

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

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

**Submission Deadline: 31<sup>st</sup> October 2022**

<b>Project reference</b>	<b>IWTEV007</b>
<b>Project title</b>	Building evidence to reduce demand for wildlife products in Peru
<b>Country(ies)/territory(ies)</b>	Peru
<b>Lead partner</b>	World Animal Protection
<b>Partner(s)</b>	SPDA (Peruvian Society for Environmental Law); Regional Management of Forest Development and Wildlife (GRDFFS); Wildlife Conservation Society Peru (WCS); United Nations Development Programme (UNDP) Peru
<b>Project leader</b>	Dr Neil D'Cruze
<b>Report date and number (e.g. HYR1)</b>	Illegal Wildlife Trade Challenge Fund HYR1
<b>Project website/blog/social media</b>	Public communications to commence in early 2023. Our submission for the Racing Against Extinction IWTCF newsletter is included as an attachment.

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

**Output 1: By 2024, baselines, and experimental evidence exists on campaign messaging (on negative legal, economic, public health, animal welfare, and conservation impacts) and key messages are composed and tested which will be most effective in reducing urban consumer demand for illegally traded species at Belén Market, Iquitos, Peru**

The project commenced on 1 July 2022, and we have since made good progress with activities against the agreed implementation timetable. For Output 1, in July 2022 we began meetings with project partners and supporting stakeholders to finalise formal agreements. Terms of Reference and agreement with our lead local partner, the Peruvian Society for Environmental Law (SPDA), was signed in September. We also signed a Consultancy Agreement with the Peruvian Amazon Research Institute (IIAP, Spanish acronym) [REDACTED]. Signing our collaboration agreement with the Regional Management of Forest Development and Wildlife (GRDFFS) has been slightly delayed due to the regional elections in Peru in early October, but we hope that this will be finalised in the coming weeks (*Activity 1.1*).

Planning for the monitoring and observation research at Belén Market to determine a baseline of Illegal Wildlife Trade (IWT) activity began in June 2022. [REDACTED]

[REDACTED]

[REDACTED]

We have also made promising progress, slightly ahead of schedule, with designing an experimental attitude survey for urban consumers of illegal wildlife products at Belén Market, to assess whether campaigns aimed at reducing demand for wildlife could be effective, and what types of messaging would work best (*Activity 1.4*). In consultation with IIAP and local experts, a stage 1 survey was designed to understand the type of wildlife and wildlife products the urban population of Peru illegally consumes. This first stage online survey was completed via Touchstone in mid-September, in which 501 residents of urban areas of Peru participated.

During the survey, participants were presented with images of a total of 52 Amazonian animals and products (14 animals kept as pets, 21 types of bushmeat, and 17 cultural, medicinal, and decorative artefacts derived from animals). For each, we ascertained whether the respondents had owned, gifted, or consumed that animal or product. Preliminary findings show that, overall, 77% of our sample had purchased, owned, or consumed at least one product derived from Amazonian wildlife: 40% had purchased or owned at least one exotic pet, 63% had consumed bushmeat at least once, and 42% had purchased or possessed at least one wildlife-derived artefact. A significant finding was that every one of our 52 animals and products had been owned or purchased by multiple respondents.

Of the owned pets, 48% comprised parakeet and parrot species, with a further 25% comprising species of doves and tortoises. Of the types of bushmeat consumed, the largest proportions comprised Amazonian fish (20%), Brouket deer (12%), tinamous (9%), South American palm weevil (suri, 7%), and lowland paca (5%). Of the artefacts presented, the largest proportions owned or bought comprised decorative items made from parrot feathers (18%), spiritual items made from parrot feathers (14%), necklaces made from crocodile teeth (9%), artefacts made from jaguar parts (6%) and caiman skin (6%), and medicine made from boa (6%) and anaconda (6%).

When asked about the legality of owning wild animals as pets, 78% of respondents stated that it was illegal to do so. A smaller proportion of respondents, 61%, stated that it was illegal to own artefacts made from wild animals, with 20% stating that they were unsure, and 19% stating that it was legal to do so. Our respondents comprised a representative sample of internet-literate urban residents in Peru. Their responses are likely to be broadly representative of rates of consumption in the wider Peruvian urban population (approximately 26 million people). As such our work indicates a substantial demand for wildlife-origin products arising from urban consumers in Peru.

Insights from this initial survey are now being used to steer the next stage, which involves designing an online experimental attitude survey to test different messaging (e.g., negative legal, economic, public health, conservation, and animal welfare impacts) about the negative impacts of IWT, and the potential for consumers to use legal, sustainable, alternative products instead of wild animals (*Activity 1.5*). This second survey is due to be implemented with at least 500 urban consumers in November 2022, also via Touchstone. Planning has also begun to conduct an on-the-ground consumer attitude survey with residents in Iquitos, which will be implemented via IIAP.

**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**

As part of our work to complete Output 2, we were invited to join the process for developing the five-year National Action Plan for Reducing Illegal Wildlife Trade in Peru, led by the Peruvian Forestry Service, and we have attended three online workshops and several meetings with stakeholders involved in the process. Through our participation, we are aiming to include the activities of this project in the Action Plan as part of the government's commitments to reduce IWT (*Activity 2.7*). In collaboration with our local partner, SPDA, we have also developed an initial map of stakeholders involved with the Belén Market and that play a role in the IWT (*Activity 2.1*). This has helped us to identify other actors and stakeholders that need to be involved more actively in the project activities.

Finally, we have been developing a comprehensive communications plan for the project that will help create awareness amongst Peruvian government stakeholders and the public of the inherent risks associated with IWT, and develop messaging aimed at changing behaviour. It will also enable us to share the results of this project with our supporters and other external stakeholders to demonstrate the importance of implementing actions involving vendors, consumers, and other groups to reduce IWT. In this context we have begun planning a workshop with our project partner, SPDA, for 20 local journalists in Iquitos to educate them on the important role they can play in promoting positive alternatives to IWT and increasing public awareness of the negative impacts (legal, economic, public health, animal welfare and conservation) of IWT (*Activity 2.8*).

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

We have made good progress with our monitoring and observation research at Belén Market, however, getting the research up and running was more time consuming than initially expected. [REDACTED]

[REDACTED] Despite this, the research commenced within the agreed implementation timetable (Year 1, Q3) and, therefore, we do not expect this to affect the budget or timetable of project activities in any way. As mentioned above in question 1, we are still in the process of signing a letter of intent with our local governmental partner GRDFFS. Although the signature has been delayed (due to the elections and other local priorities) we have continued communications with this stakeholder and the implementation timeline has not been impacted.

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

Discussed with NIRAS-LTS: /No

Formal Change Request submitted: /No

Received confirmation of change acceptance Yes/No

Change request reference if known:

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

No  Estimated underspend: £

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

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

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

We have not encountered any other notable issues relating to the project or to BCF management, monitoring, or financial procedures.

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

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

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