

## Biodiversity Challenge Funds Projects Darwin Initiative, Illegal Wildlife Trade Challenge Fund, and Darwin Plus Half Year Report

*Note: If there is any confidential information within the report that you do not wish to be shared on our website, please ensure you clearly highlight this.*

**Submission Deadline: 31<sup>st</sup> October 2023**

<b>Project reference</b>	IWTEV006
<b>Project title</b>	Increasing Chimpanzee Guardianship Values to Reduce IWT in Liberia
<b>Country(ies)/territory(ies)</b>	Liberia
<b>Lead partner</b>	PCI Media
<b>Partner(s)</b>	Liberia Chimpanzee Rescue and Protection (LCRP), Fauna and Flora International (FFI)
<b>Project leader</b>	Neemesha Brown
<b>Report date and number (e.g. HYR1)</b>	<i>HYR2</i>
<b>Project website/blog/social media</b>	

**Outline progress over the last 6 months (April – Sept) against the agreed project implementation timetable (if your project has started less than 6 months ago, please report on the period since start up to end September).**

Although we are not looking for specific reporting against your indicators, please use this opportunity to consider the appropriateness of your M&E systems (are your indicators still relevant, can you report against any Standard Indicators, do your assumptions still hold true?). The guidance can be found on the resources page of the relevant fund website.

The agreed implementation timetable included the following activities from April 2023 to September 2023, including those which were not completed in the previous period as referenced in the annual report:

- 4.1 Establish pilot groups in one large and one small urban population centre 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 establish a set of demand reduction behaviour change activities that can be scaled up nationally
- 5.2 Develop a behaviour change strategy for national scaling

The project has made progress on all of the projected activities in Output 4 of the implementation timetable. The areas where the pilot intervention materials will be broadcast

and implemented are 1) the large urban centre of Monrovia, with a focus on Duala Market, and 2) the small urban centre of Zwedru. These locations were determined based on the discussions and feedback with coalition partners during the design workshop that took place in March 2023, as well as a survey which was disseminated among coalition members after the workshop. The workshop brought together 21 organizations representing diverse Liberian perspectives to validate the project's research findings and co-develop a research-based social and behaviour change initiative aimed at reducing demand for chimpanzees, increasing gender equality, and alleviating poverty. A total of 11 coalition members participated in the follow-up survey, representing groups working in chimpanzee conservation, gender equality, and poverty alleviation, and all of whom indicated Zwedru as the optimal small urban centre for the pilot.

PCI Media is working with local organization GREENLIFE West Africa and Liberia Chimpanzee Rescue & Protection (LCRP) to co-develop and implement the project's research plan for collecting baseline and endline information for the pilot study. Together with GREENLIFE we have established representative pilot groups in both Monrovia and Zwedru. Baseline and endline knowledge, attitudes, and practices related to chimpanzee consumption and equality among the pilot group participants will be measured through a mixed method approach using both qualitative and quantitative measures through focus group discussions and surveys. The tools and protocols for the data collection have been developed to align to the agreed project indicators, and the research will be carried out before and after pilot implementation.

The main pilot material is a three-episode radio drama that will be produced in two languages, English (broadcast in Monrovia) and Krahn (broadcast in Zwedru). The radio drama storyline was developed based on the inputs generated during the coalition workshop and through consultations with LCRP and Fauna & Flora International (FFI). Specific coalition members were asked to review and provide feedback to episodic treatments, which provide an overview of the characters and scenes for each of the three episodes. Feedback was gathered from these coalition members in order to ensure that expertise in chimpanzees, poverty alleviation, and gender equality are especially considered and emphasized in these pilot episodes, and that information presented is accurate and locally relevant for audiences. This cohort includes Mannis Barclay from the Global Call to Action Against Poverty GCAP, Nelly Cooper from West Point Women for Health and Development, and Jacob Tweh the Communications Officer in the Zwedru office of the Wild Chimpanzee Foundation. Following the measurement of baseline knowledge, attitudes, and practices of pilot group participants, the radio drama pilot will be broadcast and listening groups will be conducted.

Progress has not been made on activities in Output 5 as they require completion of Output 4 before these activities can begin.

**2. Give details of any notable problems or unexpected developments/lessons learnt that the project has encountered over the last 6 months. Explain what impact these could have on the project and whether the changes will affect the budget and timetable of project activities.**

The budget of project activities is not anticipated to change, however the pilot implementation will take place later than initially anticipated, which will need to be considered in the overall timetable of project activities. This shift is to accommodate the necessary diligence and integrated expertise needed throughout the creative stages of the development of the pilot. PCI and LCRP ensured that specific representatives from the coalition were directly involved in creative brief and script reviews who could provide context-specific technical expertise on the pilot regions (Monrovia and Zwedru), poverty alleviation, chimpanzee expertise, and gender equality. As many coalition members work regularly in the field where there is limited connectivity, and have numerous professional commitments, such engagement can take additional time. PCI Media always prioritizes working with local creative partners, which is essential to ensure local resonance while also building local capacity, however this can also require additional time for the creative process in order to ensure technical accuracy and make

sure stereotypes or common misconceptions are not inadvertently reinforced through the drama.

**3. Have any of these issues been discussed with NIRAS and if so, have changes been made to the original agreement?**

Discussed with NIRAS: Yes/**No**

Formal Change Request submitted: Yes/**Yes**

Received confirmation of change acceptance Yes/**No**

Change request reference if known:

**4a. Please confirm your actual spend in this financial year to date (i.e. from 1 April 2023 – 30 September 2023)**

Actual spend: £ [REDACTED]

**4b. Do you currently expect to have any significant (e.g. more than £5,000) underspend in your budget for this financial year (ending 31 March 2024)?**

Yes  No **X**  Estimated underspend: £

**4c. If yes, then you need to consider your project budget needs carefully.** Please remember that any funds agreed for this financial year are only available to the project in this financial year.

**If you anticipate a significant underspend because of justifiable changes within the project, please submit a re-budget Change Request as soon as possible. There is no guarantee that Defra will agree a re-budget so please ensure you have enough time to make appropriate changes if necessary. Please DO NOT send these in the same email as your report.**

**NB: if you expect an underspend, do not claim anything more than you expect to spend this financial year.**

**5. Are there any other issues you wish to raise relating to the project or to BCF management, monitoring, or financial procedures?**

Please note, we have submitted a Change Request for an extension of the Project Implementation Timetable into Q4 2023/24. Under the Change Request we expect to complete Output 5 in Q4 with a projected completion date of 16 February 2024.

**If you are a new project and you received feedback comments that requested a response, or if your Annual Report Review asked you to provide a response with your next half year report, please attach your response to this document.**

**All new projects (excluding Darwin Plus Fellowships and IWT Challenge Fund Evidence projects) should submit their Risk Register with this report if they have not already done so.**

**Please note: Any planned modifications to your project schedule/workplan can be discussed in this report but **should also** be raised with NIRAS through a Change Request. **Please DO NOT send these in the same email.****

Please send your **completed report by email** to [BCF-Reports@niras.com](mailto:BCF-Reports@niras.com). The report should be between 2-3 pages maximum. **Please state your project reference number, followed by the specific fund in the header of your email message e.g. Subject: 29-001 Darwin Initiative Half Year Report**