IWTEVR9S2\1009

World Wild Web: Understanding Online Illegal Wildlife Trade in Brazil

The web is the main vehicle for wildlife traffickers in Brazil. Through social media platforms, traffickers reach high numbers of people at both ends of the supply chain. Moreover, the internet provides them with anonymity to avoid legal consequences. The World Wild Web project aims at gathering evidence of illegal trade online, understand consumers' and suppliers' motivations and needs, and identify capacity and capability needs of organisations wanting to tackle this phenomenon across Brazil.

PRIMARY APPLICANT DETAILS

Name Leonardo
Surname Magnani
Tel (Work) █████████████

Email (Work) █████████████

CONTACT DETAILS

Title Mr
Name Thiago
Surname Vargas da Costa
Organisation RENCTAS - Rede Nacional de
Combate ao Tráfico de Animais Silvestres
Tel ████████████████
Email ████████████████

Address ████████████████
████████
█████
████
██

IWTEVR9S2\1009

World Wild Web: Understanding Online Illegal Wildlife Trade in Brazil

Section 1 - Contact Details

PRIMARY APPLICANT DETAILS

Name	Leonardo
Surname	Magnani
Tel (Work)	███████
Email (Work)	███████

CONTACT DETAILS

Title	Mr
Name	Thiago
Surname	Vargas da Costa
Organisation	RENCTAS - Rede Nacional de Combate ao Tráfico de Animais Silvestres
Tel	███████
Email	███████
Address	███████

GMS ORGANISATION

Type	Organisation
Name	RENCTAS - Rede Nacional de Combate ao Tráfico de Animais Silvestres
Phone (Work)	███████
Email (Work)	███████
Address	███████

Section 2 - Objectives, Species & Summary

Q3. Title:

World Wild Web: Understanding Online Illegal Wildlife Trade in Brazil

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

IWTEVR9S1\1006

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.

Golden lancehead (Bothrops insularis)	Great-billed seed finch (Oryzoborus maximiliani)
Brazilian Jewel Tarantula (Typhochlaena seladonia)	Golden Lion tamarin (Leontopithecus rosalia)

Do you require more fields?

◉ Yes

Hyacinth macaw (Anodorhynchus hyacinthinus)	Jaguar (Panthera onca)
Zebra pleco (Hypancistrus zebra)	Dyeing poison dart frog (Dendrobates tinctorius)

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.

The web is the main vehicle for wildlife traffickers in Brazil. Through social media platforms, traffickers reach high numbers of people at both ends of the supply chain. Moreover, the internet provides them with anonymity to avoid legal consequences. The World Wild Web project aims at gathering evidence of illegal trade online, understand consumers' and suppliers' motivations and needs, and identify capacity and capability needs of organisations wanting to tackle this phenomenon across Brazil.

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	Brazil	**Country 2**	*No Response*
Country 3	*No Response*	**Country 4**	*No Response*

Do you require more fields?

⊙ No

Q8. Project dates

Start date:	End date:	Duration (e.g. 2 years, 3 months):
01 April 2023	31 March 2025	2 years

Q9. Budget summary

Year:	2023/2024	2024/25	Total Request
Amount:	£37,360.00	£37,605.00	74,965.00

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

Q11a. Do you have matched funding arrangements?

⊙ Yes

What matched funding arrangements are proposed?

Renctas will directly contribute to the project with ▮▮▮▮ from the Google grant that will be used to carry out the dissemination and promotion of the project and ensure the guidelines and the other tangible products are disseminated within and across countries. Moreover, Renctas will contribute with staff time to the project work for an estimated of ▮▮▮▮

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?

The funding is confirmed.

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.

The exploitation of wildlife is intrinsic in Brazilian culture: it is extremely common for households to own wild birds, reptiles or arachnids as pets. This is a profitable market in Brazil and it is estimated that more than 38 million animals are captured from the wild every year (Renctas, 2001). The domestic market is also exploitative of poorer and indigenous communities, and young people are enticed in capturing wildlife to feed the demand for pets, both nationally and overseas (Seerger, 1982). Other communities become so dependent on traffickers that iwt may become their sole way to increase their income (Renctas, 2001).

These unlawful practices pose major health and economic hazards to these actors. Wildlife can spread zoonotic disease (Fitzgerald,1989) and its related markets have been identified as possible points of transmission and mutation of potential viral pathogens and thus risk factors for zoonotic spill over (Aguirre et al., 2020; IPBES, 2020; World Animal Protection, 2020) Besides, breadwinners get exposed to the risk of being fined or arrested for trafficking, and thus aggravating the already unstable financial condition in the whole household and also at the community and regional level.

In this context, web access has greatly facilitated and boosted trafficking through social media and other messaging platforms (e.g. Whatsapp), where traffickers can reach a high number of people at both ends of the supply chain (WYATT, Tanya et al., 2022). Moreover, the internet provides them with anonymity to avoid legal restrictions and punishment. When the sale is done, traffickers ship the species mainly through private shipping companies, but only one animal out of ten arrives alive to the destination (Renctas, 2001).

In the past years, Renctas has monitored over 800 Facebook and Whatsapp groups where trafficking takes place and we currently have over 4 million posts and messages regarding IWT in Brazil (WYATT, Tanya et al., 2022). There is an urgent need to analyse and build evidence regarding online wildlife trafficking in Brazil in order to understand the mechanisms, needs and motivations of the actors involved, as well as strengthen private and public organisations (e.g. fiscal authorities, shipping companies etc.) capacity and capability to stop online trafficking.

In face of such a complex scenario and in order to design appropriate demand reduction interventions, further research is needed into who is selling and buying wildlife to be pets, who are organising these private messaging groups, how the online interaction links to physical in-teractions (i.e., how wildlife are delivered), and the level of knowledge of people involved in the online wildlife pet market in Brazil of its ille-gality. These were conclusions to the scientific article published by RENCTAS alongside Northumbria University in Biological Conservation called "Wildlife trafficking via social media in Brazil" in early 2022.

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.**

Although there is a broad understanding of IWT in Brazil, there is still a great gap in the qualitative and quantitative data about online IWT, particularly in social media. Several conservation organisations like TRAFFIC have published reports regarding online IWT, but no evidence of reports regarding online IWT in Brazil were found. These are needed to develop public policies to reduce demand, as well as support fiscal authorities in tackling online trafficking, for example through training courses.

From our experience in gathering data, we have discovered crucial information regarding the actors involved (e.g. illegal breeders see themselves as wildlife advocates and not as traffickers). It is pivotal to further expand understanding of the socio-economic profile, needs and motivations of the people involved in online trafficking to develop tailored actions, like behavioural changing campaigns, local development processes, and capacity building for organisations that are involved involuntarily in IWT (e.g. shipping companies).

Finally, Renctas has extensive experience in carrying out monitoring activities, but given the extensive and widespread nature of IWT, it is necessary to build the capacity of other stakeholders on how to carry out this activity. The project fills this gap by building guidance regarding IWT monitoring for other conservationists.

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.

The project is aligned with the UN SDG 15, specifically the targets:
15.7 Take urgent action to end poaching and trafficking of protected species of flora and fauna and address both demand and supply of illegal wildlife products
15.C Enhance global support for efforts to combat poaching and trafficking of protected species, including by increasing the capacity of local communities to pursue sustainable livelihood opportunities.
In line with the targets, the project addresses both demand and supply and sets the ground for demand reduction actions. Furthermore, the guidelines (OU3) of the project will strengthen the global efforts in monitoring wildlife trafficking and provide a basis for evidence-based initiatives.

Moreover, the project is aligned with the "reducing demand" priority of the London conference, as it promotes research to understand market drivers so that effectiveness can be increased, as well as investment in data analysis and tools to tackle IWT.

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.).

This project was based on Renctas pluriennial experience in online monitoring of ITW in Brazil. So far, we have mainly used the results of online monitoring to inform fiscal authorities and the preliminary results were published in January 2022 as a scientific article written with Northumbria University on Biological Conservation.

The article calls for further research regarding the routes and destinations of the pet trafficking, the actors involved (including suppliers and consumers), the links between online and physical interactions, as well as how to support law enforcement in their approach to online IWT in Brazil. The same recommendations were found in other online monitoring reports in different countries, published by TRAFFIC (e.g. "Trading Faces: Live bird trade on Facebook in Singapore"). Specifically, they highlighted the need of basing demand reduction on clear and recent profiles of consumers, as well as building capacity of different actors to carry out monitoring activities to ensure timely responses to IWT (TRAFFIC, 2021).

The project is therefore based on our expertise and leverages on existing gaps in research both in Brazil and overseas, based on the work of other organisations in monitoring online IWT for the design of demand reduction actions and the activities we will deliver under the "World Wild Web" project are as follow:

ACTIVITY 1 Gather evidence of illegal trade online, particularly on social media, through monitoring activities

1.1 Monitoring activities carried out by Renctas with UNAMA

Renctas will carry out monitoring activities of online IWT on 2.000 messages/ads from most used social media platforms in Brazil (Whatsapp/Facebook). 1.000 will messages will be randomly selected to represent a general overview of the IWT scenario online and the other 1.000 messages/ads will follow these criteria:
Min. 20% with information regarding age, state/region, gender of the supplier/consumer;
Min. 20% regarding exotic pets;
Min. 20% regarding arachnids
Min. 20% regarding bird species;
Min. 20% regarding reptiles

1.2 Data analysis and report development

Gathered data will be analysed to identify:
Routes and shipping methods;
Trafficked species and their IUCN and ICMBio threat levels;
Illegal market prices;
Customer-supplier relationships and online/physical interactions;
Renctas will also carry out semi-structured interviews with shipping companies to understand current policies, regulations, and awareness regarding legislation.

1.3 Report translation in English and Spanish

We will translate the report to English and Spanish to enhance the visibility of the results.

ACTIVITY 2 Improve understanding of consumers' motivations and suppliers' needs to deliver effective behavioural change actions

2.1 Academic article planning (ethical analysis, methodological approach)

After a kick-off meeting with Northumbria University, we will plan the article methodologies, schedule, and create the templates for the data gathering and analysis.

2.2 Data gathering

We will gather primary data from the analysis of the 2.000 online messages and at least 100 anonymous questionnaires.

2.3 Data analysis

Data will be analysed in partnership with Northumbria University to create socioeconomic profiles for both suppliers and consumers.

2.4 Academic article writing and publication (EN)

The article will be written and published in English and successively translated in Portuguese and Spanish.

ACTIVITY 3 Reinforce organisational and systemic capacity for carrying out monitoring activities on the web

3.1 Guidelines planning with IUCN

After a kick-off meeting with IUCN and agreement on qualitative criteria and standards for the guidelines, we will plan work schedules and deadlines. A consultation will be carried out with the members of the IUCN species group for the previous survey of methodological approaches in use, as well as main challenges and solutions faced in the monitoring of the IWT by the consulted members.

Renctas will also lead the official creation of a IUCN Task Force on Monitoring Illegal Wildlife trade, which will be a specialists groups composed of experts that integrate the IUCN Species Survival Comission.

3.2 Guidelines writing

Renctas will write the guidelines in partnership with IUCN based on the pluriennial experience in online monitoring of IWT in Brazil.

3.3 Guidelines review and translation

The guidelines will be reviewed by IUCN and peer-reviewed by min. 3 other conservationists. The finalised guidelines will be translated into Portuguese and Spanish.

3.4 Guidelines dissemination

Guidelines will be disseminated through an online event and we will invite national and international NGOs, press representatives, universities, and decision-makers in public bodies.

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.

Overall, the project aims at increasing both capacity and capability of organisations - including Renctas, the lead partner - to carry out online monitoring of IWT on social media more effectively and efficiently, and ensure that the data gathered is analysed to produce evidence-based demand reduction actions. Specifically:

Capability will be transferred through the sharing of the guidelines and practices, and by supporting their adoption. The guidelines will allow staff of NGOs, government bodies, and possibly private sector as well, to understand how to set up and carry out online monitoring activities of IWT on social media. In fact, the third output of the project will be guidelines for IWT monitoring that will be co-developed with IUCN and disseminated both within Brazil and across the world, especially with low income countries where online IWT takes place. To ensure transferability, the guidelines will be available in three languages, Portuguese, English and Spanish.

Capacity will be increased at local level through the partnership with the University of Amazon and the organisation of 3 scientific initiation scholarships, which will contribute to the development of staff with experience and expertise in online monitoring. The project has also a strong networking component, which will allow to build relationships between national and international actors to answer the challenge of national online IWT. On the long term, the new partnerships aim at exchanging and bringing in the country new expertise and knowledge, allowing national stakeholders to enhance their work in online IWT monitoring and tackling.

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.

Our evidence project aims at gathering information regarding online IWT in Brazil. The data gathered, especially concerning suppliers and consumers, will also be analysed by gender and the component will be assessed in the data analysis. Specifically, we will identify if and how women participate in online IWT. This will allow to have a deeper knowledge of the issue and the report will provide more exhaustive information for demand-reduction actions.

Moreover, during the monitoring activities with the University of Amazon (UNAMA), we will provide 3 scientific initiation scholarships for 3 months in order to engage women in STEM, particularly from lower income families in line with the recommendations of the report "An Unbalanced Equation: Increasing

women's participation in STEM in Latin America and the Caribbean" (British Council, 2022). The 3 scholarships will prioritze women and thus will allow female identifying individuals to carry out a traineeship with RENCTAS and support the online monitoring activities.

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.

SHORT-TERM
- Increased knowledge and engagement of different actors (public, private, civil society organisations) in monitoring IWT in Brazil.
- Stronger understanding of the actors involved in online IWT and identification of opportunities for behavioural changing actions.
- Poor communities involved in online IWT and their needs are mapped (e.g. identification of the income generated by online IWT in order to develop effective alternative income actions)
- Min. 40 conservationists (30% from low income countries) have been capacitated to carry out online IWT monitoring
- Min. 10 arachnid species threat information have been updated on the IUCN Red list.
LONG-TERM
- Actors are committed and engaged in clear paths for i. policy change, ii. capacity/capability building, and iii. behavioural change actions in order to reduce the domestic demand of wild pets on the web based on consumers' motivation;
- Public and civil society organisations have planned poverty reduction actions targeted communities, adapted according to the socioeconomic profiles of suppliers.
- Min. 6 conservationists (outside Renctas) are engaged in online IWT monitoring.

SCALABILITY
As an evidence project, we aim at building the capacity and capability of organisations in order to tackle online IWT in Brazil. The tangible outputs and the strong dissemination plan will ensure capacitation scaling, while the engagement with IUCN and organisations in South America will allow landscape scaling. Finally, the project has the potential to support systemic change in how IWT is currently tackled in Brazil, especially by identifying consumers' motivation and planning policies and actions to reduce the demand.

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.

Our overall outcome (Break the chain of online pet trafficking by improving understanding of market

dynamics, consumers' motivations and suppliers' needs to plan effective demand reduction actions) is based on the existing knowledge gap about online IWT in Brazil, which prevents effective demand reduction actions. Online IWT has skyrocketed during the pandemic and needs timely responses. To achieve this, the project foresees three activities:

i. Renctas and the University of Amazon will develop evidence of online IWT market mechanisms, routes and relationships through monitoring and data analysis.

ii. Renctas will analyse the profiles of suppliers and consumers, and their motivations and needs together with Northumbria University, that will ensure ethical and methodological standards.

iii. Based on the experience of the project and with the support of IUCN, Renctas will create a handbook "Monitoring Wildlife Trafficking Online: Guidelines for Conservationists".

These highly transferable and tangible outputs (report, scientific article, guidelines) will provide recommendations, priority areas identification, and guidance. Through dissemination, they will contribute to the building of capacity and capability for the actors involved in order to tackle online IWT in a timely manner, while establishing the scientific, social and human capital to reduce the demand of illegal pets in Brazil.

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?

Renctas will continue to carry out monitoring activities even after the end of the project activities. The project will have built the capacity of the organisation to do it more efficiently and effectively, thus allowing to better understand the market of IWT in Brazil and plan more effective demand-reduction mechanisms.

At the same time, the last two quarters of the project aim at disseminating the results (report, article and guidelines) to ensure transferability and ownership of the outputs in partners and stakeholders. All the results will be available online (report on Renctas' website, article on the selected journal, guidelines on Renctas and IUCN website).

Our approach will be useful for organisations in Brazil and across the world to start, or improve online IWT monitoring on social media. The strong focus on dissemination and networking during the 2 last quarters, will ensure to give us the time to support organisations and individuals to adopt the guidelines.

At the same time, the report and the article will provide - as result of the project - key data and information to plan demand reduction projects and actions in Brazil. This will allow us to continue to deliver the project benefits through evidence-based actions to reduce the illegal demand of pets both domestically and internationally.

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

 ⤓ Bibliographical References
 📅 19/12/2022
 🕐 09:29:26
 📄 pdf 49.55 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.

⤓ IMPLEMENTATION TIMETABLE WWW
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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**).**

For each output of the project, we have identified milestones through which they will be tracked towards:

Output 1: Build in-depth evidence of illegal trade online, particularly in social media, through monitoring activities.

M1: By the end of Y1, 2.000 messages/ads are fully collected, separated, cleaned and organized ready for analysis

M2: By the end of Q3 (Y2), the report is finalised in Portuguese.

Output 2: Improve understanding of consumers' motivations and suppliers' needs to deliver effective behavioural change actions, taking particularly into account poorer communities that rely on IWT.

M3: By the end of Q4 (Y1), the data for the analysis is gathered.

M4: By the end of Q3 (Y2), the article is ready for submission.

Output 3: Reinforce organisational and systemic capacity for carrying out monitoring activities on the web.

M5: By the end of Q2 (Y2), the guidelines are ready for dissemination in English, Spanish and Portuguese.

The monitoring methodology will include, key performance indicators, minutes and reports from meetings with partners and stakeholders, as well as % of achievement of the project outputs. Thiago Vargas da Costa will be the monitoring lead for the project and ensure that the delivery will be on track according to the project GANTT chart, activities, and outputs' indicators. Dener Giovanini, as main expert on IWT online monitoring, will be responsible to monitor the implementation of the activities focussed on monitoring social media and assess the results in relation to the project indicators and outputs.

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	54

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 0) Improving understanding of market dynamics, consumers' motivations and suppliers' needs to plan effective demand reduction actions to break the chain of online wildlife trafficking in future interventions.	0.1) By the end of the project, a new corpus of knowledge about online IWT in Brazil is available to design evidence-based demand reduction actions. 0.2) The three outputs of the project provide a clear number and description of the areas of intervention to break the chain through demand-reduction actions.	0.1) The report is available online (open source) and in three languages (EN/PT/ES). The scientific article is published and available online. The guidelines are available online (open source) on the IUCN website and in three languages (EN/PT /ES). 0.2) Outputs of the project (reports, scientific article, guidelines). Feedback and reviews from min. 3 conservationists.
Output 1 Build in-depth evidence of illegal trade online, particularly in social media, through monitoring activities.	1.1) By the end of Q3 (Y2), the first report on online IWT in Brazil is published and provide an in-depth analysis of the phenomenon. 1.2) Min. 15 national and international NGOs, press representatives, universities, and decision-makers in public bodies benefit from the report.	1.1) Date of availability of the report on the Renctas website (renctas.org.br). Feedback and reviews from min. 3 peer conservationists. 1.2) Email exchanges, reports and minutes of meetings, case studies. Signature list of the participants of the online event.
Output 2 Improve understanding of consumers' motivations and suppliers' needs to deliver effective behavioural change actions, taking particularly into account poorer communities that rely on IWT.	2.1) By the end of the project, the profiles of consumers and suppliers in Brazil is defined, allowing to design tailored demand reduction interventions. 2.2) By the end of the project, there is sufficient understanding of the income generated by IWT in poorer households to design alternative income intervention.	2.1) The academic article discussions and conclusions provide the profiles of consumers and suppliers and key priorities and data for demand reduction. 2.2) The academic article provides insights on the IWT contribution to poor households income, as well as key information and data for alternative income generation activities.

Output 3 Reinforce organisational and systemic capacity for carrying out monitoring activities on the web.	3.1) By the end of the project, min. 3 in-country organisations and min. 3 organisations in Low Income countries have adopted the guidelines and express better capacity to deliver online IWT monitoring. 3.2) By the end of the project, min. 15 national and international NGOs, press representatives, universities, and decision-makers in public bodies benefit from the guidelines.	3.1) Emails exchange, oral and written reports, case studies. 3.2) Signature list of the participants of the online event. Email exchanges and oral/written reports on how the guidelines have been adopted.
Output 4 *No Response*	*No Response*	*No Response*

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 Monitoring activities carried out by Renctas
1.2 Data analysis and report development
1.3 Report translation in English and Spanish
2.1 Academic article planning (ethical analysis, methodological approach, qualitative and quantitative indicators)
2.2 Data gathering
2.3 Data analysis
2.4 Article writing and publication (English and Spanish)
3.1 Guidelines planning with IUCN
3.2 Guidelines writing
3.3 Guidelines review and translation
3.4 Guidelines dissemination

Important Assumptions

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

1. Consumers agreed to reply to the anonymous questionnaire regarding pets in Brazil (Activity 2.2);
2. Organisations' decision-makers understand the urgent need for training and capacity-building of their staff and allow to take part in the dissemination and capacity building activities of Renctas (Activity 3.5)
3. The article is accepted by the journal and published before the end of the project (Activity 2.4)
4. Political leaders are engaged in the fight against IWT and agree to commit to the recommendations of the report (1.3)

5. Demand Reduction of IWT is a priority for donors and governmental agencies to fund actions.

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.

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- 🕐 10:58:06
- 🗋 xlsx 107.11 KB

Q25. Funding

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

⊙ Development of existing work

Please provide details:

This project is based on the existing work of Renctas of online monitoring of IWT on social media in Brazil. We have been doing this for many years with our own funding and has allowed us to gather insights in online IWT in Brazil. This project is a step forward and will allow us to collect and analyse data in a view of planning demand-reduction actions.

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.

Online IWT monitoring is already carried out in some countries or internationally. Some examples are as follow:

1) Trading Faces: Live Bird Trade on Facebook in Singapore (Wen Xuan Chiok, Serene Chng, 2021).
This TRAFFIC publication found 3,354 live animals for sale in 44 Singapore-based Facebook groups from December 2018 to April 2019. Almost 99% of the wildlife found in the study were birds.

2) WWF Coalition to End Wildlife Trafficking Online
The coalition brings together private tech organisations to remove or block posts and listings of illegal wildlife for sale.

3) Quantifying the global patterns and trends of the illegal wildlife trade: from artificial intelligence to financial market analysis (University of Helsinki, Finland)
This EU-funded research aims at quantifying the global patterns and trends of the illegal wildlife trade using big data from social media.

Even though Brazil has a substantial domestic market for illegal pets, and many species are smuggled overseas, we have found no evidence of research and publications about online IWT monitoring within the country. Our project will fill this gap and we aim to engage with organisations monitoring IWT across the world to promote the approach and project outputs, as well as share good practices.

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.

Computers, smartphones and other hardwares used for the monitoring will continue to be used after the project end to carry out monitoring activities.

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.

Value for money is achieved in the following way:

ECONOMY
Major costs of the project have been identified and the budget structured according to the market price. During the project implementation we will select products and services through a cost-benefit analysis. Staff costs have been calculated based on the time % that each member will dedicate on the project minus Renctas co-financing.

EFFICIENCY
The purchase of capital costs at the beginning of the project will ensure they will be used for the monitoring activities during the 2 years of the activities and beyond. Online monitoring is a pivotal activity of the project, therefore strong M&E measures will be put in place to ensure its efficiency and effectiveness, i.e. milestones, monthly reports, KPIs, randomised checks.

EFFECTIVENESS
To ensure that we will reach the desired outcome, we have engaged and we will work with international partners who can bring specific expertise in the country, allowing capacity building. The engagement of the University of Northumbria and IUCN will allow to leverage on good practices from the academia and global institutions to ensure robust knowledge and support in delivering the project activities, reach the outputs and ultimately deliver the project outcome.

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
Fiduciary Partners mishandle funding or use them for activities which are not covered by the project	Major	Moderate	Moderate	Contracts will be put in place with partners, detailing responsibilities and financial management rules and regulations. Partners will be required to report on money spent.	Minor
Safeguarding As the female 4 university students will come come lower socioeconomic backgrounds to ensure inclusion in the project, they may struggle to keep up with university and the work of the project. They may also have children or being carers for others.	Moderate	Possible	Major	We will ensure the participants will receive expense reimbursement if required. Flexible time will be in place to ensure they can take care of children or other people.	Minor

Delivery Chain As we will carry out questionnaires and data gathering with people from different areas, there is the risk that some respondents may have low literacy and digital skills.	Possible	Major	Major	We will create the surveys and the interviews in line with the specific target groups, favouring respondents who may have low levels of literacy through oral interviews and questions.	Moderate
Risk 4 Data collected through the monitoring activities is incomplete due to the nature of the source.	Unlikely	Moderate	Moderate	We will assess the data gathered on a monthly basis to ensure it is high quality and that follows the criteria of the research.	Minor
Risk 5 Conflicts within the partnership and the partners may slow down or put on hold the activities.	Unlikely	Moderate	Moderate	Renctas will maintain the relationships with partners and as a Lead, will ensure that each partner is aware of their responsibilities within the project. Renctas staff will also moderate meetings, ensuring a collaborative environment is created.	Minor
Risk 6 Scientific article is not accepted for publishing and/or needs to be modified before publishing.	Likely	Moderate	Major	As this is a likely possibility, we will ensure to submit the article as early as possible in the project, to have the time to review or apply to another journal in the case is not accepted. We have organised the project timetable to reduce this risk.	Moderate

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.

Renctas has been carrying out online monitoring for the past decade and we have a strong approach about data gathering, management and storage. All data that will be gathered through the online monitoring will be saved in hard disk and password protected. No data that identifies individuals will be collected and whenever we will share data with partners, we will ensure the minimum amounts of data are transferred and we require to know procedures and processes of data management within the organisations. As we are working with IUCN and 2 universities (Northumbria University and University of Amazon), we do not expect high risk of data breach, but regardless, a precautionary approach in data management will be used.

Q30. Ethics

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

We considered ethics in the project planning, particularly for what concerns the data collection of the monitoring activities and for the scientific article. The support of the universities for the implementation of the activities brings an added value to ensure the ethical principles in scientific research are taken into consideration.

Prior informed consent will be gathered during the interviews and research phase and an anonymity will be granted for the respondent if requested (they will be informed of the possibility).

The research and data analysis will go through a review process to ensure that the outputs of the project will be critically evaluated and approved.

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.

  ⤓ RENCTAS British Embassy support letter
  ▦ 17/12/2022
  🕒 19:03:13
  🗎 pdf 242.98 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?
Thiago Vargas da Costa	**Project Leader**	40	Checked
Raulff Lima	Technical Coordinator - Biologist	40	Unchecked
Dener Giovanini	Monitoring Coordinator - Journalist and Environmentalist	40	Unchecked

| Leonardo Magnani | Project Assistant | 20 | Unchecked |

Do you require more fields?

◯ Yes

◯ 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.

⇩ <u>CVs</u>

📅 18/12/2022

🕐 18:36:21

🗋 pdf 3.41 MB

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:	RENCTAS - Rede Nacional de Combate ao Tráfico de Animais Silvestres
Website address:	https://renctas.org.br/
Why is this organisation the Lead Partner, and what value to they bring to the project? (including roles, responsibilities and capabilities and capacity):	RENCTAS has been carrying out online IWT monitoring for the past decade and has a strong experience and expertise in this field, which is pivotal for the project delivery. We have access to a biologist and a monitoring coordinator who will ensure the qualitative IWT online monitoring during the project. The project lead - Thiago - is Institutional coordinator for Renctas and will ensure that the partners are managed properly and coordinated to reach the project outputs.

International/ In-country Partner	In-country

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

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

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

Have you provided a cover letter to address your Stage 1 feedback?	○ Yes ○ No

Do you have partners involved in the Project?

⊙ Yes

1. Partner Name:	IUCN

Website address:	https://www.iucn.org/

What value does this Partner bring to the project? (including roles, responsibilities and capabilities and capacity):	IUCN is the world's largest and most diverse environmental network, harnessing the knowledge, resources and reach of our more than 1,400 Member organisations and 15,000 experts. The Species Survival Commissions will be involved in the project by providing their expertise in identifying species that are trafficked online, as well as in the creation of the guidelines. As per agreement with IUCN, a task force will be created to support Renctas in the monitoring activities, and IUCN will also be involved in disseminating the guidelines for online IWT monitoring across different countries.

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

2. Partner Name:	Northumbria University
Website address:	https://www.northumbria.ac.uk/
What value does this Partner bring to the project? (including roles, responsibilities and capabilities and capacity):	We have collaborated in the past with the Northumbria University for the publication of an academic article on Biological Conservation, and the participation of the university in the project through its researchers will allow to publish an academic article focussed on the socioeconomic profiles of suppliers and consumers of IWT in Brazil.
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

3. Partner Name:	University of Amazon
Website address:	https://www.unama.br/
What value does this Partner bring to the project? (including roles, responsibilities and capabilities and capacity):	We have a memorandum of understanding with the University of Amazon for the delivery of projects focussed on wildlife conservation in the area. Through the university, we will select three female students in STEM to offer them a scholarship for studying and taking part in the monitoring activities, supervised by Renctas. We did not include a letter of support, but the courtesy translation of our Memorandum of Understanding is attached.
International/ In-country Partner	In-country

Allocated budget (proportion or value):	£0.00
Representation on the Project Board (or other management structure):	⦿ 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.

⎙ Partners letters	⎙ Cover Letter RENCTAS STAGE 2
📅 19/12/2022	📅 19/12/2022
🕐 09:26:33	🕐 09:07:31
🗎 pdf 245.96 KB	🗎 pdf 288.88 KB

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
IWT120	Dener Giovanini	Tradition with conservation - Certified indigenous featherwork
No Response	*No Response*	*No Response*
No Response	*No Response*	*No Response*
No Response	*No Response*	*No Response*
No Response	*No Response*	*No Response*
No Response	*No Response*	*No Response*

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.

⦿ No

If no, please provide details.

We provided the financial statement to demonstrate our capacity as audited accounts are not mandatory under £100k. But we at your disposal to demand one.

Section 17 - Certification

Certification

On behalf of the

Trustees

of

RENCTAS - Rede Nacional de Combate ao Tráfico de Animais Silvestres

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	Dener Giovanini
Position in the organisation	Coordinator-General
Signature (please upload e-signature)	⤓ assinatura dener 🗓 19/12/2022 🕐 09:01:57 🖹 jpg 88.52 KB
Date	19 December 2022

Please attach the requested signed audited/independently examined accounts.

⤓ Financial_Statement_English_2022

🗓 19/12/2022

🕐 09:36:45

📄 pdf 2.05 MB

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

⤓ Safeguarding policy update July 2022

🗓 19/12/2022

🕐 09:03:07

📄 pdf 126.51 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: **World Wild Web: Understanding Online Illegal Wildlife Trade in Brazil**

Guidance – please delete before submitting

Provide a **Project Implementation Timetable** that shows the key milestones in project activities. Complete the following table as appropriate to describe the intended workplan for your project. Quarters are based on UK FYs (**1 April – 31 March** - Q1 therefore starts April 2023).

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 shade only the quarters in which an activity will be carried out. The activity numbers should correspond to the activities in your logical framework (logframe). The workplan can span multiple pages if necessary.

This template covers multiple Biodiversity Challenge Funds schemes, so ensure you check the eligible dates/project length for the scheme you are applying to and feel free to delete later years if not applicable for your project.

	Activity	No. of months	Year 1 (23/24)				Year 2 (24/25)			
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Output 1	**Build in-depth evidence of illegal trade online, particularly in social media, through monitoring activities.**	24	X	X	X	X	X	X	X	X
1.1	Monitoring activities carried out by Renctas	16	x	x	x	x	x	X		
1.2	Data analysis and report development	8					x	x	x	
1.3	Report translation in English and Spanish	3								x
Output 2	**Improve understanding of consumers' motivations and suppliers' needs to deliver effective behavioural change actions, taking particularly into account poorer communities that rely on IWT.**	24	X	X	X	X	X	X	X	X
2.1	Academic article planning (ethical analysis, methodological approach, qualitative and quantitative indicators)	2	x							
2.2	Data gathering	9		x	x	x	x			
2.3	Data analysis	6					x	x		
2.4	Article writing and publication (English, Spanish and PT)	6						x	x	x

Biodiversity Challenge Funds Implementation Timetable Template

Project Title: **World Wild Web: Understanding Online Illegal Wildlife Trade in Brazil**

	Activity	No. of months	Year 1 (23/24)				Year 2 (24/25)			
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Output 3	**Reinforce organisational and systemic capacity for carrying out monitoring activities on the web.**	21		X	X	X	X	X	X	X
3.1	Guidelines planning with IUCN	3		x	x					
3.2	Guidelines writing	9			x	x	x			
3.3	Guidelines review and translation	5					x	x		
3.4	Guidelines dissemination	6							x	x