

IWTR8S2\1003

Building evidence to reduce demand for wildlife products in Peru

Belén is the largest, most important open-market selling wildlife in the Peruvian Amazon and the key point where poached wildlife converged in Iquitos is illegally traded, threatening the survival of species and the wellbeing of the region's poorest citizens. Using innovative approaches, this project will build the evidence needed to design a behaviour change campaign that reduces illegal wildlife trade in Belén and provide robust national/regional guidance to support sustainable, legal livelihood transitions for low-income communities currently dependent on IWT.

Section 1 - Contact Details

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Section 2 - Objectives, Species & Summary

Q3. Title:

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

IWTR8S1\1016

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

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

- Reducing demand for IWT products
- Developing sustainable livelihoods to benefit people directly affected by IWT

Q5. Species project is focusing on

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

Lowland paca (*Cuniculus paca*) (Least Concern, stable). Heavily targeted as wild meat.

Brocket deer (*Mazama sp.*). Heavily targeted as wild meat.

Jaguar (*Panthera onca*) (Near Threatened, declining). Targeted for their skins and teeth (for use in traditional medicine). Face multiple threats due to human-wildlife conflict in the project area.

Amazon River dolphin (*Inia geoffrensis*) (Endangered, declining). Targeted for traditional medicine use.

Do you require more fields?

- Yes

Woolly monkey (*Lagothrix sp.*) [Critically Endangered, decreasing (*Lagothrix flavicauda*), Vulnerable, decreasing (*Lagothrix lagothricha*)]. Targeted as exotic pets and wild meat.

Caiman [*Melanosuchus niger*, *Paleosuchus palpebrosus* (Least Concern, stable), *Caiman crocodilus* (Least Concern, stable)]. Targeted for wild meat and traditional medicine use.

Parakeets (*Psittacidae sp.*). Heavily targeted as pets.

Sloth [e.g. *Bradypus variegatus* (Least Concern, unknown), *Choloepus sp.* (Least Concern, unknown)]. Targeted for traditional medicine use.

Q6. Summary

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

Please write this summary for a non-technical audience.

Belén is the largest, most important open-market selling wildlife in the Peruvian Amazon and the key point where poached wildlife converged in Iquitos is illegally traded, threatening the survival of species and the wellbeing of the region's poorest citizens. Using innovative approaches, this project will build the evidence needed to design a behaviour change campaign that reduces illegal wildlife trade in Belén and provide robust national/regional guidance to support sustainable, legal livelihood transitions for low-income communities currently dependent on IWT.

Section 3 - Title, Dates & Budget Summary

Q7. Country(ies)

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

Country Peru
1

Country No Response
2

Country No Response
3

Country No Response
4

Do you require more fields?

No

Q8. Project dates

Start date:

01 July 2022

End date:

30 June 2024

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

2 years

Q9. Budget summary

Year:	2022/23	2023/24	2024/25	2025/26	Total request
Amount:	£21,060.00	£60,102.00	£18,740.00	£0.00	£ 99,902.00

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

Q11a. Do you have matched funding arrangements?

Yes

What matched funding arrangements are proposed?

Matched funding will be provided from World Animal Protection's unrestricted voluntary funding sources, comprising a combination of one-off and regular gifts from individual supporters, legacy gifts and unrestricted donations from trusts, foundations and major donors.

Q11b. Total confirmed & unconfirmed matched funding (£)

£

Q11c. If you have a significant amount of unconfirmed matched funding, please clarify how you fund the project if you don't manage to secure this?

Section 4 - Problem statement & Gap in existing approaches

Q12. Project stage

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

Evidence

Q13. Problem the project is trying to address

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

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

Iquitos is the main axis-point for IWT in the north-eastern part of Peru(1) where wildlife is both sold locally and exported to other regions and countries(1). Belén, in Iquitos, is the largest, most important open-market selling wildlife in the Peruvian Amazon(2), serving a population of 400,000 people(3). Here, hundreds of iconic Amazon species are illegally traded, including primates, jaguars, ocelots, sloths, boas, paca, caiman, and parrots(2,4). Around 9% of species sold are threatened with extinction(2). Moreover, IWT takes place with little or no appropriate health, safety or sanitation measures(4), posing risk of zoonotic disease transmission(5). Belén Market closed for much of 2020-2021 in response to COVID-19; Loreto was one of the worst hit regions in Peru(6). However, it has now re-opened and IWT has resumed(4).

IWT is largely driven by domestic urban consumer demand at Belén. However, the region is also influenced by international wildlife traders and species are sought by consumers from around the world. For example, in Brazil there is demand for river turtles, fish, and live songbirds(4), and large numbers of animals are smuggled along river routes in the region. Animals unsold at urban markets in Iquitos may be trafficked to other local markets, coastal cities, or ports/borders for international sale. In China, there is growing demand for jaguar body parts for use as traditional medicine(4); jaguar parts have been found frequently on sale to tourists in Iquitos. Enforcement of wildlife trade regulations is very difficult to implement in light of such demand.

IWT at Belén also threatens the wellbeing of the region's poorest citizens(4). Environmental pollution and unsanitary conditions in and around the market, together with the huge diversity of wildlife available, is a serious public health concern(4). Belén district is considered one of the poorest counties in Iquitos; a third of the population live under the poverty line, 6.2% live in extreme poverty(3). Since 2015, the Peruvian Ministry of Production and UNDP have been working on developing new infrastructure and safeguarding at Belén Market to address key SDGs, namely No Poverty, Gender Equality, and Decent Work and Economic Growth(3). However, despite public health concerns associated with this type of wildlife market(5), plans do not include actions to tackle IWT(3).

Government authorities lack sufficient capacity, resources, infrastructure, and protocols to efficiently combat IWT in Peru(4). Furthermore, the fragmented and complicated legal framework which is heavily skewed towards conservation of cultural heritage linked to sustainable exploitation of natural resources, and lack of public awareness initiatives focussed on changing consumer behaviour are also believed to be responsible. The result is lack of compliance among wildlife vendors and lack of awareness regarding the risks and negative impacts with the wider public.

Research suggests(2,4) key steps necessary to tackle IWT at Belén to safeguard animal welfare, species' survival, and public health include human behaviour-change campaigns to raise awareness of the risks (public health, animal welfare, conservation) of IWT, and identifying alternative humane, sustainable sources of income for those currently dependent on IWT. This project will address these steps.

Q14. Gap in existing approaches

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

Previous awareness raising interventions related to IWT in Peru have focused largely on legality (see Q.18a) and have, to date, not been effective in eliminating IWT at Belén Market. We believe this is because attempts at human behaviour change related to IWT have not been based on a targeted, detailed assessment of which type of messaging would be most effective at reducing demand, or a detailed understanding of the challenges faced by individuals currently dependent on IWT in finding legal, sustainable, alternative livelihoods. To fill these gaps, this project will use an experimental attitude survey design that will test the extent to which information on the various negative impacts of IWT (legal, economic, public health, animal welfare, and conservation) could reduce urban consumer demand at Belén Market. The project is particularly novel in that it will test public health risks associated with IWT activity in the design of the intervention, and the acceptability of legal, sustainable, alternative products. Finally, this project will work directly with communities living in Belén district that are currently dependent on IWT to better understand the dynamics of wildlife trading at Belén Market and to identify how individuals can seek alternative, humane, sustainable sources of income.

Section 5 - Objectives & Commitments

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

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

Nationally, this project is aligned with Peru's National Strategy to Reduce Illegal Wildlife Trafficking 2017-2027 and Action Plan 2017-2022, as it contributes to the following objectives:

- Educate and raise awareness among the population about IWT
- Develop conditions to strictly enforce legislation with a multi-sectoral approach

We anticipate that the project will assist in the development of the new Action Plan for the National Strategy which ends in 2022.

Internationally, the project contributes towards:

UN Sustainable Development Goals:

- #1 & #8: Promoting and facilitating access to sustainable, legal livelihoods
- #3: Reducing public health risk through IWT reduction efforts
- #5: Empowering women to transition to sustainable, legal livelihoods
- #12 & #15: Reducing demand and consumption of IWT products, leading to recovery of wild populations in the Amazon

London Conference on the Illegal Wildlife trade (2018) Declaration:

- #13: Supporting transitions to sustainable, alternative livelihoods away from IWT
- #14: Increasing capacity of wildlife management departments in Peru
- #20: Raising awareness of IWT with local audiences, providing research to understand market drivers of IWT, and reducing demand for IWT through public awareness and behaviour-change

Kasane 2015 Statement on IWT:

- #1: Supporting local businesses to commit to 'zero tolerance' towards IWT
- #2: Research to improve understanding of market drivers, and monitoring the effectiveness of demand reduction strategies
- #7: Supporting strengthening of regional wildlife enforcement networks in Peru
- #12: Supporting information-sharing mechanisms to tackle IWT

Convention on Biological Diversity:

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

Q16. Methodology

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

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

This project builds on lessons learned from Peru’s National Strategy to Reduce IWT 2017-2027, and Action Plan 2017-2022 by: 1) building on three IWT public awareness campaigns focused on illegality (executed in Piura, Lima and nationally), by using an innovative experimental survey design to identify effective messaging aimed at reducing consumer demand for IWT products; 2) drawing on GRDFFS’s assessment of IWT vendors at Belén Market, by conducting a detailed assessment of the challenges, barriers and opportunities associated with ending vendors’ IWT dependence; 3) by expanding the campaign reach to engage other businesses in Belén (restaurants, hotels, traditional medicine) to sign an IWT “zero tolerance” pledge.

[Redacted]

[Redacted]

Consumer survey: Local consumers at Belén Market buy wildlife for personal use, while traders purchase wildlife for transport to urban markets elsewhere(7). Substantial intercity trade in wildlife exists in Peru(7). Demand reduction/redirection strategies must therefore target consumers locally, but also at a wider, national level. Consumers buy wildlife for one of four principal uses: bushmeat, traditional medicines, souvenirs/luxuries, exotic pets. Responses to demand redirection initiatives will differ between usage groups. The proportion of each type of consumer, overlaps, and nuances regarding their motivations, will also differ at local and national level.

Experimentally tested demand reduction/redirection research will comprise two phases. Phase one will seek to understand motivations of consumers at local (n=200) and national (n=1000) level and will perform an initial test of how effective different demand redirection strategies may be. Phase two will leverage resulting information to experimentally test targeted demand redirection strategies for each consumer group. Both phases will access local consumers through on-the-ground surveys at Belén using experimental survey instruments, while access to national consumers will be achieved through bespoke, online market-research platforms. Our previous successful applications of this approach(8) have shown findings are typically applicable to similar populations globally.

Livelihood workshops: We will host sustainable livelihood workshops for 100 low-income vendors at Belén Market and their dependants. Participants will be identified via power-mapping of stakeholders. Community engagement will begin Y1 to gain trust and understanding of prevailing local norms. Socio-cultural case studies will inform workshop design and content, validated by a sample of vendors to determine how best to accommodate diverse needs. During workshops,

participants' skill sets, interests, barriers and opportunities will be determined. A baseline will be established to measure results from future projects adopting the UNDP 3x6 approach(9) framing shifts away from IWT as the 'crisis' situation. An in-depth guide for vendors will be disseminated on how to seek support to transition away from IWT towards sustainable, legal livelihoods. Findings will be presented to stakeholders (government/UNDP) to confirm their support for promoting livelihood transitions.

Corporate/Media engagement: Local businesses in Belén district will be mapped and an engagement strategy designed and implemented to move 50 local businesses to sign an IWT "zero tolerance" pledge as part of a responsible business alliance. Training for 20 journalists in Iquitos will be implemented to raise awareness of IWT impacts, evaluated based on pre- and post-assessment surveys.

Management:

World Animal Protection - project implementation, overseeing plans, activities, reports/publications, financial management.

SPDA - workshop support, corporate outreach, journalist training.

IIAP - research support; survey design, analysis and interpretation.

GRDFFS - official support for project implementation.

WCS - local knowledge and expertise to support project activities.

Dr Tom Moorhouse - academic support for consumer attitude survey; design, analysis, publication.

Touchstone Research- online consumer survey implementation; data collection, analysis, reporting.

Q17. Capability and Capacity

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

This project will enhance the capability and capacity (C&C) of Peru's IWT law enforcement agencies and government authorities (GRDFFS and SERFOR) by: 1) sharing findings from IWT market monitoring showing the dynamics of illegal wildlife product availability, enhancing their ability to track IWT in Belén and beyond, and 2) providing detailed local/regional/national insights into IWT from consumer attitude surveys, enabling development of targeted materials that can be used in initiatives focused on human behaviour change to counter IWT demand.

This project will enhance advocacy and research C&C for local partners (SPDA and WCS) by building a strong evidence-base which can help identify key gaps in Peru's legislative framework. Post-project, data from market monitoring and consumer research can be used by local partners to evaluate the effectiveness of demand reduction campaigns.

Our collaboration with GRDFFS will enhance their capacity to develop evidence-based best practice for IWT interventions and help them understand challenges faced by market vendors for finding alternative, legal and sustainable livelihoods.

The C&C of local businesses and media outlets will be enhanced by training aimed at raising awareness of IWT impacts and wildlife conservation issues. Post-project, key private sector and media outlets will have pledged a "zero tolerance" towards IWT, enhancing efforts of local authorities to drive down consumer demand.

Wildlife vendors will increase C&C by attending livelihood workshops where they will be given opportunities for knowledge exchange. Workshop outputs will provide detailed information to aid transitions away from dependence on IWT and towards sustainable, legal livelihoods, thus enhancing their ability to comply with the law. Insights from the workshops will also be shared as recommendations with UNDP to develop guidelines for the new Belén Market.

In the long-term, the project will boost IWT enforcement and policy engagement capacity in Peru by enhancing strong local and national stakeholder partnerships.

Q18. Gender equality

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

World Animal Protection has an equity, diversity and inclusion policy and actively promotes diversity to ensure all voices

are heard and included. Throughout this project, gender integration will be monitored and gender-disaggregated information will be gathered, analysed and reported on. At the start of the project, gender dynamics and the demographic context of the project setting will be examined so that all project activities are designed and implemented in an inclusive manner. Consumer attitude surveys will involve at least 50% women to enable a gender-sensitive approach when designing targeted messaging and materials.

When designing our sustainable livelihood workshops, we will identify any local cultural or other factors (e.g. education level, caring responsibilities, socio-economic status) that may prevent individuals from participating and take steps to ensure that all groups can be actively involved free from bias. According to UNDP(3), most vendors at Belén are women, and many bring their children to the market. We will engage at least 50% women in our workshops and will seek to identify factors specific to both men and women that may be driving their involvement in IWT, and any gender-specific or other barriers or challenges (e.g. disabilities, disadvantages, dependencies) related to alternative, legal and sustainable livelihood opportunities. This will ensure that the project does not inadvertently increase inequality between different groups.

When collaborating with local stakeholders (e.g. government authorities, NGO's, research bodies) during project activities, we will actively engage and promote participation of female employees to ensure their ideas are heard and incorporated. Additionally, we will target at least 50% women-led businesses to lead by example in pledging "zero tolerance" to IWT consumption.

Our previous investigation at Belén Market revealed IWT is sometimes used as a solution for domestic violence against women(4). Therefore, addressing gender-based issues and inequalities could also help to protect Peru's wildlife.

Q19. Change expected

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

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

Species:

Demand for illegal wildlife products at Belén Market (including from local/national/international consumers) is driving biodiversity loss and killing hundreds of iconic and threatened Amazon species. Species of the highest conservation concern include: Amazon River dolphin, common woolly monkey, and dwarf caiman. Species heavily traded as wildmeat include paca, tapirs, deer, and peccaries. We list only eight targeted species in our application; however, we anticipate the project's work will benefit many more. Research in 2019 indicated over 200 species were illegally on sale at Belén Market(2). Many of these species face multiple threats from habitat loss, poaching and human-wildlife conflict. In the long-term, this project will enhance efforts to reduce IWT demand, change consumer behaviour, and reduce the availability of illegal wildlife products at urban markets in Peru. As a result, this project could contribute to recovery of local wild populations.

People:

Across the trade-chain, IWT threatens public health, welfare, and livelihoods, along with natural heritage and the rule of law in Peru. In the short-term, the project will directly benefit wildlife vendors by supporting them to identify alternative, legal, sustainable income sources. By promoting sustainable livelihood transitions, the health and security risks posed to vendors at Belén Market by IWT will also be reduced.

In the long-term, reduction in demand for illegal wildlife products at urban markets will prevent species from being poached for commercial purposes, building capacity of the government to tackle IWT. Authorities working to combat IWT in Iquitos will directly benefit by enhancement of their capacity to develop evidence-based best practice for IWT interventions at Belén and beyond. Wildlife trade practitioners and decision-makers will be positively impacted by the sharing of new information on IWT from market monitoring leading to more effective targeted efforts. By promoting corporate social responsibility through a "zero tolerance" commitment, this project will also lead to improved industry practices in Peru, and increased understanding of wildlife conservation issues.

Regarding impact to human wellbeing, Belén Market occupies approximately 25% of the district’s area and is where the majority of residents make their living. A third of the population live under the poverty line in Belén district(3). UNDP have been working on plans for a new Belén Market to address poverty, gender equality, and economic conditions for the region’s poorest citizens(3). IWT is closely intersected with public health which links closely to poverty and wellbeing. Wild animals are slaughtered and sold at Belén in open areas, increasing risk of zoonotic disease transmission to people(5,10). In the longer-term, a reduction in IWT at Belén will have a wider wellbeing benefit for 61,000 urban residents of Belén district, by helping to reduce poverty and the risk of wildlife-borne diseases.

Communities living in areas where wildlife poaching takes place are often disproportionately affected due to loss of natural heritage and damaged ecosystems. In the long-term, outputs from this project should lead to reduced IWT demand, driving down poaching and resulting in a positive effect on species populations, benefiting indigenous and rural communities in the wider Amazon region.

Q20. Pathway to change

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

If we conduct baseline market monitoring and experimental consumer attitude surveys, we will be able to design an effective evidence-based human behaviour-change campaign to reduce consumer demand for wildlife and enable monitoring of its impact.

If we use our evidence and assess the needs of vendors through participative workshops, working with key stakeholders committed to implementing measures to find legal, sustainable, livelihoods for wildlife vendors, this will help efforts to reduce poverty and improve gender equality.

If Belén’s private sector publicly commits to “zero tolerance” towards IWT, covered by local media, awareness will be raised of the negative consequences of IWT, leading to reduction in consumer demand for wildlife at Belén Market and beyond.

As human and environmental health are inextricably linked, reduction in IWT will reduce public health risks, leading to increase in health and wellbeing of communities in Belén district.

In the longer-term, when lessons learned from this project are disseminated to government authorities in Peru, this innovative approach will result in measurable reduction in consumer demand for wildlife, decreased availability and consumption of wildlife, reduced poaching of species, and associated negative socio-economic impacts on communities at multiple scales.

Q21. Exit Strategy

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

This evidence-gathering project will create the most detailed package of insights to enable long-term meaningful change. Findings will be integral to future enforcement and advocacy efforts aimed at bringing an end to IWT in Peru.

Sustainability of the project’s impacts will be ensured by building local capacity that will persist post-project through enhanced knowledge, data, and awareness. Specifically: [REDACTED]

[REDACTED] 2) insights from consumer attitude surveys will enable development of initiatives focused on changing behaviour of consumers, 3) sustainable livelihood guidance will be conveyed to Peruvian authorities to incorporate recommendations into wider action plans to reduce IWT, and 4) a joint commitment will be made by government authorities and other stakeholders (e.g. UNDP) to support and promote legal, sustainable, livelihoods transitions.

GRDFFS has found challenges to gather accurate information on IWT in markets. Therefore, findings from this project will facilitate implementation of measures to tackle IWT, which is part of their remit. In addition, we expect that results of this project will be used as input in the development of the five-year (2022-2027) action plan for the implementation of Peru’s

National Strategy for Reducing IWT.

Beyond this initial two-year phase, a robust behaviour-change and awareness raising campaign will need to be developed and implemented, and further support will be needed to enable wildlife vendors to transition to sustainable and legal livelihoods. World Animal Protection is committed to this project and will seek future funding to support the project through implementation. The level of involvement of World Animal Protection during implementation will depend on how much we can empower and build capacity of local partners and stakeholders. However, WCS has already committed to support any future related work.

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

- [Supporting documents pages for Stage 2 submission](#)
- 22/03/2022
- 09:51:10
- pdf 234.14 KB

Section 7 - Risk Management

Q22. Risk Management

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

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

Risk Description	Impact	Prob.	Gross Risk	Mitigation	Residual Risk
Fiduciary Project partners not using funding for project purposes or are involved in corruption	Major	Possible	Major	Letters of agreement will be signed with all project partners, including governmental institutions, that clearly specify their obligations to the project. Partners will also need to sign our Anti-bribery and corruption policy	Moderate
Safeguarding [Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
Delivery Chain Inability to transfer funds to the project due to issues with international bank transfers	Moderate	Unlikely	Moderate	Bank transfers will be delivered well in advance and through local partners. If needed we will use a World Animal Protection office in Latin America as intermediary	Minor

<p>Risk 4</p> <p>Delivery: Government Internal Restructure affects their involvement in the project</p> <p>Internal restructuring in key government entities and changes due to elections in October 2022 could affect their involvement in the project</p>	Major	Possible	Major	Ensuring that any new authorities are timely briefed on the project and seek support from local partners to ensure buy-in to the project	Major
<p>Risk 5</p> <p>[Redacted]</p> <p>[Redacted]</p> <p>[Redacted]</p> <p>[Redacted]</p> <p>[Redacted]</p> <p>[Redacted]</p> <p>[Redacted]</p> <p>[Redacted]</p>	[Redacted]	[Redacted]	[Redacted]	[Redacted]	Moderate
<p>Risk 6</p> <p>Delivery Chain: COVID-19 Outbreak in Iquitos, Peru</p> <p>Covid-19 pandemic and related restrictions affects the implementation of the project activities</p>	Moderate	Possible	Major	Offline activities will consider preventive measures to reduce the risk of disease spread. Contracts and plans for offline activities will also include a contingency plan in case there is a need to postpone an activity. Liaison with key stakeholders will take place online as well to ensure continuity	Major

Section 8 - Implementation Timetable

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

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

[Implementation Timetable Template](#)

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

- [IWT R8 Implementation Timetable FINAL](#)
- 22/03/2022
- 14:58:56
- pdf 133.38 KB

Section 9 - Monitoring and Evaluation

Q24. Monitoring and evaluation (M&E)

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

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

M&E will be integral for all project activities and the responsibility of a designated Project Manager with significant experience in M&E of large-scale global projects/campaigns. World Animal Protection's dedicated MEL team will also provide further support and guidance.

Progress of the project will be tracked against the LogFrame's measurable indicators. Regular meetings will be organised so that updates are shared, and any emerging issues are addressed in a timely manner. An annual report will be produced at the end of Y1 with recommendations for adaptive management to improve the quality and effectiveness of Y2 project implementation. This will be reviewed by the core team and senior staff at World Animal Protection to assess timeliness of deliverables, effectiveness of stakeholder relationships, impact and expected outcomes, and value for money.

World Animal Protection has an advanced programmes database that will be used as a data analysis tool to oversee M&E. The database follows a LogFrame structure, which will enable tracking of the project progress to ensure targets are met and underperforming areas are identified. The database uses live, dynamic reporting, which will be beneficial to fine-tune and adapt things in real-time. The database is also relational and can link activities to indicators, outputs and stakeholder records.

Outcome indicators 0.1, 0.2 and 0.3 will be tracked against key informant interview transcripts, qualitative insights, and assessment reports. Outcome indicator 0.4 will be monitored against monthly reports used to track the number of businesses signed up to the responsible business alliance (RBA). Progress towards each Output indicator will be verified by:

[REDACTED]

Output 2: Records of all engagements with stakeholders will be maintained. Efforts to promote legal, sustainable livelihood transitions will be tracked through local media reports (Output 2.1). Records of all meetings and workshops will be kept, including gender-aggregated attendance records, minutes and reports, and will be used to monitor the level of accomplishment of activities and stakeholder participation. Results from pre- and post-workshop surveys with vendors will be compared to assess degree of increase in understanding about sustainable livelihood opportunities (Output 2.2). Results from pre- and post-training surveys with journalists will be compared to evaluate the degree of increased awareness and comprehension of IWT issues. Monthly reports will be used to track the number of journalists enrolled on training, completed training, and signed the IWT "zero tolerance" pledge (Output 2.4).

Output 3: Records of all engagements with local businesses will kept. Monthly reports will be used to track the number of businesses that have signed up to the RBA.

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

£ [REDACTED]

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

[REDACTED]

Section 10 - Logical Framework

Q25. Logical Framework

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

- [Stage 2 Logframe Template](#)

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

Please upload your logframe as a PDF document.

- ☐ [IWT R8 St2 Logical Framework Final](#)
- ☐ 22/03/2022
- ☐ 17:14:04
- ☐ pdf 157.84 KB

Impact:

Reduced demand from urban consumers decreases availability and consumption of illegal wildlife products across Peru, leading to reduced poaching in target species and poverty reduction in local communities

Outcome:

By mid-2024, evidence informs innovative, scalable action-plans that reduce urban demand for IWT and provides guidance, strengthened by private sector engagement, to support legal, sustainable, alternative, livelihoods for low-income communities

Project Outputs

Output 1:

By 2024, baselines and experimental evidence exists on campaign messaging (on negative legal, economic, public health, animal welfare, and conservation impacts) and demand reduction and redirection strategies are tested to identify which will be the most effective in reducing urban consumer demand for illegally traded species at Belén Market, Iquitos, Peru

Output 2:

By 2024, government authorities and other key stakeholders are committed to implementing measures to find legal, sustainable, alternative livelihoods, with a key focus on promoting gender equality, for wildlife vendors as part of the new Belén Market project

Output 3:

By 2024, commitment by local private sector (restaurants, tourism, businesses related to traditional medicine) in Belén district, Iquitos, Peru to lead by example in preventing wildlife trafficking and illegal wildlife product consumption

Output 4:

No Response

Output 5:

No Response

Do you require more Output fields?

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

No

Activities

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

1.1 Meetings with project partners and supporting stakeholders to finalise formal agreements prior to the start of on-the-ground surveys

1.3 Conduct any follow-up research at Belén Market through partner-led interviews (only if required)

1.4 Design an experimental attitude survey for urban consumers of illegal wildlife products at Belén Market in consultation with experts and local partners

1.5 Implement experimental attitude survey with at least 1000 urban consumers sourcing IWT products from Belén Market, ensuring active participation from women (minimum 50%)

1.6 Produce report on the findings of the experimental attitude survey

1.7 Design and pilot test messages based on the experimental attitude survey findings aimed at urban consumers to reduce the use of illegal wildlife products

1.8 Disseminate survey findings and pilot behavioural change campaign with partners and key stakeholders, including a plan for escalation

2.1 Create a power map of stakeholders involved with the Belén Market and that play a role in the IWT

2.2 In collaboration with local partners and authorities, design a sustainable livelihoods workshop to increase understanding of the challenges, barriers and opportunities associated with ending dependence on IWT

2.3 Consult and sense with a sample of vendors to validate workshop content and determine how best to accommodate their needs (particularly women and dependents)

2.4 Organise logistics and facilitators for the workshop, send invitations and confirm attendance

2.5 Conduct workshops with at least 100 low-income Belén Market vendors (at least 50% women)

2.6 Based on workshop findings, develop an in-depth guide for Belén Market vendors on how to seek support to transition towards legal, sustainable, alternative livelihoods

2.7 Meetings with government authorities and other stakeholders (e.g. UNDP) to present findings and confirm their support for promoting legal, sustainable, alternative livelihoods

2.8 Design and implement training for at least 20 journalists in Iquitos to raise their awareness of the negative impacts of IWT

2.9 Conduct pre and post assessment questionnaires with journalists to evaluate change in IWT awareness level following training

2.10 Regular monitoring of content related to IWT in local media sources

2.11 Disseminate project findings to Peruvian authorities and other interested parties so that they can incorporate lessons learned into wider action plans to reduce IWT activity

3.1 Mapping local businesses in Belén district

3.2 In consultation with local partners, design and implement an engagement strategy to move 50 local businesses to sign a public IWT "zero tolerance" pledge

Section 11 - Budget and Funding

Q26. Budget

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

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

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

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

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

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

- [Budget for IWT R8 under 100K FINAL](#)
- 22/03/2022
- 15:48:12
- xlsx 39.46 KB

Q27. Funding

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

- Development of existing work

Please provide details:

This project builds on previous research World Animal Protection collaborated on, providing insights via interviews with vendors into the diversity and potential use of wildlife offered for sale at Belén Market in 2019(2). A positive correlation was found between the most profitable species sold and those that are becoming increasingly rare. The study identified that further research focused on the socio-economic importance of trade, societal pressures driving consumer demand, and the public health risks was warranted. In August 2021, World Animal Protection investigators revisited Belén and other smaller satellite markets during an 8-week investigation and confirmed via observation and interviews with vendors, consumers and Peruvian National Police officers that IWT is ongoing(4).

This project also builds on insights from a WCS study conducted in 2014-2015(11) that interviewed 554 consumers (142 in markets) about the use of live wild animals. Findings showed 71% of interviewees have owned an exotic pet and 83% knew where to purchase one, citing markets as the main source. WCS is currently initiating research on bushmeat origins, which will be monitored, ensuring continuous exchange of information.

The project will also consider research developed by IIAP on consumption of bushmeat(12), including recent online consumer surveys conducted in Iquitos.

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

- No

Q28. Capital items

If you plan to purchase capital items with IWT funding, please indicate what you anticipate will happen to the items following project end. If you are requesting more than 10% capital costs, please provide your justification here.

NA

Q29. Value for Money

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

World Animal Protection has extensive experience testing demand reduction/redirection interventions and working with private-sector partners to develop wildlife-friendly solutions and alternative livelihoods. The project leverages knowledge gained through our previous investigations at Belén Market(4); enabling cost-effective, learnings-based impact.

Activities have been designed to be impactful and cost-efficient. Local partners have been selected based on their knowledge of the subject/context. Collaboration with a range of stakeholders ensures existing/planned efforts are not duplicated and local context and lessons learned are fully considered, giving maximum, sustained impact. Local partners will conduct on-the-ground surveys, minimising logistical/travel costs. Value for money(vfm) is built into the project's M&E process. International travel costs are minimised to cover only vital travel for M&E purposes, and staff/partners must adhere to our Travel and Expense Policy.

SPDA will deliver in-kind contributions to activities (surveys, workshop support/coordination, training, stakeholder/private-sector engagement) worth ██████ GBP. With a long history of working on IWT and facilitating development of Peru's National Strategy 2017-2027, WCS's involvement is cost-efficient due to their intellectual value and unrivalled links with key stakeholders.

The experimental consumer attitude survey will be designed by Touchstone. Our decision to use their services is value-driven as it permits guaranteed sample sizes from representative populations, allowing surveys to be experimentally constructed to directly test the effects of messaging on respondents' choices. Investment in testing will ensure the project's main phase is fully evidenced, impactful and low-risk, securing vfm beyond the project's scope. Findings will be applicable to similar situations globally, further increasing impact and vfm.

Section 12 - Safeguarding and Ethics

Q30. Safeguarding

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

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

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

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

We have a whistle-blowing policy which protects whistle blowers from reprisals and includes clear processes for dealing with concerns raised

Checked

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

Checked

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

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

World Animal Protection is committed to upholding the highest safeguarding standards. We recognise the rights of all project stakeholders to be treated with respect and dignity and will take measures to protect local partners and members of the community in Belén and beyond. Our Privacy Procedure ensures that personal data is collected fairly and lawfully and that appropriate disclosures are made to data subjects, in accordance with the General Data Protection Regulation (GDPR). We will consider data security and personal permission with reference to gender balance.

[REDACTED]

Online consumer attitude surveys will be implemented via Touchstone Research. Touchstone is dedicated to the security and privacy of personal information and client data/intellectual property and has a stringent security programme based on the Massachusetts standards for protection of personal information. This incorporates the Child Online Privacy Protection Act, GDPR, California Consumer Privacy Act and New York’s SHIELD Act.

Q31. Ethics

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

We will adhere to the highest ethical standards for all activities. By partnering with experienced local stakeholders (SPDA, WCS, GRDFFS) who are familiar with the study setting, local culture, and social-economic dynamics, we will reduce the risk of power imbalances, enhance incorporation of diverse local perspectives and interests and ensure analysis and interpretation of findings is built on profound cultural and contextual knowledge.

[REDACTED]

Free Prior Informed Consent (FPIC) will be obtained verbally and/or in writing from every participant of surveys, interviews, and workshops, participants will be made aware of their rights to voluntarily participate or to decline, no identifying participant or household data will be collected, and the database will be entirely anonymous. All project personnel will adhere to World Animal Protection’s comprehensive global policies and procedures on travel, health and safety, and anti-bribery and corruption.

Findings will be made publicly available via open-source peer reviewed papers and advocacy reports, disseminated via project partners and communities.

Section 13 - FCDO Notifications

Q32. FCDO Notifications

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

No

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

Yes

Please attach evidence of request or advice if received.

[Letter to British Embassy - English translation](#)

17/03/2022

18:43:57

pdf 113.98 KB

[British Embassy email and automatic reply](#)

17/03/2022

18:43:52

pdf 198.02 KB

Section 14 - Project Staff

Q33. Project staff

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

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

Name (First name, Surname)	Role	% time on project	1 page CV or job description attached?
Dr. Neil D'Cruze	Project Leader	18	Checked
Dr. Angie Elwin	Wildlife Research Manager	18	Checked
Eugenia Morales	Wildlife Community Manager	18	Checked
Roberto Vieto	Wildlife Community Manager	18	Checked

Do you require more fields?

Yes

Name (First name, Surname)	Role	% time on project	1 page CV or job description attached?
Eyob Asfaw	Investigations Manager	18	Checked
Dr. Tom Moorhouse	Research Consultant	18	Checked

Andrea Bustamente	Communications Coordination	8	Checked
Andrea Tello	Loreto Office Coordinator	8	Checked
Luis Zari	Legal Expert (focal point)	15	Checked
Patricia Torres	Legal Wildlife Expert	9	Checked
<i>No Response</i>	<i>No Response</i>	0	Unchecked
<i>No Response</i>	<i>No Response</i>	0	Unchecked

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

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

- CVs for submission
- 21/03/2022
- 10:38:46
- pdf 1.28 MB

Have you attached all project staff CVs?

- Yes

Section 15 - Project Partners

Q34. Project partners

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

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

Lead partner name: World Animal Protection

Website address: www.worldanimalprotection.org.uk

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

Role: Project Lead

Responsibility: World Animal Protection will coordinate and lead on project implementation, overseeing plans, activities, reports/publications, and financial management of the award. This will include conceptualisation and delivery of baseline market surveys, experimental consumer attitude research, livelihood workshops and the production of reports and scientific publications. We will also lead on engaging with businesses for an IWT “zero tolerance” approach.

Capabilities and Capacity: World Animal Protection works closely with businesses, local communities and governments to deliver transformative, sustainable change to the lives of animals and people. We have over 55 years of experience and are active in more than 50 countries. We have extensive experience testing demand reduction/redirection interventions and working with the private-sector to develop wildlife-friendly solutions and alternative livelihoods.

In 2019, World Animal Protection collaborated on research which provided insights via interviews with vendors into the diversity and potential use of wildlife offered for sale at Belén Market. In August 2021, World Animal Protection investigators revisited Belén and other smaller satellite markets during an 8-week investigation into IWT activity.

These foundations and the extensive experience of the project team members mean that World Animal Protection is well placed to deliver lasting impact through this proposed project.

Allocated budget (proportion or value):

£ [REDACTED]

Represented on the Project Board

Yes

Have you included a Letter of Support from this organisation?

Yes

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

Yes

Do you have partners involved in the Project?

Yes

1. Partner Name: SPDA (Peruvian Society for Environmental Law)

Website address: <https://spda.org.pe/>

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

Role: Leading role in local project implementation

Responsibility: SPDA will lead on the following project areas:

- Liaison with authorities and key stakeholders to confirm support to the action plans
- Awareness raising and training of local journalists
- Provision of policy and legal counsel on relevant legislation
- Identify any advocacy/legislation needs based on this evidence

SPDA will collaborate on the following project areas:

- Liaison with government authorities and other key stakeholders to find legal, sustainable, livelihoods for wildlife vendors as part of the new Belén Market project
- Support in the planning and implementation of an engagement strategy with the local private sector in Belén district to promote a “zero tolerance to IWT trade” pledge

Capabilities and Capacity: SPDA promotes environmental policies and legislation and designs and implements instruments that favour sustainable development under principles of governance, equity and justice. SPDA have been working in Peru for 30 years, over 10 of which have been in Loreto, and have strong government and civil society contacts in the region. They are well connected with indigenous groups and have communications campaigns experience. SPDA are currently partnering with the British Embassy in a project on the prevention of wildlife crimes.

Allocated budget: £ [REDACTED]

Represented on the Project Board Yes

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

2. Partner Name: Regional Management of Forest Development and Wildlife (GRDFFS)*

Website address: <http://gerfor.regionloreto.gob.pe/>

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

Role: Official support for project implementation.

Responsibility: Participation in the following activities:

- Facilitating engagement with local civil society and private sector stakeholders in Iquitos
- Publicly endorsing project to ensure that both consumers and vendors agree to participate
- Supporting development of sustainable livelihoods workshops
- Providing information regarding illegal wildlife confiscations for the project baseline

Capabilities and Capacity: GRDFFS is the line body of the Regional Government of Loreto that is constituted in the Regional Forestry Authority, in charge of defining the policies, organising, directing, controlling, supervising, regulating and exercising the functions in matters of forest resources and wild fauna, within the framework of the regulations in force within the area of the Loreto department.

*Considering local implications, it was determined that the main governmental partner should be the Regional Management office, reporting directly to the local Government of Loreto. The National Forest and Wildlife Authority (SERFOR), identified in the initial application as the main governmental partner, is currently undergoing an internal restructure. They will continue to be involved in the project but as a key stakeholder. SERFOR will be updated on project progress to ensure findings are used to inform action plans at the national level.

Allocated budget: £ [REDACTED]

Represented on the Project Board Yes

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

3. Partner Name: Wildlife Conservation Society Peru (WCS)

Website address: <https://peru.wcs.org/en-us/home.aspx>

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

Role: Local knowledge and expertise to support project implementation.

Responsibilities: WCS will collaborate with technical advice and share knowledge regarding previous and current IWT investigations and available data. They will provide insights and lessons learnt to inform consumer surveys, and baseline market monitoring assessments.

Capabilities and Capacity: WCS has been supporting scientists working in Peru since 1968. Their institutional presence since 2001 has been instrumental in solidifying their on-the-ground work and connections to undertake research activities and relevant conservation work in the Peruvian Amazon with local communities to better wildlife management and conservation.

WCS has been working on IWT in Peru for many years, including conducting a previous assessment of IWT in markets, facilitating the development of Peru's National Strategy to Reduce Wildlife Trafficking (2017-2027), participating in subsequent related campaigns, and pushing the IWT issue in the national and international agendas. WCS has strong links in Iquitos and engages closely with the Tahuayo community. WCS is currently initiating research on bushmeat origin in the region.

Allocated budget: £ [REDACTED]

Represented on the Project Board Yes

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

4. Partner Name: United Nations Development Programme (UNDP) Peru

Website address: <https://www.pe.undp.org/>

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

Role: Support of project implementation

Responsibilities: UNDP Peru will collaborate to ensure that the results of this project complement the efforts that they and other stakeholders have implemented in the area.

Capabilities and Capacity: UNDP Peru supports nature-positive, climate-resilient, sustainable development throughout the Peruvian Amazon by strengthening multi-stakeholder governance mechanisms, biodiversity-friendly economic development and green finance solutions. UNDP Peru works to find innovative proposals and solutions to development challenges, in alliance with the Peruvian government, organizations, private companies and civil society, applying local experience and best practices at the international level. They provide political and technical advice for the formulation of national policies and strategies, efficient operational and logistics services, in line with national priorities.

UNDP Peru is currently leading a project to build the infrastructure for a new Belén Market.

Allocated budget: £ [REDACTED]

Represented on the Project Board Yes

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

5. Partner Name: *No Response*

Website address: *No Response*

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

Allocated budget: £0.00

Represented on the Project Board Yes
 No

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

6. Partner Name: *No Response*

Website address: *No Response*

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

Allocated budget: £0.00

Represented on the Project Board Yes
 No

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

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

No Response

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

- Cover Letter IWT Challenge Fund Stage 2
- 22/03/2022
- 17:09:12
- pdf 137.54 KB

- Letters of support for submission
- 21/03/2022
- 20:21:38
- pdf 1.22 MB

Section 16 - Lead Partner Capability and Capacity

Q35. Lead Partner Capability and Capacity

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

No

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

What year was your organisation established/ incorporated/ registered? 01 January 2000

What is the legal status of your organisation? NGO

How is your organisation currently funded? All of our income is generated from voluntary funding sources, which comprises a combination of regular gifts from individual supporters (71%), legacy giving (18%), and the remainder from trusts, foundations, businesses, major donors and a small amount from investment income.

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

Aims World Animal Protection's aim is to transform the global systems that cause the greatest suffering to animals. This includes ending factory farming and creating a humane and sustainable global food system which protects animals, people and our planet and ending the cruel, inter-connected systems that exploit wild animals as commodities.

Activities We tackle the global systems that fuel animal abuse by, 1) exposing the devastating impacts of factory farming, catalysing a food revolution and redirecting private financing towards humane, sustainable farming practices and, 2) disrupting the commercial exploitation of wildlife, championing wildlife-friendly alternatives and promoting protective laws for wild animals.

Achievements Ending bear dancing throughout India, Turkey and Greece; establishing the multi-stakeholder Global Ghost Gear Initiative (2015); winning the 2018 World Responsible Tourism award for our Wildlife. Not Entertainment campaign; As a result of our report on the harmful impact of Amazon wildlife selfies, the Costa Rican Government launched #StopAnimalSelfies campaign.

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

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

Contract/Project 1 Title	The development of a removal and prevention programme for ghost fishing gear in the Pacific region
Contract Value/Project budget (include currency)	£ [REDACTED]
Duration (e.g. 2 years 3 months)	3 months
Role of organisation in project	In collaboration with Centre for Environment, Fisheries and Aquaculture Science (Cefas), and as part of the Commonwealth Marine Litter Programme, World Animal Protection was responsible for project delivery, with oversight of the budget and two project partners.
Brief summary of the aims, objectives and outcomes of the project	<p>The project aimed to achieve solutions for lost and abandoned fishing gear in Vanuatu and the Solomon Islands, and establish best practice for retrieval work.</p> <p>The objectives were developing a high quality and targeted removal and/or prevention programme for ghost gear in the Pacific region; and convening a regional workshop to prevent and reduce the amount of abandoned and lost fishing gear.</p> <p>Outcomes were improved local fishing gear removal protocols, the creation of hotspot maps for Vanuatu, the development of recommendations for preventing gear loss, and increased capacity/awareness around best practice in mitigating ghost gear impacts.</p>
Client/independent reference contact details (Name, e-mail)	Lisa Scott, Centre for Environment, Fisheries and Aquaculture Science, [REDACTED]
Contract/Project 2 Title	Investing in Others
Contract Value/Project budget (include currency)	USD \$ [REDACTED]
Duration (e.g. 2 years, 3 months)	1 year, 4 months
Role of organisation in project	Investing in Others improves the lives of farmed animals in Southeast Asia by investing in local projects that have the capacity to achieve sustainable impact for farmed animals at scale. We awarded grants to 7 organizations for advocacy initiatives, corporate policy change, and public awareness for farmed animal welfare.

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

Objective: Improve the lives of farmed animals in Southeast Asia by investing in local projects that have the capacity to achieve sustainable impact for farmed animals at scale.

The outcome of the project was building awareness of farmed animal welfare in Southeast Asia and building capacity for small-scale NGOs to transform the global food system. These projects improved farm animal welfare policies and practices of food producers and retailers and made positive contributions to consumer attitude or behaviour change in relation to farm animal welfare.

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

Open Philanthropy, Amanda Hungerford, Farm Animal Welfare Program Officer, [REDACTED]

Contract/Project 3 Title

Marking fish aggregating devices and helping local communities in the Pacific (Vanuatu)

Contract Value/Project budget (include currency)

€ [REDACTED]

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

1 year, 2 months

Role of organisation in project

World Animal Protection, in its capacity as Global Ghost Gear Initiative (GGGI) Secretariat, was responsible for delivery of this GGGI project and had oversight of project partners, Natural Resources Consultants and Vanuatu Fisheries Department.

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

The project was developed as part of a larger effort to assess impacts of ghost fishing gear in the Pacific.

The objectives were to identify and trial position tracking and marking technologies in anchored Fish Aggregation Devices (aFADs), to trial low-cost methods for marking and tracking artisanal aFADs and to provide a practical case study on aFAD management.

The outcomes were valuable learnings used to further refine aFAD tracking and marking technologies, improved and updated aFAD management practices Vanuatu, and recommendations used to improve international policy to eliminate and reduce negative impacts from lost aFADs in Vanuatu and the Pacific.

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

Dominique Van Der Fraenen, Kingdom of Belgium, Federal Public Service, Foreign Affairs, Foreign Trade and Development Cooperation, [REDACTED]

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

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

Yes

Section 17 - Certification

Q36. Certification

On behalf of the

Trustees

of

World Animal Protection

I apply for a grant of

£99,902.00

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

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

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

Checked

Name	Rose Papararo
Position in the organisation	Philanthropy Manager
Signature (please upload e-signature)	<input type="checkbox"/> Rose signature <input type="checkbox"/> 16/03/2022 <input type="checkbox"/> 22:12:39 <input type="checkbox"/> jpg 11.13 KB
Date	22 March 2022

Please attach the requested signed audited/independently examined accounts.

- | | |
|--|--|
| <input type="checkbox"/> Annual-Report-Accounts-2019 FINAL
<input type="checkbox"/> 16/03/2022
<input type="checkbox"/> 22:10:44
<input type="checkbox"/> pdf 2.08 MB | <input type="checkbox"/> Annual-Report-Accounts-2020-FINAL_compressed - signed
<input type="checkbox"/> 16/03/2022
<input type="checkbox"/> 22:10:35
<input type="checkbox"/> pdf 3.95 MB |
|--|--|

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

- [Safeguarding policy and procedure 2022](#)
- 16/03/2022
- 22:10:03
- pdf 201 KB

Section 18 - Submission Checklist

Checklist for submission

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

We would like to keep in touch!

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

project newsletter. You are free to unsubscribe at any time.

Checked

Data protection and use of personal data

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

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