



## Illegal Wildlife Trade (IWT) Challenge Fund Evidence Annual 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: 30<sup>th</sup> April 2024**

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### IWT Challenge Fund (IWTCF) Project Information

Project reference	<b>IWTEV007</b>
Project title	Building evidence to reduce demand for wildlife products in Peru
Country/ies	Peru
Lead Partner	World Animal Protection
Project partner(s)	SPDA (Peruvian Society for Environmental Law); Regional Management of Forest Development and Wildlife (GRDFFS); Wildlife Conservation Society Peru (WCS); Practical Action
IWTCF grant value	£99,902.00
Start/end dates of project	01.07.22 – 30.06.24
Reporting period (e.g. April 2022-Mar 2023) and number (e.g. Annual Report 1, 2, 3)	April 2023 – March 2024, Annual Report 2
Project Leader name	Dr Neil D’Cruze
Project website/blog/social media	<a href="https://www.worldanimalprotection.org.uk/our-work/wildlife/belen-wildlife-market/">https://www.worldanimalprotection.org.uk/our-work/wildlife/belen-wildlife-market/</a>
Report author(s) and date	Neil D’Cruze, Eugenia Morales, Angie Elwin, Ester Mora, Roberto Vieta, Eyob Asfaw, Maddie Pinkess, Rose Pappararo, Paul Edwin (World Animal Protection), Luis Zari (SPDA)  30 April 2024

### 1. Project summary

Iquitos is the main axis-point for illegal wildlife trade (IWT) in the north-eastern part of Peru, where wildlife is both sold locally and exported to other regions and countries. Belén, in Iquitos (Figure 1), is the largest, most important open market selling wildlife in the Peruvian Amazon, serving a population of 400,000 people. Here, hundreds of iconic Amazon species are illegally traded, threatening the survival of numerous species and the wellbeing of the region’s poorest citizens.

Previous awareness raising interventions related to IWT in Peru have focused largely on legality and have, to date, not been effective in eliminating IWT at Belén Market. We believe this is because these attempts at changing human behaviour 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.

To fill these gaps, this project will establish a pre-intervention baseline of IWT activity at Belén Market and use an experimental attitude survey to design and test messages on the various negative impacts of IWT (legal, economic, public health, animal welfare, and conservation) to reduce consumer demand for IWT products. The project will also work directly with low-income communities in Belén district to understand the challenges associated with ending IWT dependence for wildlife market vendors and provide guidance to support legal, humane, sustainable, equitable, alternative livelihoods. It will also engage with local businesses and media in Iquitos to achieve a “zero tolerance” approach to IWT. This detailed evidence will provide the bedrock for future efforts, including human behaviour change campaigns that will enable both people and wildlife to thrive.

The project’s work will benefit a wide range of species sold in Belén Market, around 9% of which are threatened with extinction. Species include primates, jaguars, ocelots, sloths, paca, caiman, river dolphin and parrots, among others. The project will contribute to a reduction in IWT demand, a change in consumer behaviour, and a reduction in the availability of illegal wildlife products at urban markets in Peru. As a result, this project can contribute to recovery of local wild populations.

By promoting alternative, legal, humane, sustainable, equitable livelihood transitions, the health and security risks posed by IWT to vendors and consumers at Belén Market will also be reduced. By achieving a reduction in IWT at Belén Market, this project will have a wider impact on the wellbeing of 61,000 urban residents of Belén district, through poverty reduction and a reduced risk of wildlife-borne diseases.



**Figure 1.** Map showing the location of Belén Market on the bank of the Itaya River in Iquitos, Peru (right), and a satellite image of a section of the market, with the full area shown in the inset map (left).

## 2. Project stakeholders/partners

The Peruvian Society for Environmental Law (SPDA) is the main implementing partner for this project. In Y2 we have worked with SPDA on strengthening relations with governmental organisations, planning and implementing the journalist and vendor workshops, and developing

the private sector outreach strategy. SPDA also contributed to two published scientific papers based on our consumer research. Our collaboration with SPDA has, additionally, allowed us to identify new opportunities by keeping us informed of changes in national/local regulations and local cases related to IWT. We have kept the stakeholder map (Annex 4.01) under constant review throughout the project.

We have also continued to work closely with the Peruvian Amazon Research Institute (IIAP) in Y2. IIAP has been actively involved in several project activities, including implementation of the Belén Market monitoring and the vendor survey (co-design of the survey tools, staff recruitment, species and product identification), and contributing to the two scientific publications based on the consumer research. A particular strength has been IIAP's extensive local knowledge and expertise on the type of wildlife and products traded at Belén. Additionally, IIAP's knowledge and previous experience of working at Belén enabled them to successfully approach and gain trust from vendors for our survey.

The Regional Management of Forest Development and Wildlife (GERFOR) is the local authority responsible for defining the policies and matters related to forestry and wildlife in Loreto (where Iquitos is located). In Y2, GERFOR has successfully taken ownership of the project's private sector engagement strategy and adopted it as a second phase of its institutional campaign "Cuida tu fauna" (Spanish for "Care for fauna").

An agreement was signed with NGO Practical Action on 31.05.23, to support the sustainable livelihoods component of the project. Practical Action assisted in the design and implementation of the vendor workshop, interpretation of the findings, and was responsible for local vendor engagement. While our partnership with Practical Action has enabled us to utilise their significant international-level expertise in sustainable livelihoods, development, and community engagement, we have identified the need to recruit a dedicated, locally based team of livelihood experts as a direct point of contact for the sustainable livelihoods component of the main grant project.

We have been in constant communication with the Municipality of Belén throughout Y2. They are a key stakeholder due to their direct relationship with Belén Market vendors and have guided us on the most effective ways to communicate with the vendor community. One challenge has been their response capacity, which has been quite slow at times due to their workload and wide-ranging responsibilities.

The Pasaje Paquito is a local Vendor Association in Belén Market. Although not a formal partner on the project, they have been integral in Y2 for engagement with the vendor community, and in supporting us to recruit vendors for the livelihoods survey and workshop.

Regular meetings have also been held with Wildlife Conservation Society Peru (WCS) in Y2 to provide project updates and explore potential areas of collaboration with other local projects being developed in Peru. This has provided us with diverse perspectives and the opportunity to complement and build on project information.

### **3. Project progress**

#### **3.1 Progress in carrying out project Activities**

Here we report on progress made towards activities 1.2, 1.5, 1.6, 2.2 – 2.11, 3.1 and 3.2.

**Activity 1.2 Conduct weekly monitoring and observation research at Belén Market over The course of Y1 to establish a baseline and detailed report of IWT activity.** As per our Change Request, approved on 06.04.23, the 12-month period of weekly market observations was completed in October 2023. Over the duration of the survey period (Sept 2022 to Oct 2023), a total of 48 open surveys and 49 discreet surveys of Belén Market and 50 open surveys of Modelo Market were completed. The resulting dataset comprises 4,356 open observations (3,498 at Belén, 855 at Modelo) and 1,973 discreet observations. Preliminary findings show at least 65 unique species of mammals, reptiles, birds, and invertebrates were observed traded either as live wild animals or wildlife-derived products. More than a quarter of these species are Threatened or Near Threatened globally or nationally, including primates such as the common spider monkey, woolly monkey, Illiger's saddle-back tamarin, and Colombian red howler monkey, along with jaguar, Neotropical otter, red and green macaw,

Amazon river dolphin, giant armadillo, Amazon tapir, and puma. Rainfall (measured as daily river levels in Iquitos) was strongly positively associated with trade volumes of lowland paca and caiman, and negatively associated with river turtle eggs (Annex 4.02). The findings are currently being written up as a scientific article, within which we quantify product availability, volume traded, and price, for the eight most frequently observed species groups (lowland paca, peccaries, caiman, river turtles, anacondas and boas, tortoises, brocket deer, and parrots and parakeets), and present these as a baseline against which the effectiveness of future conservation and enforcement interventions can be assessed.

**Activity 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%).** Following completion of our national level online consumer attitude survey in December 2022, we implemented a local level consumer survey in residential areas near to Belén Market **between January and April 2023** via our local partner, IIAP. The survey aimed to likewise assess what proportion of the local population currently purchases wildlife for personal use, and whether information campaigns could reduce demand for these products. We derived 265 full responses from householders in Belén (exceeding our target of 200 participants); 77.5% of participants were female, reflecting the fact that (according to local partners) female household members are typically the primary shoppers at Belén.

**Activity 1.6 Produce report on the findings of the experimental attitude survey.** The findings of our national and local-level consumer attitude surveys were published as two scientific articles in the journals *Global Ecology and Conservation* (local level) and *Biological Conservation* (national level), in December 2023 and February 2024, respectively. See Annex 4.03 and 4.04 for published articles.

Our local level consumer survey findings revealed widespread (although infrequent) consumption of wildlife-origin products among our respondents, in particular bushmeat (75.1% had purchased but only 3% did so frequently) and chelonian eggs (58.1%, with <1% doing so frequently). Percentages of respondents purchasing wildlife-origin pets (14.7%), decorative, craft and fashion, or good luck/ spiritual artefacts made from wild animal parts (6.8%), and wild animal-origin remedies (7.9%) were comparatively lower.

In response to statements designed to reveal respondents' attitudes towards negative impacts of the capture for sale of wildlife, over 90% of respondents held negative views of both animal welfare and conservation impacts, with lower proportions expressing negative views of issues surrounding zoonotic disease risks and illegality. In response, 51.3% of respondents stated they would be less likely to buy wildlife-origin products in the future. These results are similar to those derived from our national level online consumer survey, in which respondents shown information relating to zoonotic disease risks and risks to local species' conservation were approximately half as likely to select high likelihoods of purchase of these products as those shown neutral, control information.

Our findings indicate that the consumption of wildlife-origin products, particularly bushmeat, is currently normalised in Belén, but that demand reduction campaigns may be effective by making the negative consequences of such consumption salient to the population. However, there are some differences between national and local consumers that may be important to consider when designing and implementing human behaviour change campaigns. For example, a far higher proportion of urban consumers at the national level have owned or purchased a wild animal pet (39.9%) or wildlife-origin products of medicinal, spiritual, or decorative purposes (41.5%), compared to at the local level (14.7%). Whereas, in contrast, a higher proportion of urban consumers at the local level consume bushmeat (75.1%) compared to those at the national level (63.1%). Furthermore, information relating to zoonotic disease risks and risks to local species' conservation is likely to be more effective at lowering consumption rates of wildlife among shoppers at the national level, than information on legality and animal welfare. Whereas messages about the negative consequences of local demand for wildlife on animals' welfare and the possibility of local extinctions are most likely to resonate with consumers at the local level, and zoonotic disease risks are considered less problematic than risks to animal welfare.

**Activity 2.2 In collaboration with local partners and authorities, design a vendor attitude**

**survey and a sustainable livelihoods workshop to increase understanding of the challenges, barriers and opportunities associated with ending dependence on IWT.** We held regular meetings with the authorities of Belén Market resulting in successful outreach to vendors since November 2023. Through Practical Action and their local liaison, we engaged with individual vendors as well as a Vendor's Association. We used insights from this engagement to determine that a survey (rather than a workshop) was the best course of action as a first stage approach to understanding vendors' challenges, as many were initially reluctant to participate in a full workshop due to a reported fatigue from other recent similar processes (not related to this project). The Vendor's Association agreed to support our efforts to promote the survey among their members and to help motivate them to take part in a face-to-face workshop. A vendor attitude survey was subsequently designed during November and December 2023 in consultation with IIAP, SPDA and Practical Action, with the aim of understanding how vendors operate at Belén, the products they sell, their level of livelihood dependency, attitudes towards product viability, and their vision for change (including what support they might need for their livelihoods to become safe, humane, and sustainable).

Insights gained from the vendor survey (see Activity 2.5) informed the design of a vendor workshop in collaboration with SPDA and Practical Action. The aim of the workshop was to gain a deeper understanding of the challenges, barriers and opportunities associated with ending vendors' dependence on IWT. The workshop also assessed what support may be needed for a transition towards legal, sustainable, alternative livelihoods for vendors.

**Activity 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).** Practical Action designed an engagement strategy for vendor outreach to get to know the community better, invite them to participate in the workshop, and to prepare the workshop according to their needs and preferences. Practical Action's sensing identified that it would be more effective to conduct a survey initially followed by a more in-depth workshop with a sample of the vendors. Furthermore, that activities with vendors should ideally take place in the afternoon when they are finishing their day, that the duration of activities should be slightly shorter than planned due to the profile of the vendors, and that financial support for transportation should be offered.

**Activity 2.4 Organise logistics and facilitators for the survey and workshop, send invitations and confirm attendance.** Practical Action together with SPDA in Loreto were responsible for organising the vendor workshop. A local liaison personally invited vendors, participated in the board meeting of one of the Vendors' Associations, and opened a telephone number to communicate directly with vendors so that they could make inquiries prior to participating. This helped to generate an atmosphere of trust and empathy during the workshop.

**Activity 2.5 Conduct research (surveys) with at least 100 low-income Belén Market vendors (at least 50% women) and a smaller validation workshop with approximately 15 vendors to understand their needs and challenges.** A service contract was signed by IIAP on 02.10.23 to develop and implement an attitude survey with vendors at Belén Market. Two vendor surveys were implemented during November-December 2023. We interviewed 100 vendors (50% wildlife vendors; 62% women) for Survey 1, and 30 vendors (80% wildlife vendors; 67% women) for Survey 2. Data from the surveys is currently being analysed in full. However, preliminary findings show that wildlife vendors feel substantially more pessimistic than non-wildlife vendors about the future sales of their products. Over 90% of categorisable explanations for why vendors expected that future sales of wild animal products would decline were based on perception of diminishing supply from the wild. When presented with statements about the negative impacts of wildlife trade (on animal welfare, public health, legality, and conservation), vendors considered the conservation and animal welfare risks as most problematic (74% and 87% felt they were problematic, respectively), and only 31% were concerned by the public health risks. Non-animal derived products that vendors expressed interest in selling in the future due to their market potential included fruits and vegetables, basic foods, prepared foods, bakery products, clothes, and medicinal plants. Encouragingly, wildlife vendors were far more willing to sign up for a future sustainable livelihood workshop than the non-wildlife vendors. A face-to-face workshop was subsequently held on 21.03.24, attended by

16 vendors (100% wildlife) from Belén Market. Data from the workshop is currently being collated for analysis.

**Activity 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.** Data from the vendor attitude surveys, livelihoods workshop and the follow up key stakeholder workshop (due to be completed in May 2024) will be used to develop the Belén Market vendor guide.

**Activity 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.** A follow up workshop with key stakeholders (including from national and local level government) is currently being planned to further explore and identify potential non-wildlife based alternatives to IWT at Belén Market and will take place in early May 2024.

**Activity 2.8 Design and implement training for at least 20 journalists in Iquitos to raise their awareness of the negative impacts of IWT.** On 01.09.23, a workshop was held for 16 journalists in Iquitos to raise their awareness of the negative impacts of IWT, and the importance of media to help tackle it. The workshop was designed to promote investigative journalism related to IWT, and its impacts on the economy, health, animal welfare, and biodiversity conservation in the Loreto region. General editor of Mongabay Latam, and multimedia coordinator of the Peruvian newspaper La República, attended and presented at the workshop. Local government leaders, such as the Director of the Secretariat of Animal Health and the Regional Manager of Forestry and Wildlife Development, also participated in the event.

**Activity 2.9 Conduct pre and post assessment questionnaires with journalists to evaluate change in IWT awareness level following training.** Questionnaires were designed and conducted to assess knowledge level of the different topics related to IWT pre and post the workshop, how well the workshop met expectations, and the type of IWT topics journalists are most likely to report on in the future. Over 90% of participants felt that the workshop fulfilled their expectations, and that it provided useful content that could be applied to their professional practice.

**Activity 2.10 Regular monitoring of content related to IWT in local media sources.** Media monitoring has been carried out on a regular basis since January 2023. SPDA produced an analysis report based on collated articles related to IWT published between January and August 2023 in the Peruvian and regional press (Annex 4.05). They presented the findings at the journalist workshop and published them in SPDA's online news portal. Key findings show that 50% of articles collated focus on punitive cases without delving into associated issues such as public health, animal welfare, zoonosis, and illegality. There is also a relatively low frequency of publication of regional media related to IWT, except during months which have related events, such as "World Wildlife Day" in March. Recommendations for media included increasing the frequency of publications related to IWT issues, approached from a variety of current and "evergreen" perspectives to maintain public interest (not only on punitive cases that become normalised on a daily basis), and the importance of further research for journalists to increase their understanding of how IWT interlinks with other crimes (e.g. money laundering, illicit enrichment, and corruption).

**Activity 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.** As highlighted in the AR1, we succeeded in positioning the project activities related to consumer behaviour in the new Action Plan of the National Strategy to Reduce Illegal Wildlife Trafficking in Peru, led by SERFOR. The Action Plan, which was planned to be approved by the end of 2023, is now expected to be approved by mid-2024.

**Activity 3.1 Mapping local businesses in Belén district.** Together with GERFOR and SPDA, mapping of businesses, trade associations and companies with influence in Loreto has been carried out with a view to inviting them to join the IWT "zero tolerance" pledge (Activity 3.2), to raise awareness about the risks of IWT and promote animal welfare among the local population and tourists. Among the 40 companies identified so far are well-known hotels, a shopping mall, and transportation companies (Annex 4.06).

**Activity 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”.** We have finalised the design of the private sector engagement strategy, including development of a [REDACTED] and planned activities including meetings with industry representatives. GERFOR has officially adopted the strategy, enabling longer-term impact, and the support of regional and national government to potentially replicate it in other regions. The official launch of the campaign is planned for early June 2024.

### 3.2 Progress towards 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.**

We have continued to make substantial progress with activities against the agreed implementation timetable for Output 1.

*1.1 Production of the baseline survey on the availability of illegal wildlife products at Belén Market, Iquitos, is completed by end of Q3, 2023.*

The baseline monitoring on the availability of illegal wildlife products at Belén Market **was successfully completed in October 2023** (Indicator 1.1). The resultant database describes open wildlife trade at Belén Market in its entirety whilst quantifying a variety of market metrics in the form of a robust and flexible baseline against which several different changes could be detected in response to legal enforcement or conservation-orientated interventions. We are currently finalising a scientific manuscript based on the findings where we: (1) present an overall snapshot of the scope and scale of wildlife and wildlife-derived products being offered for sale over a 12-month period using two different data collection approaches; (2) quantify product availability, volume traded, and price, for the most frequently observed wild animal species groups; (3) record observations (and uses) of threatened species offered for sale; and (4) compare and summarise key differences between the two different data collection approaches to inform future monitoring efforts. Ultimately our broad qualitative and quantitative summary of these two major wildlife markets (and the underlying database) will support robust statistical analysis of future changes in market dynamics. In addition, if combined with additional consumer and/or hunter surveys, the baseline could support assessments of the role, and socio-economic importance, of the markets in the community, and the threats posed to native at-risk biodiversity.

*1.2 200 urban consumers at local level in Belén (50% women) and 1000 urban consumers at national level (at least 50% women) participate in an experimental attitude survey by end of year 1.*

We also concluded our experimental consumer research with overall participation at the national and local level of 2771 Peruvian wildlife consumers, more than double our target of 1200 (Indicator 1.2). Encouragingly, our findings (published in two scientific journals; Annex 4.03 and 4.04) indicate that demand reduction campaigns may be effective by making the negative consequences of wildlife consumption salient to the population in Peru.

**Output 2: By 2024, government authorities and other key stakeholders are committed to implementing measures to find legal, humane, sustainable, alternative livelihoods, with a key focus on promoting gender equality, for wildlife vendors as part of the new Belén Market project.**

Following some necessary changes to activities, we are now firmly on track to deliver Output 2.

*2.1 One joint commitment made by government authorities and other stakeholders (e.g. UNDP) to support and promote legal, sustainable, alternative livelihoods in Iquitos, Peru, by June 2023.*

Dialogue with government authorities and other key stakeholders related to the support and promotion of legal, sustainable, alternative livelihoods for vendors is ongoing (Indicator 2.1). 10 meetings have been held with 3 different stakeholders over the past year to update and involve them in project activities. As mentioned above, we will conduct a key stakeholder workshop in

May 2024 with representatives from local and national level government (including SERFOR, GERFOR in Loreto, the Municipality of Belén, and SPDA). The results of this workshop will be incorporated into our guide for market vendors, which will support us in persuading key stakeholders to commit to implementing measures to help find alternative livelihoods for wildlife vendors (Indicator 2.1). Regarding the National Strategy to Reduce Illegal Wildlife Trafficking in Peru (2017-2027), as mentioned in Activity 2.11, SERFOR has included measures for reducing IWT demand based on behavioural change strategies. The approval and publication of this document will now take place by mid-2024.

*2.2 100 low-income market vendors (at least 50% women) participate in an anonymous survey, that includes quantitative and qualitative questions and aims to gain a better understanding of how the vendors operate at the market, the products they sell, their level of livelihood dependency, and their attitudes towards product viability, by Q4 2023.*

As per our Change Request, approved on 28.09.23, a vendor attitude survey was designed (Activity 2.2) and conducted with 130 Belén Market vendors in **December** 2023 (exceeding our target of 100 vendors; >62% were women, 47% in the lowest income threshold). Findings were encouraging and enabled us to build trust to engage further with vendors and to identify those who were willing to participate in the subsequent in-depth sustainable livelihoods workshop.

*2.3 15 low-income market vendors (at least 50% women) attend a sustainable livelihoods workshop in Iquitos, Peru, aimed at increased understanding of the challenges and opportunities associated with ending dependence on IWT products, by Q1 2024.*

16 low-income wildlife market vendors (56% women, including the vice president of the Pasaje Paquito Vendor Association) attended the vendor workshop in March 2024 (slightly exceeding our target of 15 attendees; Indicator 2.3). The workshop was facilitated by representatives from WAP, SPDA and Practical Action. One participant sold wildlife handicrafts at Belén, and the rest sold bushmeat – including capybara, lowland paca, yellow-spotted turtle eggs, white-lipped peccary, brocket deer, woolly monkey, and tapir. Whilst the workshop data is currently being collated and translated, preliminary insights show that vendors were open to exploring sustainable, legal alternatives to IWT. Alternatives discussed included making decorative wildlife items with non-wildlife fabrics and other sustainable synthetic materials, and switching to selling other non-wildlife products such as fruits, vegetables, and traditional local dishes. Encouragingly, some vendors expressed their desire to participate in further workshops and training. They also expressed their gratitude for the opportunity to learn more about the problem and to collaboratively explore ways to end their dependence on IWT, which they perceived as capacity building (see Annex 4.07 for market vendor quotes, workshop images and an outline of the workshop structure. Workshop images are for internal use only).

*2.4 A guide for market vendors is produced and disseminated to 100 vendors on how to seek support and transition away from dependence on IWT products and shift to legal, sustainable, alternative forms of income generation by end of year 2.*

Data from the vendor surveys and workshop, together with insights from the key stakeholder workshop (due to be completed in May 2024), will be used to develop a comprehensive and accessible guide for Belén Market vendors.

*2.5 At least 70% (10 people) of attendees (market vendors) report an increase in understanding on the negative impacts and positive alternatives to IWT following the vendor livelihood workshop, by May 2024.*

Vendors who participated in our sustainable livelihoods workshop completed pre-and post-workshop questionnaires to assess their level of understanding on the negative impacts and positive alternatives to IWT. Data is currently being collated before analysis.

*2.6 20 journalists agree to promote positive alternatives to IWT and increase public awareness on the negative impacts (legal, economic, public health, animal welfare and conservation) of IWT by end of year 2.*

16 journalists from Peru, including a representative from Mongabay Latam, attended our journalist workshop held in Iquitos in September 2023, and agreed to promote positive alternatives to IWT and increase awareness of the negative impacts (legal, economic, public health, animal welfare and conservation), against our target of 20 (Indicator 2.6). The journalist



workshop was designed to promote investigative journalism related to IWT and its broader impacts, including on the economy, animal welfare, and biodiversity conservation in the Loreto region and beyond. Guest speakers included government representatives directly involved with the issue of IWT from the National Service of Agrarian Health of Peru (SENASA), and GERFOR in Loreto (See Annex 4.08 for workshop images and satisfaction survey).

#### *2.7 At least 8 media articles published to promote the project by end of year 2.*

One media article has been published directly quoting the project (Indicator 2.6, Annex 4.09). We are continuing to explore with our Comms team the most impactful approaches to promote the project findings.

#### *2.8 At least 20 NGO and Government representatives (at least 50% women) attend project briefing events in Lima by end of year 2*

In November 2022 a briefing event on the project objectives and expected outcomes was organised and attended by 11 stakeholder representatives (8 women) from 9 different organisations. Regular meetings have been held with stakeholders in Y2 to update on project activities. An additional briefing event will be organised in Lima in mid-2024 to share final project findings and recommendations.

### **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.**

#### *3.1 50 local businesses in Belén district sign a public “zero tolerance pledge” towards illegal wildlife consumption as part of a responsible business alliance (including 50% businesses led by women) by end of year 2*

We are on track to deliver Output 3. At least 10 meetings have taken place since January 2023 with GERFOR in Loreto, who have now officially adopted the private sector commitment as a sub-campaign of its flagship campaign "*Cuida tu Fauna*". This will allow the initiative to be sustainable even after project closure. Campaign materials (including a dedicated website and graphic materials) have been developed and the initiative will be launched to the media and public in June 2024 (See Annex 4.10 for campaign materials, meeting presentation and photos). So far, 40 local business have been identified and 10 (40% led by women) have signed the commitment (Indicator 3.1), including the area's only shopping mall, well-known hotels, and river and air transportation companies (Annex 4.06).

### **3.3 Progress towards the project Outcome**

#### **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**

Given the substantial progress we have made delivering our Y2 Activities, we are confident that the project is likely to achieve the Outcome by the end of the funding period.

**Indicator 1 2 (10%) key identified stakeholders within Peruvian authorities who agree to endorse and implement the guidance based on Belén Market monitoring into planning for future IWT enforcement efforts by the end of Y2)** is still adequate for measuring the intended outcome. This indicator has not yet been met. However, the findings from our baseline monitoring are being written up and will be presented to key stakeholders in June 2024 for their endorsement. SERFOR have already expressed their interest in the findings from our baseline survey which they expect to complement their current work with the UN FAO.

**Indicator 2 2 (10%) key identified stakeholders within the Peruvian authorities and other interested parties who agree to incorporate recommended human behaviour change initiatives at a regional and national level by the end of Y2)** is still adequate for measuring the intended outcome. A toolkit is to be developed in collaboration with main government stakeholders involved in the project and will be presented to other relevant authorities in mid-2024 for their endorsement. SERFOR has already included as part of the new National Action Plan activities focused on IWT demand reduction based on behavioural change strategies. The plan is now expected to be approved by mid-2024.

**Indicator 3 2** (10%) *key identified stakeholders within the Peruvian authorities and other interested parties who agree to incorporate recommendations for assisting vendors to transition towards legal, sustainable, alternative livelihoods into wider action plans to reduce IWT activity at a regional level by end of Y2*) is still adequate for measuring the intended outcome. This indicator has not yet been met, as recommendations will be based on outcomes from our sustainable livelihoods work which is still ongoing.

**Indicator 4** (50 local businesses and 20 journalists publicly demonstrate their intention of “zero tolerance” for engagement in illegal wildlife trade activity and support for legal, sustainable, alternative livelihoods in Belén by end of year 2) is still adequate for measuring the intended outcome. This indicator has not yet been met, as the private sector engagement is ongoing. However, 16 journalists attended our workshop and pledged to raise awareness of IWT through the media. The private sector “zero tolerance” to IWT initiative was also successfully endorsed by GERFOR and 10 local businesses in Iquitos have already signed the pledge (Annex 4.06).

### 3.4 Monitoring of assumptions

All of the Outcome and Output assumptions for the project still hold true, with the exception of Assumption 10 (which we identified in the AR1).

**Assumption 1:** *Peruvian leadership and government continue to have strong political will to implement their demand reduction commitments under CITES DR Resolution 17.4 and the National Strategy to Reduce Wildlife Trafficking in Peru 2017-2027 and its Action Plan 2017-2022 to combat wildlife crime and reduce demand for illegal wildlife products.* The assumption remains valid. The National Action Plan has included a line focused on IWT demand reduction through behavioural change strategies.

**Assumption 2:** *Key identified stakeholders will be willing to engage with KIIs and will provide feedback on how they plan to endorse and implement the guidance.* With the exception of UNDP, as mentioned in our AR1, all partners and stakeholders including from local and national level government continue to be fully engaged with the project.

**Assumption 3:** *Peruvian government and local authorities implement the Forest and Wildlife Law No. 29763 and Animal Welfare and Protection Law No. 30407 and increase law enforcement efforts.* The application of the Law is a mandatory commitment by the competent authorities. Likewise, the new Action Plan includes a series of activities focused on developing conditions for the strict application of the law and the effective control of IWT. This implies the guarantee of implementing this commitment at the national, regional, and local level by the authorities involved.

**Assumption 4:** *Project participation of Peruvian government and all IWT-focused activities is sustained.* The assumption remains valid. Local stakeholders in SERFOR and GERFOR continue to be engaged with the project.

**Assumption 5:** *Reduced demand will lead to reduced illegal trade of wildlife.* This will not be tested in the lifetime of this evidence gathering project; however, the assumption remains valid.

**Assumption 6:** *Local authorities allow NGOs and academic researchers to monitor the market.* The assumption remains valid. The baseline market survey is now complete.

**Assumption 7:** *Urban consumers are willing to take part in experimental public attitude surveys.* The assumption remains valid. The consumer research was completed with over 2500 urban consumers at the national level and 265 consumers at the local level in Belén district.

**Assumption 8:** *Information on negative impacts of consuming illegally traded species has an effect on urban consumer attitudes.* The assumption remains valid. Findings from our consumer attitude research shows that consumers are influenced by information on the negative impacts (on animal welfare, conservation, legality, public health) of consuming wildlife.

**Assumption 9:** *Low-income market vendors in Belén district are willing to take part in an attitude survey.* The assumption remains valid. 130 vendors at Belén Market voluntarily participated in our 2-part vendor attitude survey.

**Assumption 10:** *UNDP remains committed in its efforts to improve the services provided by the Belén Market, by completing the construction of the new market and through its positive*

*impact on local development, employment, wellbeing and income.* As reported in our AR1, this assumption is no longer valid because UNDP Peru is no longer involved in the new Belén Market project. However, we have had continued engagement with the Municipality of Belén during Y2 who are responsible for the market and would oversee the new market project if it were to be reinstated.

**Assumption 11:** *Wildlife vendors are willing and committed to seek legal, sustainable, alternative livelihoods.* The assumption remains valid. 16 wildlife vendors participated in a workshop in March 2024, and many expressed their desire to participate in similar workshops in the future.

**Assumption 12:** *Market vendors and local business in Iquitos, Peru, are willing to work with project partners to change their current business practices.* The assumption remains valid. In March 2024 a vendor workshop was held, and vendors stated that they could change their business practices with the necessary support, tools and training.

**Assumption 13:** *Media and journalists are willing to support the implementation of measures to find legal, sustainable, alternative livelihoods.* The assumption remains valid. In September 2023, we conducted training with 16 journalists in Iquitos to raise their awareness of the negative impacts of IWT.

**Assumption 14:** *Local businesses in the Belén district of Iquitos are committed to helping prevent illegal wildlife trafficking and want to see a reduction in IWT activity.* The assumption remains valid. We have been engaging with local businesses since February 2024 as part of our private sector commitment. To date, 10 businesses have signed on to the pledge.

**Assumption 15:** *Market vendors and local businesses in Belén district are willing to work on the project and sign the pledge.* The assumption remains valid. We have been engaging with market vendors and local businesses since May 2023 as part of our IWT “zero tolerance” pledge. To date, 10 businesses have signed on to the pledge.

### **3.5 Impact: achievement of positive impact on illegal wildlife trade and poverty reduction**

The intended impact of this project is that reduced demand for wildlife products 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. As this is an evidence gathering project, we do not expect to see any direct contribution to IWT and poverty reduction at this stage. However, continued interest and positive feedback from government representatives on the project over the past year, the inclusion of project activities in the National Action Plan, along with positive engagement from consumers, vendors and corporates, indicate that we are in a strong position to achieve the intended project impact through the main project.

## **4. Thematic focus**

Through the baseline market monitoring work, the consumer attitude surveys, the vendor survey and workshop, and our work with government, media and local businesses, this evidence project is putting the foundations in place to ensure that we deliver a main project that successfully reduces demand for IWT products and creates legal, sustainable, equitable livelihoods to benefit people directly affected by IWT. Local stakeholders from SERFOR have already expressed their interest in the findings from our baseline survey which they expect to complement enforcement work they are currently doing with the UN FAO related to bushmeat and zoonotic disease.

A notable achievement over the last 12 months was our outreach to vendors through the attitude survey conducted with 130 vendors and the follow up face-to-face sustainable livelihoods workshop. We gained invaluable insights and understanding, including the challenges associated with ending IWT dependence and what support vendors might need to establish alternative, legal, sustainable livelihoods. The data, currently being analysed, will

inform the guide for Belén Market vendors on how to seek support to transition towards legal, sustainable, alternative livelihoods. It will form an important part of our main project approach.

## 5. Impact on species in focus

As this is an evidence-gathering project, we do not expect to have an impact on the species in focus during the project’s two-year lifetime. However, our 12-month baseline monitoring survey at Belén Market (Indicator 1.1, **completed in October 2023**) confirmed that the species in focus (lowland paca, brocket deer, Amazon river dolphin, jaguar, woolly monkey, caiman, parakeets, and sloth) are still being illegally traded at the market, along with many more species (those frequently observed include collared peccary, yellow-spotted river turtle, green anaconda, white-lipped peccary, yellow footed tortoise, and the giant South American turtle). Four of the species in focus were among the eight most traded species ‘groups’ – lowland paca (n = 745 observations), brocket deer (n = 146), caiman (Alligatoridae n = 662), and parakeets (n = 140). Trade in the other four species in focus included Amazon river dolphin oil sold “to attract love and passion” (n = 16 observations), jaguar parts sold predominantly for ornamental purposes (n = 52), woolly monkey sold as bushmeat (n = 19), and sloths sold live as pets and their paws for spiritual purposes (see examples in Annex 4.02). The robust baseline from this project will enable the design of an effective evidence-based human behaviour change campaign to reduce demand for wildlife including the species in focus for this project. However, our observations reiterate that demand reduction is anticipated to have wider impacts for species beyond those in focus.

## 6. Project support for multidimensional poverty reduction

As this is an evidence gathering project, we do not expect to be able to assess the project’s contribution to poverty reduction within the two-year timeframe. However, we expect our project to contribute indirectly to poverty reduction by expanding the knowledge base on IWT activities and low-income wildlife vendors (Indicators 1.1 and 2.1), and directly by generating guidance on best practice in supporting low-income wildlife vendors to identify alternative, legal and sustainable income sources (Indicator 2.1). By promoting sustainable livelihood transitions and providing detailed baseline information to help tackle IWT (Indicators 1.1, 2.1, 2.4), the health and security risks posed to vendors and consumers at Belén Market will also be reduced. This is because IWT is closely intersected with public health which is inextricably linked to poverty and wellbeing. Environmental pollution and unsanitary conditions in and around the market, together with the huge diversity of wildlife available, is a serious public health concern. Therefore, a reduction in IWT will also have a wider wellbeing benefit for the 61,000 urban residents of Belén district, where a third of the population live under the poverty line, by helping to reduce the risk of wildlife-borne diseases.

In the longer-term, the improved evidence and capacity arising from this project will increase opportunities for the vendor community to participate in and benefit from measures to reduce IWT. For example, by working with key government stakeholders from local to national level, this project is helping to increase the voice of the vendor community in IWT policy discussions so that their perspectives are recognised and considered (Indicators 2.1-2.4). Even after our short period of outreach to the vendor community since November 2023, vendors have expressed a sense of gratitude from being able to participate in learning exchanges and building capacity.

## 7. Gender Equality and Social Inclusion

Please quantify the proportion of women on the Project Board <sup>1</sup> .	62.5%
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<sup>1</sup> 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.

<p>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<sup>2</sup>.</p>	<p>SPDA: 44% of Executive Directors are women. The SPDA national office and regional office in Loreto are led by a woman.</p> <p>IIAP: the Executive President is a woman, which is the highest position in terms of leadership. Of the local Project Implementation team, 80% are women.</p> <p>Practical Action: Their regional director is a woman and their global leadership team is made up 70% of women.</p> <p>World Animal Protection: 62.5% of the core international project team (that meet to guide progress on a weekly basis) are women.</p>
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<b>GESI Scale</b>	<b>Description</b>	<b>Put X where you think your project is on the scale</b>
<b>Not yet sensitive</b>	The GESI context may have been considered but the project isn't quite meeting the requirements of a 'sensitive' approach	
<b>Sensitive</b>	The GESI context has been considered and project activities take this into account in their design and implementation. The project addresses basic needs and vulnerabilities of women and marginalised groups and the project will not contribute to or create further inequalities.	X
<b>Empowering</b>	The project has all the characteristics of a 'sensitive' approach whilst also increasing equal access to assets, resources and capabilities for women and marginalised groups	
<b>Transformative</b>	The project has all the characteristics of an 'empowering' approach whilst also addressing unequal power relationships and seeking institutional and societal change	

Throughout Y2, gender integration and other social characteristics (age, ethnicity, income) have been monitored, and associated information has been gathered and analysed. We have detected that females have a higher involvement in IWT among the vendor and consumer communities in Belén. For example, most vendors at Belén Market are female, and our consumer research in Belén district (where 77.5% of respondents were female, Indicator 1.2), identified that women are a key stakeholder in the purchasing of products at Belén Market. Women will therefore be key to the success of measures aimed at reducing demand for IWT in Belén because of the influential role they play. Consequently, we expect there to be indirect gender equality impacts of initiatives to reduce consumer demand for IWT products, and from our sustainable livelihoods work (Indicator 1.5). We purposefully engaged at least 50% women for our vendor survey (>62% were women, Indicator 2.2) and workshop (56% women, Indicator 2.3). These findings will also enable us to take a gender-sensitive approach when designing targeted messaging and materials for a human behaviour change campaign. Female representatives also played a central role in the journalist workshop held in Iquitos (Indicator 2.5), for example presentations were given by Alexa Vélez, Managing Editor of Mongabay Latam and Pilar López, multimedia coordinator of the newspaper La República.

<sup>2</sup> 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.

Prior to conducting our vendor survey and workshop, we proactively contributed to ensuring individuals achieve equitable outcomes by engaging vendors in a meaningful way with the help of our project partner, Practical Action. We consulted vendors, Vendor Associations, and the Municipality in Belén to gather information on the vendor community, including social dynamics. This helped us to identify any local cultural or other factors (e.g., education level, caring responsibilities, socio-economic status) that may prevent individuals from participating so we could take steps to ensure that activities were designed in an inclusive manner. For example, participants were invited to bring their dependants along to the workshop to remove this as a potential barrier to them participating. Two vendors consequently brought their children to the workshop, one represented her elderly mother who she accompanies at her stall, and one represented her mother-in-law, who she helps in the market. Our initial vendor workshop has also taught us that timing is an important consideration because a vendors' working day can be very long and tiring, sometimes starting as early as 2-3am. We also learned to reduce the amount of time spent on written exercises (such as pre-and post-workshop questionnaires) to ensure that activities are as inclusive as possible.

Analysis of data from our vendor survey and workshop, and development of our vendor guide (Indicator 2.4) is ongoing. However, we intend to actively seek to identify and highlight 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, humane, and sustainable livelihood opportunities in the guidance we provide. This will ensure that the project does not inadvertently increase inequality between different groups.

## **8. Monitoring and evaluation**

During Y2, weekly team meetings have continued to identify any issues with meeting targets or completing project activities. Discussions have also involved ensuring quantitative and qualitative data are being captured accurately to measure project achievements. Stakeholder engagements are recorded using the internal Project Management Information System (PMIS) database, which ensures they are noted regularly and can be accessed by relevant project team members. Quantitative data is also recorded and stored using the PMIS database, which allows for live reporting throughout the project. Team members are responsible for capturing evidence and reporting against project targets. Relevant documents are stored on a secure SharePoint site which can only be accessed by relevant team members.

Following feedback from AR1 we realised that although the internal database provided an efficient way to monitor project progress, it was restrictive for sharing reporting with external reviewers. Therefore, we introduced the process of downloading excel reports directly from the database to capture the data quarterly and annually (Annex 4.11). These reports are used to analyse quarterly data, monitor project progress, and identify any issues with meeting targets. The M&E plan has been used to identify additional indicators and ensure we are using the log frame effectively. Since the last report, a change request has been approved to update the project M&E plan, after we identified additional indicators for tracking progress towards the project outcomes. Progress towards each Output indicator has been tracked and verified using the following methods.

Output 1 has been verified using monthly market monitoring reports which were submitted by field surveyors. Data from the field surveyors was quality checked, uploaded, and stored on a password protected secure online cloud storage platform. Access is restricted to the two World Animal Protection staff members managing the data, and two individuals from the supplier team. Weekly feedback between surveyors and the Investigations Manager ensured dynamic management of activities and monthly reports were reviewed to ensure data was captured consistently (Output 1.1). The consumer attitude survey (Output 1.2) was managed by our partner, Touchstone. Weekly engagement with Touchstone during implementation of the survey ensured timely updates and dynamic monitoring of survey activities.

Output 2 has been monitored by recording all engagements with stakeholders using the PMIS database. Any efforts to promote legal, sustainable livelihood transitions have been tracked through regular meetings with key stakeholders (Output 2.1). Our local partner, IIAP, was responsible for collating and reviewing data for the vendor attitude survey. Data from the

vendor survey was shared with World Animal Protection staff members in the format of a single Excel spreadsheet (Output 2.2). Records of all meetings and workshops have also been kept, including gender-aggregated attendance records, minutes, and reports, and these have been used to monitor activities and stakeholder participation (Output 2.3, 2.4, 2.6 and 2.8). Results from pre- and post-workshop surveys with vendors are currently being collated and will be compared to assess the degree of increase in understanding about sustainable livelihood opportunities (Output 2.5). Any published media articles have also been monitored, downloaded, and stored in secure SharePoint files (Output 2.7).

Output 3 has been monitored using records of all engagements with local businesses and using monthly reports to track the number of businesses that have signed up to the IWT “zero tolerance” pledge (Output 3.1).

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 IWT “zero tolerance” pledge.

## **9. Lessons learnt**

1. While our partnership with Practical Action has enabled us to utilise their significant international-level expertise in sustainable livelihoods, development, and community engagement, we have identified the need to recruit a dedicated, locally based team of livelihood experts as a constant and direct point of contact for activities related to vendor engagement for the sustainable livelihoods component of the main grant.
2. The challenges around our initial engagement with the market vendors demonstrated that meaningful engagement with vendors takes time and that building trust is an essential aspect of this.
3. Working with local government takes time and providing materials and/or training (however brief) can help move the process along. For example, when working with GERFOR, we realised that it was taking a long time for them to close invitations to join the IWT “zero tolerance” pledge. Therefore, during a face-to-face visit with them, we made suggestions to their team on how to present the initiative and provided them with presentation materials. Consequently, the process has now begun to move more quickly.
4. The Municipality in Belén is the main point of contact for market vendors, so they are more cautious in the messages they give to the vendor community and the type of project activities they are willing to participate in. It is important that the messages they present to vendors are not confrontational so to avoid generating discomfort, and that they offer positive solutions and support.

## **10. Actions taken in response to previous reviews (if applicable)**

*It would be insightful to receive a comprehensive report from the Monitoring and Evaluation (M&E) database – if available please attach as an Annex in your next AR.*

We have now introduced a process of downloading excel reports directly from the database to capture the data quarterly and annually which can be more easily accessed by external reviewers (Annex 4.11).

*If data is accessible, please include your comments regarding the engagement of indigenous communities and any discernible impact of the project on these communities (especially in relation to poverty reduction and gender equality and social inclusion).*

As indicated in our response to the AR1 reviewers’ comments, it is beyond the scope of this initial evidence project to gather data on indigenous communities. However, a pillar of our main project proposal will be to gain a better understanding of the impacts of IWT on indigenous communities. One potential area of interest that could be explored is engaging indigenous people within the hunter community in the surrounding areas of Belén Market, to understand the socio-economic factors that drive poaching, the level of dependency among the indigenous community on IWT, and to gain a deeper understanding of the challenges, barriers and opportunities associated with ending their dependence on IWT. Some of the project partners

have already done a substantial amount of work with indigenous communities in Iquitos that we can learn from and build on.

*Within your next Annual Report, please include a revised exit strategy including the planned timeline.*

Sustainability of the project's impacts will be ensured through the local and national level capacity that the project has been building that will persist post-project through enhanced knowledge, data, and awareness. We already have evidence of increasing interest and capacity that will result from this project. For example, our involvement in the process for developing the five-year National Action Plan for Reducing Illegal Wildlife Trade in Peru, and the inclusion of our findings in the draft Action Plan, will help to strengthen the knowledge and capacity of government agencies responsible for wildlife management and enforcement to tackle IWT beyond the lifetime of this project. In addition, this year we have strengthened our partnership with GERFOR who has successfully taken ownership of the project's private sector engagement strategy and adopted it as a second phase of its institutional campaign "Cuida tu fauna". As a result, the scope of this activity has a longer-term impact because GERFOR has committed to generate an Action Plan to accompany the commitment, and plans to scale up the initiative through implementation in other regions in Peru with the support of regional and national government. Furthermore, the comprehensive database on IWT activity at Belén Market from our monitoring research, will greatly enhance the capabilities of law enforcement agencies to track IWT in Iquitos beyond the lifetime of this project. Findings will be integral to future enforcement and advocacy efforts aimed at bringing an end to IWT in Peru. Local stakeholders from SERFOR have already expressed their interest in the findings from our baseline survey which they expect to complement their current work with the UN FAO related to bushmeat and zoonotic disease. Ultimately, our Exit Strategy for this evidence stage project is to transition into the main grant stage through an application that we will submit to the IWT Challenge Fund this year.

*Within your next Annual Report, please include an updated map of stakeholder with the list of local vendors and the planned strategies for engagement.*

The stakeholder map of businesses that could potentially join the "Cuida tu fauna" campaign has been included as Annex 4.06.

Development of this initiative has been done in collaboration with GERFOR and SPDA. A website and promotional materials for the campaign have been designed (Annex 4.10) and representatives from GERFOR have been responsible for inviting businesses to sign the pledge. So far, 10 local businesses in Iquitos have signed the commitment (Annex 4.06), mostly from the tourism sector, in addition to the local shopping mall, which is one of the newest and largest companies in the region with a great reach to the general public. The adoption of this commitment by GERFOR has been key, as it ensures that this campaign will have a long-term impact and will be accompanied by supportive activities from the regional government and the private sector. GERFOR is also keen to promote this initiative among other regional governments in the area.

*Please include the National Action Plan 2023-2027 for Reducing Illegal Wildlife Trade in Peru and elaborate on the project's involvement/influence within your next Annual Report.*

Based on the projects' work and our ongoing collaboration with SERFOR, they have included, as part of the new activities aimed at fulfilling the objective of the Strategy, a line focused on IWT demand reduction based on behavioural change strategies. The plan is now expected to be approved by mid-2024.

*While we appreciate the use of an online platform for tracking indicators, it is important to provide the evidence in a format that the reviewer can easily access, therefore we kindly request the project to include evidence at the reporting stage to demonstrate progress.*

We have included a sample of the raw data from the market monitoring research in Annex 4.12. A sample of the detailed minutes kept of our meeting with project partners is provided in Annex 4.18.

*AR1 addresses the broader health and well-being benefits achieved by combatting the demand and health risks associated with IWT. It is mentioned that the project will contribute to reducing*



*health and security risks faced by vendors and consumers at Belén Market. This reduction in risks will have a positive impact on the overall well-being of the 61,000 urban residents in the Belén district. However, the specific justification for this estimation and the method of measurement are not clearly defined in AR1. It is crucial to ensure that the measured outcomes can be attributed to the project's activities and not to other external factors or initiatives. Please provide additional clarification on how you plan to address it in your next AR.*

Belén Market has a wide catchment area serving 413,000 inhabitants of the urban districts of Iquitos, Belén, Punchana, and San Juan. In assessing Belén Market, UNPD noted that Belén is considered one of the poorest districts in the region, with a third of the population living in poverty and 6.2% in extreme poverty. Our estimate that a reduction in health risks associated with the reduction of demand for and availability of illegal wildlife products arising from this project, will indirectly contribute to well-being benefits to the 61,000 urban residents living in Belén district (49.70% women) is based on their proximity to the market, and the fact that the market is a central component of the residential community.

## **11. Risk Management**

In August 2023, we identified a new risk to the project as our local partner, Practical Action, faced a significant challenge in securing the participation of vendors in an in-person sustainable livelihoods workshop. Initial engagement with the vendors indicated that their reluctance to join a workshop resulted from a lack of feedback, action and results following their involvement with previous workshops and events (not related to this project). This had eroded their trust and their motivation to give further time to initiatives. As a result, we engaged more closely with local leaders in the market and based on positive feedback, adapted the design of the project to include a face-to-face vendor survey for 130 vendors, followed by a smaller, more in-depth workshop for 16 market vendors.

## **12. Sustainability and legacy**

The project has a good profile with local and national government authorities in Peru because of the participation of government officials in project activities, such as the journalist workshop (attended by representatives from the National Agrarian Health Service of Peru and GERFOR), and because of their active involvement in the project's private sector engagement strategy. As mentioned above, GERFOR has officially taken ownership of the private sector engagement strategy and has adopted it as a second phase of its institutional campaign "Cuida tu fauna". GERFOR has committed to generate an Action Plan to scale up the initiative through implementation in other regions with the support of regional and national government, which will further raise the project's profile. Our involvement in the process for developing the five-year National Action Plan for Reducing Illegal Wildlife Trade in Peru, and the inclusion of our findings in the draft Action Plan, also provides further evidence of increasing interest and capacity that will result from this project. Local stakeholders from SERFOR have also expressed their interest in the findings from our baseline survey which they expect to complement work they are currently doing with the UN FAO. The project has also generated interest from other organisations in Y2. For example, as the jaguar is one of the project's focus species, the baseline findings are of interest to various stakeholders, including Panthera Peru who we have held meetings with to exchange knowledge about the project's findings.

As mentioned in our AR1, we decided not to fully promote the project externally until the market monitoring survey was completed to ensure that wider knowledge of the project's research did not influence behaviour of vendors and consumers and compromise our baseline data. Therefore, most of the external communications could not begin until November 2023. However, we have a comprehensive communications plan (see Annex 4.13) that we are using to continually raise the project's profile nationally, regionally, and internationally. This includes creating awareness amongst government stakeholders and the public of the inherent risks associated with IWT, developing messaging aimed at changing behaviour, and sharing 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 Y2, we have promoted the project publicly via an article in the August 2023 issue of the United for Wildlife Taskforce Alert (Annex 4.14), a blog published on the SPDA website in September 2023 (Annex 4.15) and an article in the January 2024 issue of the BCF Newsletter

about the journalist training, an article published in Mongabay in March 2024 about illegal trafficking of primates in Peru (Annex 4.09), a feature in World Animal Protection’s supporter newsletter, ‘Animal Matters’(Annex 4.16), and an article about IWT published by journalist Alexander Rivero who attended the journalist workshop in Loreto.

**13. IWT Challenge Fund identity**

In all articles published about this project (please see section 12), we have recognised the UK Government’s contribution by referencing the IWT Challenge Fund, including IWT Challenge Fund logos where possible. We have also recognised the UK Government’s contribution in workshop materials and graphic materials that have been designed, such as the website for private sector engagement (Annex 4.10). We have ensured that the UK Government funding is referenced in all press releases and presentations made to partners and stakeholders (Annex 4.17). The SPDA media clippings report which recognises the UK Government’s contribution (Annex 4.05) was shared with journalists in Peru and included a link to a [REDACTED] which also references this support. Finally, we included an article on the project in our ‘Animal Matters’ newsletter referencing the UK Government’s support which was sent by post to 27,500 World Animal Protection supporters (Annex 4.16). We are currently exploring the most impactful media and communications approaches to promote our overall project findings.

**14. Safeguarding**

Has your Safeguarding Policy been updated in the past 12 months?	Yes, September 2023
Have any concerns been reported in the past 12 months	No
Does your project have a Safeguarding focal point?	Yes Rachel Briggs; [REDACTED]
Has the focal point attended any formal training in the last 12 months?	Yes. The safeguarding e-learning module, 2023
What proportion (and number) of project staff have received formal training on Safeguarding?	World Animal Protection: 100% SPDA and IIAP signed grant agreements adhering to World Animal Protection’s safeguarding policy and received a briefing on the policies prior to signing.
Has there been any lessons learnt or challenges on Safeguarding in the past 12 months? Please ensure no sensitive data is included within responses.	There have been no challenges around Safeguarding over the past 12 months.
Does the project have any developments or activities planned around Safeguarding in the coming 12 months? If so please specify.	We will take the safeguarding steps and measures that we applied to the implementation of activities in Y1 and Y2 and apply them to activities in the remaining 3 months of the project, including for private sector outreach.

Please describe any community sensitisation that has taken place over the past 12 months; include topics covered and number of participants.

Engagement with market vendors, including:

1. Two face-to-face surveys with market vendors (survey 1, 100 vendors, 62% women; survey 2, 30 vendors, 67% women) to understand how they operate, the products that they sell, their level of livelihood dependency, attitudes towards product viability now and in the future, and what support they might need for their livelihoods to become safe, humane, and sustainable.
2. An in-person sustainable livelihoods workshop for 16 market vendors exploring all topics covered in the face-to-face survey in greater detail. This was to gain a deeper understanding of the challenges, barriers and opportunities associated with ending vendors' dependence on IWT.

Have there been any concerns around Health, Safety and Security of your project over the past year? If yes, please outline how this was resolved.

There have been no concerns around Health, Safety or Security during the past year.

## 15. Project expenditure

**Table 1: Project expenditure during the reporting period (April 2023-March 2024)**

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)				SPDA took responsibility for vendor workshop logistics
Consultancy costs*				IIAP conducted a survey with vendors to complement the workshop
Overhead Costs				
Travel and subsistence				
Operating Costs				SPDA covered the logistical vendor workshop costs
Capital items (see below)				
Others (see below)				
<b>TOTAL</b>	<b>60,102</b>	<b>60,098</b>		

\*Travel costs were included in the consultant's invoices and therefore appear in the consultancy line of the report. These have not been split out above for the purposes of keeping a clear audit trail.

**Table 2: Project mobilised or matched funding during the reporting period (1 April 2023 – 31 March 2024)**

	Secured to date	Expected by end of project	Sources
Matched funding leveraged by the partners to deliver the project (£)			World Animal Protection reserves
Total additional finance mobilised for new activities occurring outside of the project, building on evidence, best practices and the project (£)	n/a	n/a	

## 16. Other comments on progress not covered elsewhere

Not applicable.

**17. OPTIONAL: Outstanding achievements or progress of your project so far (300-400 words maximum). This section may be used for publicity purposes.**

In Y2, our concentrated efforts on consumer demand culminated in two scientific papers. These publications showcase the potential for substantial decreases in purchase likelihoods when urban consumers are presented with targeted information on the negative impacts of IWT that extends beyond illegality alone. These important findings pave the way for subsequent targeted interventions to successfully mitigate the negative impacts of IWT on wildlife and people.

In addition, GERFOR has successfully taken ownership of the private sector engagement strategy and adopted it as a second phase of its institutional campaign “Cuida tu fauna”, which means that the scope of this activity has a longer-term impact. They have committed to generate an action plan to accompany the signing of the companies' commitment and to continue with the campaign.

I agree for the Biodiversity Challenge Funds to edit and use the following for various promotional purposes.

<b>File Type (Image / Video / Graphic )</b>	<b>File Name or File Location</b>	<b>Caption including description, country and credit</b>	<b>Social media accounts and websites to be tagged (leave blank if none)</b>	<b>Consent of subjects received (delete as necessary)</b>
Graphic	Annex 4.10, Private sector engagement posters, <b>Poster venado</b>	Poster for the IWT “zero tolerance” campaign, adopted by the Regional Management of Forest Development and Wildlife (GERFOR) in Loreto as part of its institutional campaign “Cuida tu fauna”.	Website: worldanimalprotection.org.uk  X/Twitter: MoveTheWorldUK  Facebook: WorldAnimalProtectionUK  Instagram: world_animal_protection_uk  TikTok: WorldAnimalProtectionUK  YouTube: animalprotectionuk	Yes
Image	Annex 4.10, ‘Cuida tu fauna’ campaign meeting presentation and photos (GERFOR, SPDA, private sector representatives), <b>Picture1 Meeting representatives of the private sector</b>	Meeting to present the IWT “zero tolerance” campaign strategy in Iquitos with representatives from World Animal Protection, SPDA, and the Regional Management of Forest Development and Wildlife (GERFOR) and representative of the private sector.	Website: worldanimalprotection.org.uk  X/Twitter: MoveTheWorldUK  Facebook: WorldAnimalProtectionUK  Instagram: world_animal_protection_uk  TikTok: WorldAnimalProtectionUK  YouTube: animalprotectionuk	No  We have not received consent from all subjects, however the image has been used publicly previously

## Annex 1: Report of progress and achievements against logframe for Financial Year 2023-2024

Project summary	Progress and Achievements April 2023 - March 2024	Actions required/planned for next period
<p><b>Impact</b></p> <p>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</p>	<p>At this stage of the evidence gathering project, we do not expect to see any direct contribution to IWT and poverty reduction in Peru. The livelihood component of the project and the insights from the vendors surveys and workshop will provide a clear roadmap for promoting alternative livelihoods in the future</p>	<p>Guidance toolkit for vendors on alternative livelihoods</p>
<p><b>Outcome</b></p> <p>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</p>		
<p>Outcome indicator 0.1</p> <p>2 (10%) key identified stakeholders within Peruvian authorities who agree to endorse and implement the guidance based on Belén Market monitoring into planning for future IWT enforcement efforts by the end of year 2</p>	<p>Key project stakeholders continue to be fully engaged with the project and the implementation of activities</p>	<p>Vendor guidance toolkit to be developed in collaboration with main government stakeholders involved in the project and presented to other relevant authorities</p>
<p>Outcome indicator 0.2</p> <p>2 (10%) key identified stakeholders within the Peruvian authorities and other interested parties who agree to incorporate recommended human behaviour change initiatives at a regional and national level by the end of year 2</p>	<p>National Action Plan (to be approved by mid-2024) includes behaviour change measures</p>	<p>Pilot to test messages on IWT demand reduction with representative consumers in collaboration with SERFOR</p>
<p>Outcome indicator 0.3</p> <p>2 (10%) key identified stakeholders within the Peruvian authorities and other interested parties who agree to incorporate recommendations for assisting vendors to transition towards legal, sustainable, alternative livelihoods into wider action plans to reduce IWT activity at a regional level by end of year 2</p>	<p>Local stakeholders, such as SERFOR and the Municipality of Belén, have been engaged in the design of the livelihood component of the project</p>	<p>Livelihood workshop with key stakeholders in May 2024 that will aim to:</p> <p>Explore the feasibility of the alternatives shared by the vendors and explore if there are other alternatives that have not been considered</p> <p>Identify sources of assistance that are available or should be available to the vendors, and potential elements of an action plan</p>

<p>Outcome indicator 0.4</p> <p>50 local businesses and 20 journalists publicly demonstrate their intention of “zero tolerance” for engagement in illegal wildlife trade activity and support for legal, sustainable, alternative livelihoods in Belén by end of year 2</p>	<p>Private sector pledge initiative was successfully endorsed by GERFOR. Campaign strategy and graphic image was designed and initially implemented. 40 businesses were mapped and ten have already signed the pledge</p> <p>16 journalists joined a workshop on IWT in the media</p>	<p>Continue engagement with private sector and official launch of the initiative hosted by GERFOR</p>
<p><b>Output 1</b></p> <p>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</p>		
<p>Output indicator 1.1</p> <p>Production of the baseline survey on the availability of illegal wildlife products at Belén Market, Iquitos, is completed by <b>end of Q3, 2023</b></p>	<p>Baseline survey was completed and included weekly monitoring visits during a 12-month period. Data is currently being analysed and written up as a scientific paper</p>	<p>Complete data analysis and share relevant results in a scientific research paper and with local stakeholders</p>
<p>Output indicator 1.2</p> <p>200 urban consumers at local level in Belén (50% women) and 1000 urban consumers at national level (at least 50% women) participate in an experimental attitude survey by end of year 1</p>	<p>Experimental consumer attitude research concluded with overall participation at the national and local level of 2771 Peruvian wildlife consumers, exceeding our target of 1200 (Indicator 1.2). Findings were published in two scientific journals and indicate that demand reduction campaigns may be effective by making the negative consequences of wildlife consumption salient to the population in Peru</p>	<p>Results of consumer surveys shared with local authorities and the public in Peru through a media strategy</p>
<p><b>Output 2</b></p> <p>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</p>		
<p>Output indicator 2.1</p> <p>One joint commitment made by government authorities and other stakeholders (e.g. UNDP) to support and promote legal, sustainable, alternative livelihoods in Iquitos, Peru, by June 2023</p>	<p>Key stakeholders engaged in the design of the livelihoods component of the project</p>	<p>Stakeholder livelihood workshop in May 2024</p>
<p>Output indicator 2.2</p> <p>100 low-income market vendors (at least 50% women) participate in an anonymous survey, that includes quantitative and qualitative questions and aims to gain a better understanding of how the vendors operate at the market, the products they sell, their level of livelihood dependency, and their attitudes towards product viability, by Q4 2023</p>	<p>Vendor attitude survey was implemented with 130 Belén Market vendors (&gt;62% were women, 47% in the lowest income threshold) in December 2023. Findings were encouraging and enabled us to design a livelihood workshop to explore with them any challenges and opportunities to finding alternative livelihoods</p>	<p>Data analysis of the vendor survey and workshop results to be synthesised in a scientific research report and will be used to inform the Belén Market vendor guide</p>
<p>Output indicator 2.3</p> <p>15 low-income market vendors (at least 50% women) attend a sustainable livelihoods workshop in Iquitos, Peru, aimed at</p>	<p>A face-to-face sustainable livelihoods workshop was held on 21 March 2024, attended by 16 low-income vendors (100%</p>	<p>Develop guidance toolkit for vendors on alternative livelihoods</p>

increased understanding of the challenges and opportunities associated with ending dependence on IWT products, by Q1 2024	wildlife) from Belén Market. Data from the workshop is currently being collated for analysis	
Output indicator 2.4 A guide for market vendors is produced and disseminated to 100 vendors on how to seek support and transition away from dependence on IWT products and shift to legal, sustainable, alternative forms of income generation by end of year 2	Results from the vendors survey and workshop, and key stakeholder workshop will provide the input for developing such a guide	Conduct key stakeholder workshop in May 2024 Develop guidance toolkit for vendors on alternative livelihoods Design assets (posters, audiovisual content) to share the guide with vendors
Output indicator 2.5 At least 70% (10 people) of attendees (market vendors) report an increase in understanding on the negative impacts and positive alternatives to IWT following the vendor livelihood workshop, by May 2024	Vendor workshop was successfully conducted in March 2024 and the analysis of the results is underway	Data analysis of the survey and workshop results to be synthesised in a scientific research report and will provide input for the vendor guide
Output indicator 2.6 20 journalists agree to promote positive alternatives to IWT and increase public awareness on the negative impacts (legal, economic, public health, animal welfare and conservation) of IWT by end of year 2	16 journalists from Peru attended our journalist workshop held in Iquitos in September 2023 and agreed to promote positive alternatives to IWT and increase awareness of the negative impacts (legal, economic, public health, animal welfare and conservation) of IWT.	Continue to engage with this network of local journalists to promote the results of the project as part of our media strategy
Output indicator 2.7 At least 8 media articles published to promote the project by end of year 2	One article was published about IWT and quoted one of the project team members and the project	Media strategy to share the results of the project including the consumer surveys and the baseline
Output indicator 2.8 At least 20 NGO and Government representatives (at least 50% women) attend project briefing events in Lima by end of year 2	11 stakeholder representatives (8 women) joined our briefing event in Lima in November 2022	Closing event in Lima with key stakeholders to share project results and toolkit
<b>Output 3</b>		
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 indicator 3.1 50 local businesses in Belén district sign a public “zero tolerance pledge” towards illegal wildlife consumption as part of a responsible business alliance (including 50% businesses led by women) by end of year 2	Private sector pledge initiative was successfully endorsed by GERFOR. Campaign engagement strategy was designed including a webpage and graphic materials Mapping of 40 business and engagement initiated, and ten businesses have confirmed their participation	Continue private sector engagement and official event to launch the initiative, inviting other regions



**Annex 2: Project's full current logframe as presented in the application form (unless changes have been agreed)**

Project Summary	SMART Indicators	Means of Verification	Important Assumptions
<p><b>Impact:</b> 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.</p>			
<p><b>Outcome:</b> 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.</p>	<p>0.1 2 (10%) key identified stakeholders within Peruvian authorities who agree to endorse and implement the guidance based on Belén Market monitoring into planning for future IWT enforcement efforts by the end of year 2.</p> <p>0.2 2 (10%) key identified stakeholders within the Peruvian authorities and other interested parties who agree to incorporate recommended human behaviour change initiatives at a regional and national level by the end of year 2.</p> <p>0.3 2 (10%) key identified stakeholders within the Peruvian authorities and other interested parties who agree to incorporate recommendations for assisting vendors to transition towards legal, sustainable, alternative livelihoods into wider action plans to reduce IWT activity at a regional level by end of year 2.</p> <p>0.4 50 local businesses and 20 journalists publicly demonstrate their intention of “zero tolerance” for engagement in illegal wildlife trade activity and support for legal, sustainable, alternative livelihoods in Belén by end of year 2.</p>	<p>0.1 Key Informant Interviews (KIIs) with predetermined key stakeholders within targeted Peruvian authorities and other interested parties. Further qualitative insights will be provided on the feedback from the KIIs on how they plan to endorse and implement the guidance based on Belén Market monitoring into planning for future IWT enforcement efforts.</p> <p>0.2 KIIs with predetermined key stakeholders within targeted Peruvian authorities and other interested parties. Further qualitative insights will be provided on the feedback from the KIIs on how they plan to incorporate the recommended human behaviour change initiatives at a regional and national level.</p> <p>0.3 KIIs with predetermined key stakeholders within targeted Peruvian authorities and other interested parties. Further qualitative insights will be provided on the feedback from the KIIs on how they plan to incorporate the recommendations for assisting vendors to transition towards legal, sustainable, alternative livelihoods into wider action plans to reduce IWT activity at a regional level.</p> <p>0.4 Responsible business alliance list, a written and signed “zero tolerance” initiative, media training reports.</p>	<p>Peruvian leadership and government continue to have strong political will to implement their demand reduction commitments under CITES DR Resolution 17.4 and the National Strategy to Reduce Wildlife Trafficking in Peru 2017-2027 and its Action Plan 2017-2022 to combat wildlife crime and reduce demand for illegal wildlife products.</p> <p>Key identified stakeholders will be willing to engage with KIIs and will provide feedback on how they plan to endorse and implement the guidance.</p> <p>Peruvian government and local authorities implement the Forest and Wildlife Law No. 29763 and Animal Welfare and Protection Law No. 30407 and increase law enforcement efforts.</p> <p>Project participation of Peruvian government and all IWT-focused activities is sustained.</p> <p>Reduced demand will lead to reduced illegal trade of wildlife.</p>

<p><b>Output 1:</b> 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.</p>	<p>1.1 Production of the baseline survey on the availability of illegal wildlife products at Belén Market, Iquitos, is completed by <b>end of Q3, 2023</b>.</p> <p>1.2 200 urban consumers at local level in Belén (50% women) and 1000 urban consumers at national level (at least 50% women) participate in an experimental attitude survey by end of year 1.</p>	<p>1.1 Market monitoring research report.</p> <p>1.2 Urban consumer attitude survey reports.</p>	<p>Local authorities allow NGOs and academic researchers to monitor the market.</p> <p>Urban consumers are willing to take part in experimental public attitude surveys.</p> <p>Information on negative impacts of consuming illegally traded species has an effect on urban consumer attitudes.</p> <p>Low-income market vendors in Belén district are willing to take part in an attitude survey.</p>
<p><b>Output 2:</b> 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.</p>	<p>2.1 One joint commitment made by government authorities and other stakeholders (e.g. UNDP) to support and promote legal, sustainable, alternative livelihoods in Iquitos, Peru, by June 2023.</p> <p>2.2 100 low-income market vendors (at least 50% women) participate in an anonymous survey, that includes quantitative and qualitative questions and aims to gain a better understanding of how the vendors operate at the market, the products they sell, their level of livelihood dependency, and their attitudes towards product viability, by Q4 2023.</p> <p>2.3 15 low-income market vendors (at least 50% women) attend a sustainable livelihoods workshop in Iquitos, Peru, aimed at increased understanding of the challenges and opportunities associated with ending dependence on IWT products, by Q1 2024.</p> <p>2.4 A guide for market vendors is produced and disseminated to 100</p>	<p>2.1 KIIs with predetermined key stakeholders within targeted Peruvian authorities and other key stakeholders (e.g. UNDP). Meeting notes, media reports.</p> <p>2.2 Vendor survey report including statistics, demographics, analysis and results.</p> <p>2.3 Workshop minutes, media reports, participant lists, feedback from the participants. Pre and post survey among participants to assess their understanding and willingness to shift to sustainable alternative livelihoods.</p> <p>2.4 Guidance report is distributed and public/written commitment that it will be used.</p> <p>2.5 Pre and post assessment questionnaires.</p> <p>2.6 Media training post evaluation and pre and post assessment</p>	<p>UNDP remains committed in its efforts to improve the services provided by the Belén Market, by completing the construction of the new market and through its positive impact on local development, employment, wellbeing and income.</p> <p>Wildlife vendors are willing and committed to seek legal, sustainable, alternative livelihoods.</p> <p>Market vendors and local business in Iquitos, Peru, are willing to work with project partners to change their current business practices.</p> <p>Media and journalists are willing to support the implementation of measures to find legal, sustainable, alternative livelihoods.</p>

	<p>vendors on how to seek support and transition away from dependence on IWT products and shift to legal, sustainable, alternative forms of income generation by end of year 2.</p> <p>2.5 At least 70% (10 people) of attendees (market vendors) report an increase in understanding on the negative impacts and positive alternatives to IWT following the vendor livelihood workshop, by May 2024.</p> <p>2.6 20 journalists agree to promote positive alternatives to IWT and increase public awareness on the negative impacts (legal, economic, public health, animal welfare and conservation) of IWT by end of year 2.</p> <p>2.7 At least 8 media articles published to promote the project by end of year 2.</p> <p>2.8 At least 20 NGO and Government representatives (at least 50% women) attend project briefing events in Lima by end of year 2.</p>	<p>questionnaires will be conducted to evaluate awareness level. Number of journalists enrolled on training, completed training, and number who sign “zero tolerance to illegal wildlife trade” pledge. Monitoring of local media sources.</p> <p>2.7 Published media articles</p> <p>2.8 Event attendance records.</p>	
<p><b>Output 3:</b> 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.</p>	<p>3.1 50 local businesses in Belén district sign a public “zero tolerance pledge” towards illegal wildlife consumption as part of a responsible business alliance (including 50% businesses led by women) by end of year 2.</p>	<p>3.1 Responsible business alliance list, a written and signed “zero tolerance” initiative publicly available.</p>	<p>Local businesses in the Belén district of Iquitos are committed to helping prevent illegal wildlife trafficking and want to see a reduction in IWT activity.</p> <p>Market vendors and local businesses in Belén district are willing to work on the project and sign the pledge.</p>
<p><b>Activities</b></p> <p>1.1 Meetings with project partners and supporting stakeholders to finalise formal agreements prior to the start of on-the-ground surveys</p> <p>1.2 Conduct weekly monitoring and observation research at Belén Market over the course of Y1 to establish a baseline and detailed report of IWT activity</p> <p>1.3 Conduct any follow-up research at Belén Market through partner-led interviews (only if required)</p>			

- 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 vendor attitude survey and 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 survey and workshop, send invitations and confirm attendance
- 2.5 Conduct research (surveys) with at least 100 low-income Belén Market vendors (at least 50% women) and a smaller validation workshop with approximately 15 vendors to understand their needs and challenges
- 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”

## Annex 3 Standard Indicators

**Table 1 Project Standard Indicators**

IWTCF Indicator number	Name of Indicator	Units	Disaggregation	Year 1 Total	Year 2 Total	Year 3 Total	Total to date	Total planned during the project
IWTCF-C02	Number of times a guide on how to seek support and transition away from dependence on IWT products and shift to legal, sustainable, alternative forms of income generation is distributed to market vendors	Number	Language: Spanish; Print guide	0	0		0	1 guide, 100 copies distributed
IWTCF-C04	Number of journalists that promote positive alternatives to IWT and increase public awareness on the negative impacts of IWT	Number	Stakeholder type: Media	0	16 Journalists		16	20 Journalists
IWTCF-C08	Number of local business leaders in Belén district that sign a public “zero tolerance pledge” towards illegal wildlife consumption	Number	(X% Female; X% Men) business leader; stakeholder type: Private Sector	0	10 (60% led by women)		10	50 businesses (25+ led by women)
IWTCF-D10	Number of low-income market vendors and their dependents who attend a sustainable livelihoods workshop in Iquitos, Peru (aimed at increased understanding of the challenges and opportunities associated with ending dependence on IWT products)	People	Attendee gender balance (X% Female and X% Male); Stakeholder type: Local community; workshop	0	16 attendees (56% women)		16	15 attendees (at least 50% women)
IWTCF-CO1.	Number of people who reported an increase in understanding on the negative impacts and positive alternatives to IWT following the workshop	Number	X% Female and X% Male; Stakeholder group: local community; in person Survey	0	Data currently being collated for analysis		0	10
IWTCF-D21	Number of NGO and Government representatives who attended a project briefing event in Lima	Number	Attendee gender balance (73% Female and 27% Male); Types of decision-makers (govt, NGO); Number of events.	11 attendees: 8 were female; at 1 event	0		11	20

IWTCF-D22	Number of Media articles published to promote the project	Number	None	2	1		3	8
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**Table 2 Publications**

<b>Title</b>	<b>Type</b> (e.g. journals, best practice manual, blog post, online videos, podcasts, CDs)	<b>Detail</b> (authors, year)	<b>Gender of Lead Author</b>	<b>Nationality of Lead Author</b>	<b>Publishers</b> (name, city)	<b>Available from</b> (e.g. weblink or publisher if not available online)
Demand reduction campaigns could reduce the domestic trade in illegal wildlife in Peru	Journal	T.P.Moorhouse, A.Elwin, N.C.D'Cruze, 2024	Male	British	Biological Conservation	<a href="#">Demand reduction campaigns could reduce the domestic trade in illegal wildlife in Peru</a>
Consumption of wildlife-origin products by local residents at the largest wildlife market of Amazonian Peru: is there scope for demand reduction?	Journal	T.P.Moorhouse, A.Elwin, P.E. Perez-Pena, D.Perez, S.Solis, L.Zari, N.C.D'Cruze, 2023	Male	British	Global Ecology and Conservation	<a href="https://www.sciencedirect.com/science/article/pii/S2351989423003906">https://www.sciencedirect.com/science/article/pii/S2351989423003906</a>
How journalists protect Amazonian wildlife	Web article and e-newsletter	Ester Mora, Debbie Curtis, Eugenia Morales, Angie Elwin, Neil D'Cruze	Female	Costa Rican	Biodiversity Challenge Funds	<a href="https://iwt.challengefund.org.uk/news/2024/01/05/how-journalists-protect-amazonian-wildlife/">https://iwt.challengefund.org.uk/news/2024/01/05/how-journalists-protect-amazonian-wildlife/</a>

<b>Title</b>	<b>Type</b> (e.g. journals, best practice manual, blog post, online videos, podcasts, CDs)	<b>Detail</b> (authors, year)	<b>Gender of Lead Author</b>	<b>Nationality of Lead Author</b>	<b>Publishers</b> (name, city)	<b>Available from</b> (e.g. weblink or publisher if not available online)
The struggle for the preservation of turtles	Online Video	Alexander Rivero, April 3, 2024	Male	Peruvian	Planet TV	<a href="https://www.facebook.com/watch/?mibextid=WC7FNe&amp;v=1062846614819199&amp;rid=cSyeEXgdSX9XSUf2">https://www.facebook.com/watch/?mibextid=WC7FNe&amp;v=1062846614819199&amp;rid=cSyeEXgdSX9XSUf2</a>
Peru's illegal pet monkey trade is also an infection superhighway.	Article	Carla Ruas on 14 March 2024	Female	Brazilian	Mongabay	<a href="https://news.mongabay.com/2024/03/peru-illegal-pet-monkey-trade-is-also-an-infection-superhighway/#:~:text=" many%20do%20not%20survive%20the,wary%20of%20openly%20selling%20wildlife"="">https://news.mongabay.com/2024/03/peru-illegal-pet-monkey-trade-is-also-an-infection-superhighway/#:~:text="Many%20do%20not%20survive%20the,wary%20of%20openly%20selling%20wildlife</a>
Research looks at how the press deals with illegal wildlife trafficking	Article	Ximena Mejía, Luis Zari and Jimmy Carrillo, 9 february 2024	Female	Peruvian	SPDA, Lima	<a href="https://www.actualidadambiental.pe/ley-descarga-investigacion-analiza-como-aborda-la-prensa-el-trafico-ilegal-de-fauna-silvestre/">https://www.actualidadambiental.pe/ley-descarga-investigacion-analiza-como-aborda-la-prensa-el-trafico-ilegal-de-fauna-silvestre/</a>
PERU: Growing domestic and international market increase wildlife trafficking risks	Taskforce alert / bulletin	United for Wildlife on 1 August 2023	Unknown	Unknown	Focused Conservation on behalf of United for Wildlife and the Royal Foundation of the Prince of Wales	Please see Annex 4.14 for this alert



## Checklist for submission

	Check
Different reporting templates have different questions, and it is important you use the correct one. Have you checked you have used the <b>correct template</b> (checking fund, type of report (i.e. Annual or Final), and year) and <b>deleted the blue guidance text</b> before submission?	✓
<b>Is the report less than 10MB?</b> If so, please email to <a href="mailto:BCF-Reports@niras.com">BCF-Reports@niras.com</a> putting the project number in the subject line.	✓
<b>Is your report more than 10MB?</b> If so, please discuss with <a href="mailto:BCF-Reports@niras.com">BCF-Reports@niras.com</a> about the best way to deliver the report, putting the project number in the subject line.	NA
<b>Have you included means of verification?</b> You should not submit every project document, but the main outputs and a selection of the others would strengthen the report.	✓
<b>Do you have hard copies of material you need to submit with the report?</b> If so, please make this clear in the covering email and ensure all material is marked with the project number. However, we would expect that most material will now be electronic.	NA
If you are submitting photos for publicity purposes, do these meet the outlined requirements (see section 17)?	✓
Have you involved your partners in preparation of the report and named the main contributors	✓
Have you completed the Project Expenditure table fully?	✓
Do not include claim forms or other communications with this report.	