to clarify and successfully achieve project goals. This approach is built on the following principles.

- Convening a local coalition of partners that facilitate and sustain change past the life of the program
- Authentic participation of local coalition in program research, design, and implementation
- Grounding program design in local realities and needs
- Leveraging the power of aspirational narrative intervention to promote change

Rooted in partnership development and capacity building, our approach serves to leverage the participation of key stakeholders within and across sectors at every step of programming, as outlined below.

1. Formative Research and Coalition-Building

Our community-based approach will begin with formative research and coalition building to inform the accuracy of communication approaches and materials. PCI and LCRP will form a coalition of local stakeholders that includes not only conservation and wildlife protection organizations, but also gender and economic equality groups, in order to ensure an integrated approach to demand reduction. This diverse coalition will seek to understand key audiences’ knowledge, values, attitudes, behaviors, social norms, and barriers to change. Our comprehensive approach will include a review of existing research, focus group discussions, and in-depth interviews with the key stakeholders, women, and groups working to alleviate poverty. We will engage sellers and consumers to better understand what motivates them to conduct these activities and what might motivate them to stop.

2. Program Design

PCI will work collaboratively with the coalition to develop a research-based pilot strategy aimed at reducing demand for chimpanzees. This will involve outlining the program design, yielding a theory of change, logic model, knowledge, attitudes and behaviour matrix, key messaging document, work plan, and timeline – the fundamental components of an effective social mobilization and engagement campaign.

3. Production

Following the participatory co-design process, PCI will develop pilot SBCC intervention materials aimed at changing behavior of two pilot groups. While these materials cannot be prescribed before the co-design process, they may take the form of, for example, a limited run (e.g. 3-episode pilot) radio program or podcast that dramatizes real-world issues surrounding chimpanzee consumption. The storyline would present familiar and culturally relevant scenarios, and aim to reach listeners through narrative and emotional connection to characters. The specific choice of media format, narrative arc, and issue will, however, depend on research findings and the design workshops described above. These pilot outputs will be shaped by key local stakeholders, partners working towards gender equality and poverty alleviation, and community members.

4. Pilot Implementation

The media products will then be piloted with two audience groups based in one large and one small urban population center in Liberia. The pilot will test key messages with the groups and measure effectiveness at reducing demand for chimpanzee products through baseline and endline focus groups.

5. Monitoring and Evaluation

Throughout the design process and campaign pilot, PCI Media will monitor and measure key metrics. This includes measuring baseline and endline knowledge, attitudes, and practices related to chimpanzee consumption among pilot group participants. Close monitoring and evaluation of the campaign will allow us to adaptively manage and learn over the course of implementation.

6. Project and Risk Management

PCI will be responsible for overall project management and coordination and all phases of implementation including: research, design, production, pilot, and monitoring and evaluation. The PCI Project Lead will also continually monitor and assess risk, maintain the risk register, DCRM, and issue log, and mitigate issues that may arise.

LCRP will play a critical role in local coalition building, design facilitation, and coordination of collaborating partners. LCRP will also ensure the project is fully integrated with local efforts and national priorities through key links to the Liberian Forestry Development Authority, the Species Working Group of Liberia, the Wildlife Crime Task Force, and others working to eliminate IWT.

Other partners, including Greenlife, CSEC, and FFI will contribute to research, production, coalition building, communications expertise, and community mobilization.

Q17. Capability and Capacity

How will you support the strengthening of capability and capacity in the project countries at organisational or individual levels, please provide details of what form this will take and the post-project value to the country.

In order to ensure that impact extends beyond the life of funding, the project will equip local partner organizations with core capabilities and capacities. The lead applicant brings expertise in impact communications and social marketing approaches to demand reduction, and it will undertake capacity building activities with local partners to ensure the transfer of knowledge and skills necessary for continued use of these approaches after project completion.

In the initial coalition workshop, partner organizations will be introduced to Social and Behavior Change Communication (SBCC) methodologies and their utility in efforts to reduce demand for illegal wildlife trade. Partners' past experience and capabilities will be assessed through workshop activities and a questionnaire. The action plan that will be drafted after the initial coalition workshop will contain a set of SBCC capacity building priorities.

In the second coalition meeting, partner organizations will be engaged in a facilitated process of creative co-design. The activities will be tailored to build core competencies among the technical staff of partner organizations. During the pilot intervention, these partners will be engaged to support implementation and provided with practical experience employing SBCC methodologies.

The primary focus at this 'Evidence' stage will be on deepening capacity to integrate data about normative attitudes, current behaviors, and barriers to behavior change into the design of communication programming. Partnerships will extend beyond the life of the project, and the lead applicant will seek additional support through a 'Main' project to scale up demand reduction activities and deepen the SBC capacity of local organizations. The ultimate aim is to develop the full capacity of local organizations to independently implement SBCC programming.

Q18. Gender equality

All applicants must consider whether and how their project will contribute to reducing inequality between persons of different gender. Explain how your understanding of gender equality within the context your project, and how is it reflected in your plans.

Gender inclusion principles form an inherent and inextricable part of PCI Media's core mission and guide every phase of

our programming to best achieve sustainable and positive behavior change.

Within the context of this project, gender equality is understood as the equal participation of and benefits for people of all genders. We recognize that people of different genders experience and are affected by environmental policies and practices differently. Social vulnerability is not equal across all genders and, as a result, special considerations must be made to ensure that no gender group is intentionally or unintentionally harmed. Equally, special considerations must be made to ensure that net benefits are generated for those frequently disadvantaged by gendered society, especially women.

The aim of reducing the illegal trade of chimpanzees in Liberia has many complex interconnections with gendered society. These complexities must be understood in order to design demand reduction interventions that do not negatively impact disadvantaged genders and, indeed, generate net benefits for women and children.

In order to ensure that project activities contribute to gender equality, a Gender Equality Advisory Group will be established during Phase 1. This group will be formed from coalition members – both men and women – and tasked with applying a gender equality lens to all activities. This means, for example, ensuring that research activities are designed to gather specific information about unequal gender impacts of reducing the illegal trade of chimpanzees and that the pilot interventions are designed with the aim of increasing gender equality. Ultimately, the advisory group will be empowered to shape programming and validate findings.

Q19. Change expected

Detail the expected changes to both illegal wildlife trade and poverty reduction this work will deliver. You should identify what will change and who will benefit, considering both people and species of focus a) in the short-term (i.e. during the life of the project) and b) in the long-term (after the project has ended).

When talking about how people will benefit, please remember to give details of who will benefit, differences in benefits by gender or other layers of diversity within stakeholders, and the number of beneficiaries expected. The number of communities is insufficient detail – number of households should be the largest unit used. Demand reduction projects should demonstrate their indirect links to poverty reduction.

Short term changes will include:

- Increase in knowledge of the positive benefits of chimpanzee conservation in general (economic opportunity, disease prevention, food security) among the pilot groups;
- Improvement in attitudes and behaviors towards chimpanzees among the pilot groups;
- Increase in public support for policies and actions that safeguard chimpanzees among the pilot groups;
- Increase in efforts to integrate gender equity into chimpanzee demand reduction;
- Increase in awareness of alternative livelihoods, such as opportunities in eco- and chimpanzee- tourism.

Long-term changes will include:

- Greater evidence base of motivations and barriers to behavior change related to chimpanzee consumption, including gender-specific differences in these motivations and barriers;
- Greater evidence base of effective means of reducing demand for chimpanzees;
- Greater capacity of Liberian organizations to scale and improve the SBCC approaches to demand reduction;
- Greater economic opportunities in the eco- and chimpanzee- tourism sector

The project will generate significant change among the Liberian organizations mobilized as part of the coalition. This will reach no fewer than 10 conservation, gender equality, and poverty alleviation organizations, and help them to co-produce an integrated equality-focused demand reduction behavior change model and strategy. The pilot implementation under this Evidence project will reach approximately 20 households across one large and one small urban population center in Liberia but provide proof-of-concept for subsequent scaling that will reach the entire nation.

Q20. Pathway to change

Please outline your project's expected pathway to change. This should be an overview of the overall project logic and outline how you expect your Outputs to contribute towards your overall Outcome and, longer term, your expected

Impact.

The overall Outcome of the project is a scalable model for programming that expands chimpanzee guardianship values among urban consumers of chimpanzees while increasing gender and economic equality.

Specific Outputs include:

- Mobilizing local organizations across Liberia to design a demand reduction campaign
- Establishing a baseline understanding of motivations and barriers to behavior change in chimpanzee consumption
- Designing a pilot SBCC intervention for chimpanzee demand reduction
- Implementing a pilot intervention to gather evidence and demonstrate effectiveness of an SBCC approach
- Creating a comprehensive behaviour change campaign strategy to expand chimpanzee guardianship values

The project is based on the following theory of change:

IF the motivations and specific barriers to behavior change in chimpanzee consumption are understood AND local organizations across Liberia are mobilized to design a campaign aimed at reducing demand for chimpanzees THEN an effective pilot intervention can be conducted.

IF a pilot intervention aimed at increasing chimpanzee guardianship values is carried out AND the pilot is monitored to generate evidence of effective demand reduction THEN an evidence-based behavior change communications strategy can be produced.

Subsequent implementation of this strategy and national scaling of the pilot model will lead to the overall project Impact: reduced demand for chimpanzees guardianship.

Q21. Exit Strategy

How the project will reach a sustainable point and continue to deliver benefits post-funding? Will the activities require funding and support from other sources, or will they be mainstreamed in to “business as usual”? How will the required knowledge and skills remain available to sustain the benefits? How will your approach, if proven, be scaled?

The intention of this ‘Evidence’ project is to build critical support for – and mobilize local networks around – an impact communications approach to demand reduction. Through a participatory process, we will engage key local environmental organizations in the co-design of pilot interventions, thus providing local partners with an introduction and orientation to SBCC (Social and Behavior Change Communication) methodologies. This will ensure that local partners become equipped to support pilot implementation and, eventually, the scaling of programming after project completion.

The coalition established under this project will seek subsequent funding via the IWT Challenge Fund ‘Main’ category in the next round. Scaling up the program nationally, with further support from the Challenge Fund, will provide local partners with practical experience of full-scale SBCC implementation and further training on the methodology. PCI’s mentored support of Liberian partners will ensure successful scaling while maintaining local ownership of activities. Training, guidance, and support from PCI will equip local organizations with the required knowledge and skills to sustain the proven demand reduction interventions. After the Main project, local organizations will have the capability and capacity to implement SBCC interventions with minimal external input. Further programming on the issue or in the region can then be led by local organizations with partners like PCI playing secondary, supporting, or advisory roles.

If necessary, please provide supporting documentation e.g. maps, diagrams, references etc., as a PDF using the File Upload below:

- [Reference List](#)
- 22/03/2022
- 20:07:46
- pdf 31.42 KB

Section 7 - Risk Management

Q22. Risk Management

Please outline the 6 key risks to achievement of your Project Outcome and how these risks will be managed and mitigated, referring to the [Risk Guidance](#). This should include at least one Fiduciary, one Safeguarding Risk, and one Delivery Chain Risk.

Projects should also draft their initial risk register, using the [Risk Assessment template](#), and be prepared to submit this when requested if you are recommended for funding. Do not attach this to your application.

Risk Description	Impact	Prob.	Gross Risk	Mitigation	Residual Risk
<p>Fiduciary</p> <p>Because the project will manage a large budget, there is a risk that project affiliates may be tempted to misuse, mishandle, or misappropriate funds, which would mean that the budget would not fulfill its intended purpose and project objectives would not be met.</p>	Major	Possible	Major	To manage the fiduciary risk, the Lead Organization will have an understanding of the fiduciary risk that will inform the design of the project, putting in place measures to safeguard funds. Monitoring of performance will be conducted on an ongoing basis to ensure that planned activities are implemented appropriately.	Moderate
<p>Safeguarding</p> <p>Because the project seeks to diminish illegal markets, there is a risk that individuals who profit from illegal trade could oppose project activities or harass project staff, which would mean endangering participant welfare.</p>	Moderate	Unlikely	Moderate	The project will engage consumers of chimpanzee products, rather than suppliers, minimizing the risk of conflict with individuals who profit from trade. The pilot interventions at this stage of the project will enroll limited participants and, thus, the risk of conflict with individuals who profit from trade is reduced.	Insignificant
<p>Delivery Chain</p> <p>Because the project relies on participatory methods and co-design with a broad range of partner organizations, there is a risk that low engagement could undermine program delivery, which would mean that activities lack local ownership or relevance.</p>	Moderate	Unlikely	Moderate	The lead organization will ensure that local partners understand how the project aligns with their core objectives and missions in order to ensure buy-in and commitment. The lead organization will also ensure that all partners have a platform within the coalition and feel that their contributions are valued.	Minor
<p>Risk 4</p> <p>Because the project aims to change social norms related to chimpanzee consumption, there is a risk that interventions will be met with cultural resistance, which would mean that core objectives would not be met.</p>	Moderate	Possible	Major	The project will conduct research to understand all barriers to change and identify existing cases of “positive deviance” that will provide locally-proven alternatives and cultural models that foster social change.	Minor

Risk 5 Because the Liberian general election will be held in 2023, there is a risk that civil servants and government officials will be preoccupied, which would mean their capacity to engage with project activities could be diminished.	Minor	Possible	Moderate	The role of civil servants and government officials will be minimized and limited to participation in the coalition meetings. Minimal commitment will be requested, and project outcomes will be minimally impacted by partial participation.	Insignificant
Risk 6 Because the project will be led by an international team, there is a risk that poor communication channels will negatively impact management abilities, which would mean diminished oversight and support of activities.	Minor	Rare	Minor	The lead applicant has over three decades of experience leading international programming. The lead applicant has partnered with a local partner with strong management capacities in order to ensure robust oversight of local activities.	Minor

Section 8 - Implementation Timetable

Q23. Provide a project implementation timetable that shows the key milestones in project activities

Provide a project implementation timetable that shows the key milestones in project activities. Complete the Word template as appropriate to describe the intended workplan for your project.

[Implementation Timetable Template](#)

Please add/remove columns to reflect the length of your project. For each activity (add/remove rows as appropriate) indicate the number of months it will last, and fill/shade only the quarters in which an activity will be carried out. The workplan can span multiple pages if necessary.

- [PCI Media - IWT R8 Implementation Timetable](#)
- 22/03/2022
- 20:16:26
- docx 31.55 KB

Section 9 - Monitoring and Evaluation

Q24. Monitoring and evaluation (M&E)

Describe how the progress of the project will be monitored and evaluated, making reference to who is responsible for the project's M&E.

IWT Challenge Fund projects are expected to be adaptive and you should detail how the monitoring and evaluation will feed into the delivery of the project including its management. M&E is expected to be built into the project and not an 'add' on. It is as important to measure for negative impacts as it is for positive impact. Additionally, please indicate an approximate budget and level of effort (person days) to be spent on M&E (see [Finance Guidance](#)).

Monitoring and evaluation is integrated into the project, and the lead applicant will employ an Adaptive Management approach that responds to evidence generated through initial research and ongoing monitoring. The key indicators defined in the logframe have been set in consultation with lead applicant's M&E team, which includes a dedicated Monitoring and Evaluation Specialist for the project.

Each of the project's phases (which are aligned to the five Outputs) will collect data demonstrating progress towards the target result. This data will be collected by the Lead Consultant for Research and analyzed by the Monitoring and Evaluation Specialist. Results after each phase will be fed back to the Project Lead who will adapt implementation accordingly.

This 'Evidence' project itself represents the first full cycle of the Adaptive Management process. The final results of the overall engagement will be evaluated to capture learning, which will then inform the design of further activities. The final report will clearly articulate what has been learned and define a set of recommendations for scaling up activities.

Total project budget for M&E in GBP (this may include Staff, Travel and Subsistence costs)

██████████

Percentage of total project budget set aside for M&E (%)

█

Number of days planned for M&E

18

Section 10 - Logical Framework

Q25. Logical Framework

IWT Challenge Fund projects will be required to monitor and report against their progress towards their Outputs and Outcome. This section sets out the expected Outputs and Outcome of your project, how you expect to measure progress against these and how we can verify this.

- [Stage 2 Logframe Template](#)

Please complete your full logframe in the separate Word template and upload as a PDF using the file upload below - **please do not edit the template structure other than adding additional Outputs if needed as a logframe submitted in a different format may make your application ineligible**. Copy your Impact, Outcome and Output statements and your activities below - these should be the same as in your uploaded logframe.

Please upload your logframe as a PDF document.

- [PCI Media - Logical Framework IWT R8 St2 Logical Framework](#)
- 22/03/2022
- 20:28:59
- pdf 40.28 KB

Impact:

Demand for chimpanzees and chimpanzee products in Liberia is reduced and a new national pride in chimpanzee guardianship is fostered.

Outcome:

A scalable model for social behavior change communication programming that expands chimpanzee guardianship values among urban consumers of chimpanzee products in pilot communities while increasing gender and economic equality.

Project Outputs

Output 1:

A coalition of Liberian conservation, gender equality, and poverty alleviation organizations is engaged and mobilized to design a scalable chimpanzee demand reduction campaign that improves gender equality and alleviates poverty.

Output 2:

Qualitative and quantitative research establishes a baseline understanding of audience KAP (knowledge, attitude, and practices), motivations, and specific barriers to behaviour change in chimpanzee consumption.

Output 3:

The project coalition uses research findings to design a pilot SBCC (Social and Behavior Change Communications) intervention for one large and one small urban population center in Liberia.

Output 4:

A pilot SBCC intervention is implemented in one large and one small urban population centre in Liberia.

Output 5:

A comprehensive behaviour change strategy aimed at expanding chimpanzee guardianship values, increasing gender equality, and alleviating poverty is designed through a participatory process with local community representatives and partner organizations.

Do you require more Output fields?

It is advised to have fewer than 6 Outputs since this level of detail can be provided at the Activity level.

No

Activities

Each activity is numbered according to the Output that it will contribute towards, for example, 1.1, 1.2, 1.3 are contributing to Output 1.

- 1.1 Assemble a diverse coalition of Liberian organizations working in chimpanzee conservation, gender equality, and poverty alleviation.
- 1.2 Convene stakeholder meetings with local organizations in Liberia, ensuring representation and participation of gender and economic equality groups.
- 1.3 Build stakeholder awareness of demand reduction approaches to ending illegal wildlife trade and specific barriers to behaviour change.

- 2.1 Review existing research on chimpanzee protection, demand reduction, traditional values, and their intersection with gender and economic equality.
- 2.2 Conduct focus groups and in-depth interviews with consumers and non-consumers of chimpanzees and chimpanzee products in one large and one medium-sized urban population center to establish a baseline of practices and identify barriers to behaviour change.
- 2.3 Analyse research findings and produce a research report.

- 3.1 Convene coalition to validate research findings and co-develop a research-based SBC initiative aimed at reducing demand for chimpanzees, increasing gender equality, and alleviating poverty.
- 3.2 Co-design and produce intervention materials.

- 4.1 Establish pilot groups in one large and one small urban population center in Liberia.
- 4.2 Measure baseline knowledge, attitudes, and practices related to chimpanzee consumption and equality among pilot group participants.
- 4.3 Conduct pilot interventions in the pilot areas.
- 4.4 Measure endline knowledge, attitudes, and practices related to chimpanzee consumption and equality among pilot group participants.

- 5.1 Conduct validation session with coalition members to validate results from pilot interventions.

5.2 Conduct participatory design workshops with coalition members to establish a set of demand reduction behaviour change activities that can be scaled up nationally.

5.3 Develop a behaviour change strategy for national scaling.

Section 11 - Budget and Funding

Q26. Budget

Please complete the appropriate Excel spreadsheet, which provides the Budget for this application. Some of the questions earlier and below refer to the information in this spreadsheet.

Note that there are different templates for projects requesting under £100,000 and over £100,000. Please refer to the [Finance Guidance](#) for more information.

- [Budget form for projects under £100k](#)
- [Budget form for projects over £100k](#)

Please ensure you include any co-financing figures in the Budget spreadsheet to clarify the full budget required to deliver this project.

N.B.: Please state all costs by financial year (1 April to 31 March) and in GBP. The IWT Challenge Fund cannot agree any increase in grants once awarded.

Please upload your completed IWT Challenge Fund Budget Form Excel spreadsheet using the field below.

- [PCI Media - Budget_for_IWT_R8_under_100K_](#)
- 22/03/2022
- 20:29:57
- xlsx 35.47 KB

Q27. Funding

Q27a. Is this a new initiative or does it build on existing work (delivered by anyone and funded through any source)?

- New Initiative

Please provide details:

PCI Media has a long track record of successful environmental behaviour change work in West Africa and Liberia, in particular, since 2012. PCI also served as the communications partner to the US Forest Service for the International Programs Department for the implementation of the Sustainable and Thriving Environments for West Africa Regional Development (STEWARD) Program, which ended in 2016. PCI went on to play a critical role in the \$1.6 million USAID-funded West Africa Biodiversity and Climate Change (WABiCC) project that improved forest conservation and community resilience in the region. The networks and field-tested methodology that led to success under WABiCC will be re-engaged and deployed to ensure the success of this proposal.

Q27b. Are you aware of any current or future plans for similar work to the proposed project?

- No

Q28. Capital items

If you plan to purchase capital items with IWT funding, please indicate what you anticipate will happen to the items

following project end. If you are requesting more than 10% capital costs, please provide your justification here.

No capital items will be purchased.

Q29. Value for Money

Please describe why you consider your application to be good value for money including justification of why the measures you will adopt will secure value for money.

The lead applicant will optimize the use of financial resources to achieve project outcomes by trialing a small-scale research-based pilot intervention and closely monitoring impact. The targeted pilot activities will produce evidence of the effectiveness of a social marketing approach to reducing demand for IWT products. The optimal value for money will come from minimizing expenditure on proof-of-concept.

Greater economy will arise from controlling costs. Major project costs are driven by the coalition workshops and pilot implementation. These are core activities that are appropriately significant cost drivers, and they are delivered at a rate that is competitive within the sector (below £160 per person per day for workshops).

Significant savings have been made on the largest cost drivers by combining the research validation and pilot design activities into a single coalition meeting between Phase 2 and Phase 3. These related activities will provide workshop synergies that result in greater overall efficiency.

Section 12 - Safeguarding and Ethics

Q30. Safeguarding

Projects funded through the IWT Challenge Fund must fully protect vulnerable people all of the time, wherever they work. In order to provide assurance of this, projects are required to have appropriate safeguarding policies in place.

Please confirm the Lead Partner has the following policies in place and that these can be available on request:

Please upload the lead partner's Safeguarding Policy as a PDF on the certification page.

We have a safeguarding policy, which includes a statement of our commitment to safeguarding and a zero tolerance statement on bullying, harassment and sexual exploitation and abuse	Checked
We have attached a copy of our safeguarding policy to this application (file upload on certification page)	Checked
We keep a detailed register of safeguarding issues raised and how they were dealt with	Checked
We have clear investigation and disciplinary procedures to use when allegations and complaints are made, and have clear processes in place for when a disclosure is made	Checked
We share our safeguarding policy with downstream partners	Checked
We have a whistle-blowing policy which protects whistle blowers from reprisals and includes clear processes for dealing with concerns raised	Checked

We have a Code of Conduct for staff and volunteers that sets out clear expectations of behaviours - inside and outside the work place - and make clear what will happen in the event of non-compliance or breach of these standards

Checked

Please outline how you will implement your safeguarding policies in practice and ensure that downstream partners apply the same standards as the Lead Partner.

If your project involves data collection and/or analysis which identifies individuals (e.g. biometric data, intelligence data), please explain the measures which are in place and/or will be taken to ensure the proper control and use of the data. Please explain the experience of the organisations involved in managing this information in your project

The project will collect anonymized survey, interview, and focus group data. Participants will be fully informed of their right to data privacy and consent to collect their responses will be obtained. No identifiable data about participants will be stored. Participants will retain the right to withdraw their consent at any time and for any reason.

Q31. Ethics

Outline your approach to meeting the key ethical principles, as outlined in the guidance.

PCI Media operates in accordance with the highest international ethical standards, with regard to safeguarding vulnerable populations, protecting the rights of indigenous people and local communities, honoring traditional knowledge, and treating all people with dignity and respect. PCI's code of conduct proscribes all forms of discrimination and harassment (including that on the basis of race, religion, gender, age, national origin, or ability), and it commits to the strongest standards of protection from sexual exploitation and abuse. PCI is committed to keeping communities and stakeholders that the organization works with safe from any form of exploitation. This includes a clearly defined whistleblower policy, procedures, and protections.

In addition, PCI Media respects the privacy and personal information of stakeholders and complies with international data protection standards. Prior informed consent (PIC) is obtained from all human research participants, and data is fully anonymized to protect sensitive information.

Section 13 - FCDO Notifications

Q32. FCDO Notifications

Please state whether there are sensitivities that the Foreign Commonwealth and Development Office will need to be aware of should they want to publicise the project's success in the Darwin Initiative in any country.

No

Please indicate whether you have contacted FCDO Embassy or High Commission to discuss the project and attach details of any advice you have received from them.

Yes

Please attach evidence of request or advice if received.

-
- Embassy Outreach Evidence
 - 22/03/2022
 - 20:39:57
 - pdf 56.41 KB

Section 14 - Project Staff

Q33. Project staff

Please identify the core staff (identified in the budget), their role and what % of their time they will be working on the project.

Please provide 1-page CVs or job description, further information on who is considered core staff can be found in the [Finance Guidance](#).

Name (First name, Surname)	Role	% time on project	1 page CV or job description attached?
Brett Matulis	Project Leader	12	Checked
Elizabeth Frank	Project Manager	14	Checked
Graciela Leal	Monitoring and Evaluation Manager	3	Checked
Wing Crawley	Local Consultant	33	Checked

Do you require more fields?

No

Please provide 1 page CVs (or job description if yet to be recruited) for the project staff listed above as a combined PDF.

Ensure the file is named clearly, consistent with the named individual and role above.

- PCI Media Staff CVs
- 22/03/2022
- 20:43:22
- pdf 420.48 KB

Have you attached all project staff CVs?

Yes

Section 15 - Project Partners

Q34. Project partners

Please list all the Project Partners (including the Lead Partner), clearly setting out their roles and responsibilities in the project including the extent of their engagement so far and planned.

This section should demonstrate the capability and capacity of the Project Partners to successfully deliver the project. Please provide Letters of Support for all project partners or explain why this has not been included.

Lead partner name: PCI Media

Website address: Pcimedia.org

Details (including roles and responsibilities and capabilities and capacity):

As a global leader in SBCC communications with over 35 years of expertise, PCI Media will oversee coordination of the entire project. Through a participatory process, we will engage key local environmental organizations in the co-design of pilot interventions, thus providing local partners with an introduction and orientation to SBCC (Social and Behavior Change Communication) methodologies. This will ensure that local partners become equipped to support pilot implementation and, eventually, lead the scaling of programming after project completion.

Allocated budget (proportion or value):

██████████

Represented on the Project Board

Yes

Have you included a Letter of Support from this organisation?

Yes

Have you provided a cover letter to address your Stage 1 feedback?

Yes

Do you have partners involved in the Project?

Yes

1. Partner Name: Liberia Chimp Rescue and Protection

Website address: <https://www.liberiachimpanzeerescue.org>

Details (including roles and responsibilities and capabilities and capacity):

LCRP will play a critical role in local coalition building, design facilitation, and coordination of collaborating partners. LCRP will also ensure the project is fully integrated with local efforts and national priorities through key links to the Liberian Forestry Development Authority, the Species Working Group of Liberia, the Wildlife Crime Task Force, and others working to eliminate IWT.

Allocated budget:

██████████

Represented on the Project Board

Yes

Have you included a Letter of Support from this organisation?

Yes

2. Partner Name: Fauna & Flora International

Website address: <https://www.fauna-flora.org>

Details (including roles and responsibilities and capabilities and capacity):

As a strong actor in the region of Liberia, Fauna & Flora International serve as a critical member of the project coalition. FFI will provide in-kind support to LCRP, assisting with coalition-building efforts and facilitating the process of co-design. Together with LCRP, FFI will support implementation and provided with practical experience employing SBCC methodologies.

Allocated budget: █████

Represented on the Project Board Yes

Have you included a Letter of Support from this organisation? Yes

3. Partner Name: *No Response*

Website address: *No Response*

Details (including roles and responsibilities and capabilities and capacity): *No Response*

Allocated budget: £0.00

Represented on the Project Board Yes
 No

Have you included a Letter of Support from this organisation? Yes
 No

4. Partner Name: *No Response*

Website address: *No Response*

Details (including roles and responsibilities and capabilities and capacity): *No Response*

Allocated budget: £0.00

Represented on the Project Board Yes
 No

Have you included a Letter of Support from this organisation? Yes
 No

5. Partner Name: *No Response*

Website address: *No Response*

Details (including roles and responsibilities and capabilities and capacity): *No Response*

Allocated budget: £0.00

Represented on the Project Board Yes
 No

Have you included a Letter of Support from this organisation? Yes
 No

6. Partner Name: *No Response*

Website address: *No Response*

Details *No Response*
(including roles and responsibilities and capabilities and capacity):

Allocated budget: £0.00

Represented on the Project Board Yes
 No

Have you included a Letter of Support from this organisation? Yes
 No

If you require more space to enter details regarding Partners involved in the project, please use the text field below.

No Response

Please provide a cover letter responding to feedback received at Stage 1 if applicable and a combined PDF of all letters of support.

PCI Media DEFRA Cover letter
 22/03/2022
 21:18:44
 pdf 58.44 KB

PCI Media (Letters of Support)
 22/03/2022
 21:05:30
 pdf 1.1 MB

Section 16 - Lead Partner Capability and Capacity

Q35. Lead Partner Capability and Capacity

Has your organisation been awarded IWT Challenge Fund funding before (for the purposes of this question, being a partner does not count)?

No

If no, please provide the below information on the lead partner.

What year was your organisation established/ incorporated/ registered? 01 January 1985

What is the legal status of your organisation? NGO

How is your organisation currently funded?

PCI Media is funded through donations from private donors and foundations, as well as through service contracts with other organizations.

Describe briefly the aims, activities and achievements of your organisation. Large organisations please note that this should describe your unit or department.

Aims

Our mission is to create a healthier, more sustainable, and just world using the power of storytelling and community. Our three impact areas include Liveable Planet, Healthy Living, and Empowered People.

Activities

We specialize in Social Behaviour Change Communications and Entertainment-Education, using radio dramas, television shows, and media-based campaigns to create sustainable change. Specifically, our activities include formative research, program design, program production, implementation, and monitoring and evaluation.

Achievements

Together with our partners around the world, we have produced more than 5,000 episodes of 100 television and radio productions, reaching more than one billion people in 75 countries and in over 50 languages. Our client track record includes USAID, United Nations Environment Programme, UNICEF, IUCN, UNESCO, and more.

Provide details of 3 contracts/projects held by the lead partner that demonstrate your credibility as an organisation and provide track record relevant to the project proposed.

These contracts/awards should have been held in the last 5 years and be of a similar size to the grant requested in your Darwin application.

Contract/Project 1 Title

West Africa Biodiversity and Climate Change

Contract Value/Project budget (include currency)

██████████

Duration (e.g. 2 years 3 months)

4 years, 5 months

Role of organisation in project

PCI Media served as the social behaviour change communications expert of the program, overseeing formative research, multi-media program design, production, broadcast, and evaluation. PCI led the production of two 24-episode radio dramas.

Brief summary of the aims, objectives and outcomes of the project

WABICC is a multi-national media campaign that aimed to improve conservation and climate-resilient, low-emissions growth across West Africa. Specifically, the program worked to increase coastal communities' resilience to the impacts of climate change, reduce deforestation and forest degradation, and reduce wildlife trafficking. Social and behaviour change communications is a key strategy across all three core components of work. Our social media campaign garnered over 3.1 million impressions. Our community mobilization efforts saw participation from over 45,000 people.

Client/independent reference contact details (Name, e-mail)

Darius Barrolle
██████████

Contract/Project 2 Title	Wild for Life
Contract Value/Project budget (include currency)	██████████
Duration (e.g. 2 years, 3 months)	4 years
Role of organisation in project	PCI Media has supported campaign conceptualization, messaging and strategy development, pre-testing, branding, and production of compelling media content, along with a Phase II national pilot implementation with capacity building training and toolkit development.
Brief summary of the aims, objectives and outcomes of the project	Wild for Life is a campaign on illegal trade in wildlife to make "wildlife trafficking personal." In partnership with UNEP, PCI Media developed a digital engagement strategy intended to position and build the brand using UNEP's Goodwill Ambassadors and wider celebrity power to create an online community of campaign supporters. The program included a branded website, video PSAs, interactive web journeys, and a social media campaign. Social content received over 4.5 million impressions. The interactive stories on the website garnered engagement from over 200,000 visitors. Over 15,000 people pledged zero tolerance for wildlife trafficking.
Client/independent reference contact details (Name, e-mail)	Daniel Cooney ██████████

Contract/Project 3 Title	Switch Africa Green
Contract Value/Project budget (include currency)	██████████
Duration (e.g. 2 years, 3 months)	██████████
Role of organisation in project	We helped the program raise its visibility and increase awareness around the impact of sustainable business practices by creating a suite of media products, including short videos, documentaries, and photos.
Brief summary of the aims, objectives and outcomes of the project	SWITCH Africa Green is a UNEP program to support the development of green businesses and eco-entrepreneurship across six African countries. PCI Media created 40 short video clips and a documentary on best practices in green business development. We also created a communication plan to disseminate the materials into six countries.
Client/independent reference contact details (Name, e-mail)	Patrick Mwesigye ██████████

Have you provided the requested signed audited/independently examined accounts?

If yes, please upload these on the certification page. Note that this is not required from Government Agencies.

Yes

Section 17 - Certification

Q36. Certification

On behalf of the

Company

of

PCI Media Impact

I apply for a grant of

██████████

I certify that, to the best of our knowledge and belief, the statements made by us in this application are true and the information provided is correct. I am aware that this application form will form the basis of the project schedule should this application be successful.

(This form should be signed by an individual authorised by the applicant institution to submit applications and sign contracts on their behalf.)

- **I have enclosed CVs for project key project personnel, letters of support, budget, logframe, safeguarding policy and project implementation timetable (uploaded at appropriate points in application).**
- **Our last two sets of signed audited/independently verified accounts and annual report (or other financial evidence – see [Financial Guidance](#)) are also enclosed.**

Checked

Name Neemesha Brown

Position in the organisation President

Signature (please upload e-signature)

- [Meesha Signature](#)
- 22/03/2022
- 21:10:25
- png 18.84 KB

Date 22 March 2022

Please attach the requested signed audited/independently examined accounts.

-
- [PCI-Media 2020 Financial Audit](#)
 - 22/03/2022
 - 21:08:55
 - pdf 349.55 KB

-
- [PCI-Media 2019 Financial Audit](#)
 - 22/03/2022
 - 21:08:55
 - pdf 330.36 KB

Please upload the Lead Partner's Safeguarding Policy as a PDF

- [PCI Media Safeguarding Policy](#)
- 22/03/2022
- 21:10:05
- pdf 241.19 KB

Section 18 - Submission Checklist

Checklist for submission

	Check
I have read the Guidance, including the “IWT Challenge Fund Guidance”, “Monitoring Evaluation and Learning Guidance”, “Risk Guidance” and “Financial Guidance”.	Checked
I have read, and can meet, the current Terms and Conditions for this fund.	Checked
I have provided actual start and end dates for the project.	Checked
I have provided my budget based on UK government financial years i.e. 1 April – 31 March and in GBP.	Checked
I have checked that our budget is complete, correctly adds up and I have included the correct final total at the start of the application.	Checked
The application been signed by a suitably authorised individual (clear electronic or scanned signatures are acceptable).	Checked
I have attached my completed logframe as a PDF using the template provided	Checked
(If copying and pasting into Flexi-Grant) I have checked that all my responses have been successfully copied into the online application form.	Checked
I have included a 1 page CV or job description for all the Project Staff identified at Question 33, including the Project Leader, or provided an explanation of why not.	Checked
I have included a letter of support from the Lead Partner and partner(s) identified at Question 34, or an explanation of why not.	Checked
I have included a cover letter from the Lead Partner, outlining how any feedback received at Stage 1 has been addressed where relevant.	Checked
I have included a copy of the Lead Partner’s safeguarding policy, which covers the criteria listed in Question 30.	Checked
I have been in contact with the FCDO in the project country/ies and have included any evidence of this. If not, I have provided an explanation of why not.	Checked
I have included a signed copy of the last 2 annual report and accounts for the Lead Partner, or other evidence of financial capacity as set out in the Financial Guidance, or provided an explanation if not.	Checked
I have checked the IWT Challenge Fund website immediately prior to submission to ensure there are no late updates.	Checked
I have read and understood the Privacy Notice on the IWT Challenge Fund website.	Checked

We would like to keep in touch!

Please check this box if you would be happy for the lead applicant (Flexi-Grant Account Holder) and project leader (if different) to be added to our mailing list. Through our mailing list we share updates on upcoming and current application rounds under the Darwin Initiative and our sister grant scheme, the IWT Challenge Fund. We also provide occasional updates on other UK Government activities related to biodiversity conservation and share our quarterly project newsletter. You are free to unsubscribe at any time.

Unchecked

Data protection and use of personal data

Information supplied in the application form, including personal data, will be used by Defra as set out in the **Privacy Notice**, available from the [Forms and Guidance Portal](#).

This **Privacy Notice must be provided to all individuals** whose personal data is supplied in the application form. Some information may be used when publicising the Darwin Initiative including project details (usually title, lead partner, project leader, location, and total grant value).