



Department
for Environment
Food & Rural Affairs

**Illegal
(IWT)**



**Wildlife Trade
Challenge**



Fund Evidence

Final Report

To be completed with reference to the “Project Reporting Information Note”:
(<https://iwt.challengefund.org.uk/resources/information-notes/>).

It is expected that this report will be a **maximum of 20 pages** in length, excluding annexes.

Submission Deadline: no later than 3 months after agreed project end date.

Submit to: BCF-Reports@niras.com including your project ref in the subject line.

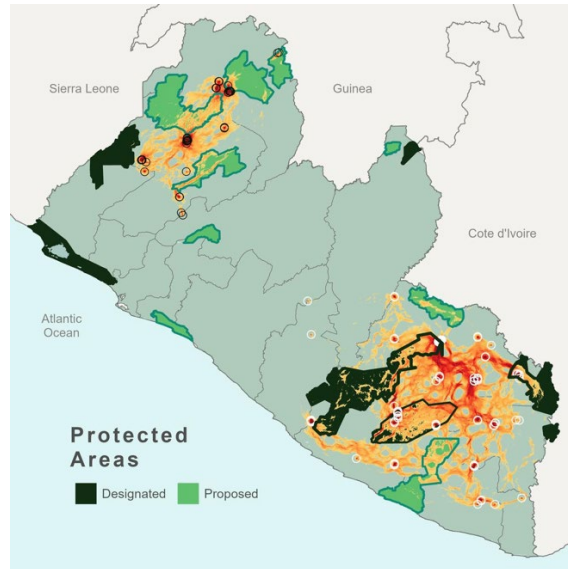
IWT Challenge Fund Project Information

Project reference	IWTEV006
Project title	Increasing Chimpanzee Guardianship Values to Reduce IWT in Liberia
Country(ies)	Liberia
Lead Partner	PCI Media Impact
Project partner(s)	Liberia Chimpanzee Rescue and Protection (LCRP)
IWTCF grant value	£99,931.00
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Project Leader’s name	Neemesha Brown
Project website/blog/social media	N/A
Report author(s) and date	Neemesha Brown, Jocelyn Iverson, Elizabeth Frank, submitted April 30, 2024

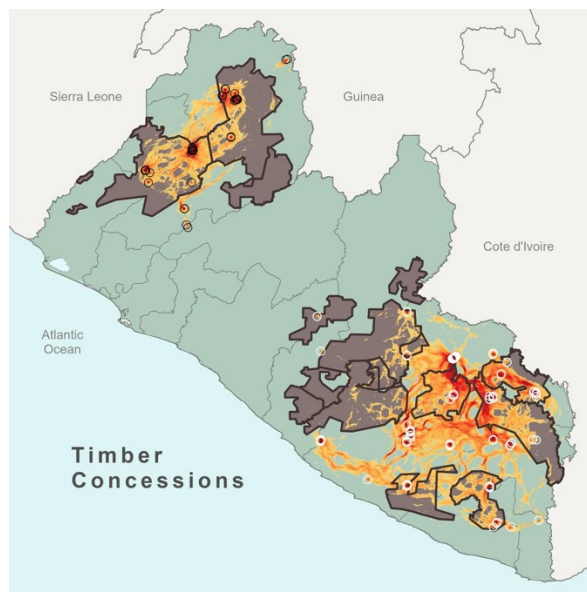
1. Project summary

The project *Increasing Chimpanzee Guardianship Values to Reduce IWT in Liberia* was designed to produce evidence around an intervention which places 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). The project employed 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).

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.



As can be seen in these maps, the timber industry overlaps significantly with the chimpanzee habitats in Liberia; protected areas don't overlap enough with high volume chimpanzee areas, leading to displacement of chimpanzees from their natural habitats.



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). With a goal to create sustained and scalable change in Liberia, this project undertook formative research and developed a Social and Behaviour Change Communication (SBCC) intervention that is fully informed by the specific context of gender norms and poverty in the country, integrating a nuanced understanding of IWT motivations into the design of the program.

Whereas other efforts to control IWT in Liberia have emphasized law enforcement and chimpanzee supply, this campaign addressed demand by reducing the social acceptability of chimpanzee consumption. The aim was to pilot a program which would eliminate demand for illegally trafficked chimpanzees by shifting social norms towards a caretaking relationship with nature. This "Evidence" project aimed to 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 behaviour change; and designing, piloting, and assessing the impact of a behaviour change intervention.

2. Project Partnerships

Participatory methodologies are at the core of PCI Media's work, ensuring involvement of all partners throughout the project and engagement of a local coalition of stakeholders and experts at key touchpoints. The program planning and decision-making was led by PCI Media and primary partner Liberia Chimpanzee Rescue and Protection (LCRP), with implementation support from Greening Economies, Environments, and Lives in the Fifteen States of West Africa (GREENLIFE WA), and technical inputs from Fauna & Flora International (FFI) and 20 other coalition members. The coalition of local organizations brought key perspectives that were relevant to the Liberian context and the intersectional issues impacting illegal wildlife trade in the country.

LCRP is the first and only chimpanzee sanctuary and conservation centre in Liberia rescuing chimpanzees who are victims of the illegal bushmeat and pet trades, and thus were able to provide nuanced local expertise and insights into the issue. LCRP co-led the formation of the project coalition of partner organizations in Liberia, participated in regular virtual planning meetings and both in-person workshops, contributed to the development and implementation of the radio drama pilot, and provided technical expertise for project activities. GREENLIFE WA is a non-profit, non-governmental organization based in Liberia and working throughout West Africa. GREENLIFE WA facilitated the production of the radio drama and implementation of pilot activities, provided logistical support for the in-country coalition workshops, and collected data on the pilot activities through listener groups, surveys and focus groups in the two pilot locations. FFI provided technical expertise and inputs to the design of the pilot, within the capacity limitations of the organization given staffing and workload considerations.

The project did experience some challenges with partnerships. Some challenges were expected, such as delays when it came to providing feedback and inputs to project documents and coordinating schedules to keep to the program implementation schedule. The challenge that created the most friction was the need for all primary partners to adhere to the methodology set forth in the program proposal, including the full and authentic engagement of all coalition members in the design and implementation of the grant. While LCRP recognized the methods and processes applied were well established and proven, they felt it did not sufficiently address the very specific focus, topics, audience, and geography they had in mind at the inception of the project. Negotiating agreement across diverse organizations with competing priorities and divergent perspectives on chimpanzee conservation, gender inclusion, and economic inclusion was a challenge during the program and is a dynamic that should be considered and planned for in future programs of a similar nature. Project partners agree that in the future most issues could be addressed through upfront and consistent clarity, continuity, engagement, and coordination among key partners.

Coalition of Liberian organizations

In October 2022 a broad range of Liberian organizations focused on conservation, poverty reduction and gender equality were identified and invited to join the project coalition to develop and pilot a narrative intervention to increase guardianship values and reduce demand for chimpanzees in Liberia.

The role of the coalition was to:

- Ensure relevant, culturally sensitive and locally resonant programming through participatory design.
- Shape the direction of storylines, messaging, and characters.
- Provide feedback and validation to formative research, program documents, pilot materials and strategy.

Activities that the coalition participated in included:

- Virtual coalition kick-off meeting and contributions to the formative research effort.
- In-person design workshop to validate the formative research and co-create the core frameworks for the SBCC strategy.
- Contribution to the decision of the project locations, languages used in the pilot, and feedback and technical expertise on the pilot minidrama characters and storyline.
- In-person learning workshop to validate the SBCC strategy and plan for scalability.

For more details of coalition engagement in pilot activities, see section 3.

3. Project Achievements

3.1 Outputs

The project successfully achieved its intended outputs as outlined in the logical framework, and further elaborated below.

PCI Media followed a four-phase approach to designing and implementing the pilot project, following its *My Community* methodology. Rooted in partnership development and capacity building, the participatory approach served to leverage the engagement of key stakeholders within and across sectors working in the areas of gender equality, poverty alleviation, and chimpanzee conservation at every step of programming. The phases included:

1. **Formative research and coalition-building:** Seek to understand key audiences' knowledge, values, attitudes, behaviours, social norms, and barriers to change. Bring together a coalition of Liberian organizations offering diverse perspectives on conservation, gender equality and poverty alleviation.
2. **Program design:** Develop a research-based strategy and identify key behaviour change objectives for a pilot intervention.
3. **Production:** Develop pilot SBCC intervention materials including a 3-episode entertainment-education radio drama and original song.
4. **Pilot implementation:** Identify pilot locations in one large and one small urban population centre in Liberia. Conduct SBCC activities, including drama broadcast and call-in shows and listener groups with key audiences.

Monitoring and evaluation of the pilot intervention was conducted to inform a comprehensive, scalable behaviour change strategy, including by measuring baseline and endline knowledge, attitudes, and practices related to chimpanzee trade and consumption among pilot group participants.

Formative Research and Coalition Building

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.*

Before the project, there was no existing coalition of Liberian conservation, gender equality, and poverty alleviation organizations. Through concerted efforts, a coalition comprising of 21 organizations was established, covering all 15 counties of Liberia and representing diverse perspectives. The coalition was involved throughout the project from inception and design to pilot intervention implementation and strategy validation, leading to a scalable SBCC Strategy to reduce chimpanzee demand, improve gender equality and alleviate poverty.

A coalition kick-off meeting was held virtually on November 2022, to introduce the first 15 coalition members to the project and confirm their participation, including by initially surfacing reports and studies to support the formative research effort. Invitations to join the coalition were sent jointly by PCI Media and LCRP. Participating organizations submitted resource material that was to be included in the desk review, and recommended additional organizations that could be invited and would contribute to the perspectives of the coalition.

Following the design workshop, questionnaires completed by coalition members indicated an understanding of the project objectives and excitement for the work.

See section 2 for a more detailed description of the role and specific activities of the coalition.

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.*

PCI Media, together with a local research consultant in Liberia, conducted formative research to identify information on key social and environmental issues in the Liberian context (such as forest hunting and bushmeat consumption) which may impact the survival of the chimpanzee species, to identify opportunities for development of interventions aimed at changing knowledge, social attitudes, and practices towards reducing exploitation of chimpanzees for meat and the pet trade. This phase served as a crucial foundation for subsequent intervention design, providing insights into the motivations and barriers surrounding behaviour change.

The formative research began with a desk review which aimed to analyse existing literature, research reports and other available resources on chimpanzee protection, IWT demand reduction, traditional values related to chimpanzees, and the intersections with gender and economic equality. The desk review also informed on the media landscape in Liberia to apprise the appropriate communication channels for reaching key audiences. For a summary of the desk review results see Annex 5: Desk Review.

The primary research was guided by the desk review and would serve to reinforce the initial findings. Research activities were carried out between August and December 2022 with the aim to:

- Determine Knowledge, Attitude, and Practice (KAP) in the population regarding the scope, severity, drivers, and causes of chimpanzee hunting, consumption, and live sale in Liberia.
- Identify barriers and motivating factors affecting the consumption and trade of chimpanzees in Liberia and fill in gaps in data related to chimpanzee guardianship and protection.

A mixed method approach to data collection was used. A questionnaire was used to gather quantitative information from the targeted groups or areas. Key informant interviews (KIIs) were used to gather qualitative information from key stakeholders and experts. Focus group discussions (FGDs) gathered further qualitative information from consumers, or potential consumers, and others involved in the chimpanzee trade. For details on participation and a summary of findings from the primary formative research see Annex 6: Formative Research Report.

During the design workshop (further elaborated under Output 3) the coalition validated the formative research findings, noting and discussing any gaps or discrepancies, given their knowledge and expertise. All coalition member organizations that attended the design workshop validated the research findings and there were no major disagreements among the coalition. Following the design workshop 95% of coalition participants indicated that they learned something new during the workshop and will be able to use what they learned in their work.

Program Design

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 centre in Liberia.*

The design phase leveraged the research findings to inform and co-create a Social Behaviour Change Communication pilot intervention together with coalition members, beginning with a design workshop.

In March 2023, 26 coalition members representing 21 multi-sectoral organizations and 2 individual local experts convened for a two-day participatory design workshop in Monrovia, Liberia. The coalition representatives consisted of organizations working in Liberia with varying levels of expertise in the areas of gender equality, poverty alleviation, and chimpanzee conservation.

The workshop achieved the following goals:

- Create a sense of shared ownership for the SBCC strategy with coalition partners

- Strengthen working relationships among members of the coalition by engaging in exercises that develop mutual understanding and trust
- Develop capacity in the coalition to use SBCC approaches
- Validate formative research and assess gaps in methodology/plan
- Co-create the core frameworks for the SBCC strategy

Once a shared understanding of the issue was established, as noted under Output 2, participatory activities were carried out to co-develop the messaging frameworks; characters and storylines for an entertainment-education drama; and strategy components for a pilot SBCC intervention.

A video overview of the Design Workshop provides insights into the overall process and activities and can be viewed here: [\[REDACTED\]](#)

Coalition members provided positive feedback to the workshop. Almost all respondents to the design workshop questionnaire gave a score of 4 or 5 on the likert scale (1-5, with 5 indicating strong agreement) for every prompt when evaluating the design workshop. When the coalition was asked what they found most valuable about the workshop, many participants commented on the truly participatory nature of the experience.

“The workshop was very educative and interactive”

“The participation and involvement of everyone. The teaching methods.”

“What I find most valuable about the workshop was everyone's opinion was respected and participants were well selected.”

For a list of design workshop attendees and represented organizations, and a summary of workshop feedback responses, see Annex 7: Design workshop attendees and feedback summary.

Based on the co-design process during the workshop and a post-workshop survey sent to coalition members, there was clear consensus that pilot locations should be Duala Market in Monrovia (large urban centre) and Zwedru (small urban centre). It was also determined that the pilot should be produced in Liberian simple English and Krahn, to correspond to the common languages in the pilot areas. For a summary of participation and results from the survey see Annex 8: Pilot coalition survey.



Figure 1: Map of Liberia. The pilot communities are located in Grand Gedeh and Montserrado counties (shaded black).

Pilot Implementation

Output 4: *A pilot SBCC intervention is implemented in one large and one small urban population centre in Liberia.*

Guided by the research and the co-design workshop, PCI Media developed the communication materials together with project partners and local Liberian creative teams. The pilot materials include an entertainment-education (EE) radio minidrama, as well as an original song and short promotional spots to accompany the drama. The communication materials were decided based on what would reach the key audiences and promote engagement within the time and resources allocated for the pilot intervention.

The radio drama, which is called “Protecting Chimpanzees in Yambo’s Town,” is a three-episode, 15-minute per episode minidrama designed using the Sabido method to reduce demand for chimpanzees as food or pets, while also addressing the social acceptability of hunting and trading illegal wildlife.

The characters and storylines for the minidrama originated from the ideas generated by the coalition during the design workshop, and then were further developed by GREENLIFE WA and a local Liberian scriptwriter, with oversight from PCI Media and technical review by LCRP and FFI. Woven throughout the drama are key behaviour change objectives corresponding to the primary issues identified by the research and agreed among the coalition during the workshop.

Short summaries of each of the three episodes were sent to selected coalition members for their review and feedback. The coalition members were selected to ensure that inputs were received from a gender equality, poverty alleviation, and chimpanzee conservation perspective, including:

- Esther S Davis Yango (Women NGOs Secretariat of Liberia)
- Hawa Walker (Environmental Protection Agency) of Liberia)
- Nelly Cooper (West Point Women for Health and Development Organization)

For outlines of the character profiles and episode summaries for the pilot drama, see Annex 9: Character profiles and episode summaries.

The following table outlines the key behaviours promoted by issue in the radio drama.

Issue	Key behaviour promotion
Community guardianship values for chimpanzee preservation	Model guardianship values in speech and action, caring for the forest ecosystem.
	Share traditional stories that communicate traditional guardianship values.
Training and education about wildlife, demand, management, and consumption reduction	Enforce existing laws surrounding bushmeat and chimpanzee trade and consumption.
	Hold spaces for dialogue that encourage honest and transparent conversations about wildlife trade and consumption.
	Educate communities on the relationship between the health of chimpanzee troops/community and the health of the ecosystem.
Promotion of gender equality	Community education and community-based dialogues consider gender dynamics/roles so men and women participate equally.
Promotion of alleviating poverty	Uptake of alternative livelihoods which can replace bushmeat hunting and trade.

During the pilot implementation, content was distributed through the strategic channels agreed upon in the workshop. The radio drama was broadcast twice weekly on Truth FM in Monrovia and Voice of Gedeh in

Zwedru, with an original broadcast and one rebroadcast for 3 weeks. Original broadcasts were on Monday evenings and rebroadcasts were on Saturdays.

Immediately following the initial broadcast of each episode was a live radio call-in show hosted by a local radio personality. A discussion guide was developed for the hosts to review prior to each broadcast, and to use as a reference during the live call-in shows. The guide included key messaging, episode summaries and character profiles, as well as recommended in-studio guests and questions to facilitate the conversation based on the issues presented in each episode of the drama. Annex 10 includes the guides developed by PCI Media to lead the radio call-in shows.

In addition to the radio programs, listener groups in both Monrovia and Zwedru (one in each pilot location) allowed for additional feedback and further discussion and engagement with the episodes amongst the pilot groups. Annex 11 includes the guides developed by PCI Media and Greenlife to facilitate the community listener groups.

Monitoring and Evaluation of the Pilot

Monitoring and evaluation (M&E) was a significant component of the pilot implementation, which was designed to generate evidence toward an effective strategy to reduce demand for chimpanzees. Evaluation activities aimed to assess the effects of the communication components of the pilot project on Knowledge, Attitudes, Behaviours/Practices (KAB/KAP) indicators of listeners related to chimpanzee meat consumption, trade, and overall environmental conservation in Monrovia and Zwedru.

Monitoring Audience Engagement

Monitoring activities included the completion of weekly monitoring sheets by radio hosts after the end of each broadcast, tracking the number of calls and text messages received from listeners, disaggregated by gender. Annex 12 provides the recorded questions of callers and participant information.

Guest speakers on the call-in shows received questions and comments from callers during the live broadcast. Below, Table 1 summarizes the monitoring data collected during the 3-week broadcast period. The live call-in shows included a total of 26 callers, with most of the callers being male (total of 22 male, 3 female), across the two radio stations. Additional calls were attempted by the audience but were not able to be included in the live program due to timing or connection issues (average of 18 calls to Truth FM and 5 calls to Voice of Gedeh attempted per episode).

Table 1. Call-in show callers by pilot location

	Episode 1		Episode 2		Episode 3	
	Male	Female	Male	Female	Male	Female
Monrovia	6	0	4	2	4	1
Zwedru	5	0	2	0	2	0
Total	11	0	6	2	6	1

Callers commented on the issues discussed in the drama and call-in show. For example, two callers talked about the complexity of the problem by acknowledging that while “it’s wrong” to kill chimpanzees, people still do it for their livelihood or “to survive”, reinforcing the need for behaviour change communication programs to keep raising awareness around this issue and providing avenues for alternative livelihoods.

“Chimpanzees behave like humans. They will always want to play with you whenever you play with it. It’s wrong to kill and eat them but lots of people eat them for their livelihood.”

Farmer (Male), 45, Monrovia

"Why should we stop eating bushmeat when we need it to survive?"

Businessman (Male), 35, Monrovia

Another caller mentioned the need to continue carrying out awareness programs directed towards bushmeat sellers, especially women. The caller also suggested the need to broadcast in different languages to more widely spread the message in priority communities.

"It is important here to say the people in this program need to carry on more awareness, train more bushmeat sellers. Especially women who can play a pivotal role in the protection of Chimpanzees. This program needs to be aired in more languages and be taken to various towns and villages so that those closer to the forest can get the message."

Student (Male), 32, Zwedru

Evaluation of Pilot Intervention: Surveys

Quantitative approaches were used to assess the effects of the pilot intervention on key outcome and output indicators using baseline and endline surveys carried out in Zwedru and Monrovia amongst implementation communities. Through data collection and analysis using Statistical Package for Social Scientists (SPSS), the study captured short-term changes in participants' knowledge, attitudes, and behaviours related to chimpanzee conservation.

The baseline and endline surveys conducted in Monrovia and Zwedru involved 384 participants from the pilot communities, 100 from Zwedru and 284 from Monrovia. The surveys asked those living in the two pilot areas questions regarding their knowledge and awareness, attitudes, and behaviours surrounding chimpanzee protection and trade. The survey results were disaggregated by those who reported listening to the pilot radio drama (listeners) and those who reported not having listened to the drama (non-listeners), in order to measure effects specific to the program activities. Annex 13 includes detailed tables with baseline and endline levels for selected variables.

Knowledge and awareness

The survey assessed levels of knowledge and awareness of chimpanzee protection and trade in Monrovia and Zwedru among participants. A higher proportion of those surveyed who listened to the radio drama exhibited a greater awareness and concern about the focus issues, compared to non-listeners. When asked about awareness around actions taken in their communities to support the conservation of chimpanzees, a higher percentage of listeners (57.3%) reported being aware than non-listeners (26.5%), a 31 percentage point difference. In addition, 79% of those who listened to the radio drama acknowledged that chimpanzees are a vulnerable species to extinction, while only 56% of non-listeners claimed the same awareness. When asked about their knowledge of zoonotic diseases related to chimpanzee consumption, there was a 22 percentage point difference between listeners (48%) and non-listeners (26.5%).

Attitudes

Results from the survey questions addressing the attitudes of the pilot communities towards chimpanzee protection indicate that the pilot positively impacted promoting chimpanzee guardianship values. As can be seen in Table 2 in Annex 13, 49.3% of survey participants in the pilot communities who listened to the radio drama strongly disagreed or disagreed with the statement that it is acceptable for people to sell bushmeat while 33.9% of those who did not listen to the drama responded the same, a 15.4 percentage point difference. Furthermore, 81% of listeners to the radio drama considered themselves a steward/protector of the forest and all species who live there, while 76% of survey participants who did not listen to the drama reported the same attitude (5.4 percentage point difference). 89.3% of listeners strongly

agreed or agreed with the statement “Learning about how to protect wildlife is important for chimpanzee conservation” while 72.5% of non-listeners reported this, a 16.8 percentage point difference between both groups. Also indicating an increase in pride for chimpanzee protection, 38.7% of listeners to the radio drama in the pilot areas of Zwedru and Monrovia reported that in the past two months they have talked to someone about ways to protect chimpanzees. This is compared to only 6.5% of those surveyed who did not listen to the radio drama. Finally, 59% of listeners to the radio drama responded that people who sell or consume bushmeat harm their local community, while 57% of non-listeners felt the same way (2 percentage point difference).

Communication

Significant for the national scaling of the SBCC strategy, when asked if surveyed participants would like to learn more about how protecting chimpanzees affects communities and ecosystems, 87% of listeners to the radio drama responded yes, while only 66% of non-listeners replied the same (Table 2 in Annex 13). This response indicates opportunity and interest in the pilot communities to expand the drama and other related materials.

Evaluation of Pilot Intervention: Focus group discussions

Focus group discussions (FGDs) were held in both pilot communities, with participants selected in collaboration with the Liberia Marketing Association (LMA) and the leaders of the bushmeat sellers in the pilot communities. Participants were selected based on their active engagement in bushmeat hunting and selling, or their regular consumption of bushmeat. Most of the participants (95%) in the endline FGDs were the same as those in the baseline FGDs, however a few of the baseline participants were not available for the second discussion.

A total of 34 community members (12 men and 22 women) across the two implementation sites participated in the FGDs for both the baseline and the endline assessment (Table 2). There were a total of 4 sessions in each location; two mixed-gender groups of chimpanzee meat consumers and two groups of Chimpanzee meat sellers who were all female. The baseline was conducted on October 13, 2023 in Duala Market, Monrovia and November 1, 2023 in Zwedru. The end-line was then conducted on January 10, 2024 in Zwedru and January 19, 2024 in Duala Market.

Table 2. Focus group participants

Pilot Location	Chimpanzee meat seller	Chimpanzee meat consumer	Male	Female	Total participant
Zwedru	7	7	5	9	14
Monrovia	10	10	7	13	20
Total	17	17	12	22	34

The FGDs provided important insights into the attitudes around the bushmeat trade in their communities, as well as some of the barriers to adopting alternative livelihoods.

"The hunters are involved in it because they live near the forest; it is what they grew up learning to do." (Female, endline focus group, Monrovia)

Participants also noted how the drama changed their own knowledge and perceptions around bushmeat trade and consumption, including legal and health-related implications.

"We now understand the importance of chimpanzees and other wildlife through the drama presented by PCI Media." (Male, endline focus group, Monrovia)

"I learned from the drama that people can fall ill from consuming bushmeat." (Male, endline focus group, Zwedru)

Finally, FGD participants indicated sharing the information they learned from the pilot activities with their families and communities. This type of discussion and information sharing is essential to behaviour change and a promising indication of potential for scalability.

*"I feel proud because since the PCI Media discussions, I have been sharing everything we discuss here with my family, friends, and community members."
(Female, endline focus group, Monrovia)*

Strategy Development

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.*

Based on the results of the pilot intervention, a scalable model for SBCC programming was developed in the form of a comprehensive behaviour change strategy which includes a theory of change, strategic objectives with priority behaviours, audiences, channels, priority interventions, messaging, and a preliminary monitoring and evaluation plan. In developing the final SBCC strategy, findings from the desk review, primary research, design workshop, and pilot implementation were all synthesized and then validated with the coalition during the learning workshop.

For the complete SBCC Strategy see Annex 14: SBCC strategy.

Strategy validation: Learning Workshop

In February 2024, the program coalition convened to participate in a one-day learning workshop in Monrovia, Liberia. The workshop was facilitated by PCI Media, Liberia Chimpanzee Rescue & Protection, and GREENLIFE WA, and attended by 20 coalition members. The learning workshop's purpose was to reflect on the process and results of the pilot program activities and highlight the successes and lessons learned throughout the implementation. Coalition members also participated in validating the SBCC strategy and plan for scalability through participatory exercises which allowed for reflection and group agreement during the workshop. For a complete summary of the learning workshop see Annex 15: Learning workshop report.

During the workshop, facilitators presented a summary of the research and design process to develop the SBCC pilot intervention, to ensure a common understanding and ground the discussions of the day. PCI Media provided an overview of the program activities, milestones, expected outcomes, successes, and lessons learned, along with the results from the evaluation in the pilot communities. Presentations from implementing partners, GREENLIFE WA and LCRP, shared impressions and results from the listener groups and call-in shows; they also discussed challenges, highlights and lessons learned, and answered questions from the coalition members. 90% of participating coalition members claimed that they were more confident now than before the pilot that impact communications implemented through the reviewed strategy will reduce demand for chimpanzee products in Liberia.

Finally, the workshop provided an overview of a comprehensive SBCC strategy aimed at expanding chimpanzee guardianship values, increasing gender equality, and alleviating poverty that was developed based on the formative research and outcomes of the pilot initiative. In groups, the coalition reviewed the strategic objectives, theory of change, audiences, channels and activities to provide input and identify any gaps. 90% of participating coalition members reported that the strategy reflects conservation, gender equality, and poverty alleviation priorities in Liberia. Following the learning workshop, the inputs and suggestions from the coalition members were incorporated into the final SBCC strategy for national scaling. All coalition members who attended the 2024 learning workshop endorsed the strategy.

3.2 Outcome

The project achieved its intended outcome: *A scalable model for social and behaviour change communication programming is developed that expands chimpanzee guardianship values among urban consumers of chimpanzee products in pilot communities while increasing gender and economic equality.*

The results from the baseline and endline surveys in Zwedru and Monrovia support the agreed outcome indicator 0.1 in the logframe: *participants of pilot interventions in one large and one small urban population centre in Liberia express greater support for chimpanzee protection by the end of the project.*

As was elaborated in section 3.2 above, the evaluation of the pilot revealed that participants who listened to the radio drama exhibited higher levels of awareness and concern about chimpanzee protection issues compared to non-listeners. There were notable differences in awareness of community actions supporting chimpanzee conservation and knowledge of zoonotic diseases related to chimpanzee consumption, with listeners showing higher awareness levels. Listeners were also more likely to disagree with the acceptability of selling bushmeat, consider themselves stewards of the forest, and emphasize the importance of learning about wildlife protection for chimpanzee conservation. Additionally, a higher percentage of listeners engaged in conversations about protecting chimpanzees compared to non-listeners.

Feedback and agreements from the coalition collected during the learning workshop, as noted in section 3.2 above, supports the achievement of outcome indicator 0.2 in the logframe: *100% of coalition member organizations endorse the research-based and equality-focused strategy for reducing chimpanzee demand by the end of the project.*

3.3 Monitoring of assumptions

Outcome and Output level assumptions were monitored throughout the course of the project through regular meetings with LCRP and implementing partners. The meetings allowed us to address any challenges to the work and the production process, or changes in the local context which may alter or impact existing assumptions. Additionally, coalition meetings and the workshops were an opportunity to further discuss important assumptions and ensure they were accounted for in the program design. There were no notable changes in the assumptions during the course of the project.

3.4 Impact: achievement of positive impact on illegal wildlife trade and poverty reduction

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

The project contributed to the intended impact through coalition building and capacity strengthening, piloting new approaches to IWT reduction in the Liberian context, and the creation of evidence-based resources for future interventions.

Whereas other efforts to control IWT in Liberia have emphasized law enforcement and reducing chimpanzee supply, this program was an opportunity to explore an innovative approach to addressing the demand side of the trade by reducing the social acceptability of chimpanzee hunting and consumption using research-based behaviour change methodologies. Through the coalition and strategy development, the project was able to develop broader support for eliminating demand for illegally trafficked chimpanzees by shifting social norms towards a caretaking relationship with nature instead of an almost exclusive focus on law enforcement.

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. It was clear from the project's formative research and early coalition discussions that gender equality and livelihoods are significant factors when it comes to an individual's involvement in the chimpanzee trade. By recognizing this from the beginning, the project was able to incorporate a nuanced understanding of IWT motivations into the design of the program, and pilot a behaviour change approach which speaks to all aspects of the Liberian context.

Contributions to the evidence base

This "Evidence" project contributed to the evidence base on the motivations and barriers to behaviour change related to chimpanzee consumption, with a particular focus on understanding local traditional values, social norms and gender-specific differences. Through qualitative and quantitative research efforts, the project gathered relevant data on the underlying motivations driving chimpanzee consumption, as well as the barriers hindering behaviour change.

The project contributed to the evidence base for effective means of reducing demand for chimpanzees through the implementation of a pilot SBCC intervention in two urban population centres. The project tested messaging approaches through a radio drama aimed at influencing attitudes and behaviours related to chimpanzee hunting and consumption. By evaluating the impact of the pilot activities through endline assessments, the project generated valuable insights into the effectiveness of demand reduction strategies that can be built upon through the scalable SBCC strategy produced at the end of the project.

The project significantly enhanced the capacity of Liberian organizations to understand and incorporate SBCC approaches to demand reduction. By convening workshops and collaborative learning sessions, the project fostered knowledge exchange and capacity-building among coalition members and partner organizations. Through these capacity-building efforts, Liberian organizations gained valuable skills in designing, implementing, and evaluating SBCC interventions aimed at reducing demand for chimpanzees. Additionally, the project facilitated the dissemination of best practices and lessons learned, thereby enabling organizations to scale up successful interventions and continuously improve their SBCC approaches over time. This enhanced capacity not only strengthened the sustainability of demand reduction efforts but also positioned Liberian organizations as leaders in conservation and behaviour change initiatives within the region.

4. Contribution to IWT Challenge Fund Programme Objectives

4.1 Thematic focus

This project supports IWT Challenge Fund's thematic focus on reducing demand for IWT products. It also indirectly supports the focus on developing sustainable livelihoods to benefit people directly affected by IWT. The support for these objectives is evidenced by:

1. The assembly of a broad coalition of local partners and experts in conservation, gender equality, and poverty alleviation. The coalition encouraged discussion across disciplines and incorporated varied perspectives into the design and implementation of the demand reduction project.
2. Research produced on the norms, motivations and specific barriers to behaviour change related to chimpanzee consumption and the uptake of alternative livelihoods to chimpanzee hunting and trading. Qualitative and quantitative research was conducted in urban communities with high rates of demand for IWT products.
3. The co-design, piloting, and assessment of a behaviour change intervention focused on demand reduction and guardianship values, contributing to the protection of chimpanzees in Liberia.
4. The development of a locally validated, scalable model for social and behaviour change communication programming that reduces demand for IWT products by expanding chimpanzee guardianship values among urban consumers of chimpanzee products while increasing gender and economic equality.

4.2 Impact on species in focus

This project is a pilot intervention and thus is not having a direct species level effect at this time.

4.3 Project support to poverty reduction

This project is designed to strengthen the evidence base for strategies to reduce IWT while also contributing to poverty reduction in Liberia. The use of SBCC to address IWT in an approach integrated with poverty reduction and gender equality lenses is currently a novel approach that has the potential to inspire new thinking about ways to address IWT in the future.

The project beneficiaries – people living in urban centres in Liberia connected to the chimpanzee trade, typically have high rates of poverty and participate in IWT to produce income. This project supports these communities by raising awareness of and connecting communities to existing alternative livelihood options, and inspiring communities to think differently about both resource generation and the benefits of preserving forest ecosystems.

During the design of the pilot intervention, specific attention was given to co-creating and validating a Knowledge, Attitudes, and Behaviour (KAB) change matrix framework with an explicit focus on the promotion of alleviating poverty. To ensure that the coalition had appropriate expertise on the multi-dimensional aspects of poverty, members included Global Call to Action Against Poverty (GCAP-Liberia), West Point Women for Health and Development Organization, and Societies of Unity, organizations that are primarily concerned with gender, economic equality and poverty reduction

(logframe indicator 1.3). When validating the SBCC strategy, the coalition explicitly ensured that the scalable model would expand chimpanzee guardianship values among urban consumers of chimpanzee products while also supporting poverty reduction. Following the learning workshop, 90% of participating coalition members reported that the pilot design reflects conservation, gender equality, and poverty alleviation priorities in Liberia (logframe indicator 3.2).

4.4 Gender equality and social inclusion

Participatory methodologies are at the core of PCI Media’s work and this includes equal participation of stakeholders primarily concerned with gender and social inclusion. The project proactively promoted equality between persons of different gender and social characteristics through the coalition members, material development and implementation.

From the start of coalition development, we focused an intentional effort to invite, engage and include organizations who would provide a consistent focus on gender and social inclusion. The project assembled a diverse group of 21 Liberian organizations working in chimpanzee conservation, gender equality, and poverty alleviation. A key indicator in our logframe under Output 1 is Indicator 1.3: The coalition includes 2-4 organizations that are primarily concerned with gender and economic equity. This commitment is evidenced by the successful inclusion of Global Call to Action Against Poverty (GCAP-Liberia), West Point Women for Health and Development Organization, and Societies of Unity – organizations that are working on gender and economic equality in Liberia.

The project has convened the stakeholders through a coalition meeting, design workshop, and learning workshop, in addition to requests for specific feedback. This ensured representation and participation of gender and economic equality groups as well as chimpanzee conservation stakeholders, all deliberating and coming to a common agreement.

The formative research and subsequent discussions with the coalition highlighted the gendered nature of the chimpanzee trade in Liberia, with men going into the forest to hunt and women selling the meat in the markets. The gender dynamics inherent in this economic relationship were explored and served as the basis for the knowledge, attitude and behaviour change objectives to be included in the project KAB matrix specific to gender equality in the context of demand reduction. Further, there was a lively discussion and debate during the design workshop, as the coalition worked through how best to approach the issue in the project messaging.

During the learning workshop, the coalition reflected on gender and social inclusion as presented in the draft strategy and highlighted the need to bring youth inclusion more to the forefront. After discussing and coming to agreements, the inclusion of youth as a primary audience was included in the final strategy.

As noted below, 13 of the 30 Project Board members were women. The Project Board is identified for the purposes of this report as the coalition, which serves the same function under our methodology but with a different name.

Please quantify the proportion of women on the Project Board ¹ .	43.3% (13/30 coalition members)
Please quantify the proportion of project partners that are led by women, or which have a senior leadership team consisting of at least 50% women ² .	75%

5. Monitoring and evaluation

No major changes were made to the approved project design or logframe (Annex 1). Over the life of the project, the M&E system was helpful to provide feedback to the coalition in order to validate the final SBCC strategy. The pilot radio drama was evaluated in coordination with Greenlife, using research protocols developed together with PCI Media. Pilot groups were established in both Zwedru and Duala Market in Monrovia, and Greenlife undertook baseline and endline surveys and focus group discussions

¹ A Project Board has overall authority for the project, is accountable for its success or failure, and supports the senior project manager to successfully deliver the project.

² Partners that have formal governance role in the project, and a formal relationship with the project that may involve staff costs and/or budget management responsibilities.

with key audience groups, including bushmeat sellers and consumers. Greenlife and PCI Media then conducted an analysis of the results, aligning the findings to key project indicators.

Annex 13 includes the baseline and endline results for selected variables.

Listener groups were formed in both pilot locations to promote the drama, spark conversation about target issues and gather information from key audiences. Two listener groups were conducted in each pilot location, with participants divided into a group of bushmeat sellers and bushmeat consumers. The listener groups were able to capture specific feedback about the pilot that wasn't captured in the baseline and endline surveys. The insights include what listeners in the pilot areas were thinking when they heard specific parts of the drama. Annex 7 includes the guides developed by PCI Media and Greenlife to facilitate the community listener groups and Annex 16 contains the recorded feedback from the listener group.

Immediately following the initial live broadcast of each episode of the pilot drama was a live radio call-in show hosted by a local radio personality. The questions and comments from listeners who called in to talk to the host and in-studio guest expert were all recorded in radio monitoring sheets. Annex 6 includes the guides developed by PCI Media to lead the radio call-in shows and Annex 8 contain the recorded questions and participation. The feedback was useful to the validation of the SBCC strategy and would also support activities which expand upon the radio drama pilot in the future.

6. Actions taken in response to Annual Report reviews

All feedback from the annual reports was responded to and discussed with partners. To respond to the feedback that the implementation of the pilot was behind schedule, the project timetable was revised to adjust for delays related to feedback mechanisms, lengthy response times, personnel changes and the elections in Liberia. We received feedback on the Annual Report that clarity was required on whether pilot sites were selected and a baseline established. Responding to this comment, pilot sites were selected based on inputs from the coalition members. Additional comments included a request for clarity about the role of FFI in the project. FFI was further incorporated as a partner and in providing technical expertise in the development of the pilot, and participated in the learning workshop.

7. Lessons learnt

The formation of the coalition and the process of incorporating contributions from the coalition into the design of the pilot and the final strategy worked very well. In collaboration with the coalition, we were able to successfully design the pilot radio drama that incorporated key messaging based on the formative research and the expertise of the coalition. One note from the local partner was that the local dialect and vernacular could have used more focus in development of messaging, materials and activities to better ensure understanding and impact, which would be taken into consideration for any future projects expanding upon this work.

Feedback from the coalition after the learning workshop proves that the workshop was successful, and the participants were satisfied with how it went. Almost all (94%) of participating coalition members felt that the objectives of the workshop were accomplished. All members felt that the pace of the workshop was appropriate, and that the information was presented in a way that was easy to understand. Comments from the post-workshop questionnaire include:

"The fact that the UK ambassador attended. Show that donor takes this project seriously."

"The facilitators were patient and interested in including and expecting everyone's view and inputs."

"The workshop was very interactive, I learned more about chimps protection."

Based on feedback from the coalition, if we were to do the project again, we would include more representatives from government (MOJ, MOH, MOE) in the coalition and include more representation from local community members. Project partners further emphasized the importance of having a permanent in country partner with relevant expertise, staff, knowledge and understanding of local environment.

Additionally, while engagement and feedback from the workshops was excellent, it was harder to obtain feedback from the coalition through other means such as surveys or document reviews requested over email. Future projects could consider how best to obtain feedback in a way that is convenient and feasible for the coalition members.

The M&E activities presented some lessons learned and limitations. Namely, that the sampling procedure employed to select survey participants was changed from baseline to endline, and it was somewhat difficult to identify and differentiate the origin of listener and caller group impact. Although enumerators began by using the same random selection procedure that was used in the baseline survey, during the fieldwork the sampling strategy was adjusted to screen for radio drama listeners, to allow for capturing listeners' perceptions of the radio drama as part of the analysis. This adjustment in the sampling strategy made the endline and baseline comparison challenging, as listeners are likely different from people chosen randomly. For this reason, a listener versus non-listener comparison was done. This challenge also highlighted the need for capacity strengthening among local researchers, who needed a good deal more guidance than was initially anticipated.

8. Risk Management

No new risks have arisen in the last 12 months. No significant adaptations to the project design to address changes to risk have been made.

9. Sustainability and legacy

The sustained legacy of the project is achieved through additions to the evidence base, expanded communication capacity, and resource development for strategic programming. Research conducted during the project adds to the evidence base on chimpanzee demand and consumption, particularly motivators and barriers to behaviour change, and the social norms and values which influence chimpanzee hunting, trading and consumption. The coalition of 21 local organizations working across conservation, gender equality and poverty was deeply engaged throughout the process and their capacity for effective communications was improved. By bringing together diverse perspectives that are not always considered in IWT projects, the coalition was able to discuss and debate a more inclusive approach which spoke to some of the underlying issues at the heart of IWT in Liberia. The success of this approach was reflected in the feedback received both from the coalition and from audiences of the pilot intervention, who noted the need to expand this type of programming to other high-IWT areas. The project culminated in a research-based, co-developed social and behaviour change communication strategy that is owned by a network of local partners. The strategy is a valuable resource for future projects looking to continue the work conducted together with the coalition and scale up behaviour change interventions for reducing demand for chimpanzee products.

10. IWT Challenge Fund Identity

PCI Media publicized the IWT Challenge Fund through our social media posts and e-mail blasts about the project. The e-mail blasts linked back to the [IWT Challenge Fund](#) page where audiences can find opportunities. In July 2023, an e-mail blast was sent to 1,400 recipients with a section highlighting the project that linked back to [IWT Challenge Fund](#).

For all mentions of the project in our social media posts, e-mail blasts, and newsletter communications we included the visibility language for the project, indicating that it was "funded by the UK Government through Illegal Wildlife Trade Challenge Fund." We also tagged and linked back to the IWT Challenge Fund and British Embassy in Liberia whenever possible.

At every coalition gathering, both virtual meetings and in person workshops in Liberia, the UK Government was recognized with appreciation as the distinct funder for the project, through the IWT Challenge Fund.

The following efforts have been made to publicize the IWT Challenge Fund through PCI Media's organizational social media channels. The social media posts were effective with organic impressions

and engagement. The posts link back to the [Africa Frontpage article](#) about the Challenge Fund and the UK Government's funding of chimpanzee conservation efforts in Liberia. The social posts talk about the project as an individual program as part of a larger effort of IWT.

Date	Platform	Key engagement metrics
February 2024	LinkedIn	11 likes 1 comment
	Instagram	6 likes 1 comment
	Facebook	4 likes 2 comments
December 2023	Instagram	148 video plays, 10 likes, 1 comment
	LinkedIn	134 video views, 12 reactions, 1 repost
	Facebook	2 likes, 2 comments
August 2022	LinkedIn	4 likes, 1 comment
	Twitter	364 impressions, 24 engagements
	Instagram	65 impressions, 10 engagements
	Facebook	3 shares

11. Safeguarding

Has your Safeguarding Policy been updated in the past 12 months?	No
Have any concerns been investigated in the past 12 months	No
Does your project have a Safeguarding focal point?	Yes Sarrah Mulugeta, [REDACTED]
Has the focal point attended any formal training in the last 12 months?	Yes, UNICEF PSEA Training, May 2022
What proportion (and number) of project staff have received formal training on Safeguarding?	Past: 100% [12] Planned: 100% [12]
Has there been any lessons learnt or challenges on Safeguarding in the past 12 months? Please ensure no sensitive data is included within responses.	
All PCI Media staff members complete Safeguarding training every year (UNICEF PSEA training). PCI Media has not had any challenges or lessons learnt concerning safeguarding in the past 12 months.	

12. Finance and administration

12.1 Project expenditure

Project spend (indicative) since last Annual Report	2023/24 Grant (£)	2023/24 Total actual IWTCF Costs (£)	Variance %	Comments (please explain significant variances)
Staff costs (see below)	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Consultancy costs	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Overhead Costs	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Travel and subsistence	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

Operating Costs	[REDACTED]			
Capital items (see below)	[REDACTED]			
Others (see below)				
TOTAL	£49,859.00	£49,753.72		

Staff employed (Name and position)	Cost (£)
Jocelyn Iverson, Program Lead	[REDACTED]
Graciela Leal, Director of Methodology	
Emma Howcroft, Production Manager	
Elizabeth Frank, Program Manager	
Sarra Mulugeta, Operations Manager	
TOTAL	£12,066.92

12.2 Additional funds or in-kind contributions secured

N/A

Were any additional in-kind contributions secured during the project? NO

12.3 Value for Money

PCI took the following measures to ensure good Value for Money throughout the project:

- Followed our internal procurement policy (three quote procedure for anything above [REDACTED])
- Conducted market research to understand the range of goods and services available, the prices, and the quality of those goods and services. [REDACTED]
- Conducted a competitive bid process for Workshop Venue to obtain the best value for money. The process was fair, transparent, and consistent with the procurement policy.
- Delivered the project within the stipulated timeframe, minimizing delays and associated costs. This indicates efficiency and adds to the value for money proposition.
- Completed the project without exceeding the budget, ensuring that resources were utilized optimally, maximizing the return on investment and enhancing the overall value for money.

13. OPTIONAL: Outstanding achievements of your project (300-400 words maximum). This section may be used for publicity purposes

I agree for the Biodiversity Challenge Funds Secretariat to publish the content of this section (please leave this line in to indicate your agreement to use any material you provide here).

The *Increasing Chimpanzee Guardianship Values to Reduce IWT in Liberia* project brought together a diverse coalition of partners to build a scalable model for social and behaviour change communication (SBCC) programming that expands chimpanzee guardianship values among urban consumers of chimpanzee products while increasing gender and economic equality. The project, led by PCI Media together with Liberia Chimpanzee Rescue and Protection, GREENLIFE West Africa, Flora and Fauna International and 20 other local coalition members, followed a systematic, participatory process to design and implement a pilot intervention which would ultimately inform the final strategy for community-driven change.

Through formative research and a collaborative, engaging workshop the coalition designed an evidence-based, locally resonant pilot intervention. Following the agreed methodology that prioritizes the voices and needs of communities, the coalition led the direction of the messaging framework, characters and storyline which would become an entertainment-education radio minidrama called "Protecting

Chimpanzees in Yambo's Town" and an original song. The designed intervention speaks to the norms, traditional values, economic and gender considerations which influence the chimpanzee trade in Liberia.

The project contributed a valuable addition to the evidence base by piloting the co-designed SBCC intervention among urban consumers in communities with high levels of demand for chimpanzee products, collecting both qualitative and quantitative data. A participatory approach created shared ownership among coalition members to adopt effective SBCC strategies.

Key findings from the evaluation of the pilot activities, together with the formative research, informed a comprehensive SBCC strategy which was validated by the coalition and will serve as a resource for future IWT projects.

File Type	File Name	Caption, country and credit	Online accounts to be tagged	Consent
Image	IWTEV006_Design 1	Project coalition members representing local organizations that work in chimpanzee conservation, gender equality, and poverty alleviation came together in Monrovia, Liberia to co-design the pilot SBCC strategy. Liberia, Photo credit: Greenlife	Instagram: @pcimedia @liberiachimprescueprotection Facebook: @pcimedia LinkedIn: /pcimedia	Yes
Image	IWTEV006_Learning 1	Coalition members discuss the results of the pilot SBCC intervention at the Learning Workshop in Monrovia, Liberia. Liberia, Photo credit: Greenlife		Yes
Image	IWTEV006_Radio 1	Radio hosts in In Zwedru, Liberia, lead the live radio-call in show following the broadcast of the pilot radio drama, <i>Protecting Chimpanzees in Yambo's Town</i> . Liberia, Photo credit: Greenlife		Yes
Image	IWTEV006_Learning 2	British Ambassador to Liberia Neil Bradley joined the project coalition in Monrovia, Liberia to plan for the scalability of the Increasing Chimpanzee Guardianship Values to Reduce IWT in Liberia pilot program. Liberia, Photo credit: Greenlife		Yes
Image	IWTEV006_Learning 3	Coalition members representing local organizations that deal with chimpanzee conservation, gender equality, and social behaviour change communications came together to evaluate and discuss the results of the pilot program to reduce demand for chimpanzee products in Liberia. Liberia, Photo credit: Greenlife		Yes

Video	IWTEV006_Project Design Workshop	<p>After rigorous research on the factors that influence demand for chimpanzee products, the coalition met for a design workshop in Liberia to co-design a social and behaviour change communications strategy.</p> <p>Liberia, Credit: Greenlife</p>	<p>Instagram: @pcimedia</p> <p>Facebook: @pcimedia</p> <p>LinkedIn: /pcimedia</p>	Yes
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Annex 1 Project's original (or most recently approved) logframe, including indicators, means of verification and assumptions.

Note: Insert your full logframe. If your logframe was changed since your application and was approved by a Change Request the newest approved version should be inserted here, otherwise insert application logframe.

Project summary	Measurable Indicators	Means of verification	Important Assumptions
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 and behavior change communication (SBCC) programming is developed that expands chimpanzee guardianship values among urban consumers of chimpanzee products in pilot communities while increasing gender and economic equality.	0.1 Participants of pilot interventions in one large and one small urban population centre in Liberia express greater support for chimpanzee protection by the end of the project. 0.2 100% of coalition member organizations endorse the research-based and equality-focused strategy for reducing chimpanzee demand by the end of the project.	Questionnaires and focus groups before and after participation. Motion passed at implementation validation session held with all coalition member organizations.	Conditions in the pilot communities are similar to conditions in other communities in Liberia and pilot solutions are transferable. Cultural norms are as important as other factors driving consumption of chimpanzees.
Outputs: 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.	1.1 A coalition of at least 10 Liberian organizations is assembled in phase one of the project. 1.2 Coalition organizations have a geographical focus that covers all 15 counties of Liberia and represents diverse Liberian perspectives beginning in phase one. 1.3. The coalition includes 2-4 organizations that are primarily concerned with gender and economic equity.	1.1 List of coalition members and lead individuals committed to participating in the project. 1.2 Questionnaires completed by coalition member organizations following launch workshop. 1.3. Meeting minutes and evaluation of member organization charter documents, mission statements, priorities, strategies, or other institutional documents.	Local organizations across Liberia prioritize demand reduction activities among other efforts to protect chimpanzees. Efforts to centre gender equality within programming overcome any cultural resistance or institutional barriers.
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.	2.1 100% of coalition member organizations validate research findings by the end of phase two. 2.2 75% of coalition member organizations report qualitative changes in knowledge related to demand	2.1 Motion passed at research validation session held with all coalition member organizations. 2.2 Questionnaires completed by coalition member organizations following research validation session	Barriers to behaviour change particularly those related to poverty, are adequately identified, and reduced.

	<p>reduction approaches to chimpanzee protection by the end of phase two.</p> <p>2.3 60% of coalition member organizations are able to articulate the ways that chimpanzee demand reduction is intertwined with gender and economic inequalities by the end of phase two.</p>	<p>(compared with baseline responses to questionnaire following prior workshop).</p> <p>2.3 Same as above.</p>	<p>The motivations behind chimpanzee consumption are appropriately identified.</p>
<p>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 centre in Liberia.</p>	<p>3.1 100% of coalition member organizations participate in the design of the pilot intervention by the end of phase three.</p> <p>3.2 100% of coalition member organizations report that their conservation, gender equality, and poverty alleviation priorities are reflected in pilot design by the end of phase three.</p>	<p>3.1 Workshop meeting minutes reflect the contributions made by each member.</p> <p>3.2 Questionnaires completed by coalition member organizations following design workshops.</p>	<p>Coalition members are receptive to new approaches that employ SBCC methodologies.</p> <p>Coalition members are inclusive of diverse perspectives and priorities within the coalition.</p>
<p>4. A pilot SBCC intervention is implemented in one large and one small urban population centre in Liberia.</p>	<p>4.1 By the end of the pilot, acceptance of chimpanzee consumption is reduced by 20% among participants compared with a quantitative baseline, disaggregated by gender, established before participation.</p> <p>4.2 by the end of the pilot, participants express an increase in pride for chimpanzee protection, as measured through qualitative means, disaggregated by gender, and compared with a baseline before participation.</p>	<p>4.1 Baseline and endline Likert scale surveys delivered to participants of pilot groups.</p> <p>4.2 Baseline and endline focus group discussion conducted with participants of pilot groups.</p>	<p>Livelihood pressures do not outweigh or override emergent conservation values.</p>
<p>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</p>	<p>5.1 50% of coalition member organizations report increased confidence that impact communications will reduce demand for chimpanzee products and 0% report decreased</p>	<p>5.1 Questionnaire completed by coalition member organizations following implementation validation session (compared with baseline responses to questionnaire following launch workshop).</p>	<p>The pilot groups are representative of the targeted Liberian population.</p> <p>The pilot areas are representative of national context.</p>

<p>community representatives and partner organizations.</p>	<p>confidence at the beginning of phase five.</p> <p>5.2 100% of coalition member organizations endorse the strategy by the end of phase five.</p> <p>5.3 100% of coalition member organizations report that their conservation, gender equality, and poverty alleviation priorities are reflected in strategy by the end of phase five.</p>	<p>5.2 Motion passed at implementation validation session held with all coalition member organizations.</p>	<p>Local partner organizations are compelled by the evidence from the pilot activities and fully endorse the impact communications approach to demand reduction.</p>
<p>Activities (each activity is numbered according to the output that it will contribute towards, for example 1.1, 1.2 and 1.3 are contributing to Output 1)</p> <p>1.1 Assemble diverse coalition of Liberian organizations working in chimpanzee conservation, gender equality, and poverty alleviation.</p> <p>1.2 Convene stakeholder meetings with local organizations in Liberia, ensuring representation and participation of gender and economic equality groups.</p> <p>1.3 Build stakeholder awareness of demand reduction approaches to ending illegal wildlife trade and specific barriers to behavior change.</p> <p>2.1 Review existing research on chimpanzee protection, demand reduction, traditional values and their intersection with gender and economic equality.</p> <p>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 size urban population centre to establish a baseline of practices and identify barriers to behaviour change.</p> <p>2.3 Analyse research findings and product research report.</p> <p>3.1 Convene coalition to validate research findings and co-develop a research-based social and behavior change initiative aimed at reducing demand for chimpanzees, increasing gender equality, and alleviating poverty.</p> <p>3.2 Co-design and produce intervention materials.</p> <p>4.1 Establish pilot groups in one large and one small urban population centre in Liberia.</p> <p>4.2 Measure baseline knowledge, attitudes, and practices related to chimpanzee consumption and equality among pilot group participants.</p> <p>4.3 Conduct pilot interventions in the pilot areas.</p> <p>4.4 Measure endline knowledge, attitudes, and practices related to chimpanzee consumption and equality among pilot group participants.</p> <p>5.1 Conduct validation session with coalition members to validate results from pilot interventions.</p>			

- 5.2 Conduct participatory design workshops with coalition members to establish a set of demand reduction behavior change activities that can be scaled up nationally.
- 5.3 Develop a behaviour change strategy for national scaling.

Annex 2 Report of progress and achievements against final project logframe for the life of the project

Project summary	Measurable Indicators	Progress and Achievements
<p>Impact</p> <p>Demand for chimpanzees and chimpanzee products in Liberia is reduced and a new national pride in chimpanzee guardianship is fostered.</p>		<p>The project innovatively targeted the demand side of illegal wildlife trade in Liberia, with a particular focus on understanding traditional values, social norms and gender-specific differences. Through research, pilot interventions, and capacity building, the project contributed valuable insights and strengthened local organizations, establishing the evidence base to reduce social acceptability of chimpanzee hunting and consumption, and foster chimpanzee guardianship values through behaviour change methodologies.</p>
<p>Outcome</p> <p>A scalable model for social and behavior change communication (SBCC) programming is developed that expands chimpanzee guardianship values among urban consumers of chimpanzee products in pilot communities while increasing gender and economic equality.</p>	<p>0.1 Participants of pilot interventions in one large and one small urban population centre in Liberia express greater support for chimpanzee protection by the end of the project.</p> <p>0.2 100% of coalition member organizations endorse the research-based and equality-focused strategy for reducing chimpanzee demand by the end of the project.</p>	<p>0.1 The surveys and focus groups conducted in Zwedru (small urban centre) and Monrovia (large urban centre) demonstrate notable shifts in knowledge and attitudes among participants towards increased support for chimpanzee protection. 49.3% of listeners to the pilot radio drama disagree with the acceptability of selling bushmeat, compared to 33.9% of non-listeners. Focus group discussions further demonstrated this progress, with participants expressing interest in learning more about how protecting chimpanzees affects communities and ecosystems, indicating growing support for conservation efforts.</p> <p>0.2 During the learning workshop in February 2024, the coalition reviewed the SBCC strategy. They specifically interrogated the strategic objectives, theory of change, audiences, channels and activities to provide input and identify any gaps. 90% of participating coalition members reported that the strategy reflects conservation, gender equality, and poverty alleviation priorities in Liberia. Following the learning workshop, the inputs and suggestions from the coalition members were incorporated into the final SBCC strategy for national scaling and a revised ToC and SEM were sent to the coalition. All coalition members who attended the 2024 learning workshop endorsed the strategy.</p> <p>More details regarding the results of the pilot intervention and coalition are provided in section 3.1 and 3.2.</p>
<p>Output 1.</p> <p>1. A coalition of Liberian conservation, gender equality, and poverty alleviation organizations is engaged and mobilized to design a scalable chimpanzee demand reduction</p>	<p>1.1 A coalition of at least 10 Liberian organizations is assembled in phase one of the project.</p> <p>1.2 Coalition organizations have a geographical focus that covers all 15 counties of Liberia and represents</p>	<p>1.1 A coalition of 21 Liberian organizations was established in phase one of the project. The coalition has been involved throughout the project.</p>

<p>campaign that improves gender equality and alleviates poverty.</p>	<p>diverse Liberian perspectives beginning in phase one.</p> <p>1.3. The coalition includes 2-4 organizations that are primarily concerned with gender and economic equity.</p>	<p>1.2 The coalition of organizations developed in phase one has a geographical focus that covers all 15 counties of Liberia and represents diverse Liberian perspectives.</p> <p>1.3 The coalition includes Global Call to Action Against Poverty GCAP-Liberia, West Point Women for Health and Development Organization, and Societies of Unity, organizations that are primarily concerned with gender and economic equality.</p> <p>Evidence and more details on the coalition are provided in section 2 and 4.4 of the report.</p>
<p>Activity 1.1</p> <p>Assemble diverse coalition of Liberian organizations working in chimpanzee conservation, gender equality, and poverty alleviation.</p>		<p>The coalition of 21 diverse organizations working on chimpanzee conservation, gender equality and poverty alleviation was assembled and oriented to the project.</p>
<p>Activity 1.2.</p> <p>Convene stakeholder meetings with local organizations in Liberia, ensuring representation and participation of gender and economic equality groups.</p>		<p>The coalition of 21 diverse organizations was convened for a design workshop.</p>
<p>Activity 1.3</p> <p>Build stakeholder awareness of demand reduction approaches to ending illegal wildlife trade and specific barriers to behavior change.</p>		<p>The design workshop included a presentation and discussion of research on demand reduction approaches to ending illegal wildlife trade. The specific barriers to behaviour change which came out of the formative research were also presented and validated during the workshop.</p>
<p>Output 2.</p> <p>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.</p>	<p>2.1 100% of coalition member organizations validate research findings by the end of phase two.</p> <p>2.2 75% of coalition member organizations report qualitative changes in knowledge related to demand reduction approaches to chimpanzee protection by the end of phase two.</p> <p>2.3 60% of coalition member organizations are able to articulate the ways that chimpanzee demand reduction is intertwined with gender</p>	<p>2.1 100% of coalition member organizations validated research findings as presented from the desk review and formative research report.</p> <p>2.2 Following the design workshop 95% of coalition participants indicated that they learned something new during the workshop and will be able to use what they learned in their work.</p> <p>2.3 This indicator was not specifically measured during phrase two of the project, but was later addressed during phase 5 as part of the learning workshop. Following the workshop, 74% of coalition participants were able to respond to the survey question asking in what way is chimpanzee demand reduction intertwined with gender and economic inequalities in Liberia.</p> <p>More details regarding the coalition are provided in section 3.1 of the report.</p>

	and economic inequities by the end of phase two.	
Activity 2.1 Review existing research on chimpanzee protection, demand reduction, traditional values, and their intersection with gender and economic equality.		A desk review of existing research was completed at the beginning of the project.
Activity 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 centre to establish a baseline of practices and identify barriers to behaviour change.		Focus groups and in-depth interviews were conducted in the small urban centre Zwedru and the large urban centre Monrovia. The results were used to establish a baseline of practices and identify barriers to behavior change. Stakeholders were consulted as part of the formative research, including providing resources and for key informant interviews with those specializing in gender and economic equality.
Activity 2.3 Analyse research findings and produce research report.		A research report has been compiled and is available (Annex 6: Formative research report).
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 centre in Liberia.	3.1 100% of coalition member organizations participate in the design of the pilot intervention by the end of phase three. 3.2 100% of coalition member organizations report that their conservation, gender equality, and poverty alleviation priorities are reflected in pilot design by the end of phase three.	3.1 100% of coalition member organizations have participated in the design activities to date. Coalition members participated through the design workshop and through surveys. 3.2 Following the learning workshop in February 2024, 90% of participating coalition members reported that the pilot design reflects conservation, gender equality, and poverty alleviation priorities in Liberia. More details regarding the coalition are provided in section 3.1 of the report.
Activity 3.1 Convene coalition to validate research findings and co-develop a research-based social and behavior change initiative aimed at reducing demand for chimpanzees, increasing gender equality, and alleviating poverty.		100% of coalition member organizations participated in the research validation and design activities to date.
Activity 3.2 Co-design and produce intervention materials.		100% of coalition member organizations participated in the research validation and design activities.
Output 4.	4.1 By the end of the pilot, acceptance of chimpanzee consumption is reduced	4.1 33% of listeners to the radio drama agreed that it is acceptable for people to consume bushmeat, compared to 40% of non-listeners.

<p>A pilot SBCC intervention is implemented in one large and one small urban population centre in Liberia.</p>	<p>by 20% among participants compared with a quantitative baseline, disaggregated by gender, established before participation.</p> <p>4.2 By the end of the pilot, participants express an increase in pride for chimpanzee protection, as measured through qualitative means, disaggregated by gender, and compared with a baseline before participation.</p>	<p>4.2 38.7% of listeners to the radio drama in the pilot areas of Zwedru and Monrovia reported that in the past two months they have talked to someone about ways to protect chimpanzees. This is compared to only 6.5% of those surveyed who did not listen to the radio drama.</p> <p>86.7% of listeners reported that they would like to learn more about how protecting chimpanzees affects communities and the ecosystem. This is compared to 65.7% of non-listeners who reported the same interest in learning more.</p> <p>More details on the pilot SBCC intervention are provided in sections 3.1 and 3.2 of the report.</p>
<p>Activity 4.1</p> <p>Activity 4.1 Establish pilot groups in one large and one small urban population centre in Liberia.</p>		<p>Pilot groups were established in Monrovia, Duala Market (large urban population centre) and in Zwedru (small urban population centre) in Liberia.</p>
<p>Activity 4.2 Measure baseline knowledge, attitudes, and practices related to chimpanzee consumption and equality among pilot group participants</p>		<p>Baseline knowledge, attitudes, and practice were measured through a survey and focus groups in both pilot areas.</p>
<p>Activity 4.3 Conduct pilot interventions in the pilot areas.</p>		<p>The pilot intervention was conducted in Zwedru and Monrovia, including a 3-episode radio drama and call-in show broadcast on two local radio stations, an original song and promotional spots to accompany the drama, and listener groups with the pilot participants.</p>
<p>Activity 4.4 Measure endline knowledge, attitudes, and practices related to chimpanzee consumption and equality among pilot group participants.</p>		<p>Endline knowledge, attitudes, and practice were measured through a survey and focus groups with pilot groups in both implementation areas.</p>
<p>Output 5</p> <p>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.</p>	<p>5.1 50% of coalition member organizations report increased confidence that impact communications will reduce demand for chimpanzee products and 0% report decreased confidence at the beginning of phase five.</p> <p>5.2 100% of coalition member organizations endorse the strategy by the end of phase five.</p> <p>5.3 100% of coalition member organizations report that their conservation, gender equality, and</p>	<p>5.1 Following the learning workshop in February 2024, 90% of participating coalition members claimed that they were more confident now than before the pilot that impact communications implemented through the reviewed strategy will reduce demand for chimpanzee products in Liberia.</p> <p>5.2 100% of coalition member organizations who attended the 2024 learning workshop endorsed the strategy.</p> <p>5.3 90% of participating coalition members reported that the strategy reflects conservation, gender equality, and poverty alleviation priorities in Liberia. More details regarding the coalition are provided in section 3.1 of the report.</p>

	poverty alleviation priorities are reflected in strategy by the end of phase five.	
Activity 5.1 Conduct validation session with coalition members to validate results from pilot interventions.	A learning workshop in February 2024 was held with 21 of the coalition members in attendance to validate the results from the pilot interventions, establish a set of demand reduction behaviour change activities, and validate the developed behaviour change strategy for national scaling.	
Activity 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.		
Activity 5.3 Develop a behaviour change strategy for national scaling.		

Annex 3 Standard Indicators

Table 1 Project Standard Indicators

IWTCF Indicator number	Name of indicator using original wording	Name of Indicator after adjusting wording to align with IWTCF Standard Indicators	Units	Disaggregation	Year 1 Total	Year 2 Total	Year 3 Total	Total to date	Total planned during the project
IWTCF-C02	Number and type of IWT behaviour change materials produced / Number and type of IWT behaviour change materials distributed.	Number of radio dramas produced / Number of languages the radio drama was produced in.	Number	Episodes Episodes in Krahn Episodes in Simple English	0 0	6 3 3		6 3 3	6 3 3
IWTCF-C03	Number of communication channels carrying campaign message.	Number of communication channels that disseminates the pilot radio drama.	Number	Radio Listener groups	0 0	2 4		2 4	2 4
IWTCF-D03	Number of local/national organisations with improved capability and capacity as a result of the project.	Number of coalition member organizations that have attended workshops.	Number of organisations	Organisation type	21	0		21	21