



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: 30th April 2024

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

IWT Challenge Fund (IWTCF) Project Information

Project reference	IWTEV010
Project title	Behaviour change approaches to address belief-based use of vultures
Country/ies	The Gambia, Guinea Bissau, and Senegal
Lead Partner	BirdLife International
Project partner(s)	West Africa Birds Study Association (WABSA), Association Nature-Communautés-Développement (NCD), and Organization for the Defense and Development of Wetlands (OZDH)
IWTCF grant value	£100,000
Start/end dates of project	June 2023 to November 2024
Reporting period (e.g. April 2023-Mar 2024) and number (e.g. Annual Report 1, 2, 3)	June 2023 to March 2024 Annual Report Year 1
Project Leader name	Fadzai [REDACTED]
Project website/blog/social media	www.birdlife.org/africa/
Report author(s) and date	Fadzai [REDACTED]

1. Project summary

Hooded Vultures are globally Critically Endangered. The leading cause in West Africa is illegal trade for belief-based use. This project aims to reduce demand from traditional healers (suppliers) and consumers (customers) by building the evidence base on the drivers and influencers behind this market and applying this to pilot social marketing campaigns in Senegal, The Gambia and Guinea Bissau, through instilling national pride in vultures and engaging healers in identifying non-animal alternatives. Lessons learned will inform national and regional scale-up.



Map of Africa showing the three project countries

2. Project stakeholders/partners

The project is being implemented by BirdLife International in partnership with West Africa Birds Study Association (WABSA), Association Nature-Communautés-Développement (NCD), and Organization for the Defense and Development of Wetlands (OZDH).

NCD is the BirdLife partner in Senegal while WABSA and OZDH are BirdLife collaborators based in Gambia and Guinea-Bissau respectively. The three institutions have been responsible for project implementation in their respective countries. In Gambia, WABSA has been engaging with the traditional healers. BirdLife worked with the three institutions on a project on vultures and belief-based use in 2021 and 2022. The current project is in a way a continuation of the previous effort. OZDH, NCD and WABSA were involved in the development of the current project expressing the need to find lasting solutions to the use and trade of vulture parts in traditional medicine. A project kicked off meeting was held in June 2023 with the project partners to explain how the project would proceed (Annex 28). The meeting highlighted the immediate steps in the project which was for partners to complete the capacity needs assessment designed by the project consultant.

BirdLife has largely supported the training of project staff in the three countries to develop capacity to design social marketing strategies and monitoring the effectiveness of such strategies. A consultant who is a specialist in behaviour change has largely been involved in the training of the project partners. BirdLife organised meetings between the consultant and the project partners and supported them in the completion of 'assignments' related to the

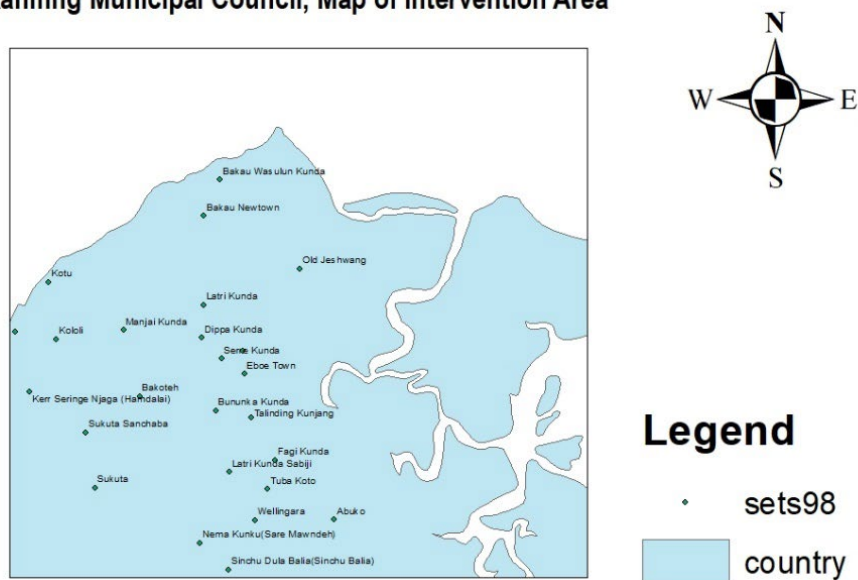
development of the social marketing strategy. Three members of staff namely Fadzai Matsvimbo, Preventing Extinctions Coordinator, Lucia Way-Bricault, Development Manager for West Africa, and Yvette Diallo, East Atlantic Flyway Officer (who recently left BirdLife) were largely involved in this support to partners. Project updates has been shared with the vulture Specialist Group (Annex 29) and more updates will be shared with them as more significant results come out of the project.

3. Project progress

3.1 Progress in carrying out project Activities

1.1 In progress with Gambia having gone through the process of interviewing hunters and potential customers of vulture parts. In Guinea Bissau and Senegal, selection of the focal areas has been based on work done under a previous project. (Annex 3).

Kanifing Municipal Council, Map of Intervention Area



Map showing project site in Gambia

1.2 First set of training conducted in July into August 2023. 30 people trained from BirdLife International, Biosfera, OZDH and NCD, more than 21 hours of training covering Introduction to social marketing all the way to Target Audience segmentation. Training conducted virtually with simultaneous translation into French and Portuguese (Annex 4, 5, 6, 7, 9, and 19), completed training templates from partners (Annex 7, 8, 10, 11, 12, 14, 15, 16, and 17) show the progress made from the trainings.

TRAINING MODALITY	COMPONENT	ASSUMPTIONS	TRAINING / SUPPORT CONTENT	DATE
PLANNING PHASE				
1st Training Phase - part 1	Campaign strategy & baseline research	Partners have prior knowledge of the conservation issue, proposed solutions, stakeholders and threats at their study sites	Introduction to SM	18 July 2023
			Concept Model	19 July 2023
			Stakeholder mapping	19 July 2023
			Theory of Change & Results Chain	20 July 2023
			Introduction to Research for SM	21 July 2023
			Qualitative Research	31 July 2023
			Target Audience segmentation	1 August 2023

Training syllabus

1.3 Consultant who is a specialist in behaviour change was engaged and developed a training syllabus for designing the social marketing strategy (Annex 1 and 2). Various materials were given to partners as they developed the first step developing the social marketing strategy. WABSA, NCD, OZDH taken through Qualitative research in July (Annex 18, 19, 20, 21, and 22). Partners went through guidance from the consultant to produce the final versions of the Qualitative Research Guidelines.

1.4 One focus group discussion and one-on-one interviews were conducted in Gambia where 70 people (from 5 zones) were reached through the focus group discussion and 150 people through one-on-one interviews. (Annex 40). NCD and OZDH to conduct similar surveys and interviews in year 2.

1.5 To be completed when surveys and one-on-one interviews are completed.

1.6 A countrywide vulture survey was done in Gambia where 5761 hooded vultures, 14 white-backed vultures were recorded. This was done via road counts and point counts covering 1070 km and 17 slaughterhouses (Annex 39). In Senegal, the baseline population being used is from a 2021 survey carried out in Coral, Keur Ayib, Sénoba, Séléty, Mpack, Diaobé, Tambacounda. The aggregate results show that 'Thus, 574 individuals have been recorded including 173 scavenging vultures (*Necrosyrtes monachus*) Of these 574 vultures counted, 266 were perched (at rest), 172 individuals were flying and 136 were feeding (Annex 26).

1.7 In Gambia, WABSA conducted a planning meeting with the traditional healers association (Annex 40) where the traditional healers were made aware of the importance of vultures in the ecosystem

1.8 In Gambia, WABSA conducted a focus group discussion reaching 70 people. One-on-one interviews were also conducted reaching to 150 people (Annex 40).

1.9 In Gambia, planning meeting was conducted with 15 traditional healers as part of developing the road map for the project and getting their input. (Annex 40).

2.1 To done in year 2

2.2 General awareness creation about the role and value of vultures was conducted during the planning meeting, 15 traditional healers were reached. (Annex 40). Awareness raising was also done in Gambia during the training on looking after guineafowls was conducted (Annex 38). A total of 30 people attended the workshop (10 women, 3 hunters, 2 traditional healers, 5 village authorities, 5 female and five males.

2.3 To be done in Year two, although the process of engaging 15 traditional healers started in Gambia with the first step having been the planning meeting (Annex 40).

2.2 Planned for year 2

2.3 To be done at the end of the project

2.4 To be done in year 2.

2.5 To be done in year 2 when the social marketing strategy is implemented.

3.1 Lessons, complexities of the project have already been discussed internally with various individuals including the BirdLife Regional Director, Deputy-Regional Director, and members of the development team. The progress of the project will be shared in the 2nd year at the BirdLife Africa Vulture Forum and the Council of Africa partnership to be conducted in Senegal in September.

3.2 Commencement of the project was shared with the Vulture Specialist Group and appears in the VSG newsletter, *Vulture updates No 19 - Oct 2023 - Around the World of Vultures & VSG activities* (Annex 29).

West Africa: In **Ghana**, IBCP published an [article](#) on abundance & breeding ecology of vultures in Mole NP. Samuel Boakye Yiadom continued his Hooded Vultures (HV) work in urban areas of Ghana, where they are persecuted for the fetish trade, as they are in **Togo**, where Olivier Boissier has been quantifying fetish market wildlife in Lomé. In **Benin**, Abiola Chaffra conducted wintering raptor surveys in southern wetlands, (to be presented at RRF). He is also documenting HVs in the fetish trade in Benin with HawkWatch International support. A new BirdLife International project 'Behaviour-change approaches to address belief-based use of vultures' started in June in **Gambia, Guinea Bissau, and Senegal**. The project is supported by the IWT Challenge Fund. The focus is to test the effectiveness of Social Marketing as a tool to influence behaviour and practices by traditional healers and their customers to stop using vulture parts in traditional medicine. In **Sierra Leone**, Musa Kimbo is nearing the completion of 12 months of HV surveys

Extract from the VSG newsletter

3.3 BLI, Preventing Extinctions Coordinator worked with the communications team to produce materials used for the Press release of the West African Vulture Conservation Action Plan. (Annex 32, 33, 34, 35, 36 and 37).

3.4 Currently the three countries are relying on the use of the West African Vulture Conservation Action Plan (Annex 43) as a guiding document. Plans to produce action plans at national level to be cemented in Year 2.

3.5 BirdLife Preventing Extinctions Coordinator (PEP) and the Senior Vulture Conservation Officer for Southern Africa attended the European Vulture Conference in Spain in November 2023. The PEP Coordinator made an oral presentation on 'Belief-based use of vultures in Africa: finding the balance between conservation and culture', highlighting the complexities of finding solutions to the problem Annex (Annex 31).

3.6 To be done in year 2 once results from implementation of the social marketing strategies are available.

3.7 As part of Mid-term of the CMS reviewing the Vulture Multispecies Action Plan, NCD, WABSA contributed by completing the questionnaires on progress of implementation circulated as part of this review (Annex 30). Their responses provided progress on the work done in Senegal and Gambia on vultures, particularly on Objective 4 on belief-based use of vultures.

3.8 BirdLife International engaged the Africa Union (AU) in March 2024 on the West Africa Vulture Action Plan highlighting the need for coordinated action to save vultures particularly under auspices, CMS Vulture MsAP and West African Vulture Action Plan (Annex 44).

3.2 Progress towards project Outputs

Output 1

1.1 By Y1 Q2, the knowledge, attitude and practice as well as socio-demographics of the target audience are understood in 10 target communities (at least 350 people, 50% women).

In Gambia, data has been collected on attitudes, practices and social demographic one-on-one interviews, a total of 150 people were interviewed. 70 people were reached via focus group discussions (Annex 40, and 45).

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QUESTIONNAIRE SAMPLE FOR THE ONE & ONE AND THE FOCUS GROUP DISCUSSIONS

This Questionnaire aims to assess human perception on using vulture parts for healing
Questionnaire administered by West African Bird Study Association (WABSA)

A Personal details of respondent Date:

1 Name

2 Age <20yrs 21-40yrs 41-60yrs 61-80yrs > 80yrs

971 words English (United States) Text Predictions: On Accessibility: Investigate Focus

Extract of questionnaire sample used in Gambia

1.2 By Y1 Q3, pilot social marketing campaigns are designed.

Training conducted in Q2 started partners off in the process of developing social marketing campaigns. First set of training covered key components including Introduction to social marketing, Concept model development, stakeholder mapping, theory of change & results chain, introduction to research for social marketing, qualitative research and target audience segmentation, (Annex 1, 6, 8, 10, 15, 18, and 23).

1.3 By EOP, the socio-economic impact of subsequent interventions is known and opportunities for alternative livelihoods for hunters, traders and traditional healers identified in 3 West African countries for post-project action. Target: 55 traders and 35 hunters surveyed across 3 countries.

Guineafowl farming has been introduced as an alternative livelihood in Gambia in two villages (Dobo and Sare Banno). There are 60 beneficiaries from the two villages (30 people from each Village). A total of 60 guineafowls were distributed. A total 25 people showed up on the day of Guineafowl distribution (Annex 42). A committee consisting of 10 women, 3 hunters, 2 traditional healers, 5 village authorities, 5 female youth and 5 male youths was established to oversee guineafowl farming. (Annex 38).

1.4 By Q1 a baseline of vulture populations in target locations is established.

The project started outside of the main vulture counting season. WABSA Conducted a country wide vultures survey, where 5761 Hooded Vultures and 14 White-backed Vultures were recorded. The surveys were conducted through road counts covering 1070km and point counts (17 slaughterhouses). Senegal is using the results from the 2021 counts. (Annex 39 and 26).

1.5 By EOP, at least 6 members of staff from 3 grassroots conservation organisations have increased capacity in social research M&E.

In the training sessions conducted in July and August 2023, 28 people from four organisations benefitted from the training (NCD, OZDH, Biosfera, WABSA). Biosfera is the BirdLife partner based in Cabo Verde, four members of their staff took part in the training as they also have a project that has components on behavioural change, ‘Empowering Cabo Verde communities towards responsible practices in artisanal fisheries’ funded under the Biodiversity Challenge Funds. (Annex 5).

Output 2

2.1 By the end of the project, the proportion of traditional healers/consumers who understand that belief-based use is causing vulture decline is at least 60% of the target audience (n=140) against baseline.

In Gambia, 15 traditional healers were engaged during the planning meeting where they were made aware that belief-based use is causing vulture declines by offtaking birds from the wild. (Annex 40). In addition, 3 hunters were included as part of a group that received awareness on vultures when a livelihood enterprise was being launched in the Dobo and Sarre Bano villages. (Annex 38). 220 people (potential consumers) were reached during focus group discussions and one-on-one interviews. They were made aware of the importance of vulture and the threats they are facing.

2.2 By the end of the project, the proportion of consumers who have a positive attitude towards traditional healers who do not use vulture parts increases by 60% (n=70).

The stakeholder matrices developed by the project partners (Annex 9, 10, 11 and 12) were developed to articulate on the kinds of actions that would be needed to elicit behavioural change from the different stakeholders. This will be revised in line with the results of the social marketing campaign.

2.3 By the end of the project, at least 50% of traditional healers are engaged in establishing a list of potential non-animal-based alternatives to vulture parts and mechanism put in place for its adoption (n=70).

This will be assessed in year 2, though 15 traditional healers were engaged during a planning meeting in where they were made aware that belief-based use is causing vulture decline (Annex 40). The meeting of building was parting a rapport with the healers and introducing the project and what it entails to achieve.

Output 3

3.1 Lessons learned from the pilot behaviour change compiled by Y2 and shared through internal community of learning, the BirdLife Africa Vulture Conservation Forum and within 2 relevant national and regional fora by EOP.

This is in progress and opportunities for lesson sharing in the BirdLife Africa Vulture Forum in June 2024. Lessons from the project will also be shared at the Council of African Partnership that will take place in Dakar in September 2024

3.2 National vulture strategies influenced by lessons from this project in the 3 target countries by end of project and recommendations taken up by decision-makers and implementers in other West African countries. Baseline: national strategies in development in Guinea Bissau.

The project partners based in Senegal (NCD) and Gambia (WABSA) responded to the questionnaire which was used to collect information on the mid-term review of the CMS Vulture MsAP based on the work they have been doing, particularly Objective 4.

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Ethiopia	Mihret Ewnetu (Ethiopian Wildlife Conservation Authority); Evan Beuchley (Peregrine Fund)
Finland	No response received
France	Charles-henri de Barsac (Ministere Ecologie); Emmanuel Rondeau (White Fox Pictures)
Gabon	No response received
Gambia	Fagimba Camara and Iamin Jobaate (West African Bird Study Association)

Extract some of contributors to the CMS MTIR questionnaires

3.3 Scale up intervention action plan in Senegal, The Gambia, and Guinea Bissau is available by EOP.

This will be reported in year 2 once the results of the social marketing strategy are available.

3.4 National CMS and CITES authorities supported to share lessons relevant to CMS Vulture MsAP and CITES Decisions, and input where appropriate to convention dialogues, targeting Animals Committee in 2024 and CMS COP14 in 2023/24.

BirdLife International, Preventing Extinctions Coordinator and Senior and Vulture Conservation Officers for Southern and East Africa contributed to the drafting of the CMS Vulture MsAP mid-term review and shared lessons from their engagements in West Africa on belief-based use of vulture parts.



Cover of the CMS Vulture MsAP mid-term review

3.3 Progress towards the project Outcome

Outcome

A pilot Social Marketing Campaign, promoting vultures and engaging traditional healers in 10 communities in Senegal, The Gambia and Guinea Bissau reduces demand for vulture parts and informs scaling up.

0.1 By EOP, the proportion of consumers who know and value the role of vultures and recognise them as valuable species and identify them with pride is at least 60% of the target audience (n=70).

This is in progress. Part of this process has been the process of audience segmentation which is one of the steps towards producing a social marketing campaign (Annex 23). In The Gambia, the process of gathering knowledge on the value of vultures reached 220 people through one-on-one interviews and a focus group discussion (Annex 40).

0.2 By EOP, the number of traditional healers who accepts to use non-animal alternatives increased by 50% (n=70).

In Gambia, 15 traditional healers were reached during the planning meeting (Annex 44) where they made aware of the importance of vultures. Two traditional healers are involved in guineafowl

farming as an alternative livelihood. The group functions as a platform for raising awareness on the plight of vultures and reducing socio-economic pressures associated with use of vulture parts.

0.3 By EOP, at least 3 West African countries have included key recommendations from this project into their national vulture strategies/action plans.

In progress, the partners from Gambia and Senegal contributed to the review of the CMS Vulture MsAP, sharing their respective information from countries.

0.4 By EOP, vulture populations in the three vulture strongholds are maintained at the baseline and zero mass poisoning incidences are recorded in the piloted communities.

No mass poisoning has taken place or has been reported from the project area.

0.5 By EOP, increased capacity from project partners in conducting social marketing and social change M&E.

In progress, 30 people from five organisations (NCD, OZDH, Biosfera, WABSA and BirdLife International) were trained on behaviour change. Biosfera is the BirdLife partner based in Cabo Verde, four members of their staff took part in the training (Annex 1, 5).

3.4 Monitoring of assumptions

Assumption 1: Traditional healers are willing to engage and share truthfully, supported by participatory discussions and triangulation with other sources.

This still holds true, meeting between WABSA and the traditional healers was fruitful with the latter indicating willingness to work on finding solutions to the use of vulture parts in traditional medicine.

Assumption 2: Survey participants are representative of the target communities based on informed selection.

The trainings conducted since July have helped partners to segment their target audience, produce stakeholder matrices etc to refine their target audience.

Assumption 3: There are alternatives to vulture parts that traditional healers are willing to use, supported by collaboration and based on experience.

This is still being investigated and the results from the surveys are expected to refine this. Positive feedback is that the traditional healers are still willing to engage and explore solutions.

Assumption 4: Vultures can be viewed favourably, based on well-designed communications and experience.

This still holds true and will be verified from results obtained from implementation of the social marketing strategy.

Assumption 5: Traditional healers are trusted community members and likely to be key influencers, a change in their behaviour would increase the potential for change in customer attitudes towards vultures. Key influencers identified by the project.

This still holds true, one example is the inclusion of two traditional healers as part of the committee for the Dobo and Sarre Bano villages committee overseeing the guineafowl farming project.

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

Short-term

Species populations are maintained at current baselines and no further mass poisoning incidences or killing for belief-based use occur in the project focal areas.

Vulture surveys conducted in Gambia (Annex 39) will be compared against further surveys conducted in the future. In Senegal (Annex 27), vulture surveys conducted in six areas, particularly close to the border with Guinea-Bissau and Gambia are taken as the baselines.

Evidence of poverty as a driver of trade is gathered. Livelihoods of traditional healers remain secure.

Already in progress as part of the data collected via the Focus Group discussions and one-on-one interviews. (Annex 40)

Communities demonstrate national pride in vultures and continue to have access to affordable healthcare through their traditional healers.

Traditional Healers in Gambia were consulted in the development of the 'vulture roadmap' so that they can highlight an issue of importance in their trade (Annex 40)

BirdLife is co-leading the drafting of the Regional Action Plan for the conservation of West Africa Vultures, building on numerous online meetings and a 3-day workshop in October 2022. Lessons learned from this project will have a direct channel for scale up by feeding into the implementation of this regional and national vulture actions plans to be developed in 2023.

The West African Vulture Conservation Action Plan (WAVCAP) completed in 2023. Whilst the coordination structure of the WAVCAP is not yet in place, BirdLife has supported completion of the plan and prepared materials for the press release of the plan. (Annex 35,36,37,43)

Replication of the application of a social marketing approach to reducing the killing, sale and consumption of endangered and legally protected vultures will be facilitated. This will be achieved by building a solid portfolio of lessons learned, factoring in different sets of audiences, ensuring multiple tools and messaging and their impact which can be leveraged in similar contexts in other countries.

This will be based on the results of the social marketing in the campaigns project countries.

Long-term

This evidence and follow up projects will contribute towards the BirdLife Vulture 10 Year Plan, which aims for a 50% reduction of vulture parts being traded in areas where we intervene in the next 10 years.

Illegal trade in vultures is reduced through addressing poverty as a driver of trade in target communities.

The process of testing this has started in Gambia, 60 Guinea fowls distributed have been to two villages where 'vulture hunters' are known to come from. This is running as a community project to benefit at least 60 people. A total of 25 people attended the handover ceremony of the guinea fowls to the community.

With increased vulture populations, communities will benefit from the ecosystem services brought by the species locally including reduction in disease transmission and a cleaner environment.

Hooded vultures, in particular, are a semi-urban species, being found around abattoirs and markets. Their clean-up role, already understood by some, can be easily demonstrated. Potentially negative impacts of handling poisoned vulture parts will be reduced.

BirdLife instituted a consultancy of evaluating ecosystem services from vultures in Southern Africa. The results of this work is expected to be shared with partners across Africa, including those in the project as part of strengthening the appreciation of vultures and giving an 'economic' value to the work that they do.

The BirdLife Vulture Programme is active in 11 countries in Africa and although belief-based use is the main threat to vultures in West Africa, there are at least 19 African countries where it constitutes a major threat. The internal and external means of knowledge sharing will enable a quicker spread of successful practices across the continent.

A sub-group on Belief-based use is being formed under the BirdLife Africa Vulture Forum, as a platform for sharing lessons and solutions to this particular problems. Lessons will also be drawn from Nature Tanzania, a BirdLife partner working on reducing the same problem in their country. The work in Tanzania is also a beneficiary of the Biodiversity Challenge Funds, under the project 'An integrated approach to protecting wildlife from poisoning in Mara-Serengeti.'



Potential to scale up

Vulture conservation is one of BirdLife in Africa's top priorities. This project will provide valuable evidence to test whether the innovative behaviour change approach being taken in Nigeria, to encourage and support traditional healers to move away from using vultures, alongside awareness raising and policy work, can be applied in other countries.

The Regional Vulture Conservation Action Plan is a multi-organisation initiative, initiated through online meetings and a 3-day workshop in October 2022, involving 35 representatives from 13 countries including BirdLife, West African BirdLife Partners, government representatives, IUCN, veterinary and industry representatives amongst others. The Action Plan will provide a focus for study and analysis in addition to policy advocacy and joint fundraising.

4. Thematic focus

Reducing demand for IWT products. The project is focusing on this particular pillar, by influencing change of behaviour from traditional healers, to make use of non-animal alternatives. Other target groups for this behaviour change are customers and hunters. Evidence is expected to be gathered as part of implementing the social marketing campaigns. At this point in time, there is no data to show how effective the campaigns are in producing the desired behavioural changes.

5. Impact on species in focus

Outcome Indicators that focus on species

0.2 By EOP, the number of traditional healers who accepts to use non-animal alternatives increases by 50% (n=70)

We expect that the more traditional healers are willing to use non-animal alternatives, the more we are likely to see a decrease a demand in the use of vulture parts. The process starts by having them understand and appreciate the value of vultures and reducing barriers to access alternatives (Annex 40) The team from WABSA took time to engage with traditional healers and come up with a roadmap. In addition, hunters should be engaged as they also provide vulture parts (Annex 38), hence their inclusion the guineafowl farming. The livelihood enterprise is expected to make up for any loss of income as they move way from catching and selling vultures.

0.4 By EO, vulture populations in the three vulture strongholds are maintained at the baseline and zero mass poisoning incidences are recorded in the piloted communities.

The monitoring is in progress at selected sites, (Annex 39). It is also important for the project to take note of important publications relating to vulture populations in West Africa. One such paper is by Shaw et al published in early 2024 entitled, *African savanna raptors show evidence of widespread population collapse and a growing dependence on protected areas*. According to team of researchers involved in the publication, raptors such as the Rüppell's Vulture, the Steppe Eagle, and the Secretarybird are showing evidence of widespread and significant population declines and a growing dependence on protected areas across the African continent, particularly in West Africa.

6. Project support for multidimensional poverty reduction

The project Outcomes and Outputs most related to multi-dimensional poverty are:

Output Indicators

1.3 By EOP, the socio-economic impact of subsequent interventions is known and opportunities for alternative livelihoods for hunters, traders and traditional healers identified in 3 West African countries for post-project action Target: 55 traders and 35 hunters surveyed across 3 countries.

On track to be achieved. In Gambia 15 traditional healers were taken through the project to understand its scope and get their views including potential loss of revenue from not using vulture parts. More significantly, two villages Dobo and Sarre Banno have benefitted from the guineafowl farming project. 60 guineafowls purchased for 60 beneficiaries Annex 38). The committee formed to oversee the venture includes representation from hunters (3) and traditional healers (2).

7. Gender Equality and Social Inclusion

Please quantify the proportion of women on the Project Board ¹ .	50% of Project Implementation Team and Advisors 30%. NCD Programmes Manager Therese Ndiaye is the project lead for her institution. BirdLife International Fadzai Matsvimbo Lovelater Sebele
Please quantify the proportion of project partners that are led by women, or which have a senior leadership team consisting of at least 50% women ² .	None of the partners meet this qualification at Board level. BirdLife Board Level 39% Women. Global Leadership Team: 36% Women

GESI Scale	Description	Put X where you think your project is on the scale
Not sensitive yet	The GESI context may have been considered but the project isn't quite meeting the requirements of a 'sensitive' approach	
Sensitive	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
Empowering	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	
Transformative	The project has all the characteristics of an 'empowering' approach whilst also addressing unequal power relationships and seeking institutional and societal change	

The project has made sure that women are involved in relevant activities. In the guineafowl farming project in Dobo and Sarre Bano villages 15 women are part of the committee overseeing this livelihood intervention (Annex 42, and 38). This is 50% representation in the committee giving women significant participation in running the guineafowl farming.

Stakeholder matrix and its application to gender and social inclusion. Theory of Change templates (Annexes 13), helped partners to clearly articulate the role of women as a significant part of the target audience. The theory is based on women being concerned about their health as well as that of the community. This is how it phrased in the document.

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

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

'Women consumers of traditional healing practices that use vulture parts learn about the existence and benefits of using plants as an alternative, and they also understand the benefits to public health of maintaining healthy Vulture populations. This combined knowledge along with support from their communities helps them change their attitudes to want to adopt the plant-based alternative and they converse among themselves about this. Once Barrier Removal actions involving the traditional healers, market sellers and [mention any other involved stakeholders] are in place, women consumers willingly seek out and employ the services of healers who use plants rather than vulture parts. As a result, the killing of vultures for belief-based use starts to diminish, eventually allowing the vulture population to recover.'

8. Monitoring and evaluation

The project kick-off meeting in June 2023 (Annex 28) indicated the expectations of the project and the partners as part of understanding what needs to be done.

In terms of taking steps to develop the social marketing strategy, the partners have been taking part in trainings and one-on-one exchanges with the consultant. As part of making sure that the concepts are understood, partners carry out assignments in which the complete various templates (Annex 7,8,10,11). These are reviewed and passed onto the partners to refine. Whilst this process takes long, it has proved to be effective in checking where concepts have not been clearly understood.

3rd Training Phase	MEL	Partners have implemented their SM Strategy and closed the campaign (for the immediate future)	Reporting campaign impact (post-campaign quantitative research protocols and analysis)
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Extract from the social campaign training syllabus

Part of the training on the social marketing training focuses on Monitoring and evaluation and is expected to equip project partners with skills to collect data to be able to monitor the impact of the various activities.

It has been challenging to build a project steering committee representing the partners in the project, largely due to the fact that a meeting of all the parties (anglophone, francophone, lusophone) would require translation services. So far, we have resorted to meeting project partners individually. Regular communication has also been kept via the WhatsApp groups.

The project has faced delays and has largely made progress under Output 1 and Output 3

Most activities under output 1 have progressed, particularly on training, which is largely connect with Outcome indicators 0.1, and 0.5. Outcome indicator is likely to be delayed.

Outcome indicators 0.3 and 0.4 are on track to be achieved as the activities related to these outputs are in progress.

9. Lessons learnt

One of the lessons learned is that time investments for project management needs to be evaluated and be appropriate. Coordination and support to partner organisations of different capacity levels is very time consuming and this time commitment should be recognised, and subsequent budget should be accepted by the donor. We faced challenges with turnover and slow recruitment of the officer who was supporting some of the coordination work with Partners.

The same goes with staff coordinating activities at Partner-level. The trainings on development of the Social Marketing Strategy have been quite intense ranging from the time invested in attending the workshops, completing assignments, one-on-one follow-ups with the consultant. These time demands can be difficult to accommodate given that project staff in the different organisations have other projects/commitments that covers various costs for the organisations. The size of the grant does not cover full time costs of staff time, hence difficult to have staff who are permanently working on the project. In response to the above, the consultant revised the content from the original expansive size to a trimmed down version that allows partners to understand the concepts but less demanding from a time investment perspective, but which may as a result impact the capacity building and learning benefits.

The lack of time of existing staff to manage the project will be mitigated in the next reporting period by the recruitment of an intern to start in June 2024, who will be working 100% on the project for 6 months and will cover all the coordination issues stated above. Depending on the availability of funds, this internship may turn into a full-time position to support the implementation of the West Africa Vulture Conservation Action Plan (2023-2043) and replicate the project approach in other countries, as this person will have practical knowledge of the behaviour change methodologies.

Relearning needs to be carefully crafted. Whilst project partners have carried out work before related to education awareness, there was need to clearly separate this from social marketing. There is temptation to do the engagements with traditional healers and customers in the same way it has been done before which is blanket messaging. Going through the logical steps of developing the social marketing strategy allows partners to clearly understand the target audience and craft appropriate materials for each group involved.

If we had to do it again, with the same size grant, we would focus the project on one country only to free up resources for staff time, and in-person trainings, which would be beneficial to both BirdLife and partner staff to integrate the learnings more effectively.

The plan is to submit a change request for a nonmonetary extension, to allow the testing of the Social marketing strategies to be tested for at least 6 months in the field so that there is enough data gathered.

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

Yes, the issues raised in the feedback when the project was funded was addressed in the mid-year report.

11. Risk Management

No new risks have arisen in the last 12 months that were not previously accounted for, see Annex 49, Risk framework.

However, given the increased attention to Sexual Exploitation, Abuse and Harassment policies from the UK government, BirdLife will review the Risk Register to see if additional items should be added to the Risk Register (and workplans) to ensure that risks are minimised and that project beneficiaries are aware of their rights.

BirdLife will review the adequacy of our own and Partners' policies to identify any areas for improvement or needs for training.

12. Sustainability and legacy

Capacity building- Members of staff from BirdLife, OZDH, NCD and WABSA have been taking part in trainings related to development of a social marketing campaigns that have been conducted since July 2024. This indepth training which has focused on key components such developing a Theory of Change, Results Chain among others has equipped them with concepts

that can be replicated in future projects. The sequence in development of a social marketing campaign is a skill that can be used in future work (Annexes 6 and 7)

The evidence from increasing interest from Partners is that all trainings were very well attended with constant participation numbers from start to finish despite the online dimension of the trainings, as well as very active engagement, contributions, and questions from partner staff.

As we used co-funding from the Fondation Hans Wilsdorf, which also uses social marketing approaches in Cabo Verde to cover translation costs (English to Portuguese simultaneous translation), we invited partner NGOs in Cabo Verde to attend the online trainings. This enabled staff from at least four additional CSOs to learn about behaviour change methodologies.

All the sustainable benefits post-project are still valid, we are trying to make sure that Partners are fully equipped to collect the most informative data possible, and assess the effectiveness of pilot social marketing strategies beyond initially planned project-end (with the no-cost extension), so we can build on the evidence to adopt the most appropriate approach in tackling illegal wildlife trade of vultures for belief based use in West Africa.

13. IWT Challenge Fund identity

The IWT Challenge Fund logo was used for all presentations and briefings of BirdLife partners, to discuss project inception and workplans, and on training invitations and agendas. The IWT Challenge Fund and UK Government's support was hence very clear to all beneficiary partner staff. The partners need brief trainings on the use of social media and use of the logos, as they will be going more into the field in Year 2.

The project was mentioned in the VSG newsletter as having been funded the IWT challenge funds.

The project and the UK Government's support was mentioned in The Christian Science Monitor, in an article titled '*In stronghold of Guinea-Bissau, endangered vultures soar again*' by Sam Bradpiece, dated 6 June 2023. <https://www.csmonitor.com/World/Africa/2023/0606/In-stronghold-of-Guinea-Bissau-endangered-vultures-soar-again>

The project Lead, Fadzai Matsvimbo, spoke to [BBC News Africa](https://www.bbc.com/news/afrika-62533333) on Africa's [vulture](https://www.birdlife.org/global/species/vulture) population declines and what we must do to save these endangered birds from extinction. From min 18:40 - 28:00) <https://www.bbc.co.uk/sounds/play/p0gc07hr>. This has also been shared on Facebook on 28 September 2023:

<https://www.facebook.com/birdlifeafrica/posts/pfbid02WMHa2gbivw5jsvngMPUUSEtNFpG253pnrVQE6CjzFWTKcdnKrlmxSvAzeqZZAExl>

and on X

https://twitter.com/BBCAfrica/status/1699441081203536164?t=rJMIAm9K_mfLTmiwCZcKWQ&s=08



14. Safeguarding

Has your Safeguarding Policy been updated in the past 12 months?	No
Have any concerns been reported in the past 12 months	No
Does your project have a Safeguarding focal point?	Yes/No [<i>If yes, please provide their name and email</i>] BirdLife International: The Legal and Risk Manager, Georgie [REDACTED] is the safeguarding lead for BirdLife. Safeguarding contacts at project level would be the Project Lead or a described set of alternates (Line Manager, Human Resources Manager, Member of the Global Leadership Team).
Has the focal point attended any formal training in the last 12 months?	No, but a training for BirdLife Partners and BirdLife International staff was held on 19 January 2023 about BirdLife International's key social safeguard positions, policies, and guidance, in which experiences, challenges, and barriers to putting in place social safeguards for landscape conservation were shared.
What proportion (and number) of project staff have received formal training on Safeguarding?	Past: % [and number] Planned: % [and number]
Has there been any lessons learnt or challenges on Safeguarding in the past 12 months? Please ensure no sensitive data is included within responses.	
No, the project has not experienced any challenges on Safeguarding during this past reporting period.	
Does the project have any developments or activities planned around Safeguarding in the coming 12 months? If so please specify.	
A training on gender and social safeguards is planned for staff and the BirdLife Partners in September 2024.	
Please describe any community sensitisation that has taken place over the past 12 months; include topics covered and number of participants.	
No	
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.	
No	

15. Project expenditure

Please expand and complete Table 1. If all receipts have not yet been received, please provide indicative figures and clearly mark them as Draft. The Actual claim form will be taken as the final accounting for funds.

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 IWTCF (£)	actual Costs	Variance %	Comments (please explain significant variances)
Staff costs (see below)					
Consultancy costs					
Overhead Costs					
Travel and subsistence					
Operating Costs					Training too longer than anticipated hence delaying the social marketing campaigns
Capital items (see below)					
Others (see below)					
TOTAL	42,077.00	38,472.82		9%	

Highlight any agreed changes to the budget and **fully** explain any variation in expenditure where this is +/- 10% of the budget. Have these changes been discussed with and approved by IWT Challenge Fund?

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 (£)			
Total additional finance mobilised for new activities occurring outside of the project, building on evidence, best practices and the project (£)			

16. Other comments on progress not covered elsewhere
17. **OPTIONAL: Outstanding achievements or progress of your project so far (300-400 words maximum). This section may be used for publicity purposes.**

File Type (Image / Video / Graphic)	File Name or File Location	Caption including description, country and credit	Social media accounts and websites to be tagged (leave blank if none)	Consent of subjects received (delete as necessary)
JPEG	Annex 42	Beneficiaries receiving guineafowls.	https://www.facebook.com/wabsaofficial www.birdlife.org/africa/	Yes

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>Impact</p> <p>Insert agreed project Impact statement</p>	<p>(Report on any contribution towards positive impact on illegal wildlife trade or positive changes in the conditions of human communities impacted by illegal trade e.g. steps towards alternative and sustainable livelihoods)</p>	
<p>Outcome</p> <p>A pilot Social Marketing Campaign, promoting vultures and engaging traditional healers in 10 communities in Senegal, The Gambia and Guinea Bissau reduces demand for vulture parts and informs scaling up.</p>		
<p>Outcome indicator 0.1</p> <p>By EOP, the proportion of consumers who know and value the role of vultures and recognise them as valuable species and identify them with pride is at least 60% of the target audience (n=70).</p>		<p>(Highlight key actions relevant to this indicator planned for next period)</p>
<p>Outcome indicator 0.2</p> <p>By EOP, the number of traditional healers who accepts to use non-animal alternatives increased by 50% (n=70).</p>	<p>This is in progress as 15 traditional healers were reached during the planning meeting (Annex 44) where they became aware of the importance of vultures. Two traditional healers are involved in guineafowl farming as an alternative livelihood. The group functions as a platform for raising awareness and reduce socio-economic pressures associated with use of vulture parts.</p>	<p>Meetings with traditional healers in Guinea-Bissau and Senegal</p>
<p>Outcome indicator 0.3</p> <p>By EOP, at least 3 West African countries have included key recommendations from this project into their national vulture strategies/action plans.</p>	<p>In progress, the partners from Gambia and Senegal contributed to the review of the CMS Vulture MsAP, sharing their respective information from countries.</p>	
<p>Outcome indicator 0.4</p> <p>By EOP, vulture populations in the three vulture strongholds are maintained at the baseline and zero mass poisoning incidences are recorded in the piloted communities.</p>	<p>No mass poisoning has taken place or has been reported from the project area.</p>	

<p>Outcome indicator 0.5</p> <p>By EOP, increased capacity from project partners in conducting social marketing and social change M&E.</p>	<p>In progress, 28 people from five organisations (NCD, OZDH, Biosfera, WABSA) were trained on behaviour change. Biosfera is the BirdLife partner based in Cabo Verde, four members of their staff took part in the training (Annex 1, 5).</p>	<p>Complete designing of the social marketing strategies</p>
<p>Output 1 The drivers and influencers of belief-based use of vulture parts are determined by Y1 Q2 and inform the design of a pilot social marketing campaign.</p>		
<p>Output indicator 1.1</p> <p>By Y1 Q2, the knowledge, attitude and practice as well as socio-demographics of the target audience are understood in 10 target communities (at least 350 people, 50% women).</p>	<p>In Gambia, data has been collected on attitudes, practices and social demographic one-on-one interviews, a total of 150 people were interviewed. 70 people were reached via focus group discussions (Annex 40, and 45).</p>	<p>Analyse data collected in Gambia, replicate surveys in Guinea-Bissau and Senegal</p>
<p>Output indicator 1.2</p> <p>By Y1 Q3, pilot social marketing campaigns are designed.</p>	<p>Training conducted in Q2 started partners off in developing social marketing campaigns. First set of training covered key components Introduction to social marketing, Concept model, stakeholder mapping, theory of change & results chain, introduction to research for social marketing, qualitative research and target audience segmentation, (Annex 1, 6, 8, 10, 15, 18, and 23).</p>	<p>Complete outstanding trainings related to social marketing campaigns, particularly for OZDH</p>
<p>Output indicator 1.3</p> <p>By EOP, the socio-economic impact of subsequent interventions is known and opportunities for alternative livelihoods for hunters, traders and traditional healers identified in 3 West African countries for post-project action. Target: 55 traders and 35 hunters surveyed across 3 countries.</p>	<p>Guineafowl farming has been introduced as an alternative livelihood in Gambia in two villages (Dobo and Sare Banno). There are 60 beneficiaries from the two villages (30 people from each Village) A total of 60 Guineafowls were distributed. A total 25 people showed up on the day of Guineafowl distribution. (Annex 42). A committee consisting of 10 women, 3 hunters, 2 traditional healers, 5 village authorities, 5 female youth and 5 male youths was established to oversee guineafowl farming. (Annex 38).</p>	<p>Monitoring of economic benefits from the guineafowl farming</p>
<p>Output indicator 1.4</p>	<p>The project started outside of the main vulture counting season. WABSA Conducted a country wide vultures survey, where 5761 Hooded Vultures and 14 White-backed Vultures</p>	<p>Vulture surveys to be conducted in Guinea-Bissau</p>

By Q1 a baseline of vulture populations in target locations is established.	were recorded. The surveys were conducted through road counts covering 1070km and point counts (17 slaughterhouses). Senegal is using the results from the 2021 counts. (Annex 39 and 26).	
Output indicator 1.5 By EOP, at least 6 members of staff from 3 grassroots conservation organisations have increased capacity in social research M&E.	In the initial training sessions, 28 people from five different organisations benefitted from the training (NCD, OZDH, Biosfera, WABSA and BirdLife International). Biosfera is the BirdLife partner based in Cabo Verde, four members of their staff took part in the training as they also have a project that has components on behavioural change ('Empowering Cabo Verde communities towards responsible practices in artisanal fisheries') (Annex 5).	
Output 2. Improved understanding of the role and value of vultures by consumers in 10 pilot communities and increased engagement of 35 traditional healers towards finding alternatives to vulture parts.		
Output indicator 2.1. By the end of the project, the proportion of traditional healers/consumers who understand that belief-based use is causing vulture decline is at least 60% of the target audience (n=140) against baseline.	In Gambia, 15 traditional healers were engaged during the planning meeting where they were made aware that belief-based use is causing vulture decline (Annex 40). In addition, 3 hunters were part of a group that received awareness of vultures (Annex 38). 220 people (potential consumers) were reached during focus group discussions and one-on-one interviews. They were made aware of the importance of vulture and the threats they are facing.	
Output indicator 2.2. By the end of the project, the proportion of consumers who have a positive attitude towards traditional healers who do not use vulture parts increases by 60% (n=70).	The stakeholder matrices developed by partners (Annex 9, 10, 11 and 12) were developed to articulate on the kinds of actions that would be needed to elicit behavioural change from the different stakeholders. This will be revised in line with the results of the social marketing campaign.	
Output indicator 2.3 By the end of the project, at least 50% of traditional healers are engaged in establishing a list of potential non-animal-based alternatives to vulture parts and mechanism put in place for its adoption (n=70).	This will be assessed in year 2, though 15 traditional healers were engaged during a planning meeting in where they were made aware that belief-based use is causing vulture decline (Annex 40). The meeting of building was parting a rapport with the healers and introducing the project and it entails to achieve.	

Output 3. Lessons are shared nationally and regionally and implementation of CITES Decisions, the CMS Vulture MsAP and the Sub-Regional Action Plan addressing the direct persecution of vultures in West Africa.		
Output indicator 3.1. Lessons learned from the pilot behaviour change compiled by Y2 and shared through internal community of learning, the BirdLife Africa Vulture Conservation Forum and within 2 relevant national and regional fora by EOP.	This is in progress and opportunities for lesson sharing in the BirdLife Africa Vulture Forum in June 2024. Lessons from the project will also be shared at the Council of African Partnership that will take place in Dakar in September 2024	
Output indicator 3.2 National vulture strategies influenced by lessons from this project in the 3 target countries by end of project and recommendations taken up by decision-makers and implementers in other West African countries. Baseline: national strategies in development in Guinea Bissau.	The project partners based in Senegal (NCD) and Gambia (WABSA) responded to the questionnaire which was used to collect information on the mid-term review of the CMS Vulture MsAP based on the work they have been doing, particularly Objective 4.	
Output indicator 3.3 Scale up intervention action plan in Senegal, The Gambia, and Guinea Bissau is available by EOP.	This will be reported in year2 once the results of the social marketing strategy are available.	
Output indicator 3.4 National CMS and CITES authorities supported to share lessons relevant to CMS Vulture MsAP and CITES Decisions, and input where appropriate to convention dialogues, targeting Animals Committee in 2024 and CMS COP14 in 2023/24.	BirdLife International, Preventing Extinctions Coordinator and Senior and Vulture Conservation Officers for southern and east Africa contributed to the drafting of the CMS Vulture MsAP mid-term review.	

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
Impact:			
<p>Outcome: A pilot Social Marketing Campaign, promoting vultures and engaging traditional healers in 10 communities in Senegal, The Gambia and Guinea Bissau reduces demand for vulture parts and informs scaling up.</p>	<p>0.1 By EOP, the proportion of consumers who know and value the role of vultures and recognise them as valuable species and identify them with pride is at least 60% of the target audience (n=70).</p> <p>0.2 By EOP, the number of traditional healers who accepts to use non-animal alternatives increased by 50% (n=70).</p> <p>0.3 By EOP, at least 3 West African countries have included key recommendations from this project into their national vulture strategies/action plans.</p> <p>0.4 By EOP, vulture populations in the three vulture strongholds are maintained at the baseline and zero mass poisoning incidences are recorded in the piloted communities.</p> <p>0.5 By EOP, increased capacity from project partners in conducting social marketing and social change M&E</p>	<p>0.1 and 0.2 Final report with summary results of Endline questionnaire survey and Semi-structured interviews with consumers and traditional healers.</p> <p>0.3 National vulture action plans derived from the sub-regional action plan to address the direct persecution of vultures in other West African countries.</p> <p>0.4 Baseline and EOP vulture monitoring surveys showcasing stable population and Africa Wildlife Poisoning Database shows no mass poisoning events in project focal areas.</p> <p>0.5 Training attendees’ lists, Master class on train the trainer, toolkits to guide trainers on conducting SM & social change M&E.</p>	
<p>Output 1 The drivers and influencers of belief-based use of vulture parts are determined by Y1 Q2 and inform the design of a pilot social marketing campaign.</p>	<p>1.1 By Y1 Q2, the knowledge, attitude and practice as well as socio demographics of the target audience are understood in 10 target communities (at least 350 people, 50% women).</p>	<p>1.1.1 Questionnaire survey and Semi structured interview guide for baseline data collection with consumers, traditional healers, hunters, traders.</p> <p>1.1.2 Progress report with summary baseline results.</p>	

Project summary	SMART Indicators	Means of verification	Important Assumptions
	<p>1.2 By Y1 Q3, pilot social marketing campaigns are designed.</p> <p>1.3 By EOP, the socio-economic impact of subsequent interventions is known and opportunities for alternative livelihoods for hunters, traders and traditional healers identified in 3 West African countries for post-project action. Target: 55 traders and 35 hunters surveyed across 3 countries.</p> <p>1.4 By Q1 a baseline of vulture populations in target locations is established.</p> <p>1.5 By EOP, at least 6 members of staff from 3 grassroots conservation organisations have increased capacity in social research M&E.</p> <p>2.1 By the end of the project,</p>	<p>1.2 Social marketing strategies.</p> <p>1.3 Report on surveys and Semi structured interview results.</p> <p>1.4 Report on vulture monitoring surveys in the three countries building on previous surveys conducted.</p> <p>1.5 Training attendees' lists, Master class on train the trainer, toolkits to guide trainers on conducting SM & social change M&E.</p>	
<p>Output 2 Improved understanding of the role and value of vultures by consumers in 10 pilot communities and increased engagement of 35 traditional healers towards finding alternatives to vulture parts.</p>	<p>2.1 the proportion of traditional healers/consumers who understand that belief-based use is causing vulture decline is at least 60% of the target audience (n=140) against baseline.</p> <p>2.2 By the end of the project,</p>	<p>2.12.1 and 2.2 Baseline reports. Final report with summary Endline questionnaire survey and Semi-structured interview results with consumers, traditional healers, hunters, traders.</p> <p>2.3 List of alternatives to vulture parts agreed with traditional healers.</p>	

Project summary	SMART Indicators	Means of verification	Important Assumptions
	<p>the proportion of consumers who have a positive attitude towards traditional healers who do not use vulture parts increases by 60% (n=70).</p> <p>2.3 By the end of the project, at least 50% of traditional healers are engaged in establishing a list of potential non-animal-based alternatives to vulture parts and mechanism put in place for its adoption (n=70).</p>		
<p>Output 3 Lessons are shared nationally and regionally and implementation of CITES Decisions, the CMS Vulture MsAP and the Sub-Regional Action Plan addressing the direct persecution of vultures in West Africa.</p>	<p>3.1 Lessons learned from the pilot behaviour change compiled by Y2 and shared through internal community of learning, the BirdLife Africa Vulture Conservation Forum and within 2 relevant national and regional fora by EOP.</p> <p>3.2 National vulture strategies influenced by lessons from this project in the 3 target countries</p>	<p>3.1.1 Case studies from the 3 target countries.</p> <p>3.1.2 Photo and video stories shared on BirdLife and Hatch websites.</p> <p>3.1.3 Reports from outcomes of events attended (e.g., Africa Vulture Forum, IUCN Specialist Group, ECOWAS West Africa Action plan steering meetings)</p> <p>3.2.1 Report on recommendations included in</p>	

Project summary	SMART Indicators	Means of verification	Important Assumptions
	<p>by end of project and recommendations taken up by decision-makers and implementers in other West African countries.</p> <p>Baseline: national strategies in development in Guinea Bissau.</p> <p>3.3 Scale up intervention action plan in Senegal, The Gambia, and Guinea Bissau is available by EOP.</p> <p>3.4 National CMS and CITES authorities supported to share lessons relevant to CMS Vulture MsAP and CITES Decisions, and input where appropriate to convention dialogues, targeting Animals Committee in 2024 and CMS COP14 in 2023/24.</p>	<p>National vulture strategies in West African countries.</p> <p>3.3 Scale up action plan document in Senegal, The Gambia, and Guinea Bissau.</p> <p>3.4 CMS Multispecies Action Plan, CITES draft decisions text feeding into Animal Committee.</p>	
<p>Activities (each activity is numbered according to the output that it will contribute towards, for example 1.1, 1.2 and 1.3 are contributing to Output 1)</p> <p>1.1 Identify focal areas to pilot the social marketing scheme in each country based on data from market research conducted previously.</p> <p>1.2 Conduct training for project staff on social marketing approaches and design and social change M&E.</p> <p>1.3 Design social marketing research including qualitative and quantitative research questions and sampling strategy. Review surveys with appropriate consultants</p> <p>1.4 Engage/recruit participants (healers, consumers and traders) and conduct quantitative and qualitative surveys, record results and analyse data</p> <p>1.5 Design the social marketing strategy including description of target audience segments, and design of branding materials, messaging etc</p> <p>1.6 Analyse existing vulture survey data, conduct baseline vulture monitoring surveys in target locations and establish baseline population to be maintained.</p>			

Project summary	SMART Indicators	Means of verification	Important Assumptions
<p>1.7 Identify and work with governance structures for traditional healers e.g., traditional healers' associations co-design and participate in focus group conversations.</p> <p>1.8 Conduct focus group sessions, 1-1 interviews with key traditional healers</p> <p>1.9 Input traditional healer perspectives into social marketing strategy to ensure they are respected and not villainised.</p> <p>2.1 Implement the social marketing strategies for consumers (likely to include awareness raising, using influential figures)</p> <p>2.2 Conduct general awareness sessions with traditional healers on the role and value of vultures.</p> <p>2.3 With traditional healers, develop solutions to help them move to using alternatives to vulture or other endangered species parts.</p> <p>2.2 Conduct quantitative research to understand impact of project on knowledge, attitude and practices of customers and healers.</p> <p>2.3 Conduct end of project vulture monitoring surveys</p> <p>2.4 Analyse data from pre and post quantitative surveys to assess impact of social marketing strategy and work with healers.</p> <p>2.4 Document what worked and didn't work as part of the social marketing strategy.</p> <p>3.1 Lessons learned developed into guidance documents and shared on internal and external platforms such as HATCH, BirdLife Africa social media, CMS Raptors MOU case studies</p> <p>3.2 Present lessons learned to CMS Raptors MOU, IUCN Vulture Specialist Group,</p> <p>3.3 Develop and share case study documents to incorporate into West Africa Action Plan reporting process and national action plans.</p> <p>3.4 Develop and document national action plans based on project results</p> <p>3.5 Present and attend at relevant subregional, regional and international conferences</p> <p>3.6 Based on impact assessment, design a scale up plan that adapts the social marketing strategy and incentive package for traditional healers.</p> <p>3.7 National CITES and CMS authorities engaged in the project in all 3 countries</p> <p>3.8 Project outputs support advancement of CITES and CMS agendas on West African vultures in response to Decisions taken at COP19 (2022) and the Vulture MsAP.</p>			

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-A01	Number of people who received training in sustainable livelihood skills	People	Men Women	15 15			30	55
IWTCF-A008	Number of sustainable livelihoods enterprises established	Number		1			1	1
IWTCF-D03	Number of local/national organisations with improved capability and capacity as a result of the project.	Number of organisations	Organisation Type.	5			5	3

In addition to reporting any information on publications under relevant standard indicators, in Table 2, provide full details of all publications and material produced over the last year that can be publicly accessed, e.g. title, name of publisher, contact details, cost. You should include publications as supporting materials with your report. Mark with an asterisk (*) all publications and other material that you have included with this report.

Table 2 Publications

Title	Type (e.g. journals, best practice manual, blog post, online videos, podcasts, CDs)	Detail (authors, year)	Gender of Lead Author	Nationality of Lead Author	Publishers (name, city)	Available from (e.g. weblink or publisher if not available online)

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 correct template (checking fund, type of report (i.e. Annual or Final), and year) and deleted the blue guidance text before submission?	Yes
Is the report less than 10MB? If so, please email to BCF-Reports@niras.com putting the project number in the subject line.	Yes
Is your report more than 10MB? If so, please discuss with BCF-Reports@niras.com about the best way to deliver the report, putting the project number in the subject line.	No
Have you included means of verification? You should not submit every project document, but the main outputs and a selection of the others would strengthen the report.	Yes
If you are submitting photos for publicity purposes, do these meet the outlined requirements (see section 17)?	Yes
Have you involved your partners in preparation of the report and named the main contributors	Yes
Have you completed the Project Expenditure table fully?	Yes
Do not include claim forms or other communications with this report.	