
IWTEVR9S2\1011

Understanding the drivers of illegal exotic pet ownership in India

Demand for wildlife species as exotic pets is growing in India, with parrot and reptile species being amongst the most popular. Current approaches to tackle this, relying mainly on enforcement to reduce supply and deter purchasing, are not addressing demand. The project will identify species involved, provide trade baselines, identify consumer groups, and develop strategies including effective messaging to change consumer behaviour. Results will inform an evidence-based behaviour change strategy for key consumers of target species.

PRIMARY APPLICANT DETAILS

Name Uttara
Surname Mendiratta

Website (Work) [REDACTED]

Tel (Work) [REDACTED]

Email (Work) [REDACTED]

Address [REDACTED]

[REDACTED]

IWTEVR9S2\1011

Understanding the drivers of illegal exotic pet ownership in India

Section 1 - Contact Details

PRIMARY APPLICANT DETAILS

Name	Uttara
Surname	Mendiratta
Website (Work)	[REDACTED]
Tel (Work)	[REDACTED]
Email (Work)	[REDACTED]
Address	[REDACTED]

GMS ORGANISATION

Type	Organisation
Name	Wildlife Conservation Society
Phone	Email Only
Email	[REDACTED]
Address	[REDACTED]

Section 2 - Objectives, Species & Summary

Q3. Title:

Understanding the drivers of illegal exotic pet ownership in India

What was your Stage 1 reference number? e.g. IWTEVR9S1\1001

IWTEVR9S1\1053

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

Please tick all that apply. Note that projects supporting more than one will not achieve a higher score, and ticking objectives that your project does not address may negatively affect project scores.

Reducing demand for IWT products

Q5. Species project is focusing on

Please include both the common name and scientific name.

African Grey Parrot, *Psittacus erithacus* and
Psittaciformes species

Indian Star Tortoise, *Geochelone elegans* and
other Testudine species

Rhinoceros iguanas, *Cyclura cornuta* and other
Squamata species

No Response

Do you require more fields?

No

Q6. Summary of project

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

Please write this summary for a non-technical audience.

Demand for wildlife species as exotic pets is growing in India, with parrot and reptile species being amongst the most popular. Current approaches to tackle this, relying mainly on enforcement to reduce supply and deter purchasing, are not addressing demand. The project will identify species involved, provide trade baselines, identify consumer groups, and develop strategies including effective messaging to change consumer behaviour. Results will inform an evidence-based behaviour change strategy for key consumers of target species.

Section 3 - Title, Dates & Budget Summary

Q7. Country(ies)

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

Country 1 India

Country 2 *No Response*

Country 3 *No Response*

Country 4 *No Response*

Do you require more fields?

No

Q8. Project dates

Start date:

01 April 2023

End date:

31 March 2025

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

2 years

Q9. Budget summary

Year:	2023/2024	2024/25	Total Request
Amount:	██████████	██████████	██████████

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

██████████

Q11a. Do you have matched funding arrangements?

Yes

What matched funding arrangements are proposed?

Matched funding of ██████████ will be provided to partially cover staff time for the Programme Head, Project Manager and Outreach Manager. The first-year match of ██████████ is fully secured by grants already awarded.

Q11b. Total confirmed & unconfirmed matched funding (£)

██████████

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

We are confident we will be able to raise the remaining match funding required for Year 2.

We have been informally advised that we will receive an additional year of funding from the same source committed to funding the match in Year 1. We also have another proposal ready to submit and do not envisage any monumental impacts to the project.

Section 4 - Problem statement & Gap in existing approaches

Q12. Problem the project is trying to address

Please describe the problem your project is trying to address in terms of illegal wildlife trade and its relationship with poverty. What is the need, challenge or opportunity?

Please describe the level of threat to the species concerned. You should also explain which communities are affected by this issue, and how this aspect of the illegal trade in wildlife relates to poverty or efforts of people and/or states to reduce poverty.

Please cite the evidence you are using to support your assessment of the problem (references can be listed in your additional attached PDF document) and outline whether there have been any specific requests for this work.

Illegal Wildlife Trade (IWT) driven by demand for wildlife as pets is a serious threat to many species across the globe alongside potential impacts to human health 1,2,3. In India, exotic pet trade, often in protected species, flourishes despite national legislation (e.g., Wild Life (Protection) Act, 1972), international regulation (e.g., CITES) and enforcement actions^{4,5}.

To meet the growing demand for exotic pets, defined here as species without a history of domestication and often sourced from the wild¹, native Indian species are poached, and non-native animals are smuggled into the country through international ports and porous borders. Psittaciformes like African grey parrots, Testudines like Indian star tortoises, and Squamates like Rhinoceros Iguanas are in high demand. Between 2019 and 2022, WCS-India recorded 292 seizures of popular pet species within these groups.

Some sellers advertise their stock as captive bred, but the legality and veracity of these claim are dubious⁶. Captive breeding of CITES Appendix I and II species is often unregulated, with poor hygiene and welfare standards and high risk of zoonotic spill over. Breeders smuggle wild-caught specimens into facilities to diversify the genetic stock or to meet the demand for species with low reproductive success.

With the rise of internet access in India, online platforms including social media, have emerged as formidable new marketplaces. Online sales provide a larger potential audience easy access to exotic pets and provide a platform to novice groups of collectors and sellers who engage in this illegal activity.

There have been attempts to raise public awareness of the issue, but they have had little success given the limited understanding of consumer groups. Our preliminary data indicates urban consumers are driving demand, with young urban dwellers having disposable income as key actors, motivated to buy exotic pets as status symbols, and many purchasing through social media.

Demand for wildlife as pets is a known factor behind local population declines of species like Alexandrine parakeets, African grey parrots, scarlet macaws, and radiated tortoises^{7,8,9}. Unmitigated introduction of new species into an ecosystem also increases the risk of species becoming invasive¹⁰, as is seen with red-eared sliders in India.

In India, local collectors are often impoverished, with little opportunity for other livelihoods. In the absence of a diversity of responses to IWT, enforcement action against these local collectors has emerged as the major response and these collectors tend to be most vulnerable to prosecution. Poaching exacerbates their social and economic conditions and threatens their health and safety through the transmission of zoonotic diseases. It also undermines efforts to protect ecosystems on which communities often rely.

With India emerging as a market for exotic pets, this project will gather the necessary evidence to develop a targeted approach to reducing demand. We will map the extent of species traded and create behaviour change strategies for key consumers by identifying their motivations for purchasing and effective messaging to change this behaviour.

Q13. Gap in existing approaches

What gap does your project fill in existing approaches? Evidence projects should describe how the improved evidence base will be used to design an intervention and the gap the intervention will fill.

Despite increasing demand, trade in exotic pets in India has largely been overlooked. Only one paper has examined pet trade in non-native reptiles, and found that this trade, including CITES Appendix I species, is extensive in India. The paper calls for systematic monitoring of online trade and improved efforts to address demand(11). Reports from 1997 and 2011 examining poaching in native birds, not restricted to pet trade, identify parrots among the highest traded species(12,13) and call for consistent monitoring to understand the scale of trade. This project will build on existing knowledge to baseline both native and non-native species significantly impacted by pet trade.

Approaches to mitigate exotic pet trade in India have concentrated on the supply side, through enforcement actions, and to date appear to have had limited success. The demand side has been largely ignored, and there is no clear understanding of who consumers are, what drives desire for such pets and how they can be effectively targeted through focused behaviour change interventions. By identifying key consumers, their motivations for purchase, and effective messaging to change their behaviour, this project will gather required evidence to develop strategies, which will be implemented through behaviour change campaigns in the future.

Section 5 - Objectives & Commitments

Q14. Which national and international objectives and commitments does this project contribute towards?

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

This project will contribute to the implementation of India's NBSAP, specifically National Biodiversity Target (NBT) 1, which aims to ensure that a significant proportion of the population is aware of the values of biodiversity and the steps they can take to conserve and use it sustainably.

This project may identify gaps in current legislation including the Wild Life (Protection) Act, 1972, Prevention of Cruelty to Animals (Pet Shop) Rules, 2018, Live-stock Importation Act, 1898, Prevention and Control of Infectious and Contagious Diseases in Animals Act, 2009, Customs Act 1962, and contribute to strengthening guidelines and protocols.

The project will help India meet international commitments to reduce demand for wildlife and their products under:

- The London Conference Declaration (2014): 16: I
- The Kasane Statement (2015): A:2
- The Hanoi Statement (2016): A
- The London Conference Declarations (2018): 19, 20
- The EAS Declaration (2014): 20
- The UN General Assembly Resolution (2021): 2,16, 32, among others
- CITES

by providing evidence on the scale of trade, understanding the drivers of demand and identifying key consumer groups, and developing evidence-based interventions to reduce demand.

Section 6 - Method, Change Expected, Gender & Post Project Sustainability

Q15. Methodology

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

- How you have reflected on and incorporated evidence and lessons learnt from past and present activities and projects in the design of this project.
- The specific approach you are using, supported by evidence that it will be effective and justifying why you expect it will be successful in this context.
- How you will undertake the work (activities, materials and methods).
- What will be the main activities and where will these take place?
- The specific approach you are using, supported by evidence that it will be effective and justifying why you expect it will be successful in this context.
- How you will manage the work (governance, roles and responsibilities, project management tools, risks etc.).

The project will draw on growing research on the importance of identifying effective messaging strategies which can change consumer behaviour 14,15. A common critique of conservation interventions is the lack of measuring effectiveness 16,17. We seek to distinguish this project by establishing a baseline of the target exotic pet species and public perception towards them, against which success of future campaigns can be measured.

Since 2020, WCS-India has been tracking seizures and online trade of exotic pets which have provided initial data to indicate the growing market for them. We surveyed a pet market in 2020 and we found over 1,000 individuals of 15 bird species for sale. We propose expanding on this work through further research conducted in this project.

The project will undertake the following activities:

Activity 1: We will conduct baseline surveys (Output 1), to identify and provide information on species most impacted by trade, through:

- a. Expert consultations: We will conduct interviews with veterinarians, wildlife rescue centre staff, biologists, and other relevant stakeholders to better understand trade in exotic pets, the type of consumers, and broader implications on animal welfare and public health. Interviews will be online or in-person, focusing on experts based out of established exotic pet trade hubs of Kolkata, Mumbai, Chennai, and Bangalore.
- b. Open-source data collection: We will compile data from media reports, CITES database, e-commerce, and social media websites to identify exotic pet species sold in India and get an indication of demand. Metadata will be collected through web-scraping tools.

c. Market Surveys: We will conduct annual market surveys in two popular urban pet markets in two cities in India, likely Hyderabad and Bangalore.

Activity 2: We will identify consumer groups driving demand and develop effective messaging to change their behaviour. To collect data, we will develop a questionnaire based on a survey designed by researchers in the UK14 but adapted for Indian audiences and target species. We will conduct this in two parts:

a. Interviews with exotic pet owners: We will use a preliminary questionnaire to understand owner demographics (e.g., age, gender), psychographics (e.g., influences, interests), pet preferences (e.g., birds, reptiles), and motivations for purchase (e.g., status symbol, social media hype). Through the interview, we will also try to understand messages that may change the behaviour of purchasing (which might include species legal protection, zoonotic concerns, conservation status, among others). We will also examine influential factors (e.g., familial roles, political figures, celebrities), which improve consumer motivation to change behaviour. The interviews will be conducted either online or in-person. These interviews will help refine the questionnaire and identify authentic messaging options for the next phase and results will be used to inform behaviour change strategies.

b. Online consumer surveys: To reach a wider audience of prospective or current buyers of exotic pets, we will run the refined questionnaire on an online platform for nine months. The initial part of the survey will capture demographics, psychographics, pet preferences, and motivation. Based on preferences, consumers will be 'matched' to a popular exotic pet (identified from Activity 2a), assigned a random behaviour change messaging statement (identified from the interviews) and asked whether they are likely to 'purchase' that pet. Likelihood of purchase will identify messaging statements that may change the behaviour of different consumers from 'buying' their matched pet.

Based on data collected and in consultation with behaviour change experts - the Behavioural Insights Team (BIT) - we will develop specific profiles for consumers (Output 2) of target species, including effective messages for behaviour change.

Activity 3: We will conduct sentiment analysis on social media comments (metadata will be compiled alongside Activity 1) to understand public attitudes (Output 3) toward focal species groups. This will inform proposed behaviour change strategies and act as a baseline to measure future interventions.

Activity 4: Drawing from previous activities results, we will design evidence-based behaviour change strategies (Output 4) to change purchasing behaviour of key consumers. This will also be done in consultation with the BIT. We will raise funds to implement the interventions to reduce demand.

The project will be managed and implemented by the Program Head (Project Leader), with support from the Project Manager. At the start an implementation plan, with detailed roles, responsibilities, and timelines will be agreed upon by the project team and consultants. The project will be tracked on a quarterly, bi-annual, and annual basis to ensure activities are implemented smoothly. Risks identified through the development of this proposal will be consistently monitored and actions may be taken to mitigate risks, if required.

Q16. Capability and Capacity

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

The project activities, in establishing a baseline of the online market of exotic pets, and developing an

understanding of consumers perpetuating this trade, have not been undertaken before in India. Results will provide invaluable insight into this trade in the country.

WCS-India has been monitoring the illegal trade in wildlife online and trade in exotic pets since 2020. Project established baseline results will deepen WCS-India's understanding of trade in exotic pets online and inform key stakeholders including enforcement agencies and conservation organizations.

The adaptation and testing of the experimental consumer survey from existing literature will provide robust evidence of its feasibility and efficacy in behaviour change communication. This can be applied in the field of wildlife conservation and beyond.

The focus of changing consumer behaviour, through future projects, will allow WCS-India and other stakeholders to engage in preventive IWT strategies rather than relying on punitive measures, as is currently being done in India with limited results.

The experience gained by WCS-India staff through this project will enhance their skills and develop expertise which will contribute to individual capacity and organisational capability and will improve WCS-India's capacity to carry out future interventions.

The experience gained by the behaviour change consultants will also give them a better understanding of conservation issues and the Indian landscape and its challenges.

Trade in live wildlife increases the risk of transmission of zoonotic diseases. The results of this project can be used to provide valuable information to the Government on possible threats to human health through IWT in exotic pets. This information can be used in informing policy decisions to safeguard public health and security. This project will also engage with species that are heavily traded but not regulated under CITES appendices. The results of this project may also inform regulations around this trade.

Q17. Gender equality

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

This project seeks to identify and understand the purchasers of exotic pets in India, including any gender specific differences or roles regarding demand for exotic pets.

Through pet owner interviews and consumer surveys, we will work to understand the influence of gender on pet preference and purchasing motivations. Efforts will be made to target all genders of consumers for surveys, to understand any gendered perceptions and to ensure we are aware of any potential gender differences in demand. We will consult with experts of different genders to ensure equal representation in gathering information on the pet trade.

When collecting baseline data on species in trade, we will collect information on the genders of sellers, where possible, to ensure gender sensitivity in developing future interventions. Our preliminary scanning indicates that most online sellers happen to be men, the proportion of male sellers in physical markets is considerably higher than female sellers, and some reported seizures of exotic pets have included women who were accused of aiding the transit of wildlife. We hope to be able to obtain additional information on these possible differences in roles within the trade through this project and plan to examine this in greater detail in future projects, as this project focuses on the demand side of the trade, and we will have limited access to information on sellers.

We will incorporate gender-sensitive messaging and ensure that there is no reinforcement of gender stereotypes in designing the behaviour change strategy. Information gathered on the gender of sellers will be essential when developing behaviour change interventions in order to mitigate any unintended consequences on prosecuted genders.

Q18. Change expected

Detail the expected changes to both illegal wildlife trade and poverty reduction this work will deliver. You should identify what evidence will be gathered and how it might be used to inform future interventions. Please include who will benefit from these interventions, considering both people and species of focus a) in the short-term (i.e. during the life of the project) and b) in the long-term (after the project has ended) and the potential scalability of the approach.

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

In the short-term, this project will develop an evidence base to inform future demand reduction efforts for exotic pets in India. Given the dynamic nature of this trade, a clear and deep understanding is critical for countering the demand. The information collected on the species in trade and their consumers will also be used to inform future fundraising efforts to implement the campaign, which will ultimately benefit the conservation of target species. Any data collected from online trade will provide important baselines, to be used to measure future changes in trade levels including impact of demand reduction campaigns.

In the long-term, implementation of the behaviour change strategy developed through this project will reduce demand for target species in India and provide benefits to the target species and humans including:

Species-benefit

1. Reduced demand for wildlife will directly benefit species population recovery in 'source' areas by reducing the threat of poaching.
2. Reduced demand for wildlife will directly reduce harm to wild animals, including fatalities, during capture and harvest to meet exotic pet trade.
3. Baseline of species impacted by exotic pet trade may also be used to promote their increased legislative protection under national or international regulations.
4. Understanding of wildlife health and welfare conditions, through interviews with experts and pet owners, may be used for the development of regulatory mechanisms to ensure compassionate and ethical standards are maintained during sale and ownership.

Human-benefit

1. Reduced exploitation of indigenous people and/or local communities, as these groups are most often affected by IWT directly through impact on natural resources and indirectly through the impact of illegal activity, as they are most vulnerable to prosecution and arrest in trafficking cases.
2. Decreased release of exotic pets in non-native habitats will reduce invasive species impacts on

ecosystems, local livelihoods and natural resources.

3. Reduced risk of transmission of zoonotic diseases will benefit human health. Reduced risk of localised outbreaks will also alleviate financial burden on resident communities which can otherwise exacerbate economic conditions.

4. Increased protection of species that are culturally important to local communities in their respective native range will preserve their sense of cultural identity and increase their acceptance towards future conservation projects.

In the long term, the proposed project on pet trade will also help India meet its various national and international commitments regarding the ever-growing concern of IWT.

Q19. Pathway to change

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

By collecting data on wildlife traded as exotic pets through online and physical market data collection and expert consultations, we will identify target species which are in high demand and develop a baseline of their trade (Output 1).

We will conduct surveys and interviews with existing and potential consumers of exotic pets and segment responses to identify key consumer profiles of target species along with effective messaging that can change their behaviour (Output 2).

Through sentiment analysis of online data collected from social media websites, we will identify public perception toward exotic pets (Output 3), which can be used to evaluate the effectiveness of future campaigns aimed at achieving project impact.

Based on results from previous outputs, we will develop strategies to change purchasing behaviour of target species by key consumers (Output 4)

All outputs will eventually feed into the larger Outcome of building a strong evidence base to implement an informed behaviour change campaign to reduce demand for exotic species, which may decrease poaching to improve the conservation outlook of target species in the future (Impact).

Q20. Post project sustainability

How will the project reach a sustainable point and continue to deliver benefits post-funding? How will the required knowledge and skills remain available to sustain the benefits? How will your approach, if proven, be scaled?

As an Evidence project, the information gathered through this project will allow us to apply for an IWTCF Main project to implement the behaviour change strategies designed.

The results of this project will be disseminated to other WCS country programs, national and international conservation organizations working on behaviour change, enforcement agencies, and other interested agencies, so that the wider community of stakeholders may also benefit.

Beyond the scope of this project, the established baseline will provide a standard against which future


interventions, by WCS-India and other organizations, can be measured. The baseline may also be used to promote better safeguards against disease spread and invasive species, which can inform future policy decisions on human health and animal welfare. Sentiment analysis to capture public perception, will also benefit future projects, by acting as a reasonable measure against which future intervention impact can be measured.


The well-informed behaviour change strategies developed through this project, once implemented, will have long lasting implications on wildlife protection and conservation, by positively impacting consumer knowledge, awareness, and behaviour. Those consumers who change their behaviours of purchasing and owning exotic pets may further act as change-makers in dissuading other potential buyers, who may not have adequate knowledge or awareness of the negative impacts of this trade. This spill-over effect will ensure long-lasting benefits of the project.


The evidence and experience gained on messaging testing with consumers will provide valuable information that may allow scaling or replication of this project methodology to other landscapes or IWT problem areas that require a behaviour change approach.

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


 [SeizureMap_Final](#)


 15/12/2022


 20:42:36

 pdf 83.35 KB

 [R9-St2-IWTCF References India](#)

 15/12/2022

 20:42:35

 pdf 22.78 KB

Section 7 - Implementation Timetable


Q21. Provide a project implementation timetable that shows the key milestones in project activities


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


[Implementation Timetable Template](#)

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

 [BCF-Implementation-Timetable](#)

 15/12/2022

 20:43:06

 pdf 131.8 KB

Section 8 - Monitoring and Evaluation

Q22. Monitoring and evaluation (M&E)

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

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

Project Monitoring, Evaluation, and Learning (MEL) will be undertaken by the WCS-India project team and overseen by the Project Leader.

The logical framework details the outcome and outputs that the project aims to achieve. At each step, it also details SMART indicators to measure the success of achieving these. At the Evidence stage, the project will largely be monitored and evaluated through progress on these indicators. We will also track implementation challenges and suggested solutions to outline learnings and adapt the project accordingly in its lifetime.

We will submit project progress reports to the IWTCF on a quarterly basis, including an indicator matrix and lessons learnt. We will also conduct an annual "health check" to consolidate quantitative measures and qualitative information on the activities and deliverables of the project. The health check will be used to evaluate the progress of the project, and confirm the project is on track to meet outputs, outcomes, and impact in a timely manner. Alongside this, we will reassess the relevance of assumptions and evaluate risks. Project expenditure will also be assessed during the health check to understand any changes that may be required. Based on the health check, workplans may also be adapted as required.

This project also seeks to integrate MEL into the project through its outputs. The baseline of species in online trade can be used to measure impact of future demand reduction campaigns. Understanding of public perception toward exotic pets established by the sentiment analysis of social media comments, will also act as a benchmark against which future intervention success can be measured.

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

██████████

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

█

Number of days planned for M&E

630

Section 9 - Indicators of success

Q23. Indicators of success

Please outline the Outcome and Outputs of the project and how will you show that they have been achieved by using SMART indicators and milestones.

See the Monitoring, Evaluation and Learning Guidance for advice on selecting SMART indicators and milestones.

Please note that the number of participants in training is not an output, please consider how to measure the success of the training rather than participation in training.

In the table below please outline your Outcome and between 1-4 Outputs. Each statement should have between 2-3 SMART indicators and end target (figure/state/quality) including how you would evidence achievement – i.e. “Means of Verification”.

	SMART Indicator	Means of Verification
Outcome Increased evidence-base available for the development and implementation of a behaviour change campaign to reduce demand for target species as exotic pets.	0.1 Baseline data on the size of the market for target species is collected in Y2Q2.	0.1 Copies of market survey results; summary report of baseline data.
	0.2 Consumer groups for target species are identified and profiles developed by Y2Q1.	0.2 Copies of consumer profiles; results from consumer surveys; results from sentiment analysis.
	0.3 Finalized behaviour change strategy for key consumers of target species is developed by Y2Q4.	0.3 Copy of the finalized strategy including gender considerations and monitoring plan.
Output 1 Detailed baseline of online and physical trade in target species in pet trade in India.	1.1 At least 20 experts are interviewed by the end of Y1Q2.	1.1 Copies of survey/interview results with relevant experts; copies of meeting notes.
	1.2 Numbers of target species traded online at the end of Y2Q2.	1.2 Database of open-source information, including seizure records and online trade results.
	1.3 Numbers of target species traded in physical markets at the end of Y2Q2.	1.3 Images and reports generated from surveying markets.
Output 2 Consumer profiles for target species including their motivations for purchase and triggers for behaviour change.	2.1 Interviews with at least 25 exotic pet owners are completed and analysed by the end of Y1Q3..	2.1 Copies of interview results with exotic pet owners.
	2.2 At least 500 survey responses are analysed to identify consumers, their preferences, and their response to targeted messaging by Y2Q3.	2.2 Copy of survey questions; online platform for survey roll out; survey results (disaggregated by gender).
	2.3 Top three consumer profiles are identified for behaviour change in Y2Q3.	2.3 Copy of meeting minutes for development of profiles; Copies of consumer profiles.

Output 3	Baseline of public sentiment toward exotic pets to inform strategy and assist with future demand reduction interventions.	<p>3.1 Sentiment analysis of at least 100 popular exotic pet sale videos on YouTube completed Y2Q1.</p> <p>3.2 Sentiment analysis of at least 100 Facebook posts selling exotic pets completed in Y2Q1.</p> <p>3.3 Summary report of sentiment analysis with results fed into behaviour change strategy in Y2Q4.</p>	<p>3.1 Database of online trade results; copy of sentiment analysis; copies of example comments on videos.</p> <p>3.2 Database of online trade results; copy of sentiment analysis; copies of example comments on videos.</p> <p>3.3 Copy of summary report.</p>
Output 4	Behaviour change strategies for priority consumer profiles of target species.	<p>4.1 Number of consultation meetings with behaviour change experts to draft interventions for behaviour change by Y2Q4.</p> <p>4.2 Behaviour change strategy for focal species and three priority consumer profiles including suggested interventions is developed by end of Y2Q4.</p>	<p>4.1 Minutes of meetings with behaviour change consultants; draft interventions and strategy.</p> <p>4.2 Copy of behaviour change strategy including suggested interventions.</p>

Activities

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

Each activity should start on a new line and be no more than approximately 25 words.

- 1.1 Conduct consultation meetings with expert veterinarians, biologists, and wildlife rescue centre staff, etc. to develop nuanced understanding of the species in trade, consumers, and challenges.
- 1.2 Conduct preliminary online searches to finalise list of keywords for social media/e-commerce websites for further data compilation.
- 1.3 Conduct web-scraping to compile data from media reports, CITES database, e-commerce, and social media websites, etc.
- 1.4 Clean and analyse data from 1.3 to establish a detailed record of the exotic pet species found in online markets, with a focus on Psittaciformes, Squamates, and Testudines.
- 1.5 Conduct annual market surveys in target pet markets in two cities in India.

- 2.1 Develop the questionnaire (based on existing consumer survey literature) for interviews with owners/collectors and get human studies ethics committee clearance for the same.
- 2.2 Conduct interviews with owners/collectors of exotic pets to further develop questionnaire and refine messaging options to change behaviour.
- 2.3 Based on the results of 1.1 and 2.2, and in consultation with behaviour change consultants, finalize questionnaire for online consumer survey including pre-tested messaging options.

- 2.4 Create and run the consumer survey website, including promoting it on social media and search engines.
- 2.5 Analyse consumer survey data to identify and develop at least 3 key consumer profiles in consultation with behaviour change experts.
- 3.1 Compile metadata on social media posts of exotic pets (along with 1.3).
- 3.2 Conduct analysis of meta data to establish an understanding of public sentiment toward exotic pets, against which future interventions can be measured.
- 4.1 Develop behaviour change strategies in consultation with behaviour change experts.

Important Assumptions

Please describe up to 6 key assumptions that, if held true, will enable you to deliver your Outputs and Outcome.

1. Impacts from ongoing Covid-19 pandemic do not disrupt project activities.
2. Project species continue to be popular as pets.
3. Sale of wildlife continues in markets and online platforms despite enforcement efforts.
4. Proposed Amendment to current wildlife laws does not impact the nature of wildlife sales.
5. Seizures of non-charismatic wildlife like turtles and lizards are reported by media organizations.
6. Consumers answer survey questions honestly and authentically so that consumer groups can be identified.

Section 10 - Budget and Funding

Q24. Budget

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





[Budget spreadsheet](#)

Note that there are different templates for projects requesting under £100,000 and over £100,000 but all Evidence projects should use the under £100,000 form. Please refer to the Finance Guidance for more information.

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

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

Please upload evidence of the Lead Partner's financial capacity at the certification page at the end of the application form.

 [BCF-Budget-under-£100K-MASTER WCS-India V4 15122022](#)
 19/12/2022
 16:09:56
 xlsx 34.12 KB

Q25. Funding

Q25a. Is this a new initiative or does it build on existing work (delivered by anyone and funded through any source)?

New Initiative

Please provide details:

This project is a new initiative. However, it builds on prior experience gained by WCS-India in countering wildlife trafficking in India. WCS-India has been monitoring trade on the Internet, especially YouTube, since 2020, through a project funded by the U.S State Department. This monitoring has captured the extensive online illegal trade in wildlife, including exotic pet species, and highlighted the need for strategies to reduce the demand for these species through evidence-based approaches. Currently this evidence is missing regarding key consumers and the drivers of demand.

WCS-India is committed to understanding and reducing demand for wildlife and/or their products, and as such is invested in developing and implementing effective methods and strategies for behaviour change. This project builds on our experience in this area - we are currently undertaking a project in West Bengal on reducing demand for softshell turtle meat funded by the U.S Fish and Wildlife Services - and the proposed project will incorporate lessons learnt from this work.

WCS has ongoing projects with BIT in China and Indonesia, and their expertise will be utilised in this project, specifically, in the development of behaviour change strategies.

Q25b. Are you aware of any current or future plans for similar work to the proposed project?

Yes

Please give details explaining similarities and differences, and explaining how your work will be additional and what attempts have been/will be made to co-operate with and learn lessons from such work for mutual benefits.

We are aware of ongoing and proposed projects that overlap with this proposal in some aspects, namely projects by national conservation organizations focussed on detecting online illegal sale of wildlife,.

We are also aware that World Parrot Trust (WPT) developed a proposal to examine the illegal trade of parrots in India. We have discussed this proposal with them. Both proposals highlight the issue of trade of wildlife as exotic and illegal pets in India as a conservation concern and have identified demand reduction as an important part of the solution to this threat. The focus of our proposal is on Psittaciformes, Squamates, and Testudines species, and that of WPT's is on parrot species. Both have a similar interest on online trade through social media and measuring of public sentiment toward exotic pets.

We understand WPT has decided not to submit a Stage 2 proposal, but we will continue to work with them to link our activities and approaches.

We have had positive engagement with WPT, and we will be happy to share results and publicly accessible

data collected on parrot trade with them. We will also welcome their input on parrot trade, more specifically the supply side.

Q26. Capital items

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

This project will not purchase any equipment.

Q27. Value for Money

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

The outputs and outcome of this project relative to its cost demonstrates value for money both at the national and international level.

As a result of this evidence project, a baseline of focus species in trade will be established and will provide vital research on this threat. Future interventions will be measured against this baseline. Behaviour change strategies developed at this evidence stage will enable cost-effective campaigns to be implemented in the future, potentially through IWTCF Main Project funding.

WCS-India's presence across the Indian landscape since 2011 greatly benefits this project through a nuanced understanding of not only the problem, but also greater IWT challenges caused by exotic pet trade.

WCS-India has worked in all four of the sites proposed for expert and pet interviews, and has offices in three of them, allowing for immediate implementation of the project activities. WCS-India staff have built trusted relationships with expert veterinarians and biologists, whose insight will be invaluable in developing the questionnaire and messaging options.

The use of software to conduct web-scraping and aid in sentiment analysis also displays good value for money in enabling our team to gather robust data and analyse it in the most efficient way.

Consultation with BIT will not only inform the behaviour change strategies but also upskill staff, who may then be able to provide support to other programs within WCS-India or WCS globally.

Section 11 - Risk Management

Q28. Risk Management

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

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

Risk Description	Impact	Prob.	Gross Risk	Mitigation	Residual Risk
<p>Fiduciary Funds not used for intended purposes or not accounted for (fraud, corruption, mishandling or misappropriated).</p>	Major	Unlikely	Major	<p>WCS's internal control system is applied to minimize these risks: segregation of duties/functions, procedures for authorization, procurement policy, signatory policy, documentation trail, physical control over assets and records, competent personnel having high degree of integrity and operate within clear lines of authority and responsibility, and independent review.</p>	Minor
<p>Safeguarding 'Doing harm' incl. sexual exploitation abuse and harassment, human rights abuses, participant welfare, or unintended harm.</p>	Moderate	Unlikely	Moderate	<p>WCS-India's complaint committee addresses any staff sexual harassment issues. WCS-India abides by the Sexual Harassment of Women at Workplace Act, 2013.</p> <p>Interaction with consumers will be approved by the Human Subject Internal Review Board.</p> <p>Interaction with sellers during market surveys will comply with WCS Safety and Security Guidelines.</p>	Minor

Delivery Chain	Insufficient responses from the online consumer survey.	Major	Possible	Moderate	We have budgeted for SEO tools and social media outreach to ensure enough responses are collected.	Minor
					Communication experts within the WCS-India team will assist in maximizing outreach.	
Risk 4	Online consumer survey unintentionally promotes demand for matched species.	Moderate	Possible	Moderate	We will only 'match' consumers to species that are already in demand (identified through Activity 1b.).	Minor
					The survey ends with a disclaimer that we do not promote the buying of wildlife.	
					We will not specify exact species names but rather give proxy names like 'Pretty Parrot'.	
Risk 5	The data collected under Activity 1b will be higher than expected and will take more effort (time and personnel) to process.	Minor	Possible	Minor	Data cleaning will take place alongside web-scraping to allow for easier analysis.	Minor
					To mitigate this, we will periodically review the timeline given for analysis or decrease the time period considered.	
Risk 6	New laws, policies, and enforcement action results in displacement of online trade of focal species from open channels to private channels.	Moderate	Possible	Moderate	Online posts will be securely stored offline as they are detected.	Minor
					We will rely on existing archival data.	

Section 12 - Safeguarding and Ethics

Q29. Safeguarding

Projects funded through the IWT Challenge Fund must fully protect vulnerable people all of the time,

wherever they work.

In order to provide assurance of this, projects are required to have appropriate safeguarding policies in place for all people impacted by the project.

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

We have a safeguarding policy, which includes a statement of our commitment to safeguarding and a zero tolerance statement on human rights abuses, bullying, harassment and sexual exploitation.	Checked
We have attached a copy of our safeguarding policy to this application (file upload on certification page)	Checked
We keep a detailed register of safeguarding issues raised and how they were dealt with	Checked
We have clear investigation and disciplinary procedures to use when allegations and complaints are made, and have clear processes in place for when a disclosure is made	Checked
We share our safeguarding policy with all partners	Checked
We have a whistle-blowing policy which protects whistle blowers from reprisals and includes clear processes for dealing with concerns raised	Checked
We have a Code of Conduct for staff and volunteers that sets out clear expectations of behaviours - inside and outside the work place - and make clear what will happen in the event of non-compliance or breach of these standards	Checked

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

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

WCS-India has safeguarding policies in place to ensure compliance with human rights and social safeguards standards, which will be applied consistently during the project. We will apply to an Internal Review Board for ethics clearance of data collection involving human subjects, whether online or in-person. Market surveys and any interactions with sellers will be conducted in accordance with WCS CWT Safety and Security Guidelines.

We will only analyse publicly accessible online data, which will be collected in accordance with privacy laws. Data collected will be stored on secure laptops with restricted access to only project staff involved in the activity. In 2022, WCS-India cyber security measures were reviewed by a hired independent risk management firm. All advised physical and cyber security measures have since been implemented to ensure data protection and security.

WCS-India does not collect or process sensitive personal information: political opinions, trade union membership, religion or philosophical beliefs, health including mental or physical health, genetics or biometrics, sexuality, or private life.

Q30. Ethics

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

WCS has a range of safeguarding policies that aim at ensuring compliance with international human rights and social safeguards standards. They will be applied consistently during the project.

When conducting studies involving human subjects, WCS-India follows strict standards of social justice and dignity, maintains personal privacy and autonomy, and ensures that no physical or psychological harm comes to study participants, as laid out by the WCS-India Ethics and Safeguards document. In the publishing of results, no personal identifiers will be published, and complete anonymity will be maintained.

All interviews and surveys with human subjects will only be conducted after gaining approval from the WCS-India Institutional Review Board (IRB), through the prescribed review process. Raw data collected will be kept anonymous and the results shared will not have any personal identifiers. Interactions with sellers during market surveys will be in accordance with WCS Safety and Security Guidelines.

All staff who are involved in design of the survey or collecting of data will receive proper training to ensure that ethical standards are maintained.

Section 13 - FCDO Notifications

Q31. FCDO Notifications

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


No


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


Yes

Please attach evidence of request or advice if received.

 [FCDO Evidence](#)

 15/12/2022

 21:08:40

 pdf 710.82 KB

Section 14 - Project Staff

Q32. Project staff

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

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





Name (First name, Surname)	Role	% time on project	1 page CV or job description attached?
Uttara Mendiratta	Project Leader	10	Checked
Kritika Balaji	Project Manager: Responsible for implementation of all project activities, ensuring deliverables are met, and project monitoring and reporting. Will also be involved in interviewing experts and consumers, sentiment analysis, designing and analysis of survey, and development of interventions.	40	Checked
Devika Rathore	Project Coordinator: Responsible for organizing project activities, interviewing experts and consumers, sentiment analysis, designing and analysis of survey, and development of interventions.	100	Checked
Shama Shivaprasad	Data Engineer: Responsible for conducting web-scraping to collect online data including meta data, analysis of data collected, and conducting sentiment analysis on meta data	100	Checked

Do you require more fields?

No

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

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

 [Team CVs](#)
 15/12/2022
 21:12:00
 pdf 922.13 KB

Have you attached all project staff CVs?

Yes

Section 15 - Project Partners

Q33. Project partners

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

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

The partners listed here should correspond to the Delivery Chain Risk Map (within the Risk Register template) which you will be asked to submit if your project is recommended for funding.

Lead partner name: Wildlife Conservation Society

Website address: www.wcs.org

WCS is a US-based non-profit organization that works in more than 60 countries around the world.

Our goal is to reduce wildlife trafficking to levels where populations of endangered, threatened, or otherwise protected species are no longer threatened by commercial poaching. We do this working in close partnership with governments, Indigenous People and local communities, and civil society groups. We work closely with government partners to counter wildlife trafficking in more than half of the 60+ countries where we have programs, including major source, transit and consumer countries in Asia, Africa and Latin America.

Why is this organisation the Lead Partner, and what value to they bring to the project? (including roles, responsibilities and capabilities and capacity):

We are growing our CWT capabilities across the globe with dedicated in-country staff teams with relevant CWT knowledge and expertise) to ensure that our interventions are successful and cost-effective.

WCS focuses on a suite of species that are of high commercial value, protected under national law or international treaties, and where we bring specific expertise and add value to ongoing efforts. Our efforts focus on African and Asian elephants; pangolins; big cats including tigers, lions, snow leopards, jaguars, pumas, and cheetahs; tortoises and freshwater turtles; helmeted hornbills; cage birds such as parrots and macaws; and sharks and rays.

International/ In-country Partner

International

Allocated budget (proportion or value):



Representation on the Project Board (or other management structure):

No

Have you included a Letter of Support from this organisation?

Yes

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

Yes

Do you have partners involved in the Project?

Yes

1. Partner Name: Wildlife Conservation Society-India

Website address: <https://india.wcs.org/>

WCS-India was established in 2011 and works across the country to conserve wildlife by combining conservation action with conservation science. We believe in forging long-lasting partnerships with governmental and non-governmental stakeholders, including local communities.

The Counter Wildlife Trafficking (CWT) Programme at WCS-India was established in 2018 and aims to prevent and mitigate the hunting and trade of threatened and endangered species. CWT priorities include capacity building of enforcement agencies; research on trends and drivers of trade; prevention of wildlife crime through criminology methods; reducing demand for wildlife and their parts/products; and engaging in policy and legislative solutions.

What value does this Partner bring to the project? (including roles, responsibilities and capabilities and capacity):

CWT has worked across India, with focused activity in project states of West Bengal and Maharashtra. We have strong relationships with stakeholders including enforcement agencies and rescue centres. Since 2020, we have monitored IWT online through machine learning techniques.

WCS-India has a staff of over 150 individuals. WCS-India has its head office in Bangalore, and CWT also has offices in Kolkata and Guwahati.

WCS-India and the CWT India team share the vision set by WCS global and regional CWT programs.

WCS-India has led the development of this project, will implement all activities, monitor and report progress, with guidance from WCS global.

**International/
In-country Partner**

In-country

**Allocated budget
(proportion or
value):**



**Representation on
the Project Board
(or other
management
structure):**

No

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

Yes

2. Partner Name: -

Website address: -

What value does this Partner bring to the project? (including roles, responsibilities and capabilities and capacity):

-

**International/
In-country Partner**

No Response

**Allocated budget
(proportion or
value):**

£0.00

**Representation on
the Project Board
(or other
management
structure):**

Yes
 No

Have you included a Letter of Support from this organisation?

Yes
 No

3. Partner Name:

No Response

Website address:

No Response

What value does this Partner bring to the project? (including roles, responsibilities and capabilities and capacity):

No Response

**International/
In-country Partner**

No Response

**Allocated budget
(proportion or
value):**

£0.00

**Representation on
the Project Board
(or other
management
structure):**

Yes
 No

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

4. Partner Name: *No Response*

Website address: *No Response*

What value does this Partner bring to the project? (including roles, responsibilities and capabilities and capacity): *No Response*

International/ In-country Partner *No Response*

Allocated budget (proportion or value): £0.00

Representation on the Project Board (or other management structure): Yes No

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

5. Partner Name: *No Response*

Website address: *No Response*

What value does this Partner bring to the project? (including roles, responsibilities and capabilities and capacity): *No Response*

**International/
In-country Partner** *No Response*

**Allocated budget
(proportion or
value):** £0.00

**Representation on
the Project Board
(or other
management
structure):** Yes
 No

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

6. Partner Name: *No Response*

Website address: *No Response*

**What value does
this Partner bring
to the project?
(including roles,
responsibilities
and capabilities
and capacity):** *No Response*

**International/
In-country Partner** *No Response*

**Allocated budget
(proportion or
value):** £0.00

**Representation on
the Project Board
(or other
management
structure):** Yes
 No


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


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


text field below.


No Response


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


 [Letter of Support](#)


 19/12/2022


 16:52:10

 pdf 4.14 MB

 [Cover Letter \(1\)](#)

 19/12/2022

 16:16:39

 pdf 1.59 MB

Section 16 - Lead Partner Capability and Capacity

Q34. Lead Partner Capability and Capacity

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

Yes

If yes, please provide details of the most recent awards (up to 6 examples).

Reference No	Project Leader	Title
29-010	Edgard Herrera	Community conservation of critically endangered Hawksbill turtles in Nicaragua
28-015	Jeni Pareira	Delivering public-private partnerships to benefit farmers and biodiversity in Sulawesi
IWT116	Rhett Bennett	Equipping southwest Indian Ocean countries to combat illegal shark trade
IWT115	Md. Zahangir Alom	Demand reduction for threatened freshwater turtles and tortoises in Bangladesh
IWTEV003	Thuy Hoang	Exploring drivers of wild meat consumption and interventions in Vietnam
IWTEV001	Sarah Fumey	Developing a problem-oriented approach to reduce turtle trafficking in Cambodia

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

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

Yes

Section 17 - Certification

Certification

On behalf of the

Trustees

of

Wildlife Conservation Society

I apply for a grant of



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

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

- I have enclosed CVs for key project personnel, a cover letter, letters of support, a budget, logframe, safeguarding policy and project implementation timetable
- Evidence of our financial capacity (see Finance Guidance) is also enclosed.

Checked





Name Joe Walston





Position in the organisation Executive Vice President for Global Conservation

Signature (please upload e-signature)  [Joe W. Signature 2](#)
 19/12/2022
 16:33:33
 jpg 41.3 KB





Date 19 December 2022





Please attach the requested signed audited/independently examined accounts.





 [Audited Financial Statement 2021](#)
 19/12/2022
 16:36:03
 pdf 529.07 KB

 [Audited Financial Statement 2022](#)
 19/12/2022
 16:36:03
 pdf 439.27 KB

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

 [WCS Safeguarding Policy FINAL EN 2020_1203](#)
 19/12/2022
 16:46:11
 pdf 517.23 KB

 [WCS Code of Conduct APPROVED 2019-02-26 \(2\)](#)
 19/12/2022
 16:46:11
 pdf 239.39 KB

 [Sexual and Other Unlawful Harassment 2021 Policy Update 1.1.22](#)
 19/12/2022
 16:46:11
 pdf 218.9 KB

 [WCS Whistleblower Policy English Approved 2014-05-19 \(2017-12-06\)](#)
 19/12/2022
 16:46:10
 pdf 198.65 KB

Section 18 - Submission Checklist

Checklist for submission

	Check
I have read the Guidance, including the "IWT Challenge Fund Guidance", "Monitoring Evaluation and Learning Guidance", "Risk Guidance" and "Financial Guidance".	Checked
I have read, and can meet, the current Terms and Conditions for this fund.	Checked
I have provided actual start and end dates for the project.	Checked
I have provided my budget based on UK government financial years i.e. 1 April – 31 March and in GBP.	Checked
I have checked that our budget is complete, correctly adds up and I have included the correct final total at the start of the application.	Checked
The application been signed by a suitably authorised individual (clear electronic or scanned signatures are acceptable).	Checked
I have attached my completed logframe as a PDF using the template provided	Checked
(If copying and pasting into Flexi-Grant) I have checked that all my responses have been successfully copied into the online application form.	Checked
I have included a 1 page CV or job description for all the Project Staff identified at Question 32, including the Project Leader, or provided an explanation of why not.	Checked
I have included a letter of support from the Lead Partner and partner(s) identified at Question 33, or an explanation of why not.	Checked
I have included a cover letter from the Lead Partner, outlining how any feedback received at Stage 1 has been addressed where relevant.	Checked
I have included a copy of the Lead Partner's safeguarding policy, which covers the criteria listed in Question 29.	Checked
I have been in contact with the FCDO in the project country/ies and have included any evidence of this. If not, I have provided an explanation of why not.	Checked

I have included a signed copy of the last 2 annual report and accounts for the Lead Partner, or other evidence of financial capacity as set out in the Financial Guidance, or provided an explanation if not. Checked

I have checked the IWT Challenge Fund website immediately prior to submission to ensure there are no late updates. Checked

I have read and understood the Privacy Notice on the IWT Challenge Fund website. Checked

We would like to keep in touch!

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

Checked

Data protection and use of personal data

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

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

Project Title: Understanding the drivers of illegal exotic pet ownership in India

	Activity	No. of months	Year 1 (23/24)				Year 2 (24/25)			
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Output 1	Detailed baseline of trade in target species in pet trade in India									
1.1	Conduct consultation meetings with expert veterinarians, biologists, and wildlife rescue centre staff, etc. to develop nuanced understanding of the species in trade, consumers, and challenges.	6								
1.2	Conduct preliminary online searches to finalise list of keywords for social media/e-commerce websites for further data compilation	2								
1.3	Conduct web-scraping to compile data from media reports, CITES database, e-commerce, and social media websites, etc	12								
1.4	Clean and analyse data from 1.3 to establish a detailed record of the exotic pet species found in online markets, with a focus on Psittaciformes, Squamates, and Testudines	15								
1.5	Conduct annual market surveys in target pet markets in two cities in India									
Output 2	Consumer profiles for target species including their motivations for purchase and triggers for behaviour change									
2.1	Develop the questionnaire (based on existing consumer survey literature) for interviews with owners/collectors and get human studies ethics committee clearance for the same	4								
2.2	Conduct interviews with owners/collectors of exotic pets to further develop questionnaire and refine messaging options to change behaviour	6								
2.3	Based on the results of 1.1 and 2.2, and in consultation with behaviour change consultants, finalize questionnaire for online consumer survey including pre-tested messaging options	6								
2.4	Create and run the consumer survey website, including promoting it on social media and search engines	9								
2.5	Analyse consumer survey data to identify and develop at least 3 key consumer profiles in consultation with behaviour change experts	5								
Output 3	Baseline of public sentiment toward exotic pets to inform strategy and assist with future demand reduction interventions.									
3.1	Compile metadata on social media posts of exotic pets (along with 1.3)	12								

Project Title: Understanding the drivers of illegal exotic pet ownership in India

3.2	Conduct analysis of meta data to establish an understanding of public sentiment toward exotic pets, against which future interventions can be measured	6											
Output 4	Behaviour change strategies for key consumer profiles of target species.												
4.1	Develop behaviour change strategies in consultation with behaviour change experts	4											