

Illegal Wildlife Trade (IWT) Challenge Fund Evidence Annual Report

IWT Challenge Fund (IWTCF) Project Information

Project reference	IWTE0V17
Project title	World Wild Web: Understanding Online Illegal Wildlife Trafficking in Brazil
Country	Brazil
Lead Partner	RENTAS - Brazilian Network to Fight the Trafficking of Wild Animals
Project partners	IUCN, Northumbria University, University of Amazon
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Project Leader name	Thiago [REDACTED]
Project website/blog/social media	N/A
Report author and date	Tiago [REDACTED] 01/05/2023

1. Project summary

In the last few years, web access has greatly facilitated and boosted global wildlife trafficking through social media and other messaging platforms (e.g. WhatsApp and Facebook). The internet's velocity, range, and anonymity have helped traffickers to reach a high number of people at both ends of the supply chain and to avoid legal restrictions and punishment. In Brazil, a country where the exploitation of wildlife for consumption, production, and the pet market is extremely common, the web has become the main vehicle for illegal wildlife and pet traders. It is estimated that over 38 million wild birds, reptiles, and arachnids are hunted every year in the Brazilian wild to supply these highly profitable illegal activities.

Despite this massive figure, nine out of ten animals that are scavenged and shipped through private companies to consumers die before arriving at their destination, which leads to increasing ecosystem depletion due to more wildlife being captured. The increasing demand for wildlife and its by-products also raises the profitability of traffickers, causing devastating damage to biodiversity and the environment. Finally, the lack of data and evidence on illegal trade poses a great challenge to combating this parallel market, which often operates in the shadows.

In light of this, the World Wild Web project aims at gathering evidence of illegal trade online to understand consumers' and suppliers' motivations and needs, identify the current capacity and

capability of stakeholders that combat IWT, and create data-driven guidelines and reports that support the fight against the illegal trade in Brazil, thus contributing to fill the current information gap that stalls the suppression of wildlife crimes. Simultaneously, the project intends to train environmentalists, enforcement institutions, and researchers to replicate this analysis in the long term and in other low-income countries that face similar issues.

The project's 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 being developed alongside partner organisations University of Amazon (hereinafter UNAMA), Northumbria University and the International Union for Conservation of Nature (hereinafter IUCN) which will support us to reach Outputs I, II and III, respectively. Once disseminated, these highly transferable and tangible outputs will help to improve the Brazilian enforcement and monitoring institutions' strategy for combating IWT. In parallel, the project activities and results will also help to establish the necessary scientific, social and human capital to reduce the demand of wildlife trade in Brazil.

In the past years, Renctas has monitored over 800 Facebook and Whatsapp groups where wildlife trafficking takes place and we currently have over 4 million posts and messages regarding IWT in Brazil. By analysing this data and ICMBio's "Livro Vermelho - Volume III" of most threatened species in Brazil, we have chosen the following species to focus our monitoring on: Golden lancehead (*Bothrops insularis*), Brazilian Jewel Tarantula (*Typhochlaena seladonia*), Great-billed seed finch (*Oryzoborus maximiliani*), Golden Lion tamarin (*Leontopithecus rosalia*) Hyacinth macaw (*Anodorhynchus hyacinthinus*), Zebra pleco (*Hypancistrus zebra*), Jaguar (*Panthera onca*), Dyeing poison dart frog (*Dendrobates tinctorius*).

We are also exceptionally monitoring the Lear's macaw (*Anodorhynchus leari*), a Brazilian native species that is severely threatened and that has been traded intensively since February 2023. The Lear's macaw relevance to the Brazilian fauna and biodiversity forced us to adapt to these developments and compliment the World Wide Web project. It is expected that by generating ground-breaking data analysis on IWT, our project improves private and public organisations' (e.g. fiscal authorities, shipping companies, enforcement authorities) capacity and capability in stopping online trafficking in Brazil. Thus, although the project does not affect these species directly on the field, it is an extremely important step to better elaborate policies and strategies for wildlife conservation in the field.

The Brazilian IWT market often exploits communities that fit in at least one of the following demographics: poor, young, and indigenous. These people are enticed by traffickers to capture wildlife to feed the market's demand in exchange for extremely low prices, which creates a dependency dynamic. Some communities become so dependent on traffickers that IWT becomes their sole income source, despite being at the risk of being fined or arrested for trafficking, and thus aggravating the already unstable financial condition in which these communities are often found. Traffickers and these communities are providers.

On the other hand, IWT consumers in Brazil may range from all types of demographics and social levels. In face of such a complex scenario and in order to design appropriate demand reduction interventions, further research is needed to better identify buyers and sellers. Moreover, investigating the criminals responsible for organizing online IWT networks on private messaging groups and social media is also a fundamental step to overcome this issue. As stated previously, this project's outputs will offer a better view on how to act to rescue communities affected by IWT from its hazards, as well as for deconstructing the complex organised crime networks that replicate these crimes on national and international levels.

In this sense, the World Wild Web project is aligned with UN SDG 15, specifically with 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" and 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". 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.

2. Project stakeholders/partners

As previously mentioned, the project partner organisations are IUCN, Northumbria University and the UNAMA, which are coordinated by lead organisation RENTAS. RENTAS is the sole responsible for project monitoring, evaluation and decision making. The remaining partners contribute to the project by sharing their expertise, offering resources and supporting the planning and execution of the output activities as follows:

We have an agreement with UNAMA that foresees cooperation for the delivery of wildlife conservation projects in its region. The cooperation foresaw a research collaboration for developing the monitoring and an educational aspect involving three female students involved with STEM disciplines for taking part in the project's monitoring activities, with RENTAS' supervision.

UNAMA has only partially supported In the development of Output 1 activities as to what was expected in the Application Form related to the research (see item 1 "IWTEV017 Application Form" of Annex 4): "RENTAS and UNAMA will develop evidence of online IWT market mechanisms, routes and relationships through monitoring and data analysis". The educational participation of students in the role of UNAMA in Activities of Output 1 has therefore been fulfilled with the participation of Lycée français François Mitterrand de Brasília, another educational organisation. These developments are further detailed in Section 3.1 of this report. We are also attempting to close the communication gap with UNAMA in order to transfer their participation to support Output 3 in cooperation with IUCN.

We have collaborated in the past with Northumbria University for the publication of an academic article on Biological Conservation. The participation of researchers from this university in the project has supported the development of Output 2 as stated in the Application Form (item 1 of Annex 4): "Rentas will analyse the profiles of suppliers and consumers, and their motivations and needs together with Northumbria University, that will ensure ethical and methodological standards". Northumbria will also aid us in publishing the academic article focussed on the socioeconomic profiles of suppliers and consumers of IWT in Brazil.

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 has been involved in the project by providing their expertise in identifying species that are trafficked online, as well as by supporting the creation of the guidelines. As per agreement with IUCN, a task force has also been created to support RENTAS in the monitoring activities. According to the Application Form, these activities have all contributed to Output 3 based on the experience of the project and with the support of IUCN, RENTAS will create a handbook "Monitoring Wildlife Trafficking Online: Guidelines for Conservationists". IUCN will also be involved in disseminating the guidelines for online IWT monitoring across different countries.

3. Project progress

As stated in the previous Half-Year report (HYR1) submitted in October 2023, we are monitoring the project progress by activity according to the logframe instead of by month. This has been implemented since the arrival of Rentas Assistant Tiago Carvalho in late May 2023

(M2). Please consult section 8 of this report to obtain further details.

3.1 Progress in carrying out project Activities

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

1.1 Monitoring activities carried out by Renctas (Due Q2 of Y2)

RENCTAS has successfully collected the two 1.000 samples of messages and ads from most used social media platforms in Brazil (Whatsapp and Facebook) on IWT (see item 2 "Data Samples" of Annex 4).

Although we had determined a series of criteria for the second 1.000 sample (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) in the Application Form (item 1 of Annex 4) we found that selecting the two samples randomly was more feasible and resulted in a more realistic perception of Brazil's current market of IWT. The real percentages that were found from this random selection will be determined at the end of Activity 1.2, which is further detailed in the next section.

Andressa Kelly Silva de Jesus, a Project Intern from the Federal University of Western Pará (hereinafter UFOPA), collected the first sample guided by Dener Giovanini with oversight of Raulff Lima (see item 2 of Annex 4) from May to September 2023. The second sample (see item 2 of Annex 4) was collected from October 2023 to February 2024 by RENCTAS team in cooperation with Lycée français François Mitterrand de Brasilia in the scope of an environmental educational activity conducted.

RENCTAS' general-coordinator Dener Giovanini spent 5 weeks training a group of voluntary high-school students to identify Online IWT posts (see item 3 "Brasilia Lycée François Mitterrand Activity" of Annex 4). The activity was supported and supervised by one of Lycée Français François Mitterrand de Brasilia's teachers. Dener ministered an initial lecture presenting the World Wide Web project, the ethical guidelines and the safeguarding measures for students to conduct the monitoring safely. The students were then asked to monitor wildlife trafficking ads and transactions on Facebook, Instagram and Whatsapp. Each week they were assigned to search for different groups that targeted specific species, such as reptiles, birds or exotic species.

RENCTAS supplied them with keywords to search for ads and groups on Facebook and Instagram and with a pre-selected material of several posts to analyse on Whatsapp. The students were orientated to not only gather data, but also critically analyse elements, characteristics and patterns of online wildlife trafficking in Brazil. The course was finalised with a lecture presented by the 8 students on their findings. All impacted students were extremely satisfied with this experience, wished to continue working voluntarily on the project and received a 25 hour certificate from RENCTAS (see item 3 of Annex 4). Lycée français François Mitterrand de Brasilia invited RENCTAS to give another lecture for 1000 students this May to continue this project.

The data gathering conducted in cooperation with Lycée français François Mitterrand de Brasilia supplied the absence of UNAMA which was not engaged with the three internship opportunities. We have instead developed a voluntary internship program with the Lycée français François Mitterrand de Brasilia engaging the 8 female students instead. However we do count on UNAMA participation in writing the Output 3 report.

Lastly, the collected data was divided in a series of categories: Post Link, Online Platform (Facebook, Whatsapp), Platform Group Name Buyer/Seller (Name), Gender, Country Codes, Area Codes, Cell Phone Number, Post Date, Transaction Type (Sale, Purchase, Exchange),

Species "Nickname", Species Common Name, Scientific Name, Specimen Number, Class, ICMBio (Classification), IUCN (Classification), CITES (Appendix), Country of Origin, Price, Observations, Observations on Trafficker Profile. This will be extremely useful for Activity 2.1 and is in direct sync with Activity 2.2 and 2.3, further detailed in this report.

1.2 Data analysis and report development

RENTAS began the data analysis of the 2.000 posts sample in the beginning of May (item 2 of Annex 4). We have started to develop the Output 1 report with these findings and have also included the investigations and monitoring found since June 2023 on several trafficking incidents of Spix's and Lear's macaws, since both species are facing great danger of extinction in light of new international trafficking episodes (further detailed in Section 10).

The findings in Activity 1.1 are enabling us to identify: Illegal market prices; Customer-supplier relationships and online/physical interactions; Shipping methods; Trafficked species and their IUCN and ICMBio threat levels. We expect to have more detail on trafficking routes and shipping companies policies, regulations and awareness regarding legislation on the analysis results of the second sample, as well as through the gathering of more data to compliment the report if necessary. We expect to deliver this activity estimated ahead of the due date (Q3 of Y2), on June 31st.

1.3 Report translation in English and Spanish

This activity will be executed as soon as the report is delivered. We expect to finish it ahead of the proposed due date according to the Implementation Timetable (Q4 of Y2).

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 Academic article planning (ethical analysis, methodological approach, qualitative and quantitative indicators)

We have developed a new methodology for the academic article in cooperation with researchers from Northumbria University at the beginning of this year and finished the academic article planning in February (see item 4 "2.1 Academic Article Planning" of Annex 4). The main difference from the planning previewed on the Application Form is that instead of gathering 100 anonymous questionnaires from illegal wildlife traffickers we will now analyse the profile of the participants of online platform IWT groups on Whatsapp and Facebook of the 2.000 posts samples in which it is possible to identify gender and age.

This change in methodology will allow us to reach more than 100 samples and will enable us to gather data more easily, as most traffickers avoid contact and filling out questionnaires would be unfeasible. We expect this to improve the final results of the article, as we will be able to paint a more complete picture of the profile of traffickers and buyers. Despite this Activity being due to the first quarter of the project, we understand that it makes sense to reevaluate it after collecting most of the data that will be used to create the analysis, as some of our assumptions have changed.

2.2 Data gathering

A considerable part of the data for this Activity is essentially the same as Activity 1.2. We are complementing it by gathering more data on trafficking routes, shipping companies and on the profile of participants of 50 online platform IWT groups (25 Whatsapp and 25 Facebook), as mentioned in the previous section. We expect to finish this by the end of Q1 and Y2, according to the due date on the Implementation Timetable.

2.3 Data analysis

The specific data analysis for the academic article will start in Q1 of Y2 as previewed in the Implementation Timetable. This will be done in cooperation with Northumbria University, as confirmed in our last contact.

2.4 Article writing and publication (English and Spanish)

The article writing and publication in English and Spanish will begin in Q2 of Y2, as soon as activity 2.3 is finished. Everything indicates that this will be delivered in time, if not ahead of the due date.

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

3.1 Guidelines planning with IUCN

Although this Activity was due for Q3 of Y1, we have faced some delays due to the IUCN's Species Survival Commission (SSC) bureaucracy in creating a new IUCN SSC Task Force on Monitoring Illegal Wildlife Trade. This has been developed with the support of Sergio Henriques, Co-chair of the IUCN Spider and Scorpion Specialist Group, as can be seen in the Task Force Proposal (item 5 "IUCN SSC Task Force Proposal on Monitoring Online IWT" of Annex 4). The proposed objectives of the Task Force, including the Guidelines, are all available in this document. We are only awaiting IUCN's approval to start officially implementing them. We expect this to be done by the end of May 2024, allowing the immediate planning of the Guidelines with the support of Sergio Henriques.

Sergio Henriques' and RENCITAS' cooperative efforts with IUCN have also been awarded with the SSC Internal Grant. This is an outstanding achievement that will be further detailed in section 17.

3.2 Guidelines writing

As previously discussed, the writing of the IUCN Guidelines will begin once the IUCN SSC Task Force is established. We expect to deliver this by June 2024 within able time according to the Implementation Timetable, since the Activity is due for Q1 of Y2.

3.3 Guidelines review and translation

This activity will start in the next quarter and will be delivered as expected in cooperation with IUCN.

3.4 Guidelines dissemination

This activity will start in Q3 of Year 2 and will be delivered as expected with the support of IUCN, which has global outreach to extremely relevant stakeholders that will benefit from this project output.

3.2 Progress towards project Outputs

General comment: We are analysing the possibility of reviewing or adding new indicators to assess the progress of the Outputs as they are being constructed, as all of the current indicators mostly measure the results and impacts of the Outputs once they are already published. This might be a gap in project monitoring, seen as most of the deliveries are set to

the end of the project. We will assess this situation and make the necessary changes prior to HYR2. Please note that the comments below take this into consideration.

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

SMART Indicator 1.1) By the end of Q3 (Y2), the first report on online IWT in Brazil has been published and provides an in-depth analysis of the phenomenon.

Mean of Verification 1.1) Date of availability of the report on the Renctas website (renctas.org.br). Feedback and reviews from min. 3 peer conservationists.

Comment: This SMART Indicator is still very relevant for measuring the efficiency of Output 1. However, it is not applicable at this moment, since the Output is still under construction and will be published by the end of Q3 (Y2), if not earlier, in order to maximise dissemination results.

SMART Indicator 1.2) Min. 15 national and international NGOs, press representatives, universities, and decision makers in public bodies benefit from the report.

1.2) Email exchanges, reports and minutes of meetings, case studies. Signature list of the participants of the online event.

Comment: As stated before, the SMART Indicator is still relevant but not yet applicable. The Mean of Verification.

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.

SMART Indicator 2.1) By the end of the project, the profiles of consumers and suppliers in Brazil is defined, allowing the design of tailored demand reduction interventions.

Mean of Verification 2.1) The academic article discussions and conclusions provide the profiles of consumers and suppliers and key priorities and data for demand reduction.

Comment: This indicator is still valid for assessing the results according to the objectives of Output 2. As commented in section 3.1, we are already able to outline a profile of online IWT consumers and suppliers from the gathered data. Analysis will continue as mentioned in section 3.1 to improve this Output until the end of the project.

SMART Indicator 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.

Mean of Verification 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.

Comment: This indicator is still valid for the general proposal of the project.

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

SMART Indicator 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.

3.1) Emails exchange, oral and written reports, case studies.

Comment: The indicator is extremely valid, but still not applicable due to the delivery of the guidelines being underway.

SMART Indicator 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.

3.2) Signature list of the participants of the online event. Email exchanges and oral/written reports on how the guidelines have been adopted.

Comment: The indicator is extremely valid, but still not applicable due to the delivery of the guidelines being underway.

3.3 Progress towards the project Outcome

Outcome: 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.

SMART Indicator 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.

Mean of Verification 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).

Comment: This indicator is valid, but very subjective and inconclusive. It may be necessary to reformulate it later on the project, once it is applicable.

SMART Indicator 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.

Mean of Verification 0.2) Outputs of the project (reports, scientific articles, guidelines). Feedback and reviews from min. 3 conservationists.

Comment: This indicator is an extremely valid way of assessing the efficiency of the project's Outputs. It is a macro vision of all of the Output's SMART Indicators, which analyse the impact of the project on a micro level. Once all of the Outputs are published, it will be applicable.

The project is going according to schedule which indicates that we will achieve the Outcome by the end of funding. It is also extremely replicable and its impacts are expected to continue after the project's period ends.

3.4 Monitoring of assumptions

A1: Demand Reduction of IWT is a priority for donors and governmental agencies to fund actions.

Comments: This assumption is valid and will be confirmed by the assessment of the results of Outputs 1, 2 and 3 through the SMART Indicators. It is therefore not yet applicable.

A2: Political leaders are engaged in the fight against IWT and agree to commit to the recommendations of the report (Activity 1.3)

Comments: This assumption is valid and will be confirmed by the assessment of the results of Outputs 1, 2 and 3 through the SMART Indicators. It is therefore not yet applicable.

A3: Consumers agreed to reply to the anonymous questionnaire regarding pets in Brazil (Activity 2.2)

Comments: This assumption is no longer valid, seen as we have altered the methodology of the Output 2 article to no longer require responses from anonymous questionnaires. By making this exchange in methodology, we will be able to harness more data more easily and obtain a better picture of Online IWT in Brazil.

A4: The article is accepted by the journal and published before the end of the project (Activity 2.4)

Comments: This assumption is still valid and absolutely necessary for the project to reach its Outcome and Outputs. We expect the support of IUCN and Northumbria University in order to confirm this hypothesis in Y2.

A5: 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)

Comments: This is an extremely valid assumption that is yet to be validated by our training activities in environmental enforcement and monitoring organisations. It has already been confirmed for educational institutions such as Universities (Northumbria and UNAMA) and Schools (Lycée français François Mitterrand de Brasilia), as shown in Activity 1.1.

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

The project's original impact is essentially to analyse the online IWT market in Brazil by creating data-driven tools that enable stakeholders and the civil society to combat it efficiently.

As stated previously, the Outputs of this project will furnish monitoring and enforcement organisations, government organs, researchers, universities and international organisations with a clear view of online IWT in Brazil. This is expected to aid these and other stakeholders in capacity and capability building towards combating IWT better by knowing its source.

4. Thematic focus

The World Wide Web works to reduce the demand for IWT products in the Brazilian and global online markets. To achieve this objective, the project takes a step back to analyse the current IWT Online picture in Brazil and fill out the existing gap in data and evidence on this matter. By doing so, we expect to support enforcement and monitoring organisations, governments and other institutions in building more optimal and adequate strategies for tackling IWT directly from the source: buyers and consumers. This Outcome is already being built, as shown in the progress detailed in section 3.

We consider that our exceptional investigations, monitoring and actions against the alarming increase in the traffic of Lear's and Spix's macaws during the year of 2023 are outstanding achievements, as they were not previewed in project activities and generated considerable impacts in national and international regulations and policies for the conservancy of such species (further detailed in section 5). Additionally, the training and environmental activities conducted in Lycée français François Mitterrand de Brasilia made a tremendous impact on the Brazilian youth to raise awareness on the importance of combating and reducing the demand

for IWT.

5. Impact on species in focus

All of the species in focus: Golden lancehead (*Bothrops insularis*), Brazilian Jewel Tarantula (*Typhochlaena seladonia*), Great-billed seed finch (*Oryzoborus maximiliani*), Golden Lion tamarin (*Leontopithecus rosalia*) Hyacinth macaw (*Anodorhynchus hyacinthinus*), Zebra pleco (*Hypancistrus zebra*), Jaguar (*Panthera onca*), Dyeing poison dart frog (*Dendrobates tinctorius*) have been impacted by data gathering and analysis in Activities 1.1, 1.2 and 2.2 as mentioned previously. We have assessed the quantity and patterns in which these species are victims of wildlife crimes in the Brazilian online IWT market in the 2.000 samples of online trading groups. This will be available in the Output 1 report and Output 2 article to help stakeholders in having a better view of the current IWT context.

As for the Lear's and Spix's macaws, two additional species that are being monitored due to the rapid increase in international trafficking episodes in 2023 and because of their extreme risk of extinction, we have created several monitoring activities and worked with partner environmental NGOs on a global level to pressure national and international governmental organs and organisations to protect these species. All of these actions are summarised in the next paragraphs, and the evidences can all be seen in the Annex 4 folder (see item 6 "Lear's and Spix's Macaws Monitoring" of Annex 4), including the links for journals were RENTAS' measures were disseminated by local and international press:

RENTAS' CASE AGAINST FACEBOOK - FOLDER 1

The first initiative to monitor online IWT in Brazil in the World Wide Web project was to identify wildlife trafficking groups operating through Facebook. Following RENTAS' investigation, Brazilian Facebook was fined more than US\$2 million by Brazilian authorities, who accepted and agreed with the complaint made by RENTAS.

RENTAS' CASE AGAINST YOUTUBE/GOOGLE - FOLDER 2

In July 2022, RENTAS filed a lawsuit in the Brazilian Justice System against YouTube/Google after identifying that this digital platform was monetising videos of wildlife hunts, thus stimulating an increase in wildlife trafficking. The lawsuit was based on online monitoring carried out by RENTAS for six months. In this period, our NGO researched, tracked, identified and classified around 600 videos involving the hunting of wild animals that were being shown on the YouTube platform for profits. The Brazilian court responsible for this case ruled in favour of RENTAS at the first instance, but YouTube/Google appealed and the case is now being judged in the second instance.

NO MORE HUNTING CAMPAIGN - FOLDER 3

In addition to taking legal action against YouTube/Google due to the company encouraging illegal hunting in Brazil, RENTAS has developed a virtual campaign against wildlife hunting. The campaign included a virtual petition, which gathered tens of thousands of signatures, as well as the production of several advertising pieces in the media and on social networks. RENTAS' initiative even prompted a request for a Public Hearing in the Brazilian Congress.

CASE OF THE BLUE MACAW AND LEAR'S MACAW - FOLDER 4

During preparations for the 77th Meeting of the CITES Standing Committee in November 2023 in Switzerland, online monitoring of the illegal trade in wild animals, carried out by RENTAS identified that 26 specimens of the Spix's Macaw (*Cyanopsitta spixii*) and 4 specimens of the Lear's Macaw (*Anodorhynchus leari*) had been suspiciously transferred to the Greens Zoological, Rescue and Rehabilitation Centre (GZRRC), a private zoo in India. RENTAS' monitoring efforts identified that this transfer was carried out without the authorisation of the Brazilian government which, according to CITES, should have been notified and given approval to the shipment of these endangered species to India. RENTAS' work has resulted in the following activities and actions:

- A case was opened with the Brazilian Public Prosecutor's Office following a complaint from RENCTAS;
- International mobilisation of NGOs to work with CITES to prevent these irregular transfers from continuing (letter signed by various international organisations);
- RENCTAS and the Federal Public Prosecutor's Office worked with the Brazilian Ministries of the Environment and Foreign Affairs to mobilise delegations from other countries so that the 77th Meeting of the CITES Standing Committee would prohibit the continuation of transfers, which was successfully achieved.

CASE OF THE INTERNATIONAL TRAFFICKING OF LEAR'S MACAWS FROM BRAZIL TO SURINAME AND BANGLADESH - FOLDER 5

In March, RENCTAS' permanent online monitoring IWT in Brazil intercepted a video that had been circulating in closed groups on social networks, which featured six illegally captured Lear's macaws.

RENTAS mobilised the environmental inspection agencies and it was later discovered that these macaws were part of an illegal shipment destined to Bangladesh.

In August 2023, RENCTAS was the first NGO to identify and warn about the trafficking of Lear's macaws and Golden lion tamarins to Suriname. RENCTAS' alert came after the identification of message exchanges in WhatsApp groups monitored by RENCTAS. The initiative resulted in the mobilisation of authorities in Brazil and abroad to bring the animals back to the country and also to open investigations to find out more information, such as the route used by the traffickers and the final destination of the animals seized in Suriname.

CASE OF THE SUSPICIOUS SALE OF A LEAR'S MACAW FARM - FOLDER 6

Through online IWT monitoring, RENCTAS has identified a land auction in the area of occurrence of the Leary Macaw (*Anodorhynchus leari*), located in the interior of Bahia, precisely in the city of Curaçá. Through online searches of public databases, RENCTAS identified possible irregularities and criminal practices involving the operation. RENCTAS called in the Federal Public Prosecutor's Office and filed a lawsuit to have the case investigated.

CASE OF MACAW TRAFFICKING IN FEIRA DE SANTANA, STATE OF BAHIA

In January 2023, RENCTAS intercepted the illegal trade of Lear's macaws in the countryside of the Brazilian state of Bahia, more precisely in the city of Feira de Santana. The meeting point for traffickers and clients was a Whatsapp illegal wildlife trade group. RENCTAS monitored the group, identified the participants and reported the matter to the Brazilian Federal Police and the Federal Public Prosecutor's Office so that the appropriate legal measures could be taken against the criminals.

OTHER CASES

At the end of May 2023, authorities from the Bangladesh Forestry Department intercepted 3 more Lear's macaw specimens at Hazrat Shah Jalal International Airport, located in Dhaka, the country's capital.

On 19 July 2023, Surinamese Forest Service authorities, responding to an anonymous tip-off, seized 29 specimens of the hyacinth macaw from a clandestine warehouse in Suriname.

On 22 August 2023, 25 of the 29 specimens of the Lear's Macaw were stolen from the Surinamese government's custody. Only 5 of the 29 Lear's Macaws trafficked from the Raso da Catarina region (BA) to Suriname have been repatriated.

In October 2023, RENCTAS held a video call with an Israeli citizen called Ydale Willinger, who introduced himself as a specialist in psittaciformes. On that occasion, Mr Willinger said that he knew that the 29 Leopard Macaws had been captured and were about to leave Brazil. He also said that he had communicated this fact by email, phone call and video call to two people in Brazil: Ms Camile Lugarini, coordinator of ICMBIO's Macaw Population Management Programme, and Mr Ugo Eichler Vercillo (ACTP), and that it seemed to him that both had done

nothing to prevent the Macaws from leaving Brazil.

6. Project support to poverty reduction

As stated in section 4, the thematic focus of our project is to reduce demand for IWT products. We understand that Online IWT in Brazil spreads poverty amongst youth, indigenous and rural populations and that by raising a general study of this market and its consumers and buyers, we are indirectly supporting poverty reduction through the initiatives and policies that will be hence generated against wildlife trafficking based on it. In the Short-Term, we expect our project Outputs to help public and civil society organisations to plan poverty reduction actions targeting communities, adapted according to the profiles of suppliers.

We also support poverty reduction indirectly by increasing capacity and capability of environmental enforcement and monitoring organisations that combat Online IWT worldwide, especially in low-income countries. This will be done especially through Outputs 1 and 3, which will be made available in Portuguese, English and Spanish (Output 3 only). In 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. Evidence of these expectations will be gathered in Y2.

7. Gender equality and social inclusion

Please quantify the proportion of women on the Project Board ¹ .	1 out of 5 (20%)
Please quantify the proportion of project partners that are led by women, or which have a senior leadership team consisting of at least 50% women ² .	2 out of 4 (50%)

The proportion of women on the Project Board is composed only by Project Intern Andressa Kelly Silva de Jesus, who was hired (see item 7 "Andressa Kelly Silva de Jesus' Project Intern Contract of Annex 4) to aid data gathering for Outputs 1 and 2. The remaining four members are all male. Though 8 female voluntary interns aide in the first phase of the project in data gathering in partnership with the Lycée français François Mitterrand de Brasília. The partner organisations that are led by women and are on the Project Board are IUCN, led by Director General Dr. Grethel Aguilar, and UNAMA, led by Dean Dr. Betânia Fidalgo.

8. Monitoring and evaluation

As the lead organisation in IWTEV017, RENCTAS is the sole responsible for monitoring. In July 2023, RENCTAS conducted several changes in the monitoring process. We are now monitoring our actions by activities instead of by month. To do so, we organise our deliveries in Monday.com and fill an online form (see item 8 "Activity Monitoring Form" of Annex 4 for evidence) to analyse every executed activity against the project's logframe, SMART Indicators and Means of Verification. We also have a section in this form for subjective analysis and feedback to improve the development of the project.

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

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

For example, Activities 1.1 and 1.2 were each monitored separately by filling this monitoring form. Both activities were reported against its respective SMART Indicators and Means of Verification. We notice a direct relationship between the activities and the achievement of the Outputs and, consequently, the Outcomes, through the analysis of the SMART Indicators and evidence collection. This can be easily visualised in the responses spreadsheet (see item 9 of Annex 4 for evidence)

On another hand, these changes have helped us to see that the current SMART Indicators may not be sufficient for monitoring the project's progress, as was specified in sections 3.2 and 3.3. We will review them prior to HYR2 and include any necessary alterations. We have also identified the need to dedicate a section of our monitoring form to Risk Management and Safeguarding updates, which will be included and brought up until the next Half-Year report.

9. Lessons learnt

During Y1 of project development, we noticed that communication with partner organisations needs to be improved. Therefore we will create a closer communication method from now on for the Task Force that will be created, particularly a whatsapp group. This will allow us to constantly communicate with our partners and manage their activities and deliveries more closely, which would in turn prevent delays and gaps in communication. This will be an absolutely necessary step for Y2, as activities will require a much more active role of all partners (UNAMA, IUCN and Northumbria).

The changes in Activities 1.1, 1.2 and 2.1 illustrate how data gathering and analysis needs to be constantly and continually improved in this particular project, in order to generate Outputs that generate maximum impact on the struggle to reduce demand for IWT. Additionally, Indicators and Assumptions also should and will be reviewed regularly as mentioned in sections 3.2 and 3.4, respectively.

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

Not applicable.

11. Risk Management

No new risks have arisen in the last 12 months that were not previously accounted for. **Fiduciary** risk and **Risk 4** were not applicable in the first year, as the funding was adequately used to collect and analyse data in an optimal way, obtaining rich results that will enable the project partners to develop the Outputs and eventually reach the Outcome.

In this sense, we overcame **Risk 5** in the Output 1 Activities by using the funding to hire Andressa and by developing an outside partnership with Lycée français François Mitterrand de Brasilia, as detailed in section 3.1. We obtained very successful results in tending to these issues and plan on improving our relationship with partner organisations UNAMA by HYR2, in order to confirm the invalidity of this risk. **Risk 6** cannot be assessed yet, as the scientific articles have not been published.

Significant adaptations have been made to better administer the **Safeguarding** and **Delivery Chain** risks. In addition to the university students from UNAMA, we had to also update our Safeguarding Policy to protect the 8 high school students that were impacted by the activity in Lycée français François Mitterrand de Brasilia. This was done successfully, seen as Monitoring Coordinator and IWT expert Dener Giovanini is trained in Safeguarding for children and was also supported by a supervisor teacher of this new partner organisation.

The **Delivery Chain** risk is not considered invalid in light of the methodology changes of the Output 2 article. We are no longer applying questionnaires for data gathering, so it is not necessary to worry about the quality and quantity of the responses.

12. Other comments on progress not covered elsewhere

All relevant comments have already been added in their respective sections of the report.

13. Sustainability and legacy

As mentioned in previous sections, the Outputs of this project are documents that will fill a gap in data, evidence and general understanding of online IWT in Brazil. Both the project and its deliverables are meant to strengthen the capacity and capability of stakeholders that are engaged in the fight against wildlife trafficking worldwide. In this sense, all of the project's activities and general methodology were designed to be easily replicated, especially in low-income countries that face a similar reality to Brazil. This is why this project has sustained benefits and legacy for combating IWT more effectively through data driven knowledge.

Moreover, we intend on training researchers, agents and environmentalists from all types of organisations to be better prepared to create policies, agendas and strategies for reducing Online IWT in Brazil and in the world, which illustrates that the project also contributes to capacity-building.

14. IWT Challenge Fund identity

Not applicable.

15. Safeguarding³

Has your Safeguarding Policy been updated in the past 12 months?	No
Have any concerns been investigated in the past 12 months	No
Does your project have a Safeguarding focal point?	Yes Dener [REDACTED]
Has the focal point attended any formal training in the last 12 months?	Yes
Has there been any lessons learnt or challenges on Safeguarding in the past 12 months? Please ensure no sensitive data is included within responses.	
There were no challenges in implementing the Safeguarding policy, despite the extremely rewarding experience of Dener Giovanini at Lycée français François Mitterrand de Brasilia, where he worked with 8 high school students. He was able to put his training in practice with the support of a supervisor teacher of this partner, validating his knowledge while developing a new activity that amounted to good results and contributed greatly to this project.	

³ See our Safeguarding Policy in item 9 of Annex 4.

Does the project have any developments or activities planned around Safeguarding in the coming 12 months? If so please specify.

As mentioned in section 3.1, Dener Giovanini might give a second lecture to 1.000 students in May 2024 at Lycée français François Mitterrand de Brasilia, in continuity with RENTAS' partnership with this educational institution. This will require that at least one more project staff member be also trained in Safeguarding to support Dener in this bug lecture.

16. Project expenditure

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

Project spend (indicative) since last Annual Report	2022/23 Grant (£)	2022/23 Total actual IWTCF Costs (£)	Variance %	Comments (please explain significant variances)
Staff costs (see below)				
Consultancy costs				
Overhead Costs				
Travel and subsistence				
Operating Costs				
Capital items (see below)				
Others (see below)				
TOTAL	37.360	37.360		

Table 2: Project mobilising of matched funding during the reporting period (1 April 2023–31 March 2024)

	Matched funding secured to date	Total matched funding expected by end of project
Matched funding leveraged by the partners to deliver the project.		
Total additional finance mobilised by new activities building on evidence, best practices and project (£)		

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

I agree for the Biodiversity Challenge Funds Secretariat to publish the content of this section

One of the activities that was planned in the scope of RENCTAS IWT monitoring was the red listing of the top 10 most trade-threatened Brazilian tarantulas, in cooperation with co-chair of the IUCN Spider and Scorpion Specialist Group, Sergio Henriques.

Thanks to the developments of the IUCN SSC Task Force on Monitoring Illegal Wildlife Trade for Activity 3.1, Sergio and a second researcher, Emmanuel, were also selected for executing the proposal, "Asses to Plan of the top 10 most trade-threatened Brazilian tarantulas" (item 10 "IUCN SSC Red Listing Internal Grant" of Annex 4). The grant will allow both researchers to focus on this fundamental task that will contribute to our project's Outputs.

File Type (Image / Video / Graphic)	File Name or File Location	Caption, country and credit	Online accounts to be tagged (leave blank if none)	Consent of subjects received (delete as necessary)
N/A	N/A	N/A	N/A	Yes / No
N/A	N/A	N/A	N/A	Yes / No
N/A	N/A	N/A	N/A	Yes / No
N/A	N/A	N/A	N/A	Yes / No
N/A	N/A	N/A	N/A	Yes / No

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

Project summary	SMART Indicators	Progress and Achievements April 2023 - March 2024	Actions required/planned for next period
<p>Impact</p> <p>Analysing the online wildlife trafficking market in Brazil and creating data-driven tools that enable stakeholders and the civil society to combat it efficiently.</p>		<p>Data and evidence gathering and analysis has progressed greatly and is already amounting to extremely relevant insights. Cooperation with partner organisations has enabled us to plan and start elaborating the project Outputs, which are expected to fill the gap on the current IWT online market data, increasing stakeholders capability and capacity.</p>	
<p>Outcome</p> <p>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.</p>	<p>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.</p> <p>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.</p>	<p>0.1 This indicator is valid, but very subjective. Progress has been made in all of the Output activities, which are deeply linked and are already amounting to great results in terms of analysing the current IWT online market in Brazil directly from its source (buyers and sellers).</p> <p>0.2 This indicator is an extremely valid way of assessing the efficiency of the project's Outputs. Once all of the Outputs are published, it will be applicable.</p>	<p>0.1 Complete data gathering and analysis and develop project Outputs by strengthening our cooperation with partner organisations, relying on their expertise and resources.</p> <p>0.2 Finish Outputs and submit them for academic reviews from researchers and environmentalists. Collect feedback from relevant stakeholders that curb and monitor IWT to analyse the impact that the three outputs have had on the IWT debate, in order to measure its efficiency..</p>
<p>Output 1.</p> <p>1) Build in-depth evidence of illegal trade online, particularly in social media, through monitoring activities.</p>	<p>1.1) By the end of Q3 (Y2), the first report on online IWT in Brazil has been published and provides an in-depth analysis of the phenomenon.</p> <p>1.2) Min. 15 national and international NGOs, press representatives, universities, and decision makers in public bodies benefit from the report.</p>	<p>1.1 The two samples of 1.000 posts of online IWT buyers and sellers are gathered and data analysis has already begun, enabling us to publish the report probably prior to the end of Q3 (Y2).</p> <p>1.2 The partnership with Lycée français François Mitterrand de Brasilia is already an indicator that stakeholders will benefit from the gathered data and evidence. This is expected to support many institutions in the fight against IWT once the report is duly published and disseminated.</p>	

Project summary	SMART Indicators	Progress and Achievements April 2023 - March 2024	Actions required/planned for next period
1.1 Monitoring activities carried out by Renctas		Complete	Continuous monitoring of endangered species (e.g. Spix's and Lear's macaws) and IWT online group to keep gathered data valid. Gather more data on shipping companies.
1.2 Data analysis and report development		In progress. The data analysis chart for is finished and the Output 1 report is being developed, including the investigations and monitoring found since June 2023 on several trafficking incidents of Spix's and Lear's macaws.	We expect to deliver this activity estimated ahead of the due date (Q3 of Y2), on June 31st.
1.3 Report translation in English and Spanish		None	To be started once Activity 1.2 is complete.
Output 2. 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 This indicator is still valid for assessing the results according to the objectives of Output 2. As commented in section 3.1, we are already able to outline a profile of online IWT consumers and suppliers from the gathered data. Analysis will continue as mentioned in section 3.1 to improve this Output until the end of the project. 2.2 This indicator is valid for the general proposal of the project, we expect to raise a general estimate of the income that IWT generates to the impacted communities specified in section 1 of this report.	
2.1 Academic article planning (ethical analysis, methodological approach, qualitative and quantitative indicators)		Complete. The article's methodology was modified in cooperation with Northumbria University and finished the planning in February 2024. We will use outlined profiles from the two 1.000 online IWT group samples, in which it is possible to identify gender and age, to build the academic article.	None
2.2 Data gathering		In progress. Main data samples already collected.	Complement data with information on shipping companies, trafficking routes and profile of participants on IWT

Project summary	SMART Indicators	Progress and Achievements April 2023 - March 2024	Actions required/planned for next period
			online groups, as previewed in 1.1 and 1.2. We expect to finish this by the end of Q1 and Y2, according to the due date on the Implementation Timetable.
2.3 Data analysis		To be started once Activity 2.2 is complete.	The specific data analysis for the academic article will start in Q1 of Y2 as previewed in the Implementation Timetable. This will be done in cooperation with Northumbria University, as confirmed in our last contact.
2.4 Article writing and publication (English and Spanish)		To be started once Activity 2.3 is complete.	To be started once Activity 2.3 is complete.
Output 3. 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 This indicator is valid and will be analysed once it is applicable. Reports and guidelines are already being produced to improve capacity and capability in online IWT monitoring and combat. 3.2 The indicator is extremely valid, but still not applicable due to the delivery of the guidelines being underway. Once all of the Outputs are published, it will be applicable. Output will be analysed once the guidelines, the article, the report and a possible handbook have been published.	
3.1 Guidelines planning with IUCN		Complete. Request for creation of IUCN SSC Task Force on Monitoring Illegal Wildlife Trade is already being analysed by the IUCN's Species Survival Commission (SSC). Guidelines have already been planned on our IUCN SSC proposal.	We are only awaiting IUCN's approval to start officially implementing them. We expect this to be done by the end of May 2024, allowing the immediate planning of the Guidelines with the support of Sergio Henriques.

Project summary	SMART Indicators	Progress and Achievements April 2023 - March 2024	Actions required/planned for next period
3.2 Guidelines writing		To be started once the IUCN SSC Task Force is established at the end of May 2024.	We expect to deliver this by June 2024 within able time according to the Implementation Timetable, since the Activity is due for Q1 of Y2.
3.3 Guidelines review and translation		To be started once Activity 3.2 is complete.	To be started once Activity 3.2 is complete.
3.4 Guidelines dissemination		To be started once Activity 3.3 is complete.	To be started once Activity 3.3 is complete.

Annex 2: Project's full current logframe as presented in the application form

Project summary	SMART Indicators	Means of verification	Important Assumptions
Impact: Analysing the online IWT market in Brazil by creating data-driven tools that enable stakeholders and the civil society to combat it efficiently.			
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 articles, guidelines). Feedback and reviews from min. 3 conservationists.	A1: Demand Reduction of IWT is a priority for donors and governmental agencies to fund actions.

Project summary	SMART Indicators	Means of verification	Important Assumptions
<p>Output 1</p> <p>1) Build in-depth evidence of illegal trade online, particularly in social media, through monitoring activities.</p>	<p>1.1) By the end of Q3 (Y2), the first report on online IWT in Brazil has been published and provides an in-depth analysis of the phenomenon.</p> <p>1.2) Min. 15 national and international NGOs, press representatives, universities, and decision makers in public bodies benefit from the report.</p>	<p>1.1) Date of availability of the report on the Renctas website (renctas.org.br). Feedback and reviews from min. 3 peer conservationists.</p> <p>1.2) Email exchanges, reports and minutes of meetings, case studies. Signature list of the participants of the online event.</p>	<p>A2: Political leaders are engaged in the fight against IWT and agree to commit to the recommendations of the report (Activity 1.3)</p>
<p>Output 2</p> <p>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.</p>	<p>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.</p> <p>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.</p>	<p>2.1) The academic article discussions and conclusions provide the profiles of consumers and suppliers and key priorities and data for demand reduction.</p> <p>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.</p>	<p>A3: Consumers agreed to reply to the anonymous questionnaire regarding pets in Brazil (Activity 2.2)</p> <p>A4: The article is accepted by the journal and published before the end of the project (Activity 2.4)</p>
<p>Output 3</p> <p>3) Reinforce organisational and systemic capacity for carrying out monitoring activities on the web.</p>	<p>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.</p> <p>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.</p>	<p>3.1) Emails exchange, oral and written reports, case studies.</p> <p>3.2) Signature list of the participants of the online event. Email exchanges and oral/written reports on how the guidelines have been adopted.</p>	<p>A5: 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)</p>

Project summary	SMART Indicators	Means of verification	Important Assumptions
<p>Activities</p> <p>Output 1 - Build in-depth evidence of illegal trade online, particularly in social media, through monitoring activities.</p> <ul style="list-style-type: none"> 1.1 Monitoring activities carried out by Renctas 1.2 Data analysis and report development 1.3 Report translation in English and Spanish <p>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.</p> <ul style="list-style-type: none"> 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) <p>Output 3 - Reinforce organisational and systemic capacity for carrying out monitoring activities on the web.</p> <ul style="list-style-type: none"> 3.1 Guidelines planning with IUCN 3.2 Guidelines writing 3.3 Guidelines review and translation 3.4 Guidelines dissemination 			

Annex 3 Standard Indicators

Table 1 Project Standard Indicators

IWTCF Indicator number	Name of indicator using original wording	Name of Indicator after adjusting wording to align with IWTCF Standard Indicators	Units	Disaggregation	Year 1 Total	Year 2 Total	Year 3 Total	Total to date	Total planned during the project
IWTCFD03	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.	Number of organisations with improved capability and capacity to promote IWT demand reduction in Brazil as a result of the project's outputs.	Number of organisations	Organisation Type	0			0	Min. 15 (National and International)
IWTCFB12 IWTCFB06	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.	Number of online IWT cases submitted for prosecution. Number of criminal IWT buyers/sellers, trade routes and online groups mapped.	Number of cases Number of IWT elements	Social network (Type of transaction) Buyers/sellers, trade routes and online groups	0 and 0			0 and 0	Min. 2000 2000 buyers/sellers, 20 trade routes and 50 online groups mapped.

IWTCFB08 IWTCFB07	1.1) By the end of Q3 (Y2), the first report on online IWT in Brazil has been published and provides an in-depth analysis of the phenomenon.	Estimated size/scale of the analysed online IWT samples in R\$ and USD. Number of illegal wildlife products/shipments detected.	Aggregated price R\$/USD Number of IWT products	Estimated targeted area (Km ²) Species affected in IWT products	0 and 2000			0 and 2000	Min.R\$80.000,00 or USD15.500,00 (total and Min. 2000
IWTCFB024	1.2) Min. 15 national and international NGOs, press representatives, universities, and decision makers in public bodies benefit from the report.	Number of stakeholders with enhanced awareness and understanding of online IWT in Brazil and associated poverty issues.	Number of stakeholders	Stakeholder typology	0			0	Min. 15 (National and International)
IWTCFCO7	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.	Estimated number of consumers targeted in demand country(ies) and number of conservationists that have been incentivized to carry out online IWT monitoring	Number of consumers Number of conservationists	Nationality and gender of consumers Nationality of conservationists	0			0	Min. 2000 and Min. 40 conservationists (30% from low income countries).

IWTCFD26	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.	Number of new and enhanced tools/approaches that directly or indirectly assess the income generated by IWT in poorer households in Brazil.	Number of tools	Typology of tools	0			0	3 new Outputs.
IWTCFCO4 IWTCFB021	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.	Number of organisations with influence on target audience that have distributed campaign message(s). and Number of stakeholders with enhanced awareness and understanding of biodiversity and associated poverty issues.	Number of organisations Number of stakeholders	Type of organisation Type of stakeholder and country of origin	0			0	Min. 6 organisations (3 in Brazil and 3 in other low-income countries).

IWTCFCO8	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.	Number of stakeholders that have actively discouraged the purchase/use of IWT products.	Number of stakeholders	Nationality of stakeholders	0	0		0	Min. 15 (National and International)
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Table 2 Publications

Title	Type (e.g. journals, manual, CDs)	Detail (authors, year)	Gender of Lead Author	Nationality of Lead Author	Publishers (name, city)	Available from (e.g. weblink or publisher if not available online)
N/A	N/A	N/A	N/A	N/A	N/A	N/A

Annex 4: Onwards – supplementary material

The following items are all available in our AR1 Annex 4 folder, inside of our IWTE0V17 Evidence Google Drive. Some of the items are folders, whilst others are simply documents or spreadsheets. Please follow the orientations to assess the evidence more completely. The folder can be accessed through the following link: <https://drive.google.com/drive/folders/1fSNoaXw86GIA4XOSAFpBITDliGfu4S3A>

1. IWTEV017 Application Form

Located in "AR1 Annex 4", the main folder.

2. Data Samples

Two excel files available in the "Data Samples" folder.

3. Brasilia Lycée François Mitterrand Activity

Located in the "Brasilia Lycée François Mitterrand Activity" folder. Contains a participant list, a folder with the volunteers' certificates and evidence of the work group and the lectures.

4. 2.1 Academic Article Planning

Located in "AR1 Annex 4", the main folder.

5. IUCN SSC Task Force Proposal on Monitoring Online IWT

Located in "AR1 Annex 4", the main folder.

6. Lear's and Spix's Macaws Monitoring

Located in the "Lear's and Spix's Macaws Monitoring" folder. Please access the "(EN) Evidence Glossary" file to assess the evidence in each sub-folder.

7. Andressa Kelly Silva de Jesus Project Intern Contract

Located in "AR1 Annex 4", the main folder.

8. Activity Monitoring Form

Located in the "Activity Monitoring Form" folder. Contains a form file and an excel file with the recorded responses.

9. Safeguarding Policy

Located in "AR1 Annex 4", the main folder.

10. IUCN SSC Red Listing Internal Grant

Located in "AR1 Annex 4", the main folder.

Checklist for submission

	Check
Different reporting templates have different questions, and it is important you use the correct one. Have you checked you have used the correct template (checking fund, type of report (i.e. Annual or Final), and year) and deleted the blue guidance text before submission?	Yes
Is the report less than 10MB? If so, please email to BCF-Reports@niras.com putting the project number in the subject line.	Yes
Is your report more than 10MB? If so, please discuss with BCF-Reports@niras.com about the best way to deliver the report, putting the project number in the subject line.	Yes

Have you included means of verification? You should not submit every project document, but the main outputs and a selection of the others would strengthen the report.	Yes
Do you have hard copies of material you need to submit with the report? If so, please make this clear in the covering email and ensure all material is marked with the project number. However, we would expect that most material will now be electronic.	No
If you are submitting photos for publicity purposes, do these meet the outlined requirements (see section 17)?	
Have you involved your partners in preparation of the report and named the main contributors	No
Have you completed the Project Expenditure table fully?	Yes
Do not include claim forms or other communications with this report.	