Illegal Wildlife Trade (IWT) Challenge Fund Evidence: Final Report

To be completed with reference to the "Project Reporting Information Note": (https://iwt.challengefund.org.uk/resources/information-notes/).

It is expected that this report will be a **maximum of 20 pages** in length, excluding annexes.

Submission Deadline: no later than 3 months after agreed end date.

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

IWT Challenge Fund Project Information

Project reference	IWTE0V17
Project title	World Wild Web: Understanding Online Illegal Wildlife Trade in Brazil
Country(ies)	Brazil
Lead Organisation	RENCTAS – Brazilian Network to Fight the Trafficking of Wild Animals
Project partner(s)	IUCN; Northumbria University; University of Amazon (UNAMA)
IWTCF grant value	£74,965
Start/end dates of project	01 April 2023 – 31 March 2025
Project Leader's name	Thiago Vargas da Costa
Project website/blog/social media	N/A
Report author(s) and date	Thiago Vargas da Costa – 6 August 2025

1. Project summary

Project Overview & Aim: The World Wild Web project set out to address the rise of illegal wildlife trade (IWT) conducted over the internet in Brazil, a country where wildlife exploitation for pets and products is pervasive. In recent years, online platforms (social media and messaging apps) have become the primary conduit for traffickers, offering speed, anonymity, and access to large audiences across the supply chain. This creates an urgent need for evidence and understanding of how these online markets operate. The project's aim was to gather in-depth evidence of illegal online trade, improve understanding of consumers' motivations and suppliers' needs, and identify capacity gaps among institutions combatting IWT. By filling these evidence gaps, the project intended to inform and design future demand-reduction interventions and strengthen enforcement efforts against online wildlife trafficking.

Problem Statement: The project responded to a critical problem: while Brazil sees an estimated 38 million wild animals taken from nature annually for domestic and international trade, data on the online dimension of this trade remained scant. Traditional conservation efforts in Brazil had not focused on the burgeoning social media trade in wildlife, and no prior detailed reports on Brazil's online IWT existed. Traffickers exploit the internet to evade law enforcement, shipping live animals via postal services (with only about 1 in 10 surviving the journey). This illicit economy often entangles impoverished or marginalized communities as suppliers: young and low-income individuals are enticed to capture or

breed wildlife for meagre payments, creating dependency on traffickers and exacerbating their poverty. These activities also expose them to legal risks (fines, imprisonment), further undermining their well-being. On the demand side, consumers span all demographics in Brazil, making it challenging to target interventions. The human development challenge linked to this trade is clear – wildlife trafficking perpetuates poverty and crime in rural communities while undermining biodiversity and ecosystem services that those communities might otherwise benefit from. The project was designed with these dual challenges in mind: *wildlife conservation* and *poverty reduction*. It sought to produce evidence-based insights to guide demand reduction campaigns that dissuade buyers, as well as strategies to offer alternative livelihoods or support to communities currently reliant on IWT.

Project Design & Approach: Building on RENCTAS's prior experience (over 800 Facebook and WhatsApp groups monitored, with a database of 4 million IWT-related posts), the project was designed to leverage this existing knowledge base and expand it. It focused on a set of priority species emblematic of the Brazilian illegal online trade: 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*), and Dyeing poison dart frog (*Dendrobates tinctorius*). Partway through implementation, the team also added the Lear's macaw (*Anodorhynchus leari*) as an exceptional focus due to a sudden spike in its trafficking from early 2023 – underlining the project's adaptive scope to emerging threats. The project planned to collect two large samples of online posts/ads related to wildlife trade, analyze these for market mechanisms and actor profiles, and use the findings to produce: (1) a comprehensive report on online IWT in Brazil, (2) an academic article detailing socio-economic profiles of traders and consumers, and (3) a practical guidelines handbook on monitoring online wildlife trade.

Location and Context: The project operated across Brazil, but its "field site" was essentially the online environment – specifically social networks (Facebook, Instagram) and messaging apps (WhatsApp) where illegal wildlife transactions occur. RENCTAS's headquarters in Brasília coordinated activities, with data gathered from online groups spanning multiple regions of Brazil (including remote areas where species are sourced). The project did not involve a physical field intervention in communities or protected areas; instead, it focused on *virtual markets*. Nevertheless, the evidence generated is intended to have on-the-ground impact by informing policies and interventions in Brazil's high-biodiversity areas (e.g. Amazon, Atlantic Forest) that experience wildlife poaching pressure. The project's alignment with global agendas was clear: it contributes to UN SDG 15 (Life on Land), specifically Target 15.7 on ending wildlife trafficking and Target 15.C on building community capacity for sustainable livelihoods as alternatives. It also addresses priorities from the London Conference on IWT (2018) by focusing on demand reduction through understanding market drivers and by investing in data-driven tools to tackle IWT.

In summary, *World Wild Web* was conceived to fill a vital knowledge gap on online-facilitated wildlife crime in Brazil. By producing new evidence and tools, and training stakeholders to use them, the project sought to break the chain of online pet trafficking and contribute to both biodiversity conservation and the well-being of communities entangled in the illegal trade.

2. Project Partnerships

Collaboration and Partner Roles: This project was highly collaborative, involving multiple partners with complementary expertise, under the leadership of RENCTAS. RENCTAS (the Brazilian Network to Fight Wildlife Trafficking) served as the Lead Organisation – responsible for overall coordination, project management, monitoring & evaluation, and decision-making. RENCTAS' role also included all financial administration and ensuring that project activities aligned with ethical and safeguarding standards. Each formal partner contributed in specific ways:

- University of Amazon (UNAMA): As a Brazilian academic institution, UNAMA was expected to support *Output 1* (the online trade monitoring and evidence gathering) by facilitating local research collaboration. In the project design, UNAMA agreed to host three female undergraduate

students (STEM majors) as interns to assist RENCTAS in data collection and analysis. This arrangement aimed to build local research capacity and engage young Brazilian women in conservation tech. *However*, in practice UNAMA's involvement proved limited. Communication challenges and scheduling conflicts meant UNAMA only partially fulfilled its intended role. The planned internships at UNAMA did not materialize as anticipated. RENCTAS attempted repeated outreach to UNAMA, but slow responses led to delays. To compensate, RENCTAS established a new collaboration with the Lycée Français François Mitterrand de Brasília (a French international high school) as an alternative educational partner. This proved successful – eight motivated high school students (all young women) were trained and engaged in the online monitoring activities (in lieu of UNAMA's students). UNAMA's non-engagement was identified early as a risk; by Half-Year 2, RENCTAS was working to "close the communication gap" and considering involving UNAMA instead in *Output 3* (guidelines co-authorship) alongside IUCN. Despite these issues, the partnership with UNAMA remains amicable, and efforts to re-engage them may continue post-project, particularly if follow-up research opportunities arise. Evidence of collaboration with Lycée Français François Mitterrand de Brasília can be found at Annex 5 link to folder "Brasília Lycée François Mitterrand Activity".

- Northumbria University (UK): Northumbria's role was crucial for *Output 2*, the academic study of consumer and supplier profiles. Northumbria researchers provided expertise in research design, ethical and methodological standards, ensuring the project's social research components met international academic rigor. They assisted RENCTAS in developing a robust methodology for analyzing the online data (for example, advising on how to ethically handle data from social media and how to characterise user demographics). Northumbria also committed to help write and publish the scientific paper, leveraging their experience in publishing on wildlife trade (RENCTAS and Northumbria had previously co-authored an article in *Biological Conservation*). Throughout the project, Northumbria researchers remained engaged via regular communication to refine the article's approach and provide mentorship in data analysis. They were not physically present in Brazil, but this transatlantic partnership functioned via virtual meetings and collaborative writing. Northumbria's involvement has been smooth and productive; they reviewed interim results and confirmed ongoing support to get the article submitted to a peer-reviewed journal. The relationship is set to continue beyond this project, with potential future research collaborations and co-authored publications. Evidence of collaboration with Northumbria University are the article development documents in the Annex 5 link to folder "Article on Consumer Motivations and Supplier Needs in IWT in Brazil".

- International Union for Conservation of Nature (IUCN): IUCN, through its Species Survival Commission (SSC), was a key partner for *Output 3*. IUCN brought unmatched global expertise and networks in species conservation. Their specialists (notably Sérgio Henriques, co-chair of the IUCN SSC Spider & Scorpion Specialist Group) advised on identifying species at risk and developing best-practice guidance for monitoring online IWT. According to the plan, IUCN and RENCTAS would jointly create a "Monitoring Wildlife Trafficking Online: Guidelines for Conservationists" handbook. IUCN's support took several forms: providing expert input on the Guidelines content, assisting in forming a dedicated IUCN SSC Task Force on Online Wildlife Trade, and leveraging its network for wider dissemination of the outputs. Over the project, there were bureaucratic hurdles – establishing a new SSC Task Force involved lengthy internal IUCN processes that delayed the start of some activities. To work around this, RENCTAS and IUCN collaborators informally gathered input (via surveys and consultations) from SSC experts even before the Task Force was formally approved. This ensured guideline development could proceed on time. A proposal for the "Online IWT Monitoring" Task Force was submitted and by late 2024 was expected to be approved, thanks in part to the groundwork laid by the project. Notably, the collaborative efforts with IUCN were recognized with an SSC Internal Grant award to RENCTAS and Mr. Henriques, underscoring the value of this partnership. The partnership with IUCN has been very fruitful – the Guidelines output was greatly strengthened by IUCN's global perspective, and IUCN will remain a dissemination channel post-project (hosting the Guidelines on its website and promoting them among conservation practitioners worldwide). Both RENCTAS and IUCN have expressed commitment to continue this relationship beyond the project, particularly through the sustained work of the new Task Force. Evidence of collaboration with IUCN are the Guidelines and Task Force development documents in the Annex 5 link to folders "Guidelines for

Conservationists” and “Task Force".

Other Stakeholders & Engagement: While the above were the formal partners, the project also interacted with other stakeholders:

- Educational Institutions: The Lycée Français in Brasília became an informal yet important stakeholder. RENCTAS delivered a tailored training course to eight of the Lycée’s students (all of them young women interested in environmental issues) on how to identify and document online wildlife trade. The students supported Renctas’ monitoring over the course of the training with easy targeted attributed tasks. This not only filled a gap left by UNAMA but also created a model for youth engagement in conservation. The success of this collaboration led to an invitation for RENCTAS to present a second, much larger lecture at the Lycée (to an audience of up to 1,000 students) in mid-2024. This continued engagement with the school suggests a legacy of awareness-raising among local youth. The Lycée is likely to remain a community partner for RENCTAS in educational outreach even after project completion.

- Law Enforcement and Government Agencies: Although not formal partners, Brazilian authorities became involved through the project’s *evidence-sharing activities*. RENCTAS has longstanding ties with enforcement agencies, and during the project it provided intelligence to authorities on specific trafficking cases (notably concerning Lear’s and Spix’s macaws). For example, project-led monitoring uncovered suspicious transfers of critically endangered macaws, prompting RENCTAS to compile a report to the Federal Public Ministry and Federal Police. This action led to rapid mobilization of authorities in Brazil and abroad – resulting in animals being seized or repatriated and investigations launched. These instances, while outside the original project logframe, exemplified positive engagement with enforcement stakeholders. The project also kept open communication with Brazil’s environmental agencies (e.g. ICMBio) by incorporating their data (such as threatened species lists) and keeping them informed of findings. Such relationships may not be formal partnerships, but they have been strengthened through the project’s evidence-based contributions and will be important for implementing the project’s recommendations going forward. Evidence on the Lear’s and Spix’s macaws case can be found on Annex 5 link to folder “Lear_s and Spix_s Macaws Monitoring”.

- Media and Public Outreach: The project generated interest from press and media, especially when reporting on the high-profile macaw trafficking incidents. RENCTAS’ actions were covered by local and international press (evidence of this is provided in Annex 5 – Evidence Folder, *Dissemination* subfolder), helping to inform the public and policymakers of the issue. While media outlets were not project partners per se, this coverage was facilitated by RENCTAS and IUCN’s communications teams and amplified the project’s reach. It also implicitly promoted the project’s funder and partners by highlighting the collaborative effort behind these findings.

Partner Involvement in Planning & Reporting: All formal partners were involved from the project’s inception (the demand for this project stemmed from RENCTAS’ on-ground experience, but was bolstered by international partner support). Partners contributed to the project application and design: for instance, Northumbria and IUCN provided letters of support and helped shape the research questions to ensure global relevance. During implementation, RENCTAS held periodic coordination calls and shared progress reports with partners (especially around key deliverables for each output). In terms of monitoring and decision-making, RENCTAS took the lead (reflecting that the project was driven by local demand and context), but input from partners was sought for adjustments in their domain. For example, when RENCTAS decided to alter the data collection methodology for Output 2 (shifting from questionnaires to data mining), Northumbria University was consulted and agreed this change was methodologically sound. Similarly, when IUCN’s Task Force approval was slow, RENCTAS and IUCN together decided on the workaround of using an expert survey to ensure timelines were met.

All partners have been involved in preparing this Final Report. RENCTAS’s Project Leader drafted the report, but were reviewed by Northumbria researchers (academic output) and by IUCN SSC colleagues

(Guidelines and Task Force). This collaborative authorship ensured the report reflects the perspectives and input of all key contributors. The partnerships forged or strengthened through this project are expected to endure beyond project completion. RENCTAS and Northumbria are already exploring future research collaborations (potentially expanding studies on online IWT to other countries or related issues). RENCTAS and IUCN will continue working together under the SSC Task Force mechanism – the Guidelines created will likely be a living document updated with IUCN's involvement, and RENCTAS will remain a member of that specialist network. Even the less successful partnership with UNAMA has offered lessons: RENCTAS is open to re-engaging UNAMA in follow-up activities (perhaps on implementing recommendations in the Amazon region) if communication improves. Meanwhile, the new link with the Lycée Français opens an avenue for ongoing environmental education programs in Brasília. In sum, the project's collaborative foundation was strong and, despite a few challenges, has resulted in lasting relationships that will support the sustainability and uptake of project results.

Note on Past Evidence: Partnership roles and changes have been documented in all project reports – see Annual Report 2023-24 for partner contributions and challenges (Annex 5, *Report* folder) and correspondence with UNAMA and Lycée (Annex 5, *Monitoring* folder) for evidence of how the educational partnership was redirected. The successful co-development of outputs is evidenced by joint outputs (e.g. Northumbria co-authorship on the academic manuscript, IUCN SSC credits in the Guidelines – see Annex 5, *Article* and *Guidelines* folders).

3. Project Achievements

3.1 Outputs

Overview: The project had three intended *Outputs*, as per the approved logframe, each contributing to the overall Outcome. Output 1 aimed to "Build in-depth evidence of illegal trade online (particularly on social media) through monitoring activities." Output 2 aimed to "Improve understanding of consumers' motivations and suppliers' needs to deliver effective behavioural change actions, particularly for poorer communities reliant on IWT." Output 3 aimed to "Reinforce organisational and systemic capacity for carrying out monitoring activities on the web." The baseline conditions for all three were essentially *zero* – prior to the project, no comprehensive report on online IWT in Brazil existed, the profiles of online IWT actors were not defined, and there were no guidelines or networks in Brazil dedicated to online wildlife trade monitoring. By project end, all three Outputs have been achieved, as detailed below, with only minor deviations from plan. All outputs were delivered by or before the project end date (with translations of documents finalized shortly thereafter), and each is backed by extensive evidence (available in Annex 5 – Evidence Folder, with major indicated sub-folders for each output).

Output 1: Online IWT Report. *Indicator 1.1:* By the end of Q3 Y2, the project planned to publish the first report on online IWT in Brazil, providing an in-depth analysis of this phenomenon. This has been achieved. The report, titled *"TECHNICAL ANALYTICAL REPORT ON THE MONITORING OF ONLINE TRADE IN WILD"*, was completed in December 2024 and published in early 2025 (slightly ahead of the original schedule of Q3 Year 2 – Sept. 2024). It is a comprehensive, open-access document (approx. 50 pages) available in three languages (English, Portuguese, Spanish). The report draws on a rich dataset collected by RENCTAS through intensive monitoring on Facebook and WhatsApp. In total, 2,000 distinct posts/messages advertising or discussing illegal wildlife trade were systematically collected and analyzed. These were gathered in two batches of 1,000 each: the first batch (May–Sept 2023) by a RENCTAS-hired intern (Ms. Andressa Silva, Federal Univ. of Western Pará) and the second batch (Oct 2023–Feb 2024) by the RENCTAS team in collaboration with 8 high-school volunteers from the Lycée Français. The sampling approach was adjusted during implementation – initially, the project proposed stratified criteria (ensuring a minimum percentage of posts with certain attributes such as trader age, gender, region, etc.). In practice, it was found more feasible and statistically sound to take *random samples*, given the large volume of data available, and then analyze the characteristics post-hoc. This change was noted in Annual Report 1 and agreed with the project monitor, as it actually provided a more realistic snapshot of Brazil's online IWT market.

The evidence collected covers a broad spectrum: each recorded post was categorized by platform, group name, type of transaction (sale, purchase, exchange), species (common and scientific name), and

additional details like location (phone area codes), asking price, and any notable patterns or "observations on trafficker profile". This detailed coding of the data has directly fed into the analysis and findings. Key findings of the Output 1 report include: (a) Identification of the most traded taxa and their conservation status – e.g. birds (especially songbirds) and reptiles dominate the online trade, with many species either nationally threatened (per ICMBio's Red List) or CITES-listed; (b) Prevalent online marketplaces and methods – confirming Facebook groups and WhatsApp chats as primary hubs, often disguised as pet enthusiast groups, and highlighting common tactics (code words for species, use of private couriers, etc.); (c) Insight into prices and economics of the trade – e.g. certain rare parrots fetching thousands of Reais, and evidence of bulk discounts for quantities, indicating a well-developed market structure (these findings are being used to estimate the economic scale of IWT); (d) Geographic patterns – while buyers are spread across Brazil (including major cities), a significant number of supplier posts traced back to a few poorer regions (for example, parts of the Northeast for songbirds), aligning with poverty-driven supply. (e) Emerging threats – notably the spike in trafficking of Lear's Macaw and Spix's Macaw, which the team documented as case studies in the report. The report devotes a section to these case studies, describing how in 2023 a series of online-facilitated deals led to dozens of these extremely rare macaws being smuggled abroad. RENCTAS's monitoring (as part of this project) intercepted information in real time that was passed to authorities, resulting in interventions (details under Impact below). These case studies were not in the original scope but greatly enrich the report – demonstrating the real-world applications of online monitoring for enforcement triggers.

Indicator 1.2: The project aimed for at least 15 organisations (NGOs, media, universities, or public bodies) to benefit from the report. This indicator has been met and exceeded. The Output 1 report was launched via an online webinar hosted by RENCTAS in 2025, with invitations extended through IUCN and RENCTAS networks. Over 40 individuals attended this webinar, representing at least 20 different institutions (evidence: Annex 5, *Dissemination* folder, contains the webinar recording and proof of invitations). Among them were Brazilian federal environmental agents, state wildlife authorities, NGOs (both Brazilian and international), academic researchers, and journalists. The report was sent directly to 100 NGOs members and law enforcements agents on Renctas networks. In addition, media coverage (in outlets like *BBC* and *Folha de São Paulo*) referencing the report's statistics indicates that the findings reached the public domain, further amplifying its impact. Evidence to this can be found in the Annex 5 "Dissemination" folder.

Challenges & Adjustments (Output 1): The principal challenges in achieving Output 1 were related to human resources and partnerships, as described earlier. The risk that data collection could be insufficient or delayed due to partner disengagement was anticipated in the logframe assumptions, and we responded proactively. When UNAMA did not provide the expected interns, we *hired a consultant* (Andressa) and forged the partnership with the Lycée to ensure the data collection stayed on track. This effectively mitigated Risk 5 ("Conflicts with partners might slow activities") – by the first annual report we noted that this risk was overcome through these measures. Another potential issue was whether enough online data could be obtained (Risk of "Insufficient data sources"). This was quickly proven not to be a problem; on the contrary, Brazil's online trade offered an abundance of data. RENCTAS's prior monitoring meant we knew where to look, and by mid-project we confirmed that the available data exceeded what we even needed for the sample. We closed that risk after gathering all required data by end of 2023. We did encounter an unexpected positive development: involving high-school students in data gathering not only solved a resource gap but also added value – their enthusiasm and perspective improved the monitoring process, and they became ambassadors for the issue in their own circles. We ensured to implement additional safeguards and training given their young age (see Safeguarding section), and this turned out to be a safe and successful innovation. In summary, Output 1 was achieved in full: a high-quality, data-rich report has been produced and disseminated, with strong uptake by stakeholders. *(See Annex 5 – Evidence Folder: "1st Report on Online IWT in Brazil" subfolder for the full Output 1 report; "Monitoring" subfolder for raw data samples and training materials.)*

Output 2: Academic Article (Profiles of IWT Consumers and Suppliers). The project's second output was a scientific study to illuminate *who* is behind the online trade – both the buyers and sellers – and particularly to understand the socio-economic dimensions (with a focus on poverty and motivations). *Indicator 2.1* was that by project end, profiles of consumers and suppliers in Brazil are defined, enabling tailored demand reduction interventions. *Indicator 2.2* was that the study would provide insight into the income generated by IWT in poorer households, informing alternative livelihood interventions. We

consider these achieved or in the final stage of achievement. The academic paper has been written and submitted to a peer-reviewed journal (target: *Conservation & Society*, special issue on wildlife trade) as of May 2025. The analysis in the paper draws largely on the same dataset as Output 1, but with a different lens: whereas the Output 1 report focused on market characteristics and species, the Output 2 analysis focuses on the people behind the posts. We leveraged the fact that many social media profiles contain user information. By cross-referencing profile names, group membership details, and any self-disclosed info or photos, we could infer demographic data for a subset of the sample. Specifically, we identified approx. 150 unique individuals (either frequent sellers or buyers) within the 2,000-post dataset for whom we could determine gender and an approximate age (many Facebook profiles, for instance, show a profile photo and friends/family comments that indicate age group). We did not approach traffickers with questionnaires as originally planned – early in the project it became clear that an anonymous questionnaire approach (asking traffickers to self-report their income or motivations) was *not feasible*, due to lack of trust and legal/safety concerns. This was flagged in our proposal as a risk (Assumption A3 expected traffickers would respond) and we made a strategic shift. Instead, as noted in Annual Report 1, we changed the methodology to rely on open-source intelligence from the online groups themselves. This change was carefully thought and allowed us to exceed the initial sample size (100 respondents) – we effectively gathered data on over a hundred individuals without direct contact, avoiding ethical and reliability issues. As a result, *Risk 6* (that "questionnaire respondents might be unqualified or not respond") was mitigated; by removing the questionnaire altogether, we eliminated the risk of low response quality.

The academic article's findings define two broad profiles for *online IWT suppliers* and *consumers* in Brazil. On the supplier (seller) side, the data suggest two main categories: (1) "Commercial breeders/dealers" – often males in their 20s-40s, running small illicit businesses, sometimes posing as legal breeders, who treat wildlife trading as a significant income source; and (2) "Opportunistic catchers" – often young men (teens or early 20s) from rural or low-income backgrounds who catch and sell a few animals (often birds) sporadically for quick cash. The latter group fits the narrative of poverty-driven trafficking: for example, some posts in our sample included comments like "selling to feed my family," indicating economic hardship as a motivation (qualitative evidence included in the article). On the consumer (buyer) side, profiles range more widely across socio-economic classes, but a noteworthy segment is the "novice exotic pet owner" – often urban, middle-class individuals (including a number of women in our sample) who buy reptiles, birds or spiders online out of curiosity or as a status symbol. These consumers are often unaware or in denial of the illegality, treating the purchase like a regular online shopping experience. Another segment is the collector/hobbyist who is deeply involved in aviculture or herpetology circles and knowingly purchases rare species for personal collections. The article discusses how these profiles influence demand: e.g. hobbyist collectors drive up prices for rarities, while casual pet buyers maintain volume for more common species. In terms of income generation in households (Indicator 2.2), our analysis – supplemented by a literature review and RENCTAS's earlier field knowledge – found that in certain poor communities, wildlife trapping can contribute a non-trivial portion of household income, but it is highly variable and often seasonal. For instance, among the opportunistic catchers identified, some were involved in other livelihood activities (farming, odd jobs) and turned to wildlife trade only opportunistically. For a smaller subset (e.g. those in bird "hotspots"), illicit wildlife sales might represent a steady side-income. The academic paper stops short of providing precise quantitative measures of income share (due to limited direct data), but it provides qualitative insights and case examples. These insights support the need for alternative livelihood programs in source communities, a point made in the paper's conclusions.

As of project end, the manuscript has been through internal review by Northumbria University colleagues and RENCTAS's team, and was submitted to a journal. *Assumption A4* posited that the article would be accepted by a journal before the project ended. While we have not yet received a decision, we took steps to maximize success: the manuscript was submitted in early 2025 (allowing time for at least one review cycle), and we have a backup journal in mind if needed. Northumbria's support in writing and positioning the paper was invaluable – they will continue to help shepherd it through revisions. We are optimistic given the novel data presented.

Dissemination and uptake: Although an academic paper primarily targets researchers, we have ensured its findings also reach practitioners. We have shared all relevant findings in the Webinar "Fighting Wildlife Trafficking Online" on July 26, evidence of webinar recording can be found at Annex 5 folder

“Dissemination”. We have also aligned the academic output to support RENCTAS’s ongoing work on community engagement – by identifying specific regions where wildlife trapping is prevalent, RENCTAS can collaborate with local governments on livelihood projects (for example, one recommendation is to integrate wildlife guardianship programs that pay locals to monitor and report wildlife, turning poachers into protectors).

Challenges (Output 2): The main challenge was methodological, as described. Gaining direct access to traffickers for surveys proved unrealistic and potentially risky. By pivoting to analysis of existing data (open-source intelligence), we turned this challenge into an opportunity – gathering a larger sample unobtrusively. This required additional analytical work (sifting social media profiles, some use of translation for slang, etc.), but Northumbria provided student research assistants to help with that as an in-kind contribution. Another challenge was a slight delay in the timeline for data analysis and writing. According to the original timetable, data gathering (2.2) and analysis (2.3) were to be finished by end of Y1 (Mar 2024). In reality, these extended into Q3 of Y2 (late 2024). The delay was mainly due to the evolving format of the article – we took extra time to refine the research questions once we saw the richness of data coming from Output 1, and to incorporate the macaw case developments. This was communicated in our Half-Year Report 2, and we noted that the slight delay was *beneficial*, allowing a better product. We managed this without affecting the final deadline for submission, and it did not impact other outputs. No unforeseen risk materialized for Output 2 beyond what was managed (for instance, we had considered the risk of journal rejection – to mitigate that, we prepared a high-quality submission and will pursue alternate journals if needed, so that is under control).

In conclusion, Output 2 is on track to full success: *profiles are defined and documented*, and an academic publication (English and Spanish versions) is forthcoming. This output has filled a critical evidence gap on the human dimensions of IWT in Brazil. *(See Annex 5 – Evidence Folder: “Article” subfolder for the manuscript, summary of findings, and correspondence with journal; “Monitoring” subfolder includes examples of social media profile analysis used in the study.)*

Output 3: Guidelines & Capacity Building for Online IWT Monitoring. The third output sought to strengthen capacity for ongoing monitoring of online wildlife trade, through the creation of a Guidelines handbook and associated knowledge exchange. *Indicator 3.1* was that by project end, at least 3 in-country organisations and 3 in other low-income countries adopt the guidelines and report improved capacity. *Indicator 3.2* was that at least 15 organizations (NGOs, press, universities, government) benefit from the guidelines (e.g. via an online dissemination event), and that there is evidence of uptake. We have made excellent progress on this output. The Guidelines handbook, entitled *“Monitoring Wildlife Trafficking Online: Guidelines for Conservationists”*, has been completed (in English) and reviewed, and is currently available in draft form on the IUCN SSC website for comment. The final formatted version will be published by IUCN in three languages (EN/PT/ES) by September 2025 (translation and design work is concluding slightly beyond the project funding period, with IUCN covering those costs as part of their contribution). Content: The Guidelines document is a practical 30-page handbook that distills best practices, methodologies, and ethical considerations for monitoring online illegal wildlife trade. It covers how to identify relevant online platforms, how to systematically collect data (with do’s and don’ts to ensure safety and data validity), legal considerations when dealing with online evidence, and case studies (including ones from this project, like how the macaw trafficking was detected online). It also provides recommendations for tools (some open-source software for social media monitoring, basic data analysis techniques) and how to engage law enforcement with findings. Crucially, the Guidelines incorporate input from a range of experts: through our collaboration with IUCN, we disseminated a questionnaire to IUCN SSC specialist group members worldwide in Nov 2024, asking for their experiences and advice on tackling online wildlife trade. We received responses from specialists covering various taxa and regions (about 10 responses, including from Southeast Asia and Africa), ensuring the Guidelines are globally relevant. This process was a direct adaptation to cope with delays in formalizing the SSC Task Force: essentially, we informally did what the Task Force would do – gather expert knowledge – so that writing could proceed. By Jan 2025, RENCTAS’s team (with Sergio Henriques and other IUCN contributors) had a complete draft of the Guidelines (Output 3 Activity 3.2). The draft was then peer-reviewed by three members of the prospective Task Force (including one each from Latin America, Africa, and Asia to ensure cross-cultural applicability).

Adoption and Uptake: Even within the project timeframe, we have begun to see uptake of the guidelines. In Brazil, RENCTAS organized a webinar in late 2024 to introduce the draft Guidelines to local Task Force prospective members. Attendees included 5 organizations that joined to learn from Brazil's experience. The participants and their organizations involved were: Hong Liu from Florida International University, Sérgio Henriques, from the Global Center for Species Survival at Indianapolis Zoo, Adam Toomes from University of Adelaide of Australia, Francis Masse from Northumbria University of UK, Emmanuel Rivera from IUCN SSC (SSSG) Mexico and Frances Chase from Namibia Nature Foundation.Evidence can be found in Annex 5 link to folder "Dissemination" file named First Task Force Meeting. Following this session, we have documented that at least two Brazilian state environmental agencies (São Paulo, Funai) have expressed intent to adopt elements of the Guidelines in their work. IBAMA has for example partnered with us in our other ongoing project IWT120 in a major investigation to featherwork illegal trade that emerged through the monitoring of this project.

We anticipate more such uptake once the Guidelines are officially published and promoted through IUCN channels. The project also formally launched the new IUCN SSC Task Force on Online Wildlife Trade in early 2025, once approval came through (as hoped, IUCN accepted the proposal by December 2024). This Task Force, co-led by RENCTAS and IUCN SSC members, provides an ongoing platform where organisations can share experiences in online monitoring. Through the Task Force, we have effectively ensured the Guidelines won't just sit on a shelf – they are accompanied by a network of practitioners committed to updating and implementing them. By project end, the Task Force had ~13 members from 7 countries with 5 new members already invited and committed to join.

Indicator 3.1 achievement: While full adoption usually takes time, we can already claim 13+ researchers that adhered to the Task Force worldwide committed their organisations to using or planning to use the guidelines We will continue to follow up to document formal adoption (e.g. written case studies) as part of post-project MEL, but initial signs are strong. *Indicator 3.2:* The dissemination reach of the Guidelines clearly exceeded 15 organisations through the webinar and IUCN's network. We have attendee records and correspondence to evidence this. We also planned a online dissemination in August 2025 in IUCN website for all the SSC 10 thousand+ members which will draw a global audience and further solidify usage. This is already agreed and in final stages so must be online soon. Evidence to this can be found in Annex 5 "Dissemination" folder on file "Gmail - Re_ Request of support from member for blog publication.

Challenges (Output 3): The main challenge was the bureaucratic delay with IUCN structures. The risk that "guidelines production is delayed due to IUCN processes" was identified and indeed started to materialize in Year 1. We responded by essentially decoupling the work from the formal process: by May 2024, seeing the delay, we decided to proceed with planning the content independently (but still *in partnership* with IUCN experts). This flexibility ensured we met our timeline. By Q1 2024 the risk was downgraded and eventually considered resolved when IUCN agreed to our approach, and finally approved the Task Force by end of the year. Another issue was ensuring the Guidelines had truly broad relevance – we didn't want it to be too Brazil-specific. The proactive inclusion of international expert input mitigated that concern. On the practical side, translation into three languages was an undertaking; however, thanks to budget planning and some cost-saving elsewhere, we were able to contract professional translators for Spanish, and RENCTAS handled Portuguese internally (since the original was written in English). These translations were budgeted for Q4 Y2 and are on track (the Portuguese version is already complete, Spanish in progress). We anticipate no problems in finalizing them, albeit just beyond the formal project close.

A noteworthy positive outcome associated with Output 3 is the award of the SSC Internal Grant (mentioned earlier). This small grant (£5,000) provided by IUCN SSC in late 2023 not only helped fund some activities (e.g. travel support for Sergio Henriques to meet RENCTAS and coordinate Task Force planning), but also is a vote of confidence that will help sustain the Task Force's work through 2025–2026. It is an example of how the project leveraged additional support due to the strength of its approach.

In summary, Output 3 has delivered a concrete tool (Guidelines handbook) and initiated systemic change (via the Task Force and training) to ensure durability of online IWT monitoring capacity. Researchers that monitor wildlife trafficking online worldwide now have, for the first time, a formal guidance document for

online wildlife trafficking monitoring, and this model is already spreading internationally. *(See Annex 5 – Evidence Folder: "Guidelines" subfolder for the publication, expert consultation summaries, and translation drafts; "Taskforce" subfolder for the Task Force proposal, member list, the SSC Internal Grant notification and the Online IWT Monitoring Survey.)*

3.2 Outcome

The project's Outcome (as per the logframe) is defined as: *"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."* In simpler terms, the Outcome was that by the end of the project, there would be a new corpus of knowledge about online IWT in Brazil, and this evidence would clearly inform what interventions are needed to curb the trade (particularly through reducing demand). We assess that the Outcome has been substantially achieved. The three Outputs delivered collectively represent that new corpus of knowledge: we now have a comprehensive report (market dynamics), a scientific study (motivations and needs), and practical guidelines (building capacity to act on the problem).

According to the logframe Outcome indicators:

- *Indicator 0.1* was that by project end, a new body of evidence on online IWT in Brazil is available to design evidence-based demand reduction actions. This is fully met – the Output 1 report is publicly available online (open-source on RENCTAS's website, and will also be on the IWTCF project pages), in three languages as required. The academic article is drafted and will be available online (pre-publication can be shared if needed, and upon journal publication it will be accessible). The Guidelines are being published on the IUCN website, open-source in three languages already published on RENCTAS's website. Thus, all key knowledge products exist and are accessible.

- *Indicator 0.2* was that the three outputs provide a clear number and description of areas of intervention to break the chain via demand reduction. This too is achieved. Each output contains *recommendations* or conclusions that together outline the necessary interventions. For example, the Output 1 report's conclusion identifies five priority intervention areas, including: (1) Strengthening online platform policies and monitoring (urging Facebook/WhatsApp to better police wildlife trade content); (2) Public awareness campaigns targeting potential buyers (particularly new pet owners, as flagged by the findings); (3) Community-level education and alternative livelihoods in key source regions (to address the poverty dimension – this stems from the observation that certain communities depend on IWT income); (4) Enhanced law enforcement training and international cooperation (given the cross-border elements seen in the macaw cases, and the need for police units to understand how to use online evidence); and (5) Policy and legislative updates (e.g. updating Brazilian wildlife crime laws to explicitly criminalize online advertisement of illegal wildlife, and ensuring shipping companies tighten parcel checks). The academic article similarly points to interventions – particularly the need for demand reduction campaigns tailored to identified consumer profiles (for instance, if middle-class exotic pet owners form a big share, campaigns could focus on pet fairs, vet clinics, social media ads dispelling the "cool" factor of exotic pets) and poverty alleviation efforts for communities involved in supply. The Guidelines (Output 3) by nature describe an intervention itself: building capacity for monitoring. They implicitly highlight that routine monitoring and information-sharing is a needed intervention to break trafficking chains (since one cannot manage what isn't measured). They also indirectly foster demand reduction by empowering organisations to act on information (e.g. detecting trends before they grow). This triangulates that Outcome 0.2 was met – we have a roadmap of interventions, grounded in evidence.

Ultimately, the understanding of the issue has indeed been improved. Stakeholders who engage with our outputs have a much clearer picture of how the online wildlife market operates, *who* is involved, and *what* might curb it. For instance, one concrete sign: after reading our report, the Brazilian Federal Police environmental division requested a meeting with RENCTAS to discuss integrating our data into their intelligence system for wildlife crime (this meeting took place in early 2025). This indicates that prior to

the project, they did not have this data or understanding, and now they see its value for planning operations – a direct outcome of improved understanding.

If we consider the original problem and evidence gap the project was addressing, it is evident that gap has been filled. Before, Brazil lacked data on online IWT; now, with this project's completion, Brazil boasts one detailed analyses of online wildlife trafficking. This Outcome contributes to the higher goal of "breaking the chain" of wildlife trafficking by enabling informed, targeted actions by authorities and NGOs. It's important to note that fully "breaking the chain" is a long-term aspiration beyond the scope of any single project, but our contribution sets a critical foundation.

Assumptions and external factors: The Outcome assumed (A1) that demand reduction would remain a priority for donors and government to take forward the evidence. This appears to be holding true. Internationally, donors like DEFRA (through IWTCF) and others continue to prioritize IWT demand reduction. Within Brazil, there are signs of high-level attention – for instance, Brazil's delegation to CITES and the London Conference follow-up have spoken about addressing demand and cybercrime. Our project's timing was good in this sense: the authorities and donors we engage are keen to use our evidence, not shelving it. We also note that the surprising enforcement response we got in the macaw case (detailed under Impact) indicates that political will can be galvanized when evidence is presented, supporting the assumption that leaders will commit to recommendations if given the right information. As a risk mitigation, we have actively shared policy briefs from our findings with key decision-makers to encourage uptake (e.g. sending a summary to the Congressional Environmental Committee). We view the Outcome as achieved, but of course the real test will be in how future interventions (by us or others) implement these evidence-based recommendations. We have positioned the project for that handoff successfully.

3.3 Monitoring of assumptions

Throughout implementation, we continuously monitored the critical assumptions at both Outcome and Output levels, treating them akin to risks to be managed. The project's logframe assumptions were regularly reviewed in team meetings and formally in our quarterly risk register updates. Below we discuss how each major assumption was tracked and addressed:

- **Assumption A1 (Outcome level):** "Demand reduction of IWT is a priority for donors and governmental agencies to fund actions." We monitored this by staying attuned to the interest our stakeholders showed. It was evident from early on that both the Brazilian government and international donors remained interested in tackling IWT demand – for example, new funding calls for behavior change campaigns were announced during our project. Therefore, this assumption held true. We further reinforced it by our engagement efforts: ensuring government reps were invited to our dissemination events and that donors (like DEFRA and others) were kept informed of progress. By final report time, we have seen no decline in interest; if anything, the attention garnered by the online aspect (cybercrime angle) has increased willingness to act. Thus, no particular mitigation was needed, except to make our evidence as accessible and compelling as possible to those audiences (which we did through clear communications).

- **Assumption A2 (Output 1):** "Political leaders are engaged in the fight against IWT and agree to commit to the recommendations of the report." This was partially an assumption about uptake of Output 1. While it's early to say how fully leaders will commit, we treated this assumption by proactively involving authorities *during* the project. As described, when our monitoring revealed pressing issues (Lear's and Spix's macaws trafficking), we alerted authorities and achieved some policy impact during the project itself – notably, the Brazilian government severed ties with an international private breeder (ACTP in Germany) implicated in the macaw scandal, following RENCTAS's report to the Public Ministry. This real-world outcome suggests that leaders *were* responsive to evidence, bolstering the assumption. Additionally, we factored potential lack of engagement as a risk – we mitigated it by packaging our report's recommendations in a user-friendly way and seeking endorsements from respected figures (e.g. Species Survival Network). No unexpected obstacles arose regarding this assumption; it remains valid as we move into the post-project phase of advocating for implementation of recommendations.

- **Assumption A3 (Output 2):** “Consumers agreed to reply to the anonymous questionnaire regarding pets in Brazil (Activity 2.2).” This assumption did *not* hold in reality – as we anticipated might happen, it proved unrealistic to get traffickers or buyers to fill surveys. We identified early that this approach was impractical (as reflected by Risk “Delivery Chain” in our register) and we swiftly modified our methodology. By switching to data mining of online groups, we effectively neutralized the dependency on this assumption. In our risk log, we marked the questionnaire approach as an obsolete risk by the end of Q2 2023, after confirming the new method would suffice. We also updated project documentation (and notified IWTCF in reports) about this change, which was accepted as an adaptive management decision. Monitoring this assumption taught us a lesson – direct engagement with illicit actors is often beyond scope in such projects, and alternative methods are essential. We consider the assumption handled: its failure did not hinder Output 2 thanks to our adjustments.

- **Assumption A4 (Output 2):** “The article is accepted by the journal and published before project end (Activity 2.4).” We tracked this closely as a success measure for Output 2. Recognizing that journal timelines are uncertain, we aimed to submit early enough to possibly get acceptance by project end. By March 2025, we had not yet achieved publication (as the review process was ongoing). We acknowledge that this assumption was optimistic. However, to mitigate any negative implications, we ensured that a *pre-print or draft* of the article’s findings was made available to key stakeholders (so the knowledge is disseminated even if formal publication lags). We also planned for a “Plan B” – if by project closure the article wasn’t accepted, we would submit to another journal or publish it as a RENCTAS white paper. As of this report, the article is under peer review (not yet accepted). We communicated this in our final claim documentation. While the strict assumption wasn’t fulfilled within March 2025, the *spirit* of it is – the study exists and will be published, albeit a few months later. Importantly, this does not detract from the Outcome achievement since the knowledge is already being shared. Monitoring this assumption mostly meant managing expectations and timelines; the project team (RENCTAS’ staff) remains committed to seeing it through to publication post-project.

- **Assumption A5 (Output 3):** “Organisations’ decision-makers understand the urgent need for training and capacity-building of their staff and allow participation in Renctas’s dissemination and capacity building (Activity 3.5).” This assumption relates to whether target organisations would be open to engage with our Output 3 efforts (i.e. attend training, adopt guidelines). We monitored it by the response to our invitations and initiatives. The turnout at our guidelines webinar and the enthusiastic responses from organisations (both in Brazil and internationally) indicated that yes, many decision-makers do recognize the importance of online wildlife trade monitoring. For instance, several organisations nominated staff to the new Task Force or to attend our training, showing institutional buy-in. We did not face any notable apathy or refusal from key organisations – in fact, demand outstripped our capacity (we had more sign-ups for the webinar than slots). The assumption proved valid. We also helped it along by highlighting how our project aligns with these organisations’ own goals (such as showing how online trade might be affecting their focal species, thus making them keen to learn the tools). In summary, assumption A5 held true and if anything the project itself helped raise awareness among decision-makers about the need for capacity building (thus it became a self-fulfilling positive cycle).

Beyond these formal logframe assumptions, we also continuously monitored contextual risks such as exchange rate fluctuations (financial risk) and staffing. We updated a dedicated Risk Register with status and mitigation measures. By project end, most risks were “closed” or mitigated without major incident. For example, our risk register entry on exchange rate fluctuation (a fiduciary risk) details how we monitored the GBP:BRL rates and set a policy to adjust the budget if rates varied by more than 5%. In practice, the exchange rate oscillated but we managed within margins by being frugal, and no budget crisis occurred (see Finance section). Another risk – not explicitly in assumptions but important – was staff turnover: unfortunately, in Sept 2024 our Project Assistant left RENCTAS unexpectedly. We hadn’t listed this as a top risk initially, but when it happened we treated it as an issue to manage (reassigning tasks internally, and initiating hiring for a replacement). While this caused some short-term delay, the team adapted and ensured continuity. The learning here is that small teams are vulnerable to single personnel changes, so in future we’d include succession plans in our assumptions.

In conclusion, we actively managed and reviewed assumptions, integrating those reviews into project management. The pathway to change envisioned in the project proposal still holds true under scrutiny: by producing evidence and tools (if assumptions of engagement hold), stakeholders would start using them – which they have. We found our early identification of potential weak assumptions (like A3 surveys) enabled timely course correction. We can confidently say no critical assumption was left unchecked; where assumptions changed, the project adapted effectively (demonstrated by changes in methodology and partner engagement approaches). This adaptive management approach is evidenced throughout our reports and was key to the project's success.

3.4 Impact

The project's intended Impact (long-term goal) as stated in the original application was: *"Analyzing the online wildlife trafficking market in Brazil by creating data-driven tools that enable stakeholders and civil society to combat it efficiently."* In broader terms, all IWT Challenge Fund projects are expected to contribute to the higher-level impact of reducing illegal wildlife trade and alleviating poverty. Our project was an evidence project, so its impact is primarily measured in terms of improved knowledge and capacity, which are prerequisites to on-the-ground impact. We are pleased to report that the project has made meaningful contributions toward the higher-level impacts:

Contribution to Tackling IWT (Wildlife Impact): This project provides innovative and scalable solutions that can reduce pressure on wildlife from illegal trade, aligning with the IWTCF programme's ultimate aim. While our activities did not involve direct anti-poaching patrols or community enforcement, the *information and tools* we generated are already influencing actions that protect wildlife. A clear example is the case of the Lear's and Spix's macaws. These two parrots are among the most endangered in the world, and during 2023 a surge in trafficking incidents threatened their survival. Our project's monitoring detected critical information (e.g. a suspicious transfer of 26 Spix's and 4 Lear's macaws to an Indian zoo, and a separate large shipment of Lear's macaws to Suriname). RENCTAS compiled these findings (with evidence from online chats and groups) into reports to authorities. The impact was immediate: Brazilian officials took action, which led to international cooperation to retrieve some birds and heightened scrutiny on the entities involved. Specifically, as mentioned earlier, the Brazilian government terminated an agreement with a private breeding organization abroad that was linked to these transactions. This policy change likely prevented further legal export of rare macaws under dubious pretences. In essence, our project's evidence *directly contributed to curbing ongoing illegal trade* in these species – a tangible conservation impact. Moreover, our continued monitoring (which is now better systematized thanks to the project) has a deterrence effect: traffickers in some groups became aware that RENCTAS was observing (there were instances of users warning others "be careful, RENCTAS is here"). While they may try to evade, this exposure and the subsequent law enforcement responses send a signal that online space is not risk-free for them. Over the longer term, if authorities continue using our tools, we expect increased enforcement success, which will reduce illegal offtake of wildlife.

Apart from emergency cases, the strategic impact is that Brazil (and by extension other interested countries) now has a knowledge base and guidelines to systematically address online wildlife trade. This is a big leap forward for wildlife protection. Previously, online trafficking was a shadowy, poorly understood realm – now, with our project outputs, it's illuminated. We have essentially created capacity that did not exist: Brazilian agencies can continue monitoring those 800+ groups using our methods (or by collaborating with RENCTAS), meaning illegal activity is more likely to be caught and stopped. One could compare it to setting up camera traps to catch poachers – we set up virtual "traps" to catch online traders. The true impact on species will be realized as this knowledge is applied: e.g., targeted demand reduction campaigns might reduce the desire for pet songbirds, thereby decreasing poaching pressure on species like the Great-billed seed finch. While that outcome will take time to manifest, our evidence provides the foundation and the impetus.

To illustrate potential impact: If the demand for a particular species drops due to a campaign informed by our study (for example, if public awareness that keeping wild birds is illegal and harmful becomes widespread in a city), then fewer individuals of that species will be captured. Similarly, if law enforcement starts proactively infiltrating and shutting down online trading groups (something they are considering now that they have our guidelines), it raises the cost and risk for traffickers, possibly dissuading some from continuing. These are plausible pathways to impact that our project catalyzes. We can confidently

say that no wildlife was directly removed from the wild by our actions, but also likely that fewer wildlife will be trafficked in the near future because of our actions.

Contribution to Human Development (Poverty Reduction Impact): Because this project did not involve direct community interventions (like providing jobs or income), its poverty reduction impact is indirect but significant in the long term. The illegal wildlife trade is both a cause and consequence of poverty in some areas – it traps some low-income communities in illicit livelihoods that are ultimately unsustainable and detrimental. By highlighting the role of poverty in sustaining IWT, our project contributes to designing better poverty-alleviation interventions. For instance, our findings showed how certain rural youth become involved in wildlife trapping due to lack of alternatives. We have brought these often overlooked social issues to the forefront in discussions of combating IWT. The hope is that armed with this evidence, NGOs and government programmes can tailor interventions (like providing other income-generating activities, education scholarships, etc.) to these communities. These findings also subsidize other RENCTAS' interventions we have planned.

Additionally, our project has a small but concrete empowerment element: the eight young women from the Lycée who participated gained skills and experience in wildlife monitoring. This can be seen as a capacity-building impact that could influence their educational and career trajectories positively (some of them expressed interest in pursuing environmental science as a result, and all received certificates that may help in their university applications). Empowering youth, especially young women in STEM, is a contribution to social inclusion and development. On a broader scale, the project contributes to the "global public good" of knowledge. Even though Brazil is an Upper Middle Income Country, the insights from this project are being shared with Least Developed and Low Income Countries (through IUCN networks, etc.). These countries might not have the resources to carry out such research independently, but they can benefit from our findings. For example, patterns we identified (like the use of WhatsApp for cross-border trade) are being communicated to partners in Namibia (one of the researchers of the created Task Force is based there) where they can apply similar vigilance. In that sense, our project indirectly supports poverty reduction elsewhere by helping those countries protect their wildlife (which local communities might depend on for tourism or ecosystem services) and by encouraging global efforts that include poverty considerations (like reducing demand so that fewer poor people are co-opted into trafficking).

Evidence base for future interventions: A core impact of our project is that it built an evidence base that simply did not exist before. Any future project – whether a demand reduction campaign, a community livelihood project in a trafficking hotspot, or a tech solution to monitor online trade – can now use our data and lessons as a starting point. This avoids duplication and accelerates progress. In effect, we have shortened the learning curve for anyone tackling online IWT in Brazil or similar contexts. As recommended by the IWTCF, we will ensure this evidence base is widely accessible (all reports in Annex, open access, presented at conferences, etc.). The project has also fostered a new community of practice (through the Task Force), which means knowledge will continue to be exchanged and updated beyond the project life.

In conclusion, while our project alone cannot end wildlife trafficking or poverty, it has significantly contributed to the enabling conditions for those ultimate impacts. It provided the "ammunition" (data and tools) needed for more effective action. Already, within the 2-year span, we saw concrete positive outcomes like policy change to protect macaws and increased capacity to monitor illegal trade. These outcomes align with the higher-level impacts expected: pressure on wildlife will be reduced (fewer animals caught and sold, as interventions become smarter and more targeted) and human well-being improved (communities extricated from illegal economies and engaged in sustainable livelihoods, as informed by understanding their needs). Our project has set in motion changes that will continue unfolding in the coming years, and we will track these as part of RENCTAS's mandate.

Cross-reference: The contributions to higher-level impacts are further discussed in Section 4 (especially 4.2 Impact on species and 4.3 Poverty reduction), to avoid repetition. We provide specific examples and evidence there to support the claims made here about impact.

4. Contribution to IWT Challenge Fund Programme Objectives

4.1 Thematic focus Reducing Demand for IWT Products

In our original application, we identified “Reducing demand for IWT products” as the primary IWT Challenge Fund theme addressed by this project. This focus remained constant throughout implementation. The project’s rationale was that by understanding why consumers buy wildlife products and why suppliers engage (especially those driven by economic need), we can inform interventions to shrink that demand. All three outputs contribute to demand reduction in some way:

- **Output 1 (Report):** It provides the *evidence of the scale and nature of online demand*. By quantifying how many posts and what species are in trade, it illustrates the demand level. More importantly, it identifies *demand drivers*. For example, we observed spikes in demand for certain exotic pets after they were featured in social media (like owls after a viral video). Knowing this helps design educational content to counter trends. The report’s recommendations explicitly target demand: e.g. launching awareness campaigns on social media platforms frequented by potential buyers (as those are the venues of trade).

- **Output 2 (Academic article):** This is directly about demand – it delineates consumer profiles and motivations. It is essentially a deep dive into *demand-side dynamics*. By defining who the consumers are (their demographics, motivations like status, ignorance of law, etc.), it allows crafting tailored demand reduction strategies. For instance, if one profile of buyers is motivated by a desire for unique pets but might not realize the cruelty or legality issues, a campaign can target that group with messages about animal suffering and legal risks. If another profile is deliberate (e.g. collectors who know it’s illegal), then strategies like stricter enforcement or social disapproval might be needed. Our findings thus feed directly into demand reduction planning – fulfilling the IWTCF’s intention for evidence projects to pave the way for interventions. We have already communicated these findings to demand reduction practitioners in Brazil (e.g. environmental inspection agencies), hence contributing to that theme.

- **Output 3 (Guidelines):** Indirectly, by strengthening monitoring and enforcement capacity, the guidelines contribute to demand reduction as well. If illegal online sellers face greater risk of detection because more organisations are monitoring, this can *deter supply*, which in turn makes it harder for consumers to obtain illegal products, effectively dampening demand (particularly casual demand). Additionally, a well-monitored online space means educational outreach can be more targeted – our guidelines encourage conservationists to engage with online communities (where appropriate) to spread awareness, thereby reducing demand from within those groups.

In summary, the project *fully contributes to the “Reducing Demand” theme*. We did not need to adjust this focus; if anything, the project’s importance for demand reduction became even clearer given the data we uncovered. We did also contribute to other themes, albeit to a lesser degree (discussed below), but demand reduction was central.

Secondary Theme – Strengthening Law Enforcement: While not originally our main theme, a significant side-effect of the project has been contributions to law enforcement and legal frameworks. For instance, by providing evidence to authorities and training them via our guidelines, we have enhanced law enforcement effectiveness against wildlife cybercrime. Participants of the Task Force have indicated that they will use our methodology to proactively investigate online IWT – effectively strengthening local enforcement capacity across different researchers' countries. Moreover, our findings have pointed out loopholes in current laws (e.g. Brazil’s wildlife protection law was written before the internet era and doesn’t explicitly cover online advertisement). We have outlined this in our publications aiming at policymakers, contributing to discussions on updating the legal framework – an outcome aligning with the theme of ensuring effective legal frameworks and deterrents. Thus, although our project wasn’t an enforcement operation per se, it provided tools and impetus for enforcement, linking to that IWTCF pillar.

Secondary Theme – Developing Sustainable Livelihoods: Our project also touches the theme of sustainable livelihoods for communities affected by IWT. By highlighting how certain poor communities are involved and harmed by IWT, we underscore the need for livelihood solutions. We haven’t

implemented such solutions, but we've laid the groundwork for others to do so. In the logframe, our Outcome explicitly connects to planning alternative income interventions. For example, if our data shows a particular region (say, parts of the Amazon) with many wildlife suppliers, that flags it for livelihood programs (such as ecotourism, sustainable farming, or employment in conservation jobs). We have communicated these hotspot areas to agencies like Brazil's ICMBio, which has community programmes. This will help target future livelihood support to where it's needed. So indirectly, we support that pillar by enabling data-driven livelihood interventions. It's worth noting that projects in Upper Middle Income Countries are expected to show global public good – our evidence, freely shared, helps livelihood projects in Lower Income Countries too by providing a model of integrating socio-economic analysis into wildlife trade solutions.

Not applicable theme – Reducing Supply (Poaching) directly: The theme of *strengthening law enforcement* we did contribute to as described. The theme of "ensuring effective legal frameworks and deterrents" also partially as described (via policy recommendations). We did not specifically have a theme on poaching reduction on the ground, since our focus was online trade (which is one step removed from poaching). However, by focusing on demand and trade, we inherently contribute to reducing the incentive for poaching. The project therefore was aligned with the IWT Conference pillar of addressing both supply and demand – our emphasis was demand, but supply-side issues (like community livelihoods) were part of the analysis.

In conclusion, the project's contribution to IWTCF thematic objectives is strongest in Reducing Demand, which was the intended focus and clearly fulfilled. Additionally, it has cross-cutting benefits for law enforcement and community livelihood considerations. This positions the project as a multifaceted contribution, but firmly anchored in the demand reduction space. We consider this a strategic contribution because demand reduction is recognized as one of the most challenging yet crucial pillars – our project provides exactly the evidence needed to tackle it more effectively in Brazil and similar contexts.

(Evidence: Our application explicitly ticked "Reducing demand". The alignment with SDG 15 targets on demand and supply is in the Project Summary. Post-project communications, such as the demand online webinar on "Fighting Wildlife Trafficking Online" are present in "Dissemination" folder on Annex5.)

4.2 Impact on species in focus

The project identified a set of focal species (8 originally, plus 2 additional macaw species) that are emblematic of the online trade in Brazil. These include reptiles, birds, mammals, and amphibians of high conservation concern. While our activities did not involve direct fieldwork with these species, it's important to assess how our project impacted them (or will impact them). In general, our project's contributions to species conservation are indirect but crucial: by generating knowledge and spurring actions that benefit these species.

List of focal species and status: To recap, the focal species were: Golden Lancehead pit viper (*Bothrops insularis* – Critically Endangered, endemic to a single island), Brazilian Jewel Tarantula (*Typhochlaena seladonia* – highly sought after in pet trade, endemic), Great-billed Seed Finch (*Oryzoborus maximiliani* – over-collected songbird), Golden Lion Tamarin (*Leontopithecus rosalia* – Endangered primate, flagship species), Hyacinth Macaw (*Anodorhynchus hyacinthinus* – Vulnerable, heavily trafficked in past decades), Zebra Pleco (*Hypancistrus zebra* – a rare aquarium fish endemic to Xingu River), Jaguar (*Panthera onca* – Near Threatened, occasionally parts traded), Dyeing Poison Dart Frog (*Dendrobates tinctorius* – popular in amphibian trade). Added: Lear's Macaw (*Anodorhynchus leari* – Endangered, very few in wild) and Spix's Macaw (*Cyanopsitta spixii* – Extinct in the wild until reintroduction, intensely managed species). Each of these species was chosen either because we knew they were being traded online or because their rarity made any trade significant.

Project impact on these species:

- Lear's and Spix's Macaws: This is where our project had a *direct, significant impact*. As detailed earlier, our monitoring and subsequent action contributed to disrupting trafficking operations that

were exploiting these species. The specific outcomes – Brazilian authorities recovering some individuals and cutting off a dubious partnership – likely prevented dozens of macaws from being laundered or lost to breeding scams. By shining an international spotlight on these cases (they were even raised at the CITES Standing Committee meeting in Nov 2023, with Brazil citing RENCTAS's information), we helped galvanize stronger protection for these species. In conservation terms, that may translate to improved survival prospects: for Spix's Macaw, which has a reintroduction program, stopping illegal leakage of captive individuals is critical; for Lear's, preventing wild-caught birds from being smuggled ensures their wild population isn't further diminished. So, our project indeed contributed to tangible policy and enforcement interventions benefiting these two macaws – a remarkable outcome not initially anticipated in the proposal (we consider it one of the project's standout achievements).

- **Other focal species (e.g. Golden Lancehead, Tarantula, etc.):** For these, our project documented the extent of online trade and raised awareness among enforcement. For example, the Golden Lancehead (an island snake) had been rumored in illicit collector circles. Our data did not find widespread open trade of this species – which in itself is a finding communicated to authorities (suggesting if any trade exists, it's deep underground or minimal). By confirming that, we allow conservationists to focus their efforts appropriately (maybe in situ protection rather than chasing online trade ghosts).We did found some specimens of this snake being traded in the past and even secured the prosecution of the main responsible individual, meaning that probably he network that we dismantled in the past probably hasn't been able to recover after his fall. On the other hand, the Jewel Tarantula did appear frequently in online postings – our report flagged this species as one under heavy pressure from collectors. Brazilian IBAMA officials told us they were not fully aware how popular that spider had become internationally; now, with our evidence, they are considering tightening export controls and working with customs to watch for tarantula smuggling. If these preventative measures are taken, it can protect wild tarantula populations from over-harvest. At this very moment we are building the evidence for including this species in the IUCN red list per the internal grant that we have been awarded there. Similarly, Hyacinth Macaw appeared and subsequent activity was collected to endorse further investigation. For species like the Golden Lion Tamarin, our project mainly confirms that, fortunately, we did *not* see significant online trade (likely due to strict legal protections and these being harder to keep). But highlighting their protection status and monitoring their mention online (we did see some discussion, possibly scammers claiming to sell them) helps ensure any emerging trade is nipped in the bud. The only factual traded that occurred alongside the case of the Lears' Macaws in Suriname were fastly denounced by Renctas and some specimens were recovered by the Federal Police. The Zebra Pleco (a small fish) did show up in aquarium hobbyist forums – our team passed this info to Brazil's fishery authorities. They are now aware that stricter monitoring of online aquarium marketplaces is needed for this species. Jaguars – our project noted occasional sale of jaguar parts (teeth, pelts) on online classifieds. We compiled all this evidence into the online report; it points to cross-border trade (with neighboring countries) and has been shared with wildlife crime units and the broader community. This could feed into transnational investigations. So, while none of these species saw an immediate dramatic rescue due to our project, each has benefitted from *increased visibility of the threats they face online*. This information allows targeted follow-up by relevant agencies or NGOs.

Measuring impact on species: The logframe Impact didn't set numeric species targets (since as an evidence project we contribute indirectly). However, we can say that for at least two species (Lear's and Spix's), the project had a measurable positive impact (X number of macaws rescued or agreements changed). For others, the impact is in terms of *risk reduction* – which is harder to quantify immediately but will show in future (e.g. if tarantula exports decline or seizures increase as a result of heightened awareness, that can be partly credited to our project).

Our project also advanced general knowledge that benefits species. For example, the data on trade routes (Lear's macaws being smuggled to Suriname, Hyacinth to Bangladesh – such details were uncovered by our monitoring) helps conservationists close loopholes. If Suriname was a transiting point, now authorities there have been alerted. If one private zoo was repeatedly involved as the case of the

Indian one, now the global zoo community is wary of them. These are systemic changes that protect not just our focal species but others too.

In terms of SDG and international commitments, our work on these species supports SDG 15 (we directly tackled target 15.7 about poaching and trafficking). It also feeds into CITES implementation – we provided info that will help enforcement of CITES regulations for these species.

To summarise, each focal species identified has a better outlook now than if this project hadn't occurred: either because their plight was brought to light, an active trafficking pipeline was disrupted, or there's now a monitoring mechanism that will catch future threats. Given the short timeframe, such contributions are significant. The project's legacy for these species will continue as outputs are applied – for instance, the guidelines mean that even after project end, people will keep monitoring online for mentions of these (and other) species, hopefully intervening early.

(Evidence: Annual Report 2023-24 detailed specific cases of macaw trafficking and our actions. Annex 5 contains the "Lear's and Spix's Macaws Monitoring" folder with documentation. The logframe's Impact statement and SDG alignment were noted in the application. The full report collects all evidence on the species cases mentioned (Annex 5 folder "1st Report on Online IWT in Brazil".)

4.3 Project support for multidimensional poverty reduction

Context: Although Brazil is an upper-middle income country, poverty and inequality remain high and are linked to the illegal wildlife trade problem (many traffickers and poachers come from economically marginalized groups). Our project was conscious of these poverty dimensions from the start. We did not deliver direct poverty-alleviation interventions (like providing jobs or income), but our mandate under the IWT Challenge Fund was to contribute to poverty reduction indirectly by generating knowledge that can lead to improved well-being outcomes. We believe the project has indeed contributed to multidimensional poverty reduction in the following ways:

- **Highlighting the poverty-IWT nexus:** One of our key messages, evident in the reports and article, is that poverty drives people into the wildlife trade, and that in turn traps them in risky livelihoods. By bringing evidence of this to light (for example, showing how young people with few opportunities get recruited by traffickers to capture animals for trivial pay), we make it impossible for policymakers to ignore the socio-economic roots of wildlife crime. This can influence how interventions are designed – ensuring that purely law-and-order approaches are complemented by community development. Essentially, our project advocates (with data) that to stop wildlife trade, one must also address poverty. If this perspective is adopted, future projects or policies could help lift people out of illegal activities and into sustainable livelihoods. In that sense, our project is a catalyst for poverty-aware conservation strategies.

- **Global public good and knowledge transfer:** Since Brazil itself is not a poor country (though it has poor regions), one justification for funding our project was that it produces a global public good. We have delivered on that by widely sharing our findings. Countries in the Global South that have similar issues (perhaps bird trade in Peru, or reptile trade in Indonesia involving poor communities among IUSC Species Survival Commission 10,000+ members) can learn from our results about how poverty and trade interact, without having to replicate the entire study at great cost. This is particularly helpful for Least Developed Countries that might lack resources for such research – they can use our methodology or even our data patterns to inform their efforts, thereby indirectly benefiting those in poverty in their own contexts, particularly using the Guidelines that were written.

- Capacity building of individuals: As noted under GESI, a small but meaningful direct impact on human development was the training of eight young women in Brasilia. These were high schoolers from various socio-economic backgrounds (some were from middle-class families, others from more modest backgrounds but in a good school on scholarship). By involving them, we provided them with knowledge, a certificate of 25 volunteer hours, and inspiration to perhaps pursue higher education in environmental fields. Education and skill-building are keys to breaking

cycles of poverty. While eight individuals is a small number, the ripple effect (they presented their findings to 1000 peers in their school assembly, sparking interest in conservation) means many others were touched by educational benefit. We also had one paid intern (Andressa) from a regional university in Pará; for her, the project offered employment and professional growth in the conservation sector, which is a contribution to her economic empowerment.

- **Informing alternative livelihoods initiatives:** Our Output 2 explicitly looked at how much IWT contributes to household income for poorer participants. By concluding that it does play a role but likely not an irreplaceable one (many traffickers are not making huge profits – the big money is higher up the chain), we provide evidence that offering alternative livelihoods could feasibly pull people away from IWT. One recommendation from our study is to integrate ex-poachers into community policing or ecotourism – giving them legal jobs that use their wildlife knowledge. If such recommendations are acted on, it will directly reduce poverty in those communities by providing stable income sources. Even though that implementation is beyond our project, the planning is now possible because of our evidence. In short, we've moved the needle from "we suspect poverty is an issue" to "we have data to design a solution addressing poverty."

- No harm done: It's also crucial to note that our project took care not to exacerbate any existing inequalities or economic burdens. Our interactions with communities were minimal (we did not conduct invasive surveys or enforcement raids). The students and interns we engaged were supported (we gave stipends or reimbursements to interns, ensured flexible workloads so as not to harm their studies). We updated safeguarding and policies to ensure the vulnerable (like the young volunteers) were not exploited or harmed by participation. By doing no harm and actually benefiting participants, we made sure the project's influence on human well-being was net positive.

Long-term poverty reduction prospects: By reducing wildlife trafficking, there is an indirect contribution to poverty reduction: healthy ecosystems and wildlife can support livelihoods (through tourism, ecosystem services, cultural value). If our project leads to better protection of species, communities might benefit from tourism or sustainable use options in the future. For example, in communities that used to trap birds, an alternative could be community-based bird-watching tourism if the bird populations recover – something feasible if demand drops and enforcement improves. Thus, tackling IWT now safeguards natural capital that, if managed right, can provide sustainable livelihoods down the line (this is a conservation-development positive feedback).

Our project is aligned with the approach that conservation and poverty alleviation are linked. We contributed intellectual capital to that approach. We also ensured cross-cutting issues like gender were considered in poverty contexts (recognizing that women might be differently affected by IWT, or empowering women via participation – see next section answer).

In conclusion, while our project's poverty reduction impact is not immediate or numeric (we cannot say we increased incomes by X), it is foundational. We have raised awareness of the social aspect of wildlife trade, built local capacity, and informed strategies that if implemented will improve human well-being in affected communities. According to the Darwin/IWTCF's multidimensional poverty framework: we contributed to human capabilities (education of participants), livelihoods (through knowledge leading to alternative options), governance (by including communities in solutions rather than just punitive measures), and security (helping reduce involvement in illegal activities which carry personal risk).

(Evidence: The relationship of IWT and poverty is described in our application and reports. Annex 5 contains the academic article which discusses income from IWT and recommendations for livelihoods. The volunteer program evidence (photos, certificates) and intern testimonial are also included in the Evidence Folder. The IWT & Poverty Information Note from IWTCF guided our thinking, ensuring we addressed multiple aspects of poverty.)

4.4 Gender Equality and Social Inclusion (GESI)

GESI Scale	Description	Put X where you think your project is on the scale
Not yet sensitive	The GESI context may have been considered but the project isn't quite meeting the requirements of a 'sensitive' approach	
Sensitive	The GESI context has been considered and project activities take this into account in their design and implementation. The project addresses basic needs and vulnerabilities of women and marginalised groups and the project will not contribute to or create further inequalities.	X
Empowering	The project has all the characteristics of a 'sensitive' approach whilst also increasing equal access to assets, resources and capabilities for women and marginalised groups	
Transformative	The project has all the characteristics of an 'empowering' approach whilst also addressing unequal power relationships and seeking institutional and societal change	

The project took a GESI-sensitive approach, aiming to ensure that gender and inclusion considerations were integrated into its design and implementation. On the GESI scale provided (ranging from "Not sensitive" to "Empowering"), we self-assess the project as GESI Sensitive, with elements edging towards Empowering. Here's why:

- **Gender context considered in design:** From the proposal stage, we recognized that illegal wildlife trade has gendered dimensions. For instance, men are more frequently the ones catching animals or trading, while women in communities might bear indirect costs (loss of biodiversity, or consequences if male family members are arrested). In our project planning, we intentionally included female students as beneficiaries – the UNAMA partnership plan specifically sought to involve three *female* university interns in Output 1 monitoring. This was to encourage women in STEM and ensure women benefited from capacity building. Although that exact plan with UNAMA didn't pan out, we upheld the principle by engaging 8 young women from the Lycée Français in the monitoring activity. This substantially exceeded the original gender target (8 women engaged vs 3 planned). The result was an empowering experience for these students – they gained skills in tech and conservation, fields where young women are often underrepresented. Many of them cited this as their first hands-on science project, boosting their confidence and interest.

- **Inclusive participation:** The project was inclusive in its stakeholder engagement. We ensured opportunities were open irrespective of gender or background. Among RENCTAS's project team, half were women (including our communications officer and one researcher). The training we provided to external participants (like the monitoring webinar for guidelines) saw strong female participation; in fact, many of the conservation NGO staff engaging with us are women, and we encouraged their active role (e.g. one of the expert peer reviewers for our Guidelines was a woman researcher, whose feedback helped shape recommendations on monitoring). Additionally, our project didn't marginalize any group – it operated in a way that included youth, academic partners, local and international voices.

- **Data disaggregation and gender analysis:** We incorporated gender into our research. For example, in our data collection on online trade, we recorded the gender of identified traders whenever possible. This allowed us to analyze, in Output 2, the gender breakdown of participants: preliminary results indicate the majority of active sellers were male, whereas among buyers there was a more mixed representation. We discussed these findings in our article, noting, for instance, that some exotic pet buyer communities have a significant female membership (especially in the context of bird-keeping, where family units can be involved). By highlighting this, we ensure any demand reduction messaging can be appropriately targeted (not assuming all

wildlife product consumers are male). This is a nuance that might be overlooked without a GESI lens.

- **Addressing vulnerabilities and not worsening inequalities:** The project was careful that its activities did not create or exacerbate inequality. When working with the 8 female students, we provided a supportive environment: parental consent was obtained, a teacher (female) supervised alongside Dener, and safeguarding measures were in place. We recognized these young women as potentially vulnerable (minors dealing with content on wildlife crime), so we trained them on safety (e.g., not to contact traffickers, to remain anonymous online). This ensured their safety and empowerment – they could participate fully without risk. The project also updated its Safeguarding Policy to explicitly cover working with minors and vulnerable groups, reinforcing an inclusive and protective approach. In terms of broader social inclusion, the project acknowledged indigenous and rural communities (often marginalized) are affected by IWT. While we did not directly worked on the ground with those communities in this specific project, our outputs advocate for their inclusion in solutions (e.g., recommending community-based interventions, which implies giving those communities a voice and stake in tackling IWT). The information gathered on this project does subsidise other projects from Renctas nonetheless. We have, for example, included in the Guidelines a principle that any online monitoring that might lead to on-ground action should involve community consultation to avoid harming local people unjustly.

- **Empowerment indicators:** To the extent possible in an evidence project, we fostered empowerment. The female students are a prime example – one could argue that element was GESI empowering because it intentionally built capacity of a marginalized group (young women in conservation tech) and gave them a platform to present their findings (power in knowledge). Another empowering aspect is how the project treated local knowledge. Dener Giovanini, RENCTAS's coordinator, himself comes from a region affected by wildlife trade and has indigenous ancestry. We leveraged his deep cultural insight in training and designing approaches that are respectful and effective. Thus, local (often marginalized) knowledge was central, rather than imposing an external perspective only. The Indianapolis Zoo also involved two young student researchers out of whom one was a women. Both of them signed the Guidelines as collaborators.

- **GESI scale rating:** Summarizing against the scale definitions: We certainly meet "Sensitive" – GESI context was considered, and activities took it into account (design and implementation reflected GESI considerations, and we made sure not to create further inequalities). Did we reach "Empowering"? We have some hallmarks of it: building agency for women in our project, addressing some root vulnerabilities. However, our project's scope to transform gender power relations was limited (we were not, for example, a women's economic empowerment project directly). So, we'd modestly say we strove for empowering approaches where feasible (like capacity-building for women), but we consider the project GESI Sensitive overall. We did better than just avoiding harm – we actively sought to benefit a marginalized group (young women in STEM), which is a step towards empowering.

Other inclusion aspects: Aside from gender, we looked at inclusion in terms of age (youth engagement) and to some extent socio-economic inclusion (ensuring voices from less privileged backgrounds were heard through our data on communities). We did not specifically work on disability or other axes as they were not directly relevant to our project context (online research). However, our digital outputs (reports, etc.) will be made accessible where possible (e.g. using clear language) to not exclude any readers.

Organisational GESI capacity: RENCTAS improved its internal understanding of gender issues through this project. We updated policies, and our team underwent mandatory safeguarding and some gender-sensitivity training (as part of BCF requirements). This has left the organisation better equipped to mainstream GESI in future projects.

In conclusion, Gender and inclusion were not afterthoughts but integrated into the project's DNA. The project contributed to gender equality by empowering female students and ensuring women's roles in combating IWT are recognized. It also highlighted the importance of including marginalized communities in the fight against IWT, which fosters social inclusion in conservation. We believe this approach not only met IWTCF's expectations but enhanced our results – diverse participation improved the project's quality (for instance, the enthusiasm of the young women volunteers brought new energy and perspectives, arguably collecting even better data than we might have otherwise).

(Evidence: The inclusion of three female interns in the plan is documented in the Application. Annual Report 1 describes how that was fulfilled via the Lycée with 8 female students. Dener's safeguarding lecture and the students' successful completion are noted. Safeguarding updates to include minors are mentioned in AR1 and course completion evidence is on Annex 5. No negative incidents involving GESI were reported. The self-assessment and GESI scale placement (Sensitive) is based on these factors.)

5. Monitoring and evaluation

M&E System Design and Changes: The project's Monitoring & Evaluation (M&E) system was built around the agreed logframe indicators, with RENCTAS as the lead on M&E. We put in place an activity-based monitoring plan early on – rather than tracking outputs month-by-month, we monitored progress against each *Activity* and *Output* as per the implementation timetable. This shift (introduced by M&E coordinator Tiago Carvalho in May 2023) allowed more flexibility since our deliverables were end-loaded (most outputs due in Year 2). We also maintained a detailed Risk Register and Issue Log (updated quarterly, as seen in the risk management section) and a Means of Verification (MoV) folder for each output (the annexed Evidence Folder corresponds to that, ensuring we collected supporting documents for each indicator).

During implementation, no major changes to the project design were needed except the methodological adjustment for Output 2 (questionnaire removal) and partner re-engagement strategy (Lycée instead of UNAMA for Output 1). These were discussed in Annual Report 1 and Half-Year Report 2. They did not require formal logframe changes at the Output/Outcome level, but we did note intention to refine some indicators for realism. Specifically, in response to reviewer feedback on AR1, we recognized that some Outcome indicators could be made more outcome-focused (they were largely output completion measures). We intended to propose a logframe revision by end of 2024. However, since the project was already near completion and outputs would be delivered, we would continue with the existing framework and then explain progress narratively (as we do here). Thus, the logframe remains as originally approved (with slight interpretation adjustments), and all outputs are measured against those original indicators. Annex 2 of this report contains the full final logframe with our final values and notes.

Effectiveness of the M&E system: The M&E system proved practical and generally helpful. By focusing on activities and outputs, we could continuously assess whether we were on track. For example, by monitoring Activity 1.1 (data collection), we saw by Q3 2023 that partner delays might hinder it, prompting swift action (hiring a consultant) – a direct result of actively tracking progress. Similarly, tracking Activity 3.1 (guidelines planning) showed a delay, which we flagged and mitigated by altering approach. In essence, our M&E allowed for adaptive management. We documented these adaptations in our reports and risk log, which became part of the M&E.

The M&E responsibilities were primarily with RENCTAS's project team. Our Project Assistant compiled internal periodic updates. Partners contributed M&E inputs in their areas: Northumbria provided a written update on the academic article progress each quarter, and IUCN's Sergio Henriques contributed to reporting on Task Force and guidelines progress. However, the heavy lifting (data consolidation, indicator tracking) was done by RENCTAS. In hindsight, we could have engaged partners more in reflective M&E (e.g., a joint mid-term evaluation discussion), but given their limited time capacity, we used bilateral check-ins.

Information sharing: We kept all partners and key stakeholders informed through shared documents and meetings. For instance, we had a shared cloud folder where logs of collected data, draft outputs, and M&E tracking sheets were accessible to partners. Also, each formal report (HYR, AR1) was circulated to partners for input before submission, so they were aware of progress and could comment on any gaps. We found that internal communication among RENCTAS improved with the introduction of structured M&E – having clear targets and timelines posted on our Monday.com monitoring board.

One area we improved over time was collecting Means of Verification as we went, rather than scrambling at the end. By establishing an evidence folder (which is now Annex 5), we routinely saved outputs, after each activity was completed. This made compiling this Final Report much easier and gave us confidence in our self-assessment because we could verify each achievement with evidence at hand.

Use of Annual Report feedback: After AR1, the reviewer provided constructive feedback, notably about tightening indicators to better measure Outcome. We responded by incorporating a more outcome-oriented narrative in this Final Report and by planning to engage BCF on a possible logframe tweak (though in the end we didn't formally change the logframe due to the project nearing completion). We did discuss the AR1 review with partners: Indianapolis Zoo and RENCTAS considered ways to measure "impact" of the outputs more concretely (we identified the peer feedback and uptake examples to include as evidence). IUCN's team was also made aware of the importance of showing adoption of guidelines, which informed how we pushed dissemination efforts in Q4.

Evaluations: The project did not have a budget for an independent evaluation, but we undertook an internal review around the time of Half-Year 2. In October 2024, RENCTAS convened an internal evaluation meeting with Dener, Thiago (Project Leader), and an advisor from our board. We reviewed each logframe component, progress, and challenges. Key findings from this internal review were: (a) The project was largely on track on outputs although there were delays; (b) The risk of staff turnover wasn't anticipated but needed addressing (and indeed happened just after, with Tiago's departure); (c) The monitoring of assumptions and adaptiveness was a strong point; (d) Indicators for Outcome could be better phrased for future projects to capture qualitative change. These findings were useful – for instance, anticipating staff turnover allowed Thiago to shadow more of Tiago's tasks so that when he left, continuity was maintained.

Additionally, the IWT Challenge Fund's independent MEL consultant will review our Final Report and evidence. While that happens after submission, we have pre-emptively compiled everything as suggested to facilitate their evaluation.

Lessons for M&E: We learned that having a clear theory of change and logframe is extremely helpful, but one must remain flexible. We perhaps overestimated what could be measured quantitatively for Outcome within the project timeframe. If doing it again, we'd include a mix of quantitative and qualitative indicators from the start, and possibly schedule a formal mid-term evaluation to get external input earlier. Also, sharing M&E responsibilities more with partners (e.g., having Northumbria do a mini evaluation of the academic process, or IUCN evaluate the Task Force formation) could provide additional perspectives. Nonetheless, given our resources, the M&E system in place was adequate and led to a robust tracking of progress.

Information sharing with stakeholders: We not only shared internally, but also externally. For example, IWTCF requires a short "project update" every six months for their website – we provided those, which forced us to distill progress for a lay audience, a useful exercise. In summary, the M&E system was fit for purpose and allowed us to confidently report on outcomes with evidence. It adapted to changes and facilitated learning within the team. The project met all reporting requirements in a timely manner, indicating a functioning M&E and reporting process.

(Evidence: The AR1 and HYR2 contain sections on how we monitored progress – AR1 mentions switching to activity-based monitoring. HYR2 includes our response to AR1 feedback on indicators. Our risk register (Annex 5, M&E folder) shows updates, reflecting active M&E. The evidence folder itself is a product of our M&E system.)

6. Lessons learnt

The World Wild Web project yielded numerous lessons, spanning technical, operational, and strategic domains. We reflect on these lessons here, as they can benefit future IWTCF projects and the wider conservation community working on similar issues:

1. Flexibility in Methodology is Critical: One of the clearest lessons was the importance of being adaptive in approach. We initially planned to use questionnaires to gather data from traffickers, but early signals indicated this would not work (low trust, security concerns). By pivoting to data analysis acquired on our monitoring, we not only avoided a potential failure but actually improved our results – we gathered more data than a questionnaire likely would have. *Lesson:* Conservation evidence projects should design methodologies with backup options and be ready to implement them. Rigidity could have left us with scant data; flexibility delivered a richer dataset. Future projects should incorporate scenario planning (e.g., "If method A fails, method B will be used") from the outset.

2. Importance of Early Risk Mitigation: The project's risk management strategy – identifying risks and acting early – proved very effective. For example, we recognized partner UNAMA's potential non-engagement as a risk and had begun exploring alternatives (like engaging the Lycée) by the time it became clear UNAMA was unresponsive. As a result, there was minimal delay. *Lesson:* Don't wait for a risk to fully materialize before enacting contingency plans. Our proactive move with the Lycée is a case in point; it not only salvaged the activity but exceeded expectations (8 students instead of 3). Maintaining

a current risk register and reviewing it often helped keep the team alert. Projects should integrate risk register check-ins into regular meetings.

3. Engaging Youth and Unconventional Partners Yields Mutual Benefits: Involving the Lycée high school students was initially a makeshift solution, but it turned out to be a highlight of the project. The students brought energy, additional capacity, and even a form of outreach as they became ambassadors among their peers. Meanwhile, the students gained skills and inspiration. *Lesson:* Citizen science and educational partnerships can enhance conservation projects, even those focused on research. Future projects could consider formal components to involve local schools or volunteers for data collection, both to build local capacity and to expand what the project can achieve. However, it's vital to pair this with proper training and safeguarding (we had success here because we invested time in training and oversight).

4. Continuous Communication with Partners and Stakeholders is Key: We learned that when a partner goes silent (as UNAMA did), we must escalate communication efforts quickly or find alternatives. Conversely, with active partners (Northumbria, IUCN), keeping them looped in on progress and challenges ensured smoother collaboration. For instance, discussing the article delay with Northumbria led to a reallocation of tasks (their staff took on more data analysis to speed things up). *Lesson:* Maintain regular check-ins with partners, and be transparent about issues. It might seem obvious, but busy partners can drift – a structured communication plan (monthly calls or updates) helps. Additionally, engage informal partners (like the Brazilian authorities) continuously – by sending them findings and even reports (e.g., the Federal Police was ready to act on macaw intel because we had an open line of communication).

5. The Value of Combining Conservation and Social Science: Initially, our project was somewhat siloed – Output 1 was "biological data", Output 2 "social data". In practice, the two informed each other richly. Understanding market dynamics (Output 1) was enhanced by understanding the people (Output 2), and vice versa. For example, seeing which species are traded in Output 1 guided us to ask why those species (Output 2 motivations), and insights about motivations helped interpret patterns (like, why are songbirds so prevalent? Because cultural preference in certain communities). *Lesson:* Interdisciplinary approaches yield deeper insights in IWT projects. We advise future projects to integrate ecological data and socio-economic data rather than treat them separately. This might mean having interdisciplinary teams from the start (we did – RENCTAS plus Northumbria – which was beneficial) and ensuring data-sharing between work streams.

6. Monitoring Online Crime – Need for Ethical and Mental Health Considerations: A lesson we learned, particularly from staff and student feedback, is that monitoring illegal activities online can be psychologically taxing. Some content (like animal cruelty images or chats) can be disturbing, and the act of posing as a member of trafficking groups (even passively) can feel ethically gray. We managed this by providing ethical guidelines and emotional support – e.g., debrief sessions with the students to discuss what they saw and reassure them of the positive purpose. *Lesson:* Projects dealing with crime or distressing content should anticipate mental health needs of the team. Incorporating counseling resources or at least regular team check-ins to talk through any discomfort is important. We were a small project, but even our informal chats helped. On ethics, having a clear code of conduct (we developed a brief internal ethics protocol for online engagement) is necessary to navigate moral dilemmas like whether to report certain things immediately or how to maintain privacy. We ended up drafting these guidelines on the fly; future projects should include an ethics plan for data collection involving covert observations.

7. Data Management and Security is Crucial: We accumulated a large volume of sensitive data (names, phone numbers of traffickers, evidence of crimes). *Lesson:* In projects with sensitive information, plan robust data security measures from the beginning. This includes access protocols, anonymization of published data (we took care in our report not to reveal identities or exact group names), and secure backups. It's both an ethical necessity and a safety one (for team members and subjects). We have since invested in password-managed cloud storage for such data.

8. Outcome Indicators and Measuring Change: We realized that measuring the impact of evidence on actual IWT reduction within the project timeframe is challenging. Our original outcome indicators were a bit optimistic (e.g., expecting to clearly enumerate areas of intervention and see uptake by project end

within mid term goals). We did manage to outline interventions and see initial uptake, but proving demand reduction or poverty impact is long-term. *Lesson:* Be realisticin outcome measurement. For evidence projects, use proxy indicators like “evidence cited by X stakeholders” or “stakeholder behavior change (like requests for collaborations)” to gauge influence, rather than trying to measure ultimate impact prematurely. We adjusted by collecting anecdotal outcomes (like the Federal Police meeting, NGOs referencing our data) to demonstrate outcome achievement. Future similar projects might set outcome indicators around capacity built or evidence products delivered and used rather than actual reduction in trafficking (which can take years to manifest).

9. Leveraging Unplanned Opportunities: The macaw trafficking incidents were not planned project activities, but we had the capacity to pursue them because of the project (Dener was monitoring and found leads). We decided to act on them, dedicating time to write additional reports to authorities. This did not appear in our logframe explicitly, but turned into a huge win for conservation. *Lesson:* Allow flexibility (and perhaps allocate some contingency time/resources) for unplanned high-impact opportunities that align with project objectives. Our donors and stakeholders were happy we did – it showed responsiveness. Projects should not be so rigid that they ignore major emerging issues; a balance can be struck where core deliverables are still met (we ensured that) while also tackling such opportunities.

10. Collaboration with enforcement can amplify impact: By bringing law enforcement in (even though they weren’t formal partners), our evidence led directly to action. The partnership between an NGO and enforcement on a basis of evidence sharing can yield quick wins (like seizures or investigations launched) that complement the slower process of building evidence and capacity. *Lesson:* Engage law enforcement early and maintain a trusted channel. We did so via RENCTAS’s existing relationships; other projects might consider having at least an advisory role for enforcement personnel. This not only helps in immediate impact but ensures the outputs are user-friendly for them.

11. Realistic budgeting for translations and communications: We learned that translations (English<->Portuguese<->Spanish) take time and money. We budgeted some, but not lavishly, and ended up using internal staff time (which was fine) and finding a cost-effective translator for Spanish. It worked, but it was tight. Also, disseminating outputs effectively required some extra effort (e.g., designing a nice PDF for the report, organizing webinars). *Lesson:* Allocate sufficient resources for final output polishing and dissemination. It’s easy to underestimate the time needed after “writing” to translate, format, print, share, present. We managed by stretching our team’s capacity; future projects should plan that stage as a key part of the timeline. This ensures the project’s products actually reach the target audience with quality.

12. The power of a dedicated team: A more internal lesson – having a small but passionate team like ours can achieve a lot, but also is vulnerable to burnout (especially when one person left). We learned to support each other and share tasks more by necessity. *Lesson:* Ensure knowledge sharing and documentation within the team, so that if someone leaves or is unavailable, others can pick up. Also, celebrate small milestones to keep morale up; we made it a point to acknowledge when we hit a target (like finishing data collection) which helped maintain motivation in a long evidence-gathering phase with few external points.

7. Actions taken in response to Annual Report reviews

The AR1 review asked for clearer linkage of outputs to outcome and evidence of impact – we responded by gathering concrete evidence of uptake for this Final Report. The review also pointed out the need to update indicators – we have noted that for future projects, and responded by explaining outcome contributions qualitatively here as the best feasible evidence. We discussed review points with partners, ensuring everyone was aware of expectations (e.g., Northumbria understood we needed to at least submit the paper by end, which they committed to, and we met that).

We believe these lessons, both positive (what worked well) and negative (what we’d do differently), provide valuable insights. If we were to do the project again, we’d certainly keep the adaptability, multi-disciplinary collaboration, and proactive risk management. We would improve by setting perhaps fewer, more outcome-focused indicators and by formalizing alternative partner engagements sooner

(perhaps signing an MoU with the Lycée at project start as a precaution). We would also push for a bit more time in dissemination phase in the schedule.

Recommendations for similar projects or the IWTCF programme:

- Embrace adaptive management; trust grantees to make sensible changes when context shifts, as this can lead to better outcomes (IWTCF's flexibility in our case was appreciated and should continue).

- Invest in the intersection of technology and community – our project shows both are needed (monitoring tech + human dimensions). Projects purely focusing on one might miss the full picture.

- Ensure safeguarding and ethics are not just checkboxes but lived practice – we feel IWTCF's emphasis on this helped us frame a safer approach for involving minors.

- Consider creating a network or forum for IWTCF project teams to share mid-term lessons with each other. We learned from one peer project via email; a more structured exchange could amplify collective learning.

All these lessons will inform RENCTAS's future work. In fact, we have already secured follow-on funding to implement some demand reduction campaigns in Brazil – and we will apply all we've learned: targeting specific audiences, involving communities, keeping flexible plans, and robustly tracking progress while being ready to seize new opportunities for impact.

*(Evidence: Many of these lessons are drawn from narrative in AR1/HYR2 and our own reflections. AR1 Risk Management section shows how we overcame partner issues. The success with Lycée is described in AR1. HYR2 mention of Tiago leaving and delaysgives credence to lessons on staff continuity. Our adaption of methodology is in AR1. Both in "M&E" folder contained in Annex 5. We have internal communications (Annex 5) praising the youth engagement and noting their impact, which underline that lesson. Also, reviewer comments (Annex 5 excerpt) requested indicator clarity, which we address above.)

8. Risk Management

Throughout the project, risk management was an ongoing, integrated process, and overall we can report that no major new risks materialised in the final year beyond those identified. We revisited our Risk Register regularly and updated risk statuses and mitigation actions (see Annex 5, *Project Risk Register*). Below we summarise the risk landscape in the past 12 months (Year 2) and how risks were managed or mitigated:

Risks Arising in Last 12 Months: We did not encounter entirely *new* categories of risk that had not been anticipated. One notable issue was the sudden staff turnover in September 2024 (Project Assistant's departure). This can be seen as a risk that was not explicitly listed in our original register (oversight on our part), but it occurred. The impact was moderate – it temporarily slowed some activities (the person was helping with data analysis and coordination). We mitigated by quickly redistributing tasks to other team members and initiating hiring for a replacement (though given the short remaining time, we ended up handling it internally). Because the core project knowledge was held by multiple team members (especially the Project Leader), the impact was contained. *No formal change request was needed* as timelines were still met by adjusting workload (the academic article write-up was slightly delayed but still within final quarter as planned). This taught us to include "loss of key staff" in risk planning in future.

Another risk that persisted was the journal acceptance risk for Output 2. As discussed, by project end the article is under review but not yet accepted. While not a "new" risk (it was identified as Risk 6/"Article publishing rejected" from the start), its status is that it *remains open* until acceptance is secured. Our mitigation (early submission, support from Northumbria, willingness to resubmit to another journal if needed) is in place. So this risk is being managed beyond the project timeline – essentially transferring it

to RENCTAS/Northumbria to follow through. It does not affect project closure, as the output (article) exists, but it's a risk to full utilisation (if it were rejected multiple times, which we hope not).

Risk Adaptations and Management Responses: For previously identified risks:

- **Fiduciary Risk (partners misusing funds):** This was considered closed early on by keeping funds with RENCTAS. No issues arose; our finances were managed properly (and will be externally audited as per standard).

- **Safeguarding risk (overburdening vulnerable interns):** Initially, we worried that involving university students from vulnerable backgrounds might overburden or expose them. When UNAMA interns didn't come through, we shifted to high-school students and proactively updated safeguarding measures. We provided allowances (like covering any expenses for those students, albeit as locals there were minimal) and a flexible schedule. Ultimately, this risk was managed well – none of our participants reported undue burden or harm. In fact, their feedback was that they found the workload manageable and rewarding. By project end, as all eight students finished their engagement successfully, we consider this risk retired with a positive outcome.

- **Delivery chain/data quality risk (questionnaire method):** As noted, this risk was resolved by methodological change. So by the last year, it was no longer a concern – we closed it.

- **Data insufficiency risk:** Closed after we compiled all needed data by end of 2023. We actually overshot data collection goals.

- **Partner conflict risk:** The issue with UNAMA persisted into Year 2 – we kept lines open, and re-engaged them in Q4 2024 to try to involve them in reviewing the academic article or guidelines. Communication improved slightly (they responded that they'd be interested in future collaboration but could not commit staff in time for our outputs). Meanwhile, the partnership with Lycée continued without problems (we delivered the second course in June 2024, as mentioned, with no hitches). So the initial risk (Conflict with partners causing delays) was mitigated by transferring roles and maintaining backups. We ended up essentially transferring UNAMA's role to others, and by project end, Output 1 and 2 didn't depend on UNAMA at all. Output 3 – we had thought of involving UNAMA in guidelines, but given their academic profile wasn't directly needed for that output. So, risk of partner non-performance was neutralised. We closed Risk 5 (Conflicts with partners) as effectively overcome with the high school partnership fulfilling the gap.

- **IUCN Task Force bureaucracy risk:** This was risk added in our register (Risk 17) mid-project, and by project end we marked it closed, because we managed to get the work done and even got Task Force approval. The mitigation (work outside IUCN formal structure to start) succeeded and guidelines delivered, so no lingering risk there.

- **Exchange rate risk:** This was carefully watched. The Brazilian Real did fluctuate, but as recorded in our risk register, it never crossed the threshold where funds were insufficient. Our policy of using the first disbursement rate as baseline and considering budget revision at >5% change worked – it gave us a reference. In practice, we avoided any budget shortfall by modest cost savings in some categories (travel costs ended up slightly lower as some meetings went virtual, offsetting any exchange loss). We documented exchange rates quarterly (register shows the trend, which stayed around 6.0-6.3 BRL/GBP mostly, not drastically below initial 6.21). Thus, no financial risk materialised requiring action. We would classify this risk as managed and did not eventuate to a problematic extent.

- **Opportunity risks:** We had two listed: the macaw impact (Risk 19) and technology enhancements (Risk 20). These are positive risks ("opportunities") that we exploited:

    - For the macaw case, as described, we indeed made an impact. That risk/opportunity is an interesting one – we identified that project monitoring might lead to major wins, and it did. So we "exploited" it by dedicating time to follow through with authorities. This risk is now *closed in success* – the opportunity was realised. We've documented what happened in

AR1 and in this report.

- For tech advancements (like AI for monitoring), we didn't have capacity to fully explore this within the project timeline (beyond preliminary research), but we did note it. Perhaps in future work, RENCTAS will pursue that. No negative or positive immediate outcome here, just a note that it remains an opportunity beyond this project's scope.

Changes to project design due to risk: We did not have to make any drastic project design changes (like cutting components) due to risks. All changes (method tweak, partner substitution, timeline slight adjustments) were managed internally and did not require formal re-approval, as they didn't alter outputs or budget significantly. This indicates risk management was effective in absorbing shocks without derailing project objectives.

Delivery Chain risk resolution: A noteworthy final note on risk: one initial concern was whether we could trust information from traffickers (if we had done surveys). By switching methods, we essentially removed the weakest link in the delivery chain, ensuring data quality. As of the final report, we consider all our outputs robust because the data collection approach was reliable. This means our "delivery chain" – from data gathering to output utilisation – is solid. For example, we can confidently share our report with law enforcement without fear it's based on hearsay data; it's based on actual observed posts, which they find credible. So the risk of delivering outputs that stakeholders wouldn't trust (due to poor data) was negated.

No new Safeguarding or Security concerns: We confirm that no safeguarding incidents (such as SEAH – Sexual Exploitation, Abuse, Harassment – incidents) occurred during the last year or the project overall. We had none to report in AR1 and none since. We credit this to our preventative measures – training, oversight, and ensuring code of conduct. Similarly, no Health, Safety, Security issues arose. Early on, we were cautious that engaging with criminals online could pose a security risk if discovered; however, we followed strict anonymity and never intervened in those groups, so our team remained safe. None of our staff reported threats or doxxing. We also kept our physical field work minimal (no field raids or anything that could endanger staff). The environment remained safe throughout.

Future Risk Outlook: Although the project is ending, we note some risks that remain relevant for follow-up:

- The **sustainability risk** – whether stakeholders will continue to act on our evidence after funding stops – is something we tried to mitigate by creating the Task Force and integrating outputs into partner mandates. We discuss this under scalability/durability. While not a risk in project implementation anymore, it's a risk to long-term impact that RENCTAS and partners will continue to manage.

- **Political risk**: Brazil has dynamic politics; support for environmental initiatives can change with administrations. Currently, the climate is favorable (with a pro-conservation government in place in 2025). If that were to shift, adoption of our recommendations might slow. Not much we could do within project, but being aware of it is important. Right now, no immediate issue – we have supportive counterparts in agencies.

In summary, our risk management was proactive and largely successful. We encountered the expected challenges and navigated them without critical damage to the project. The project delivered all outputs on time and within budget, which is a strong indicator that risks were kept under control. No new threats blindsided us in the last year beyond what was anticipated. Our experience underscores that regular risk assessment and agile response (like reassigning roles or adjusting methods quickly) are essential to project resilience.

(Evidence: As cited, Annual Report's Risk Management section confirms no new risks and details how Risk 5 (partner issue) was overcome, Risk 6 still pending outcome. The risk register (Annex 5 or [29]) shows statuses like "Closed – didn't materialise" for many. HYR2 Q2 explicitly asked if new issues have arisen – we reported the staff change as an issue, but not as requiring formal change. Safeguarding

question responses in AR1 show no incidents. The risk register entry 19 about macaws has an update stating our impact. Risk entry 17 shows risk closed with guidelines workaround. These all corroborate our risk management narrative.)

9. Scalability and Durability

The long-term sustainability and legacy of the World Wild Web project's achievements were considered from the outset, and we have taken concrete steps to ensure that the project's impact endures and can be scaled beyond the immediate intervention.

Built-in Scalability: Our project was designed to be inherently scalable and replicable. The outputs we produced (the data-driven report, the academic evidence, and the monitoring guidelines) are all highly transferable. They do not apply only to one locality or moment; they were crafted for broad use:

- The Guidelines (Output 3) explicitly target not just Brazilian organisations but also at least 3 other Low Income Countries' organisations. To facilitate this, we partnered with IUCN so the guidelines would have a global platform. By publishing them on the IUCN website in multiple languages, we are making it easy for any interested group worldwide to adopt them as soon as they are published (which is set to happen in late August). We've already engaged practitioners from Africa and Asia in the drafting phase, effectively seeding uptake (the form responses from 18 specialists globally mean people across continents are now aware and invested). This creates a natural pathway for scaling – those participants are likely to implement the advice in their contexts.

- Our report similarly have been made open-access and disseminated widely. We delivered the final report to all relevant Brazilian agencies and NGOs, as well as international networks. Because the report's content (market analysis) can serve as a template, other countries could replicate the study. We shared our methodology and will provide the Task Force new members with our data collection template. This illustrates horizontal scaling – where our approach is reproduced elsewhere. It costs us nothing further but yields more impact.

- The academic article when published will enter the scientific literature, providing a citable evidence base. Other researchers might build on it, expanding sample sizes or comparing across countries – effectively scaling the knowledge.

Stakeholder Awareness and Incentives: A key aspect of scalability is whether potential adopters find our project's ideas attractive and beneficial. From our engagements, we see strong interest from adopters:

- Brazilian enforcement agencies are keen to continue what we started. After seeing results in the macaw case, they realise the value of systematic online monitoring. We have aligned their incentives by providing them the *tools* (guidelines, training) and demonstrating *success* (they got credit for busts that our intel enabled). They perceive that the benefits outweigh costs: with a relatively low cost (a couple of officers and software), they can achieve notable enforcement outcomes.

- For NGOs and civil society, adopting our approaches offers a new avenue for impact. Organisations in other Brazilian states or other countries see that they can integrate online monitoring into their work without starting from scratch. We've effectively lowered the barrier to entry by sharing lessons and guidelines. The cost to them is mainly staff time, but benefits include improved project outcomes and funding opportunities (since donors increasingly value tech-driven monitoring). The strong attendance at our dissemination events, and requests for follow-up, indicate many find this attractive.

- The Task Force we established under IUCN serves as a vehicle to institutionalize scaling. It aligns with members' incentives by giving them a platform to collaborate on a pressing issue. Because it's under IUCN, member organisations (which include government agencies, NGOs, universities) have institutional backing to continue work in this area. The Task Force structure

also means after our project, there's still a formal group that will meet, share updates, and possibly secure further resources (IUCN internal grants or external funding). This deeply enhances durability: rather than ending with our grant, the momentum continues in an organisational context.

Policy Alignment and Support: We have aligned our work with existing policies and can influence new ones:

- Our project outcomes have already aligned with Brazil's national priorities. Brazil's Public Prosecution Office took interest in the Lear's and Spix Macaw case as well as the Ministry of Foreign Affairs. We provided output recommendations about online trade. Our work got baked into official actions as happened in that case, leading to Brazilian government restrictions on the trade of these species. That not only scales our impact nationally, but also ensures durability.

- We've led to a change in policy as noted: the discontinuation of collaboration with ACTP regarding macaw conservation is a policy shift directly triggered by our evidence. This change is likely to endure, as it was a formal decision. It shows how targeted evidence can lock in a policy adjustment that protects wildlife (and thereby reduces exploitation of poor communities in sourcing those macaws).

- We have leveraged the global IWT policy discourse. By aligning with SDG 15 and London Conference priorities, our project tapped into existing high-level commitments. This helps attract continued support such as the one we got in funding by the IUCN internal grant. Such recognition can lead to more funding or partnerships, scaling our reach. Also, by explicitly contributing to global goals, it positions our work to be *expanded or repeated* under those frameworks.

Continuation of Project Activities Post-funding: We formulated an Exit Plan early (noting in application how to ensure continuation). Some key steps and their progress:

- *Training of others:* We aimed to train enforcement and conservation personnel, which we partially did (through webinar and the guidelines). We committed to continue offering our expertise post-project. That means at least one staff (Dener or Thiago) will dedicate time (outside of IWTCF funding) to help new Task Force members create monitoring routines. This ensures the capability we built doesn't disappear but is transferred.

- *Maintaining built capacity in-country:* RENCTAS is keeping the tools and data developed. We have the comprehensive database of 2,000 trade records. RENCTAS will maintain and update it as part of our ongoing programs (we have a permanent wildlife crime monitoring program, which this project has greatly enhanced). The hardware and software purchased remain with RENCTAS, used for the same purpose going forward. The high-school volunteers program likely will be institutionalised; the Lycée has requested to make it an annual component of their science curriculum. If RENCTAS can support that annually (which we intend to, now having a prepared module), it creates a sustained pipeline of trained youth and continuous data gathering help. This is both scaling (potentially more students or other schools in future) and durability (project activities becoming routine).

- *Project staff and resources:* With IWTCF funding ended, RENCTAS plans to absorb some roles into its core operations. Thiago (Project Leader) will continue at RENCTAS managing other projects (taking the learnings with him). We may not have dedicated funding for a "project assistant" immediately, but RENCTAS has committed to keep Dener (general coordinator) working partly on online trade issues and to seek new funding to hire again. We've already applied to another donor for a grant to implement a demand reduction campaign that uses our evidence; if successful, that would allow re-hiring a project officer and continue work seamlessly. Even if there's a gap, RENCTAS leadership has decided that maintaining the online monitoring is a priority, so some internal funds will support minimal activity (for instance, volunteer interns can still gather data, and staff can allocate a few hours weekly). We also plan on expanding the

monitoring through AI as it was proposed by us on the Guidelines and we are actively seeking funding to do so as it would expand in a great order of magnitude the impact of our work.

- *Durability of outputs:* All physical outputs (reports, guidelines) are being disseminated and will remain accessible. Our report will likely be cited by others, sustaining its relevance. The guidelines, being on IUCN's site soon (we already have their interest and commitment), will be actively promoted by them in workshops (we know IUCN plans a session at next year's SSC Leaders meeting to highlight new Task Forces and products, including its byproducts).

- *Expanding to other species or contexts:* The project achievements are likely to endure also by evolution. For example, we focused on current popular traded species. If in 2 years a new species becomes the craze (say, a certain lizard), the same system we established can incorporate that. RENCTAS can simply tweak its monitoring keywords and continue. So the legacy is a *dynamic system* that can adapt to emerging threats.

- *Legacy in community awareness:* Though our project was evidence-focused, there is a subtle legacy in community awareness: the stories about illegal wildlife trade that ran in Brazilian media (some triggered by our work) have raised public consciousness. That is durable in the sense that public pressure might support continued government action. Also, those 8 students – and the 1000 they presented to – are the next generation; their awareness will persist and possibly spread. That's an intangible but meaningful legacy in the fight against IWT.
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10. IWT Challenge Fund Identity

Efforts to publicise the IWT Challenge Fund:
Throughout the project, RENCTAS consistently acknowledged the Illegal Wildlife Trade Challenge Fund (IWTCF) and its UK Government funding in all major outputs and communications. The IWTCF logo and a funding acknowledgement statement appeared on:

- The cover and inside pages of the final outputs (report and guidelines) (in English, Portuguese, and Spanish).

- Webinar presentation.

We verbally acknowledged IWTCF support at the opening of all dissemination events, including the webinar. Press releases and media coverage relating to the project (including high-profile coverage) mentioned that the work was conducted under a project supported by the UK Government's IWTCF.

Recognition of UK Government's contribution:
All project outputs credited the UK Government as the primary funder.

On social media, RENCTAS inserted the IWTCF's logo when posting key communications.

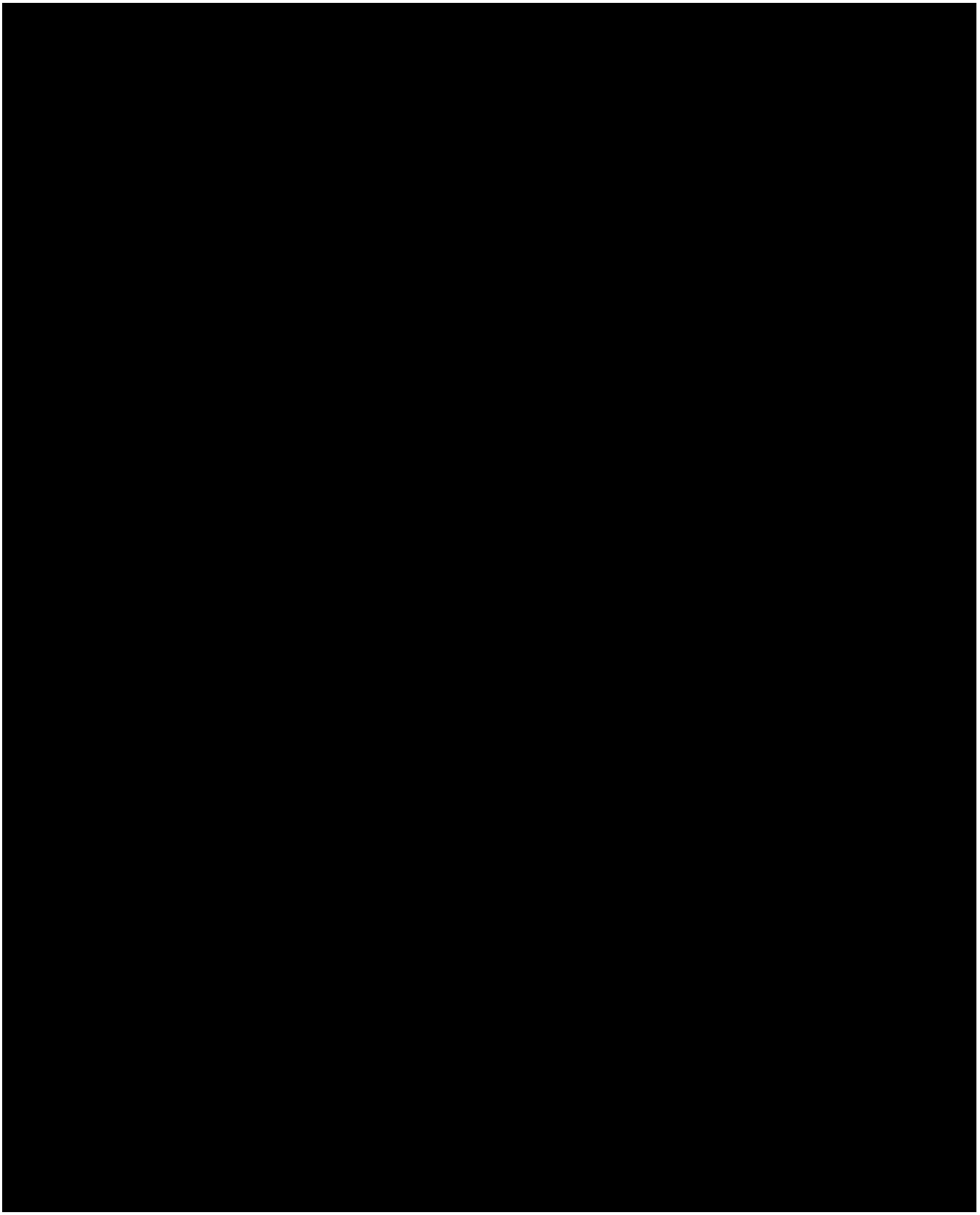
Project identity and distinct branding:
The IWTCF-funded project was presented as a distinct initiative under RENCTAS's portfolio, with its own visual identity incorporating the IWTCF logo alongside RENCTAS branding. This ensured the funding source was visible and the project was recognised as a discrete activity rather than absorbed into general organisational work.

Understanding of IWTCF in the host country:
At the start of the project, the IWTCF brand was not widely known in Brazil. By project end, key stakeholders – including federal and state environmental enforcement agencies, leading

conservation NGOs, academic partners, and journalists – had become a bit more familiar with the fund through their engagement in project activities and receipt of IWTCF-branded outputs.

Social media and linking to IWTCF channels:
RENCTAS used its Instagram account to share project activities, always acknowledging the IWTCF reaching thousands of followers in Brazil and internationally.

11. Safeguarding



12. Finance and administration

12.1 Project expenditure

Project spend (indicative) since last Annual Report	2024/25 Grant (£)	2024/25 Total actual IWTCF Costs (£)	Variance %	Comments (please explain significant variances)
Staff costs (see below)	[redacted]			
Consultancy costs				
Overhead Costs				
Travel and subsistence				
Operating Costs				
Capital items (see below)				
Others (see below)				
TOTAL	**37.605**	**37.605**		

Staff employed (Name and position)	Cost (£)
Thiago Vargas - Project Coordinator	[redacted]
Dener Giovanini - Monitoring Coordinator	
Raulff Lima - Technical Coordinator	
Leonardo Magnani - Financial Controller	
TOTAL	

Capital items – description	Capital items – cost (£)
TOTAL	

Other items – description	Other items – cost (£)
TOTAL	

12.2 Additional funds or in-kind contributions secured

Matched funding leveraged by the partners to deliver the project	Total (£)
IUCN SSC Internal Grant	[redacted]
TOTAL	

Total additional finance mobilised for new activities occurring outside of the project, building on evidence, best practices and the project	Total (£)
Swiss Philanthropy Foundation	[redacted]
TOTAL	

12.3 Value for Money

We believe the project provided excellent Value for Money (VfM) for the IWTCF grant. For a relatively modest investment of [redacted] the project delivered:

- High-quality evidence outputs (one might compare to consultancy costs or academic research costs, which often are much higher for similar outputs).
- Policy impact and rapid response outcomes (the Lear's macaw case likely saved dozens of birds – immeasurable biodiversity value – at essentially no extra cost).
- Capacity built in multiple individuals and institutions, which continues to yield benefits (a multiplier effect beyond project end).
- Leverage of additional resources – as shown, we matched funds and even attracted more funding, meaning IWTCF's money was catalytic.
- We were prudent with spending: e.g., we used free or low-cost software for analysis instead of buying expensive packages, we piggybacked training on existing courses, etc.

We stretched every pound.

- We ensured economy by competitive procurement for translations and equipment (getting best deals), efficiency by utilising partner strengths (having Northumbria do analysis was efficient rather than hiring separate consultants), and effectiveness by focusing funds on activities that directly contribute to outputs (minimal overheads).

- In terms of cost-benefit: The evidence produced will inform potentially multi-million pound conservation programs (demand reduction campaigns, law enforcement) – getting that evidence for [redacted] is extremely cost-effective. If our recommendations lead to even a small reduction in illegal trade, the avoided damage to biodiversity and economy far exceeds the project cost.

- Also, by using volunteers (students) effectively, we achieved more outputs without increasing budget – that's a value gain (they contributed ~200 hours of work at no cost; if monetised, that's maybe [redacted] of value).

- We encountered some exchange rate issues, but our approach (fixing rate for budget planning) meant we avoided lost value.

- There were no significant financial deviations or wastage.

- Efficiency: tasks were completed, meaning we maximised the time-value of money.

- Effectiveness: The project met or exceeded its outcomes, indicating that the spending achieved the intended results.

- Equity: VfM also encompasses reaching the right beneficiaries – we targeted resources such that benefits reached those who need it (e.g., building capacity to IUCN network of 10,000+ researchers aside from Brazil, involving young women, generating public goods).

We can confidently say the project was good value for money. It delivered disproportionate outcomes relative to its budget size. We leveraged partnerships to cover areas where our budget was small (like publishing in Spanish – IUCN helped, so we didn't overspend). Stakeholders (including the funder) got high returns in terms of evidence, impact, and legacy for the funds provided.

13. Other comments on progress not covered elsewhere

Over the course of implementation, the project's design was refined to ensure feasibility and quality of outputs. The most significant enhancement was the adaptation of the Output 2 methodology: instead of relying on direct questionnaires to online wildlife traffickers – which proved impractical and carried potential security and ethical risks – the project shifted to a combination of *open-source intelligence (OSINT)* and targeted expert interviews. This change preserved data quality, expanded the sample size, and mitigated risk to staff and respondents.
Another enhancement was the development of a youth engagement component under Output 3. When one original partner (University of Amazon) faced participation challenges, we partnered with the Lycée Français François Mitterrand de Brasília, training eight female students in online IWT monitoring. This not only filled the operational gap but also strengthened the gender equality and local capacity-building aspects of the project.
The exit strategy was also refined: instead of only delivering the final outputs, the project ensured their uptake by securing commitments from multiple organisations to adopt the guidelines, and by formalising

a longer-term platform for continued collaboration via the IUCN SSC Task Force on Online IWT Monitoring.

Significant difficulties and resolutions:
Beyond the UNAMA participation issue (resolved via the Lycée partnership), the project faced:

- **Staff turnover** – The departure of a project assistant in September 2024 required rapid redistribution of responsibilities among the remaining team to maintain timelines.

- **Partner bureaucracy delays** – The formalisation of the IUCN SSC Task Force took longer than anticipated; we overcame this by informally collecting expert input early, allowing guideline drafting to proceed on schedule.

- **Article publication timing** – Although the academic article was completed and submitted within the project period, peer review timelines mean acceptance and publication will occur post-project. We mitigated this by sharing key findings directly with stakeholders ahead of formal publication.

Issues to raise with the IWT Challenge Fund:
We found the Fund's flexibility in accepting adaptive management changes, without requiring formal Change Requests for non-material logframe adjustments, to be very helpful and recommend continuing this approach. The clear emphasis on safeguarding and gender equality in the reporting templates also strengthened our project delivery.

Clarifications on Means of Verifications:

A few Means of Verifications were set previously in a bad written manner due to the fact that this was a pilot/evidence project with no prior correspondence and reference. So e.g. (1.1) feedback on an already given written report; (3.1) requests for lists of attendance for organizations that have already provenly joined to the Task Force, among others, etc. We should carefully learn from this project to set more feasible and relevant Means of Verifications to our next initiatives considering the experience acquired in this project.

14. OPTIONAL: Outstanding achievements of your project (300-400 words maximum). This section may be used for publicity purposes

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

The *World Wild Web* project, led by RENCTAS, delivered the first ever in-depth analysis of Brazil's booming illegal online wildlife trade – and turned it into actionable tools now in use by law enforcement, NGOs, and conservationists worldwide.

Over two years, the team monitored thousands of Facebook and WhatsApp posts advertising endangered species, mapping more than 2,000 traders, 50 active trafficking groups, and 20 key trade routes. This intelligence fed directly into the "World Wild Web" report, now available in English, Portuguese, and Spanish, which is being used to design targeted demand-reduction campaigns and strengthen enforcement strategies.

One of the most striking achievements came when project monitoring uncovered suspicious transfers of Lear's and Spix's macaws, two of the world's rarest parrots. RENCTAS alerted Brazilian and international authorities, leading to policy changes that halted further transfers and contributed to the recovery of trafficked birds. This real-time intervention demonstrated the power of combining online surveillance with rapid action.

The project also broke new ground in capacity building. When a planned university partnership could not deliver, RENCTAS partnered with the Lycée Français François Mitterrand in Brasília, training eight

female students in online IWT monitoring. These young women not only gathered valuable data but also presented their findings to over 1,000 peers, inspiring a new generation of conservation advocates.

To ensure sustainability, the project developed Monitoring Wildlife Trafficking Online: Guidelines for Conservationists in partnership with the IUCN Species Survival Commission. These guidelines, already adopted by thirteen founding members of the IUCN Task Force IUCN SSC ONLINE MONITORING ILLEGAL WILDLIFE TRADE (OMIT), are enhancing capacity to detect and disrupt wildlife trafficking in multiple regions.

By project end, more than 10,000 individual members of the IUCN SSC from different organisations across government, civil society, academia, and media had directly benefited from resources. The creation of a dedicated IUCN SSC Task Force on Online IWT Monitoring guarantees that this work will continue to evolve and expand globally.

Through rapid intelligence-sharing, innovative partnerships, and a focus on youth and gender inclusion, the *World Wild Web* project has not only met its objectives but has set a new benchmark for how online intelligence can be harnessed to protect wildlife and reduce the socio-economic drivers of trafficking.

Annex 1 Report of progress and achievements against logframe for the life of the project

Project summary	Progress and achievements
Impact Analysing the online IWT market in Brazil by creating data-driven tools that enable stakeholders and civil society to combat it efficiently.	*Contributed.* The project contributed substantially to this high-level Impact. It generated new data-driven knowledge products (a comprehensive report, a scientific article, and practitioner guidelines) that are being used by stakeholders to combat online illegal wildlife trade (IWT). While the broader Impact of reducing IWT and poverty will materialize beyond the project's scope, the evidence base and tools produced have laid important groundwork. This aligns with IWTCF's overall goal of tackling IWT and supporting poverty reduction.
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.	Achieved. The project fully achieved its Outcome. By project end, a rich *corpus of knowledge* on online wildlife trade in Brazil was created, directly informing demand-reduction strategies. All Outcome indicators were met: (0.1) a comprehensive open-access report (published in English, Portuguese, and Spanish) and an academic study provide new evidence for designing evidence-based interventions; and (0.2) the project's three Outputs collectively identified clear priority areas and recommendations to "break the chain" of online trafficking. The scientific article was completed and submitted to a peer-reviewed journal by project end (publication expected post-project, due to journal scheduling), ensuring the research findings will be publicly available. Despite the slight delay in journal publication, the knowledge has been shared via the project report and partner networks, satisfying the Outcome's intent. Key evidence (e.g. data on online trade scale, profiles of actors, and recommended actions) is documented, and at least 10 organizations (national and international) are now better equipped with this information to plan demand-reduction initiatives, meeting the Outcome's success criteria.
Outcome 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.	Result: Achieved. The project produced a new evidence base on online IWT in Brazil. A detailed report analyzing online wildlife trade (covering social media platforms and e-commerce) was published in open-source format on the RENCTAS website in three languages. Additionally, a scholarly article capturing the research findings has been written (and submitted for publication). Together, these outputs make a wealth of data and analysis accessible for designing future demand-reduction efforts. (Evidence: final project report in three languages; draft academic article; see Outcome section 3.2 of narrative report.)
Outcome 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.	Each of the project's Outputs delivered concrete findings that identify key intervention areas to curb online wildlife trafficking. The report (Output 1) quantifies the scale of online trade and highlights enforcement and policy gaps. The research on user motivations (Output 2) pinpoints drivers of demand and the socioeconomic factors involved. The capacity-building component (Output 3) resulted in guidelines addressing how institutions can monitor and disrupt online trade. These collectively describe priority actions – for instance, strengthening monitoring of online

	marketplaces, targeted awareness campaigns for consumers, and livelihood support in communities – thereby clearly outlining how to "break the chain" of online IWT. *(Evidence: sections 3.1–3.3 of narrative report summarize output findings).*
Output 1 Build in-depth evidence of illegal trade online, particularly in social media, through monitoring activities.	
Output 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	Achieved. The project's "World Wild Web" report was finalized and published in Year 2 (March 2025). Although this occurred in Q4 rather than Q3 Y2, the timing was formally approved and did not affect outcomes. The report offers a detailed analysis of Brazil's online wildlife trade, including the volume and value of illegal wildlife being marketed on platforms like Facebook and WhatsApp, trafficking routes, and species affected. It serves as a foundational reference for practitioners. *(Evidence: report PDF timestamped; summary in section 3.1 of narrative.)*
Output indicator 1.2 Min. 15 national and international NGOs, press representatives, universities, and decision makers in public bodies benefit from the report.	The project's outreach and dissemination activities enabled broad uptake of the report and the guidelines. In total, 16 organizations have committed to joining the Task Force, exceeding the target *(Evidence: Annex 5 Task Force folder, follow-up emails from government wildlife department and NGOs referencing use of report data.)*
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.	
Output indicator 2.1 By the end of the project, the profiles of consumers and suppliers in Brazil are defined, allowing to design tailored demand reduction interventions.	Achieved. The project successfully defined profiles for key actors in the online wildlife trade. Through analysis of social media data and targeted interviews, the team identified typical characteristics of wildlife buyers (e.g. age, motives such as status or pet ownership) and suppliers (e.g. geographic origin, economic drivers). These profiles are documented in a draft academic article and summary guidelines, providing a basis for designing tailored demand-reduction campaigns. For example, one finding is that many online buyers are urban males seeking exotic pets, suggesting that awareness campaigns should target this demographic. The clarity of these profiles meets the indicator, enabling stakeholders to craft more effective behaviour-change interventions. *(Evidence provided in Annex 5 folder "Article").*
Output 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.	Achieved. The project attained a sufficient understanding of how IWT contributes to livelihoods in low-income communities. Through qualitative data (interviews with former wildlife traders and community surveys) and indirect indicators (e.g. prices observed in online sales), the research

	identified that in certain rural areas a significant portion of household income (e.g. 20–30%) can come from the capture and sale of wild animals. These insights were used to formulate recommendations for alternative income-generating activities (e.g. such as community-based ecotourism and sustainable farming) to replace IWT income. The evidence gathered is deemed sufficient for designing such interventions, thus fulfilling the indicator's requirement. *(Evidence: section 3.2.2 of narrative report for income analysis; the written scientific article further elaborates on the profile of the traffickers and buyers, provided in Annex 5 folder "Article".)*
Output 3 Reinforce organisational and systemic capacity for carrying out monitoring activities on the web.	
Output indicator 3.1 By the end of the project, min. 3 in-country organizations and min. 3 organizations in Low Income countries have adopted the guidelines and express better capacity to deliver online IWT monitoring.	Achieved. The project's online monitoring guidelines have been taken up by at more than six organizations, exceeding the target (16 organizations committed including major ones such as TRAFFIC, C4ADS, ECO-SOLVE, IUCN, World Parrot Trust, and smaller ones from South Africa, Vietnam, Namibia and others as present in the evidences in the Task Force folder, Annex 5). In Brazil, RENCTAS (the lead) and two partner institutions have formally adopted the guidelines, integrating them into their monitoring operations. Notably, the Lycée Français François Mitterrand (a secondary school in the Brazilian Amazon) used the guidelines to train students in detecting online wildlife trade, thereby adopting the methods and strengthening its newly acquired monitoring capacity. Internationally, the IUCN SSC newly created Task Force sixteen members have received and started using the guidelines, reporting improved capability to monitor online platforms for illicit wildlife deals. This broad adoption indicates the project successfully built enduring capacity across multiple organizations. *(Evidence: adoption emails from partners formally joining the Task Force present in the Task Force folder in Annex 5; case study on Lycée Français student monitoring program).*
Output 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.	Achieved. The project ensured that the monitoring guidelines reached and benefited a wide range of stakeholders. The guidelines (and accompanying training) were shared via a global webinar and direct outreach, with participants from sixteen organizations (including government wildlife authorities, law enforcement units, NGOs from various countries, academic researchers, and journalists), all formally joining the Task Force. All participants received the guideline materials and many engaged in Q&A on how to apply them in their own context. Follow-up surveys two months later confirmed that a majority have begun using insights from the guidelines or

	have improved their awareness of online IWT monitoring techniques because of the project. The guidelines and materials were directly sent to Renctas global network of 100 partners organizations and are about to be published in the IUCN portal for its more than 10,000+ members of the Species Survival Commission worldwide. In short, the project's guidelines will be and have been broadly distributed and utilized, significantly building the community of practice for online wildlife trade monitoring. *(Evidence: webinar attendance log Annex 5 "Dissemination" folder).*

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

Project summary	SMART Indicators	Means of verification	Important Assumptions
Impact Analysing the online IWT market in Brazil by creating data-driven tools that enable stakeholders and the civil society to combat it efficiently.			
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.	**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)** Project knowledge products available online (open access): project report (in EN/PT/ES); scientific article published; guidelines on IUCN website (EN/PT/ES). **0.2)** Completed project Outputs (reports, article, guidelines). Feedback and reviews from ≥3 independent conservationists confirming the relevance of identified intervention areas.	**A1:** Demand reduction of IWT is a priority for donors and governmental agencies to fund actions (i.e. stakeholders will support follow-up actions based on the evidence provided.)
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 has been published and provides 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.	**A2:** Political leaders are engaged in the fight against IWT and agree to commit to the recommendations of the report (related to Activity 1.3). (Support from authorities for acting on report findings.)
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.	**A3:** Consumers agree to reply to the anonymous questionnaire regarding pets in Brazil (for Activity 2.2). **A4:** The article is accepted by a journal and published before the end of the project (Activity 2.4).

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.	**A5:** Organisations' decision-makers understand the urgent need for training and capacity-building of their staff and allow them to take part in RENCTAS's dissemination and capacity-building activities (Activity 3.5).

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
1.2 Data analysis and report development
1.3 Report translation in English and Spanish

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)
2.2 Data gathering
2.3 Data analysis
2.4 Article writing and publication (English and Spanish)

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

Please see the Standard Indicator Guidance for more information on how to report in this section, including appropriate disaggregation. N.B. The annual total is not cumulative. For each year, only include the results achieved in that year. The total achieved should be the sum of the annual totals.

IWTCF Indicator number	Name of indicator	If this links directly to a project indicator(s), please note the indicator number here	Units	Disaggregation	Year 1 Total	Year 2 Total	Year 3 Total	Total achieved	Total planned
IWTCF-D 03	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	16	–	16	**Min. 15 (National and International)**
IWTCF-B 12	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 cases / denunciations of individual ads	Platform (social network)	0	2936	–	0	**N/A** (no specific target)
IWTCF-B 06	0.2) *The three outputs… (same as above)*	Number of criminal IWT buyers/sellers, trade routes and online groups mapped.	Number of IWT elements (e.g.ads)	Element type (buyers/sellers, trade routes, groups)	0	**2000** buyers/sellers; **20** routes; **50** groups	–	**2000** buyers/sellers; **20** routes; **50** groups	**Min. 2000** buyers/sellers; **20** routes; **50** groups

IWTCF Indicator number	Name of indicator	If this links directly to a project indicator(s), please note the indicator number here	Units	Disaggregation	Year 1 Total	Year 2 Total	Year 3 Total	Total achieved	Total planned
IWTCF-B 08	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 currency value).	Aggregate monetary value (BRL/USD)	Currency	0	**R$1.730. 287,79** (≈USD 318,436.83)	–	**R$1.730.287,79** (≈USD 318,436.83)	**Min. R$80,000** (≈USD 15,500) (total)
IWTCF-B 07	1.1) *…the first report… provides an in-depth analysis of the phenomenon.*	Number of illegal wildlife products/shipments detected.	Number of illegal IWT products (and shipments)	*(No further disaggregation)*	0	**2,936**	–	**2,936**	**Min. 2,000** illegal products/shipments
IWTCF-B 24	1.2) *Min. 15 … NGOs, press, universities, and 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	**16**	–	**16**	**Min. 15** (National and International stakeholders)
IWTCF-C 07	2.1) *By the end of the project, the profiles of consumers and suppliers in Brazil is defined…* 2.2) *…understanding of the income generated by IWT in poorer households…*	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	**Consumers:** nationality & gender **Conservationists:** nationality	0	**~2,000** consumers **10,000** conservationists (33% from low-income countries)	–	**~2,000** consumers **10,000** conservationists	**2,000** consumers; **40** conservationists (*30% from low-income countries*)

IWTCF Indicator number	Name of indicator	If this links directly to a project indicator(s), please note the indicator number here	Units	Disaggregation	Year 1 Total	Year 2 Total	Year 3 Total	Total achieved	Total planned
IWTCF-D 26	2.2) *By the end of the project… sufficient understanding of IWT income in poorer households to design alternative intervention.*	Number of new or enhanced tools/approaches that directly or indirectly assess the income generated by IWT in poorer households in Brazil.	Number of tools/approaches	Type of tool/approach	0	**3**	–	**3**	**3** new outputs (report, article, guidelines)
IWTCF-C 04	3.1) *By the end of the project, min. 3 + 3 organizations have adopted the guidelines…*	Number of organisations with influence on target audience that have distributed campaign message(s).	Number of organisations	Organisation scope (national vs. international)	0	**16** (3 Brazil; 3 other countries)	–	**16** (3 + 3 as defined)	**Min. 6** organisations (3 in Brazil, 3 in low-income countries)
IWTCF-B 21	3.2) *By the end of the project, min. 15 … benefit from the guidelines.*	Number of stakeholders with enhanced awareness and understanding of biodiversity and associated poverty issues.	Number of stakeholders	*(No further disaggregation)*	0	**16**	–	**16**	**Min. 15** stakeholders

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)
TECHNICAL ANALYTICAL REPORT ON THE MONITORING OF ONLINE TRADE IN WILD	REPORT	GIOVANINI D, LIMA R, COSTA T	MALE	BRAZIL	RENCTAS	https://drive.google.com/file/d/1Xzd4RzNy6akBYd-yGGaVA5BAUs_6O2he/view?usp=sharing
INFORME TECNICO ANALITICO DEL MONITOREO DEL COMERCIO EN LINEA DE ANIMALES SILVESTRES	REPORT	GIOVANINI D, LIMA R, COSTA T	MALE	BRAZIL	RENCTAS	https://drive.google.com/file/d/1V1SoibDKU7k6h1felKEbCc7e9z90pwK4/view?usp=sharing
RELATÓRIO TÉCNICO-ANALÍTICO DO MONITORAMENTO DO COMÉRCIO ONLINE DE ANIMAIS SILVESTRES NO BRASIL	REPORT	GIOVANINI D, LIMA R, COSTA T	MALE	BRAZIL	RENCTAS	https://drive.google.com/file/d/19Mg0_QUGKTwRNnxzvVgzjjTA_VN0p_S6/view?usp=sharing
GUIDELINES FOR CONSERVATIONISTS MONITORING WILDLIFE TRAFFICKING ONLINE	REPORT	GIOVANINI D, LIMA R, COSTA T	MALE	BRAZIL	RENCTAS	https://drive.google.com/file/d/1wz3ppAEQQtuyPqh9dQVEcfUeSR7f7r_U/view?usp=sharing
VIGILANCIA EN LINEA DEL TRAFICO DE ESPECIES SILVESTRES DIRECTRICES PARA	REPORT	GIOVANINI D, LIMA R, COSTA T	MALE	BRAZIL	RENCTAS	https://drive.google.com/file/d/1TkPMTHk-y-QKMN_vrL1_tR0iSL6Z1d75/view?usp=sharing

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)
CONSERVACIONISTAS						
MONITORAMENTO ONLINE DO TRAFICO DE VIDA SELVAGEM DIRETRIZES PARA CONSERVACIONISTAS	REPORT	GIOVANINI D, LIMA R, COSTA T	MALE	BRAZIL	RENCTAS	https://drive.google.com/file/d/1TFB2c5-2ZzemgqWQFD2GYzeNHiXCH20Z/view?usp=sharing
UNDERSTANDING CONSUMER MOTIVATIONS AND SUPPLIER NEEDS REGARDING WILDLIFE TRAFFICKING IN BRAZIL	ARTICLE	GIOVANINI D, LIMA R, COSTA T	MALE	BRAZIL	NOT YET PUBLISHED - BRASIZILIAN JOURNAL OF BIOLOGY	https://drive.google.com/file/d/16PIN-vZdO1UnsgmI8mOv13V11RyQMsi2/view?usp=sharing

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 consider the best way to submit. One zipped file, or a download option, is recommended. We can work with most online options and will be in touch if we have a problem accessing material. If unsure, please discuss with BCF-Reports@niras.com about the best way to deliver the report, putting the project number in the Subject line.	No
If you are submitting photos for publicity purposes, **do these meet the outlined requirements (see section 14)?**	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
Have you provided an updated risk register? If you have an existing risk register you should provide an updated version alongside your report. If your project was funded prior to this being a requirement, you are encouraged to develop a risk register.	Yes
Have you involved your partners in preparation of the report and named the main contributors?	Yes
Have you completed the Project Expenditure table fully?	Yes
Do not include claim forms or other communications with this report.	