
IWTEVR11\1070

Forming Initiatives to Actively Reduce and Oppose Lemur Trafficking

The project addresses the critical issue of lemur commercial trade in and around Makira Natural Park, where endemic, endangered species face severe threats due to high hunting pressure, habitat loss, and poverty-driven consumption and trade. By building on lessons from previous initiatives, we will map trade routes, identify key actors, and assess species-specific threats. Engaging local communities, we aim to develop crime prevention strategies and promote sustainable livelihoods, ultimately protecting endangered lemurs while addressing the socio-economic drivers of wildlife trade.

CONTACT DETAILS

Title Mr
Name Antonio
Surname Boveda
Organisation Wildlife Conservation Society (WCS)
Tel +261 34 09 634 31 (tel:+261 34 09 634 31)
Email (Work) aboveda@wcs.org
(mailto:aboveda@wcs.org)
Address Lot II A 137 MON RÊVE NANISANA
Antananarivo 101
Madagascar

CONTACT DETAILS

Name Nature Crime Coordinator
Surname To Be Hired
Organisation Wildlife Conservation Society (WCS)
Tel (Work) +261 34 09 634 31 (tel:+261 34 09 634 31)
Email (Work) aboveda@wcs.org
(mailto:aboveda@wcs.org)
Address Lot II A 137 MON RÊVE NANISANA
Antananarivo 101
Madagascar

IWTEVR11\1070

Forming Initiatives to Actively Reduce and Oppose Lemur Trafficking

Section 1 - Contact Details

CONTACT DETAILS

Title Mr
Name Antonio
Surname Boveda
Organisation Wildlife Conservation Society
(WCS)
Tel [REDACTED]
Email (Work) [REDACTED]
Address [REDACTED]

CONTACT DETAILS

Name Nature Crime Coordinator
Surname To Be Hired
Organisation Wildlife Conservation Society
(WCS)
Tel (Work) [REDACTED]
Email (Work) [REDACTED]
Address [REDACTED]


GMS ORGANISATION


Type	Organisation
Name	Wildlife Conservation Society (WCS)
Phone	[REDACTED]
Email	[REDACTED]
Address	[REDACTED]


Section 2 - Title, Themes, Species & Summary


Q3. Title:

Please upload a cover letter as a PDF document.

 [IWTCTF-R11-St1-Cover Letter 10232024 signed](#)

 25/10/2024

 16:07:17

 pdf 232.94 KB

Q4a. Is this a resubmission of a previously unsuccessful application to any of the Biodiversity Challenge Funds?

No

Q5. Which of the four key IWT Challenge Fund themes will your project address?

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

- Reducing demand for IWT products
- Strengthening law enforcement

Q6. Species project is focusing on

Please include both the common name and scientific name.

Silky Sifaka (*Propithecus candidus*)

Red Ruffed Lemur (*Varecia rubra*)

Indri (*Indri indri*)

Black-and-white Ruffed Lemur (*Varecia variegata subcincta*)

Do you require more fields?

Yes

White fronted Brown Lemur (*Eulemur albifrons*)

Red-bellied Lemur (*Eulemur rubriventer*)

Western Lesser Bamboo Lemur (*Hapalemur occidentalis*)

Other lemur species

Q7. Summary of project

Please provide a brief non-technical summary of your project: the problem/need it is trying to address, its aims, and the key activities you plan on undertaking.

The project addresses the critical issue of lemur commercial trade in and around Makira Natural Park, where endemic, endangered species face severe threats due to high hunting pressure, habitat loss, and poverty-driven consumption and trade. By building on lessons from previous initiatives, we will map trade routes, identify key actors, and assess species-specific threats. Engaging local communities, we aim to develop crime prevention strategies and promote sustainable livelihoods, ultimately protecting endangered lemurs while addressing the socio-economic drivers of wildlife trade.

Section 3 - Countries, Dates & Budget Summary

Q8. Country(ies)

Which eligible host country(ies) will your project be working in?

Country 1	Madagascar	Country 2	No Response
Country 3	No Response	Country 4	No Response

Do you require more fields?

No

Q9. Project dates

Start date:	End date:	Duration (e.g. 2 years, 3 months):
01 April 2025	31 March 2027	2 Years

Q10. Budget summary

Year:	2025/26	2026/27	Total Request
Amount:	£43,706.00	£56,293.00	99,999.00

Q11. Do you have matched funding arrangements?

Yes

Please ensure you clearly outline your matched funding arrangement in the budget.

Q12. If you have a significant amount of unconfirmed matched funding, please clarify how you will deliver the project if you don't manage to secure this?

A contribution from the EU-funded Sustainable Wildlife Management Project is provided in the amount of 15,000 USD (£11,476), which represents 10.3% of the total project budget. This match funding is confirmed.

Q13. Have you received, applied for or plan to apply for any other UK Government funding for the proposed project or similar?

No

Section 4 - Problem statement & Gap in existing approaches

Q14. Problem the project is trying to address

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

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

Throughout the world, primates are hunted for subsistence and commercial purposes. As countries develop economically, an urban middle and upper class typically emerges that is willing to pay premium prices for primate meat traded from forested areas. Hunting of lemurs for subsistence purposes is a well-documented threat to almost all lemur species in almost all forested areas of Madagascar. However, relatively little is known about commercial hunting of lemurs, and whether as the country develops economically it is a significant or emerging threat.

The project is located within the Makira-Masoala landscape, comprising two protected areas: Makira Natural Park and Masoala National Park. The landscape harbors around 50% of Madagascar's endemic species within just 1% of the country's land area. Makira's lowland and mid-elevation rainforest plays a crucial role in protecting 17 lemur species (four critically endangered). In the buffer zone of Makira, approximately 90,000 people rely heavily on natural resources, including bushmeat, to meet their nutritional needs. Despite full legal protection for all lemur species, previous studies have shown unsustainable levels of subsistence hunting in Makira (Golden 2009, Borgerson et al. 2021). A dependence on bushmeat for essential fat, proteins and nutrients is driven by poverty, poor health, and malnutrition, particularly among children in local communities (Borgerson et al. 2016). Most lemur hunting in Madagascar is believed to be for subsistence and not trade (Jenkins et al. 2011). WCS and partners are already addressing these issues through supporting farming of domestic protein sources (fish, chickens, insects) in Makira's buffer zone villages. But the existence of a network of hunters could also serve as one critical component of a trade chain that would enable lemur meat to feed into market-based trade systems.

Evidence suggests that there is a market for both lemur meat and live lemurs as pets (Reuter et al. 2016), but critical gaps remain regarding the extent of this trade, the species targeted, the sources of supply, and the operation of trade chains. As Madagascar's development accelerates, there is concern that the trade in lemur meat for urban consumption could expand, as seen in other developing countries with native primates. Urban consumers are typically willing to pay higher prices, which could incentivize rural populations – already among the poorest in Madagascar – to participate in illegal trade activities.

The project seeks to address the issue of whether there is lemur hunting for trade in Makira, and whether there is consumption of traded lemur meat in urban centers around Makira. The project will address these knowledge gaps by investigating the drivers of lemur trade, analyzing local community perceptions of hunting for trade, mapping trade routes from rural villages to urban areas, and examining patterns of demand and consumption in urban centers. By addressing these issues, the project will not only work to protect endangered lemur species but also contribute to poverty alleviation by informing design of intervention strategies focused on alternative livelihoods and sustainable resource use for local communities to reduce their involvement in lemur trade.

Q15. Gap in existing approaches

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

While hunting and local consumption of bushmeat in Madagascar have been studied and alternatives piloted, there is limited knowledge about rural to urban lemur trade dynamics (including pet trade) and urban consumption of lemur meat. The extent of trade, particularly around Makira, is largely unknown. Previous surveys (Reuter et al. 2016, Jenkins et al. 2011) revealed that contrary to other species groups, lemurs are not

traded through organized networks, but via informal routes, making trade detection and prevention more difficult.

While subsistence lemur hunting is driven by food insecurity, reports suggest that urban consumption is driven by preferences (Golden 2009, Reuter et al. 2016, Borgerson et al. 2021). Live lemur ownership (including pets) is thought to be geographically widespread but poorly documented. This project addresses these gaps by investigating lemur trade drivers, consumer profiles, and lemur trade routes.

By gathering evidence on hunting for commercial purposes, trade characteristics, and urban consumer behavior, the project will enable development of targeted initiatives that address underlying motivations for purchasing live lemurs and lemur meat, and guide the design of effective, audience-specific messaging to reduce trade and consumption. Understanding trade patterns will improve law enforcement efforts and development of alternatives for hunters and traders.

Section 5 - Objectives & Commitments

Q16. Which national and international objectives and commitments does this project contribute towards?

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

This project aligns with Madagascar's Environmental Charter, supporting Article 19's strategic focus on developing research to generate knowledge for informed decision-making.

It also strongly aligns with Madagascar's National Biodiversity Strategies and Action Plan (NBSAP) 2015-2025, contributing to:

- Strategic Goal A, Objective 1: Raising awareness of biodiversity's values and promoting protection and sustainable use.
- Strategic Goal C, Objectives 11 and 12: Enhancing the conservation of biodiversity-rich areas and reducing extinction risks for endangered species.
- Strategic Goal E, Objective 19: Expanding knowledge on biodiversity, essential for informed policy and conservation efforts.

The project supports the implementation of the Plan d'Action National de l'Environnement pour le Développement Durable (PANEDD) 2020-2030, contributing to:

- Strategic Objective SO2, Results 2.1 and 2.2: Enhancing the generation, management, and access to natural resource data.
- Sub-programs 2.3 and 2.8: Promoting applied research, improving knowledge on natural resource management, and combating illegal trafficking.

At the international level, it contributes to the 2030 Agenda for Sustainable Development, specifically Goal 15 on sustainable ecosystem use, forest management, and halting biodiversity loss. The project also aligns with the 2018 London Conference Declarations on Illegal Wildlife Trade, notably Articles 3, 5, 9, 12-15, 17, 19, and 20, which focus on combating IWT through law enforcement, community engagement, and international collaboration.

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

Q17. Methodology

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

- How you have reflected on and incorporated evidence and lessons learnt from past and present activities and projects in the design of this project.
- The specific approach you are using, supported by evidence that it will be effective and justifying why you expect it will be successful in this context.
- How you will undertake the work (activities, materials and methods).
- What the main activities will be and where these will take place.
- How you will manage the work (governance, roles and responsibilities, project management tools, risks etc.).
- How you have engaged with partners or communities involved to design the project; if this has not been done please explain why.

The project builds on evidence and lessons learned from previous initiatives, including the Sustainable Wildlife Management project (EU funded, 2018-present) and subsistence hunting of lemurs around Makira studies by Borgerson, Golden and Reuter. WCS's research in Makira grassroots communities (COBAs) revealed that while few identify as regular hunters (28%), many report (53%) eating lemur meat in the past year. Although these studies indicated there may be a market for lemur meat trade outside COBA borders, no systematic evidence was collected on drivers, extent or dynamics of this trade. This project seeks to fill these gaps by mapping trade chains, identifying key actors, and assessing species-specific threats.

The project will collect information and develop an evidence-based crime prevention approach, complementing limited law enforcement capacities by focusing on deterring crimes before they occur. This strategy is informed by adaptive tactics traders use to avoid being caught and aims to alter the perception of risk and reward among individuals involved in the illegal trade of lemurs. Drawing from lessons learned, this approach will target underlying drivers of lemur consumption and trade, offering behavior change initiatives and income-generating alternatives that provide better risk-reward ratios for local communities.

The project will start with training staff in sensitive data collection methods, including participatory research and community survey techniques. Experts will train staff in tools such as the Unmatched Count Technique and Knowledge, Awareness & Perception surveys to gather data on lemur trade dynamics and consumption behaviors. Surveys will target at least 75% of the COBAs surrounding Makira. Additional market surveys will be conducted to assess hunting practices, trade routes, pet trade and demand for lemur meat in both local and urban contexts.

Data collection will involve community consultations, interviews with hunters and traders, and market research. These activities will take place in villages surrounding Makira, urban markets where lemur meat is suspected of being sold, and online platforms (e.g. social media) where wildlife trade activities may occur. Patrol teams and community members will also contribute through reporting and our existing grievance redress mechanism. Species identification will be supported by local monitoring teams.

All data will be collected using KoboToolbox on smartphones, ensuring efficient, real-time data input allowing project staff to gather detailed information on who, what, where, when, why and how lemur hunting and trade occur. Data will then be compiled and analyzed to map trade routes and identify key actors, including gender-specific roles.

The project will use crime scripts analysis techniques to drive data collection efforts and develop our understanding of each stage of the wildlife trafficking supply chain from source to consumer. Through this analysis, we will explore the role of people, places, and products at key points along the supply chain to define specific opportunity structures and the drivers of behaviour. The resulting crime scripts will be used to identify suitable points of intervention along the supply chain and assist the design of appropriate crime prevention strategies that aim to disrupt illicit trade by increasing risk and reducing rewards.

The WCS project lead will manage the project, with key staff based in the landscape to support day-to-day operations. Roles and responsibilities will be clearly defined, ensuring smooth execution of data collection, analysis, and community engagement. WCS will partner with researchers working on complementary studies in the region and collaborate closely with local conservation organizations and authorities. For some sensitive urban data collection, WCS may hire an external consultant who will adhere to WCS policies and procedures.

The project will utilize Asana for workplan implementation tracking, data management software, and regular progress reports. Risks such as community resistance or insufficient data availability will be mitigated through continuous engagement with local stakeholders, ensuring their involvement and buy-in throughout the project. Participatory research with local communities will ensure that the project addresses their concerns and incorporates local knowledge. The project will involve local conservation organizations, government agencies, and civil society partners in the design and implementation of crime prevention strategies. Workshops will be held to discuss findings and identify opportunities to prevent crime before lemurs are poached. Workshops will ensure prevention strategies are tailored to the specific drivers and dynamics identified in the field.

In addition to internal reports and strategy, project results will be communicated to a wider audience through publication of a peer-reviewed paper in a scientific journal.

By building on past initiatives and engaging directly with communities affected by lemur trade, this project is well-positioned to develop a comprehensive solution that protects endangered lemur populations and offers sustainable alternatives for local livelihoods.

Q18. Capability and Capacity

How will the project support the strengthening of capability and capacity of identified local and national partners, and stakeholders during its lifetime organisational or individual levels?

The project will strengthen the capacity of WCS, local stakeholders, and law enforcement partners to address commercial lemur consumption and illegal trade. By developing a deeper understanding of the drivers behind commercial lemur meat consumption and trade to urban centres within and outside the Makira-Masoala landscape, the project will equip WCS and its partners to design targeted interventions that mitigate negative drivers and/or promote positive alternatives to reduce lemur meat consumption and lemur pets in Madagascar.

At the organizational level, WCS and partners will benefit from methodologies, such as crime prevention strategies and behaviour change initiatives, which will be integrated into their existing conservation and law enforcement frameworks. Madagascar's Bureau of Independent Anti-Corruption (BIANCO) and Financial Intelligence Unit (SAMIFIN) will also participate in these workshops, benefiting directly from the project. The strategies developed will contribute to addressing corruption and trafficking issues, and the results could support BIANCO and SAMIFIN's own surveys and fundraising efforts to intervene further in targeted regions.

At the individual level, at least 10 local staff will benefit from specific training on data collection, analysis, and survey techniques, including knowledge, awareness & perception, and unmatched count. Our global Counter-Wildlife Trafficking team will also continue to support local staff in applying crime script analysis techniques to improve understanding of trade chains and key actors and design appropriate crime prevention strategies. In addition, Dr. Cortni Borgerson, a Madagascar-specialized biologist, will guide our team to avoid overlaps with existing studies and maximize impact across the landscape.

Gender equality and social inclusion will be key components of capacity-building efforts, ensuring both men and women benefit from training. The project will also address the roles of different social groups in illegal trade, contributing to long-term capacity building in communities affected by lemur hunting and trade.

Q19. Gender Equality and Social Inclusion (GESI)

All applicants must consider how their project will contribute to promoting equality between persons of different gender and social characteristics. Please include reference to the GESI context in which your project seeks to work in.

Within the Makira landscape, prevailing gender and social norms limit women's participation in decision-making and control over resources. Men traditionally dominate natural resource management, while women are confined to domestic responsibilities, limiting their involvement in conservation. These norms extend to access and control of assets, men typically have more influence over decisions that impact livelihoods. Marginalized groups, including women and lower-income households, face additional barriers to participation.

To address these challenges, the project will embed GESI considerations throughout all activities, ensuring women and marginalized groups are included in every stage from data collection to the development of crime prevention strategies. A range of inclusive practices will ensure equitable participation:

- Meeting times and locations will be scheduled to avoid conflicts with women's daily schedules, which are disproportionately focused on household responsibilities and livelihood activities such as farming. Meeting locations will be close to women's homes and determined in consultation with them.
- Where possible and relevant, sex-separated consultations, facilitation, and training will be conducted, with men and women facilitators leading respective groups, to ensure that voices of men and women are considered equally in project activities. This will provide women the space to speak openly and share their thoughts without concerns about social repercussions, particularly in communities where mixed-gender settings may hinder their participation due to the highly patriarchal structure of local societies. In mixed settings, care will be taken to specifically engage women on their perspectives.
- The project will work with local women's associations well-versed in the participation barriers that women face. These groups will help implement the gender strategy in the landscape to overcome these challenges and provide role models to encourage women's involvement.
- Data collected will be sex-disaggregated to help us understand the different roles and motivations of men and women in trade.

The project will provide gender-sensitive leadership and skills training to encourage women's involvement in conservation efforts. The project will also engage local leaders, including community and religious leaders, to foster broader participation and social acceptance of the project, and promote the value of women's participation in conservation and decision-making. By gaining their support, the project will foster an environment where women's contributions are seen as vital, challenging traditional norms that may hinder progress.

The project's inclusive approach will positively impact women, men, boys, and girls by providing equitable opportunities for participation. Women will be encouraged to engage in activities like mapping trade routes, conducting surveys, applying crime script techniques, and developing crime prevention strategies, thus increasing their influence over resource management. Men will also be engaged, promoting collaboration and breaking down barriers between genders. Other marginalized groups will have greater opportunities to participate in decision-making processes. This inclusive approach will shift dynamics that have historically excluded certain groups from having a voice in community-level governance.

Potential risks, such as exacerbating existing inequalities or increasing women's workloads, will be monitored through continuous feedback mechanisms. WCS's organizational Gender Policy, under development, will guide the project to ensure that gender equality and social inclusion are prioritized throughout implementation.

Q20. Change expected

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

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

In the short term, the project aims to gather crucial data on lemur poaching, trafficking routes, and non-subsistence consumption, which will provide a foundation for developing targeted interventions to reduce lemur trade. By mapping trade routes and detailing crime chains, the project will enable WCS, law enforcement, and community leaders to design more effective crime prevention strategies. This evidence will highlight key pressure points in the poaching and trafficking networks, enabling a more proactive approach to reducing illegal activities. During the project, approximately 500 households in the targeted regions will directly benefit from these efforts. We will focus on incorporating marginalized groups, including women and youth, into decision-making processes, ensuring they are active participants in conservation efforts and resource management. This inclusive approach will help increase engagement from diverse stakeholders, promoting greater community ownership of conservation initiatives.

Understanding the drivers behind commercial lemur meat consumption and pet trade will be another critical output of the project. This knowledge will inform behavior change initiatives designed to reduce demand for illegal wildlife products. By addressing the root causes of commercial trade, the project will help reframe the issue from being solely a law enforcement problem to one that includes public awareness and behavior change. These campaigns will be tailored to reach specific demographic groups, including youth, local leaders, and other influencers within communities, who can help shape attitudes and behaviors. This inclusive approach ensures that behavior change initiatives are more effectively implemented and accepted across a broader spectrum of the population.

In the long term, the project aims to increase lemur populations by reductions in illegal lemur hunting and trade by fostering alternative livelihoods and enhancing local conservation capacity, particularly among communities managing natural resources in Makira's buffer zones. By providing COBA management committees and local households with a better understanding of how illegal trade chains operate, they will be empowered to take control of their resources and mitigate external threats. This empowerment will come through community-led conservation agreements and the development of sustainable economic alternatives, such as agroforestry, which provides viable sources of income without relying on illegal exploitation of wildlife.

Evidence collected will be published in a scientific paper, and used to inform future interventions, promoting scalable strategies and approaches that can be applied in other regions of Madagascar where lemur populations face similar pressures, ensuring both biodiversity conservation and socio-economic benefits throughout the country. The team will adapt and replicate successful models in Masoala, specifically targeting lemurs, while also extending some behavior change initiatives to other species within the landscape. WCS's collaboration with the Lemur Conservation Foundation will facilitate the replication of activities in other parts of Madagascar, particularly in the adjacent forests to the north such as Marojejy National Park and Ananjaharibe Sud Special Reserve, the northern range limit of several endangered target species. Additionally, the project's emphasis on addressing the root causes of IWT will contribute to long-term poverty alleviation.

Q21. Pathway to change

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

The project will enhance the evidence base on lemur urban meat consumption and trade dynamics (Output 1). This foundational knowledge will be built through field surveys, trade route mapping, and gathering baseline data, providing essential insights into the key actors, motivations, and factors driving illegal lemur trade around Makira. By identifying opportunities for intervention, the project can design a strategy focused on behavior change and crime prevention.

The project will then work towards achieving a comprehensive understanding of the lemur trade chain, including the drivers of poaching, trafficking, and consumption (Output 2). This will involve applying crime script analysis and holding workshops with government, law enforcement, and community stakeholders to refine and prioritize context-specific, practical, and impactful interventions. The resulting evidence-based crime prevention strategy will guide efforts to reduce lemur poaching and trafficking in Makira through targeted law enforcement actions and community-driven conservation initiatives (Outcome).

Implementing this strategy is expected to mitigate key threats to lemur populations, contributing to their stability and potential recovery (Impact). Furthermore, by engaging local communities in conservation measures, the project aims to reduce reliance on IWT. This approach is expected to deliver socio-economic benefits that enhance household resilience and promote poverty reduction in the region.

Q22. Sustainable benefits and scaling potential

Q22a. How will the project reach a sustainable point and continue to deliver benefits post-funding? How will the required knowledge and skills remain available to sustain the benefits? How will you ensure your data and evidence will be accessible to others?

The project will provide evidence to better understand lemur trade chains and commercial consumption drivers. This data will inform the development of a targeted crime prevention strategy for IWT in Madagascar focusing on prevention rather than punishment. The strategy will be mainstreamed into WCS's ongoing conservation work in Makira, supporting sustainable natural resource management by local communities and long-lasting behaviour change initiatives.

WCS's strong partnership with the Ministry of the Environment and Sustainable Development and Madagascar National Parks will ensure the continuation of activities beyond the project's lifespan. Project results will be integrated into future initiatives, leveraging support from existing partners. Knowledge and strategies will be shared with key stakeholders through workshops, reports, and strategic meetings, and will contribute to WCS's global counter-wildlife trafficking efforts. Lessons learned will be disseminated through WCS's internal systems and published to benefit the wider conservation community, ensuring accessibility and scalability for future interventions.

Q22b. If your approach works, what potential is there for scaling the approach further? What might prevent scaling, and how could this be addressed?

If successful, the approach could be scaled to nearby source sites including Masoala National Park and other protected areas throughout the country. The evidence gathered on lemur trade chains and prevention strategies can inform national-level interventions to reduce and ultimately eliminate trade driven lemur hunting before it becomes a greater threat to lemurs.

Challenges to scaling might include lack of political will, resistance from local communities or consumers, and limited funding. These can be addressed by securing long-term funding through partnerships with donors, demonstrating the effectiveness of the approach through robust data, and ensuring continuous engagement with local communities and Madagascar National Parks to build trust and ownership. Partnerships with national and international stakeholders, along with strategic advocacy efforts, will also be essential for scaling this approach successfully.

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

Section 7 - Risk Management

Q23. Risk Management

Please outline the **7 key risks** to achievement of your Project Outcome and how these risks will be managed and mitigated, referring to the Risk Guidance. This should include at least one Fiduciary, two Safeguarding, and one Delivery Chain Risk.

Risk Description	Impact	Prob.	Inherent Risk	Mitigation	Residual Risk
Fiduciary There is a risk of funds being misused or not reaching intended purposes due to corruption or poor financial oversight.	Minor	Unlikely	Severe	The project will implement robust financial management practices, including regular audits, transparent financial reporting, and strict controls on fund disbursement. All partners will adhere to agreed financial protocols, and an external auditor will be appointed to verify compliance.	Insignificant
Safeguarding (SEAH) The project may inadvertently expose vulnerable community members, particularly women, children, and staff to exploitation or abuse during community engagement or field activities.	Moderate	Possible	Moderate	Staff and partners will be trained on culturally appropriate safeguarding measures (established with local organizations) and, along with community members, made aware of established reporting mechanisms for safeguarding incidents. WCS will conduct a risk assessment before conducting surveys to identify potential vulnerabilities to inform safeguarding strategies.	Minor

Safeguarding (HSS)	Community-led conservation actions or law enforcement activities could inadvertently create tensions, restrict access to resources, or displace vulnerable community members.	Minor	Possible	Moderate	WCS will conduct thorough social impact assessments before interventions. Communities and community/religious leaders will be engaged in participatory planning to ensure that interventions are beneficial and non-intrusive. Alternative livelihood support will be offered to minimize disruption.	Minor
Delivery Chain	The project's success relies on coordination between multiple partners, including government agencies, NGOs, and local communities. Miscommunication or misalignment of priorities could hinder project delivery.	Moderate	Likely	Moderate	The project will establish clear roles and responsibilities through memorandums of understanding (MoUs) and hold regular coordination meetings with all partners to align activities and ensure transparency. The project will utilize delivery chain risk mapping to track progress and manage risks at each level.	Minor
Risk 5	Limited capacity or expertise in the local teams conducting sensitive data collection could result in poor-quality data or delays in implementation.	Major	Possible	Severe	The project will provide targeted training to all field staff on data collection methods, as outlined in Activity 1.1. Field teams will be monitored closely, and provide additional support if necessary, including refresher training sessions.	Minor
Risk 6	Political influence and corruption in Madagascar, particularly at the local level, could bias data collection.	Moderate	Likely	Major	The project will build relationships with a broad range of stakeholders across different levels of government and ensure diverse representatives attend the workshops to mitigate biased findings.	Moderate

Risk 7

Community members and other local stakeholders are reluctant to share knowledge, experience or information about illegal poaching of lemurs.

Moderate Unlikely Major

The project will establish a whistleblower mechanism as part of WCS's existing GRM in Makira-Masoala for individuals to report instances of corruption or misuse of resources without fear of retaliation. The continued established relationship with the community helps create trust and allows community members to feel confident in sharing information.

Moderate

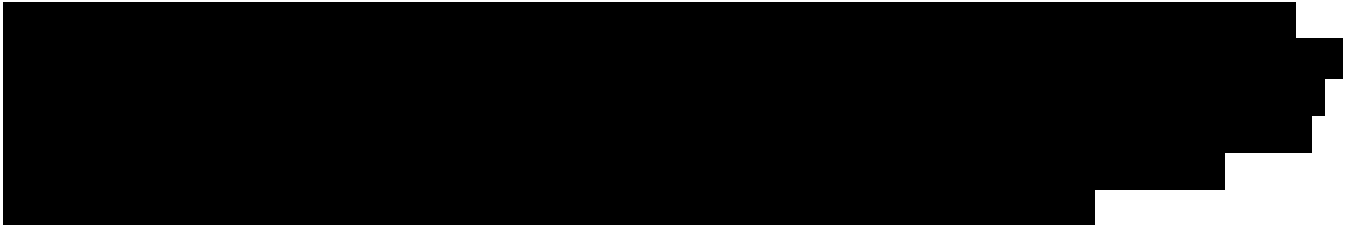
Section 8 - Project Sensitivities and Workplan

Q24. Project sensitivities

Please indicate whether there are sensitivities associated with this project that need to be considered if details are published (detailed species location data that would increase threats, political sensitivities, prosecutions for illegal activities, security of staff etc.).

Yes

Please provide details.



Q25. Workplan

Provide a project workplan that shows the key milestones in project activities.

[IWTCF Final Workplan 10252024](#)

25/10/2024

17:05:19

pdf 123.35 KB

Section 9 - Monitoring and Evaluation

Q26. Monitoring and evaluation (M&E)

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

IWT Challenge Fund projects are expected to be adaptive and you should detail how the monitoring and evaluation will feed into the delivery of the project including its management. M&E is expected to be built into the project and not an 'add' on. It is as important to measure for negative impacts as it is for positive impact.

The M&E process will be led by the Field M&E Manager, supervised by the Conservation Impact Director based in Antananarivo. This project will be monitored as part of the Makira-Masoala landscape's five-year strategy and will fit within a broader framework of indicators. The team uses DHIS2 to track and monitor program indicators in real-time. This digital platform ensures data is efficiently and securely stored, and analysed for both positive and negative impacts, allowing for adaptive management. The team will conduct regular pause and reflect sessions to assess the effectiveness of interventions and make timely adjustments to improve project outcomes.

The project will collect both quantitative and qualitative data using a combination of methods, including household and restaurant surveys, focus group discussions (FGDs), key informant interviews (KIIs), and photo documentation, using smartphones with KoboToolbox for efficiency. These tools will be reviewed to ensure they are gender-sensitive and appropriate for diverse social groups within the project area. Data will be disaggregated by gender to better understand and adapt to the needs of girls, boys, women and men. Applying a gender lens to the data will allow for the identification of gender-specific barriers and opportunities in lemur conservation efforts, ensuring equitable participation and benefits for all groups.

Special attention will be given to ensuring the voices of women and marginalized groups are captured. Female enumerators will be employed to conduct surveys, and female facilitators will lead focus groups where appropriate, including single-sex focus groups when needed. This ensures that women and girls feel comfortable participating and that their insights and experiences are reflected in the project's data.

M&E will be embedded in the project's management structure to support adaptive implementation. Regular review meetings will be held with field staff and key stakeholders to analyse the data collected and assess progress towards objectives. Key findings from data analyses, including any emerging issues or unintended consequences, will be used to inform real-time adjustments to project activities. For example, if monitoring reveals low participation of women in surveys, the project will design strategies to improve their inclusion and engagement.

The project will implement feedback mechanisms to capture insights from community members and partners. This will include regular consultations and check-ins with community leaders, local authorities, and participating households. Insights from these engagements will be incorporated into the ongoing project design, ensuring that interventions remain relevant and responsive to the community's needs.

Data stored in DHIS2 will be used for regular reporting to project partners, donors, and relevant stakeholders, ensuring transparency and accountability. Workshops and community engagement sessions will be used to validate findings, promote local ownership, and ensure long-term sustainability. Lessons learned will be shared broadly to improve future conservation efforts.

Beyond the project, we will continue to use DHIS2 to evaluate broader impacts, including tracking changes in local behaviours around lemur hunting and trade, shifts in community attitudes towards wildlife protection, and improvements in livelihoods resulting from conservation-based initiatives.

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



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



Number of days planned for M&E



Section 10 - Indicators of success & Standard Indicators

Q27a. Indicators of success

IWT Challenge Fund projects will be required to monitor and report against their progress towards their Outputs and Outcome. This section sets out the expected Outputs and Outcome of your project, how you expect to measure progress against these and how we can verify this.

	SMART Indicator	Means of Verification
<p>Outcome</p> <p>Evidence-based strategies are developed to reduce to reduce lemur poaching and trafficking through targeted law enforcement and community-driven actions addressing key drivers of illegal trade around Makira.</p>	<p>1. A crime prevention strategy based on the analysis of lemur trade and consumption drivers is drafted by Y2.</p> <p>2. Evidence-based recommendations for law enforcement and community engagement are developed and shared with key stakeholders by Y2.</p>	<p>1. Crime prevention strategy and workshop reports.</p> <p>2. Recommendations and strategic intervention documents shared with local authorities and conservation partners.</p>
<p>Output 1</p> <p>Enhanced evidence base on lemur meat consumption and lemur trade dynamics in Makira to inform targeted interventions for reducing lemur poaching, trafficking, and consumption.</p>	<p>O.1.1 At least 6 WCS (4 men, 2 women) staff are trained in sensitive data collection methods by WCS regional and national experts by the end of Y1.</p> <p>O.1.2 At least 75% of targeted areas are mapped and surveyed for lemur trade and consumption dynamics by Y1.</p> <p>O.1.3 Baseline data on the lemur meat consumption and trade across key areas in and around Makira is published by Y1.</p>	<p>O.1.1 Training reports. Participant list (disaggregated by gender)</p> <p>O.1.2 Survey data, mapping reports, and trade chain analysis.</p> <p>O.1.3 Final research reports and baseline study findings.</p>
<p>Output 2</p> <p>Comprehensive understanding of lemur trade chains, including drivers of poaching, trafficking, and consumption in surveyed areas.</p>	<p>O.2.1 Two detailed reports on the lemur trade chain, identifying key actors and market drivers are completed, by mid-Y2.</p> <p>O.2.2 At least 2 workshops are held with law enforcement and community stakeholders to discuss and refine interventions by Y2.</p>	<p>O.2.1 Peer-reviewed publications and community-level data.</p> <p>O.2.2 Minutes and recommendations from stakeholder meetings. Participant list (disaggregated by gender).</p>
<p>Output 3</p> <p><i>No Response</i></p>	<p><i>No Response</i></p>	<p><i>No Response</i></p>

Output 4*No Response**No Response**No Response*

Activities

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

- 1.1 Organize trainings for key project staff and surveyors on sensitive data collection methods.
 - 1.2 Conduct surveys and interviews in 75% of targeted regions to gather data on lemur poaching, trafficking, and consumption.
 - 1.3 Map lemur trade routes in and outside of Makira, and key actors involved in trafficking.
 - 1.4 Produce a peer-reviewed paper on the findings of the surveys.
-
- 2.1 Apply crime script analysis techniques to produce and publish at least two detailed lemur trade chains.
 - 2.2 Develop a crime prevention strategy based on trade chain analysis and community feedback.
 - 2.3 Hold workshops with law enforcement, community leaders, and stakeholders to refine intervention strategies.
 - 2.4 Create a final report detailing strategic interventions and disseminate to government and conservation stakeholders.

Important Assumptions

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

- Communities will cooperate in sharing information and participating in monitoring efforts.
- Law enforcement will collaborate in adopting and applying the project's evidence-based strategies.
- Madagascar's government, including the Ministry of the Environment and Sustainable Development and Madagascar National Parks, will help facilitate uninterrupted fieldwork and stakeholder engagement.
- Accurate data on lemur trade dynamics will be made available through surveys and interviews.
- Trade patterns will be reported with a systematic approach across the landscape, ensuring that data collected reflects current realities.
- Sustained funding and resources are available to implement project activities on schedule.

Q27b. Standard Indicators


Standard Indicator Ref & Wording	Project Output or Outcome this links to	Target number by project end	Provide disaggregated targets here
e.g. IWTCF-A01: Number of people reporting they are applying new capabilities (skills and knowledge) 6 (or more) months after training	e.g. Output indicator 3.4 / Output 3	e.g. 60	e.g. Kenya, 30 non-indigenous women; 30 non-indigenous men


IWTCF-B01: Number of criminal networks and related trade routes identified	Output 1	2	Madagascar; Two lemur trade routes in and around Makira, one small and one medium
IWTCF-C05:No of govt institutions with enhanced awareness & understanding of biodiversity & poverty	Output 2	3	Madagascar; Ministry of Environment and Sustainable Development, Madagascar National Parks, Police
IWTCF-D01: No of people from eligible countries who have received structured and relevant training	Output 1	6	Madagascar; 4 men, 2 women, 0 other ; 0 IPLC, 6 non-IPLC; research methods
IWTCF-D04:Number of local or national organisations with enhanced capability and capacity	Output 2	2	Madagascar; 2 national; enforcement
<i>No Response</i>	<i>No Response</i>	<i>No Response</i>	<i>No Response</i>
<i>No Response</i>	<i>No Response</i>	<i>No Response</i>	<i>No Response</i>
<i>No Response</i>	<i>No Response</i>	<i>No Response</i>	<i>No Response</i>
<i>No Response</i>	<i>No Response</i>	<i>No Response</i>	<i>No Response</i>
<i>No Response</i>	<i>No Response</i>	<i>No Response</i>	<i>No Response</i>
<i>No Response</i>	<i>No Response</i>	<i>No Response</i>	<i>No Response</i>
<i>No Response</i>	<i>No Response</i>	<i>No Response</i>	<i>No Response</i>
<i>No Response</i>	<i>No Response</i>	<i>No Response</i>	<i>No Response</i>
<i>No Response</i>	<i>No Response</i>	<i>No Response</i>	<i>No Response</i>
<i>No Response</i>	<i>No Response</i>	<i>No Response</i>	<i>No Response</i>
<i>No Response</i>	<i>No Response</i>	<i>No Response</i>	<i>No Response</i>


Section 11 - Budget and Funding


Q28. Budget

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

 [IWTCF Madagascar Final Budget 10252024](#)

 25/10/2024

 17:14:39

 xlsx 41.05 KB

Q29. Alignment with other funding and activities

This question aims to help us understand how familiar you are with other work in the geographic/thematic area, and how this proposed project will build on or align with this to avoid any risks of duplicating or conflicting activities.

Q29a. Is this new work or does it build on existing/past activities (delivered by anyone and funded through any source)? Please give details.

This project builds on existing work from our SWM project, which conducted a basic extended survey on lemur consumption in specific areas of Makira, such as Maroantsetra and Mandritsara, and lemur hunting research by Borgerson, Golden, and Reuter. This project will expand the scope to include the entire Makira protected area and examine wider illegal trade of lemurs in the region, particularly focusing on the poaching and trafficking of lemurs for market use beyond subsistence consumption.


This project complements ongoing IWTCF projects, such as IWT133 and IWTEV016, by sharing methodologies for strengthening law enforcement capacity, addressing trafficking networks, and preventing wildlife crime. This project can build on IWTEV016 activities by leveraging its approach to mapping trade routes, identifying key species, and understanding local and international markets. Experience in gathering data from law enforcement agencies and conducting community surveys will be useful for enhancing our methods. The project's success in identifying legal gaps in harvest and trade regulations could inform our efforts to address legislative weaknesses contributing to IWT, including lemur trafficking. Our project will focus specifically on lemur trade dynamics and employ crime prevention strategies to tackle IWT root causes, further building capacity-building and enforcement synergies from ongoing initiatives.

Q29b. Are you aware of any current or future plans for work in the geographic/thematic area to the proposed project?

Yes

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

As part of our efforts to protect the Makira-Masoala landscape in northeast of Madagascar—containing one of the country's largest intact stands of mid to low-elevation rainforest forest—WCS has been implementing a project funded by the US Bureau of International Narcotics and Law Enforcement (INL) since 2020, which aims to strengthen local capacity to investigate and prosecute cases of illegal trade, establish measures to prevent corruption, and develop mechanisms to share information with relevant law enforcement partners. Unlike the project proposed herein, the INL project focuses on trafficking of hardwood species.

Starting November 2024, Dr  Borgerson (with whom we will collaborate in this project) will carry out complementary research around Masoala National Park and the corridor linking to Makira. In collaboration with the Botanical and Zoological Park of Tsimbazaza (Madagascar) and California Academy of Sciences (CAS), the project will focus on collecting biodiversity data in the area and information on general bushmeat consumption in local communities and nearby towns. If data are available within a suitable timeframe, results from Dr

Borgeson's study will contribute to development of crime scripts and trade reduction measures designed under the WCS project.

Q30. Balance of budget spend

Defra are keen to see as much IWT Challenge Fund funding as possible directly benefiting communities and economies. While it is appreciated that this is not always possible every effort should be made for funds to remain in-country.

The project budget is designed to maximize the impact of IWT Challenge Fund funding within Madagascar, with an estimated 80% of the award directed towards local expenditure. These funds will support community-based activities, fieldwork, and stakeholder engagement, including workshops and training that enhance local capacity in lemur conservation and IWT prevention. The project's approach prioritizes spending on locally sourced resources, local personnel and expertise, providing direct economic benefits to communities involved in conservation and data collection efforts.

Approximately █% of the budget is allocated to specialized services and technical support not available in-country, such as crime script analysis and certain research components. These aspects are essential for building a solid evidence base to understand trade chain dynamics and developing targeted interventions. By combining local knowledge with international expertise, this strategic allocation of funds ensures both effective capacity building in Madagascar and high-quality research outputs that contribute to long-term conservation impacts in the country.

Q31. Value for Money

Please demonstrate why your project is good value for money in terms of impact and cost-effectiveness of each pound spend (economy, efficiency, effectiveness and equity). Why is it the best feasible project for the amount to be spent?

This project applies a problem-oriented crime prevention approach, which has been underutilized in lemur trafficking and conservation. The knowledge and insights gained from this project will be shared with the broader conservation and crime prevention community, leading to more effective responses to IWT. The evidence generated will also inform future interventions and contribute to scaling this approach in Madagascar and beyond.

The project offers exceptional value for money, with its outputs laying the groundwork for future IWT main projects. By integrating the findings into ongoing WCS conservation programs, the project ensures that the strategy and results will be implemented and sustained long after the project ends.

WCS's long-standing presence in Madagascar, specifically in Makira, and its trusted relationships with local communities and government agencies, is a significant asset. These established connections enable the efficient implementation of activities within the project timeframe, ensuring good value for money.

Furthermore, the project benefits from WCS's internal expertise in lemur conservation and IWT globally. Cross-regional support, including experience from other successful WCS initiatives, will build the capacity of local teams and partners, ensuring the delivery of a highly cost-effective and sustainable project.

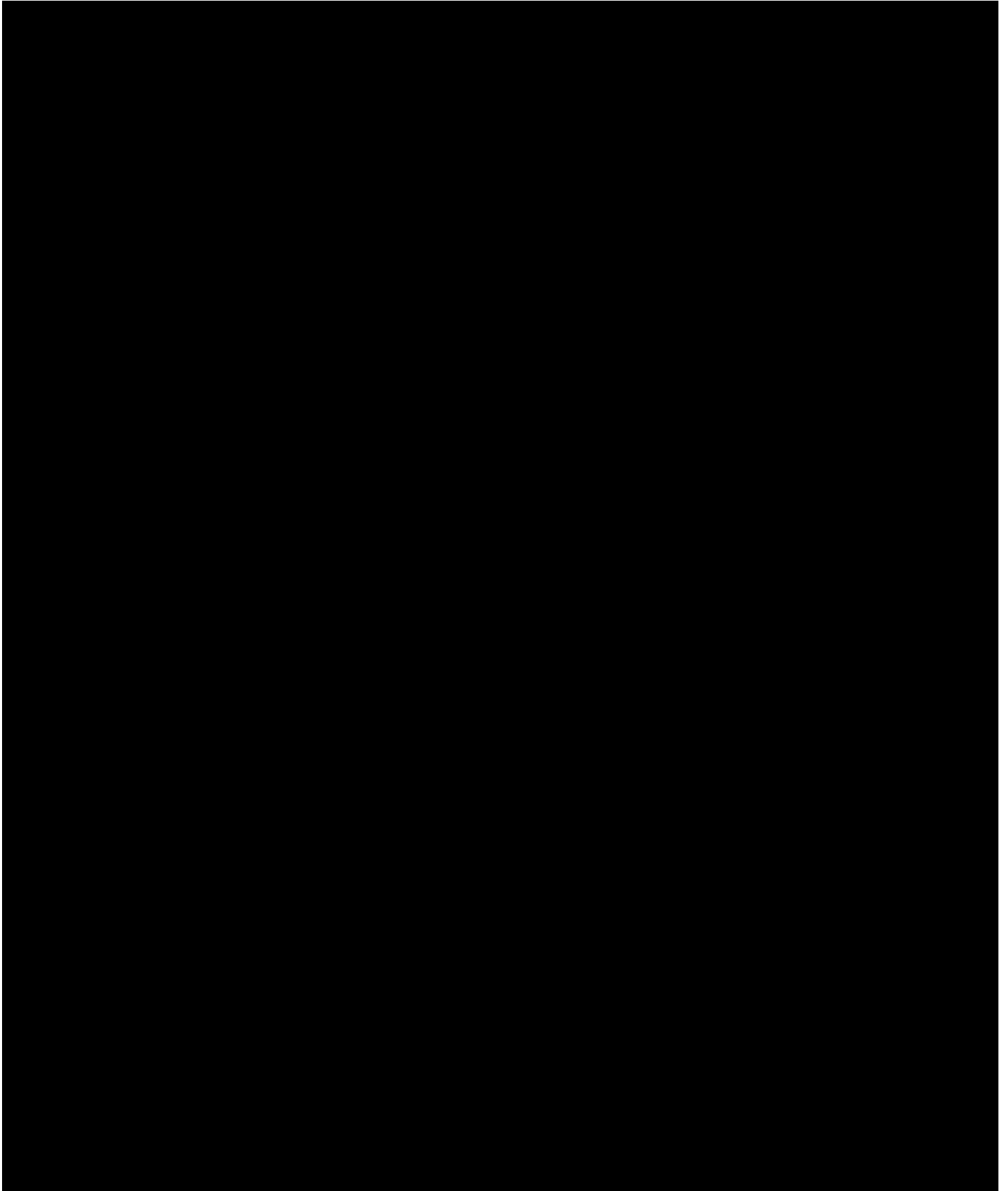
Q32. Capital items

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

We plan to purchase one laptop computer for staff working on the project.

Section 12 - Safeguarding and Ethics

Q33. Safeguarding



Q34. Ethics

Outline your approach to meeting the key principles of good ethical practice, as outlined in the guidance

WCS is a founding member of the Conservation Initiative for Human Rights and is committed to ensuring ethical approaches to conservation. This is supported by WCS's Institutional Review Board (IRB), which assesses the risk to human subjects in research, ensuring research participants are exposed to no greater risk than they would encounter in daily life. The IRB also ensures that informed consent, privacy, and confidentiality are maintained, safeguarding the rights of all individuals involved.

Our partnerships with local communities aim to understand natural resource governance and law enforcement while valuing traditional knowledge. In Madagascar, WCS has actively supported the development of sustainable revenue-generating activities that have positive impacts on both livelihoods and wildlife conservation. These initiatives foster ethical engagement with communities, contributing to biodiversity conservation and poverty alleviation.

WCS ensures that all staff involved in research design and implementation receive appropriate guidance on maintaining confidentiality, privacy, and safety in handling data collected from individuals. The Project Lead and management team are committed to ensuring the independence and integrity of the research process, remaining impartial and free from personal convictions.

The research results will be shared with local communities and stakeholders to ensure transparency and foster collaboration in achieving conservation goals.


Section 13 - FCDO Notifications


Q35. British embassy or high commission engagement


It is important for UK Government representatives to understand if UK funding might be spent in the project country/ies. Please indicate if you have contacted the relevant British embassy or high commission to discuss the project and attach details of any advice you have received from them.


Yes

Please attach evidence of request or advice if received.

 [UK Embassy Exchanges \(Q35\)](#)

 24/10/2024

 17:08:03

 pdf 85.27 KB

Section 14 - Project Staff

Q36. Project staff

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


Name (First name, Surname)	Role	% time on project	1 page CV or job description attached?
Nature Crime Coordinator (To Be Hired)	Project Leader	92	Checked
Julie Linchant	Sciences Manager	3	Checked
Anita Judienne Zoly	Safeguards Officer MaMaBay	13	Checked
Nalisoa Randriambololona and Team	Conservation Impact Director (MEL)	4	Checked


Do you require more fields?

No

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

 [WCS CVs JD Combined Madagascar](#)

 28/10/2024

 13:55:26

 pdf 299.86 KB

Have you attached all project staff CVs?

Yes

Section 15 - Project Partners

Q37. Project Partners

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

This section should demonstrate the capability and capacity of the Project Partners to successfully deliver the project, ideally evidencing meaningful and early engagement in the co-design of your project. Please provide Letters of Support for all project partners or explain why this has not been included.

Lead Organisation name: Wildlife Conservation Society

Website address: www.wcs.org

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

As the lead organization, WCS brings over 30 years of experience in Madagascar, with extensive expertise in biodiversity conservation, community engagement, and countering IWT. WCS has established trusted partnerships with local communities, government agencies (Madagascar National Parks), and NGOs in the Makira-Masoala landscape, positioning it ideally to coordinate the project and foster effective collaboration across all partners. This project is part of a broader landscape strategy led by WCS, aligned with other conservation and anti-trafficking initiatives, allowing the project to leverage and contribute lessons learned across programs. WCS's role will include designing and overseeing the project's strategic framework, conducting data collection, and facilitating workshops with relevant stakeholders to develop a crime prevention strategy with sustainable and community-oriented solutions. With a proven capacity for managing complex conservation projects, WCS will ensure the implementation of the crime prevention strategy to reduce commercial lemur hunting and trade beyond the lifespan of the project. WCS will apply effective project governance, support law enforcement activities, and guide behavior change initiatives aimed at reducing demand for lemur products. This established infrastructure, coupled with well-trained local staff, positions WCS to maximize project impact and sustainability, while also advancing knowledge on the socio-economic drivers of lemur trafficking.

International/ In-country Partner International

Allocated budget (proportion or value):



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

Yes

Have you included a Letter of Support from this organisation?

Yes

Do you have partners involved in the Project?

Yes

1. Partner Name: The Mention Zoologie et Biodiversité Animale, Faculté des Sciences, University of Antananarivo

Website address: <https://www.univ-antananarivo.mg/Mention-Zoologie-et-Biodiversite-Animale>

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

The Mention Zoologie et Biodiversité Animale (MZBA) at the University of Antananarivo brings substantial value to the project, providing deep expertise in biodiversity research and conservation, as well as training support for emerging scientists. As a premier academic institution in Madagascar, MZBA has a long history of involvement in research and fieldwork, specifically related to Madagascar's unique biodiversity, which is critical to understanding and addressing IWT. Within this project, MZBA will assume responsibility for guiding the research component, which includes training students in essential research methodologies and ensuring strict adherence to national legislation for all research activities. MZBA will also support WCS in navigating permitting processes, including obtaining required permits for sample collection and export, thereby enhancing compliance and streamlining project operations. Additionally, MZBA will provide master's and PhD students who will contribute directly to research activities, adding valuable capacity and helping develop the next generation of conservationists to tackle wildlife trafficking issues.

Explain how you have involved this partner within the development of the project and their expected role during its implementation.

The MZBA has been engaged from the outset of project development, bringing valuable input based on their local expertise in conservation research and practical challenges within Madagascar. MZBA's role in the project will include training students in research methodologies specific to the project's goals and collaborating closely in all research-related tasks. During implementation, MZBA will provide logistical and technical support for field research, including compliance with national regulations and coordination for necessary permits. Their active involvement in supervising field and laboratory activities will enhance the quality of research outputs, while the contribution of qualified students will further extend the project's impact, adding both academic and operational capacity to successfully collect and analyse reliable data on commercial lemur hunting and trade.

International/ In-country Partner

In-country

Allocated budget (proportion or value):



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

No

Have you included a Letter of Support from this organisation?

Yes

2. Partner Name: Lemur Conservation Fund (LCF)

Website address: <https://www.lemurreserve.org/madagascar/>

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

The Lemur Conservation Foundation (LCF) contributes over 25 years of specialized expertise in lemur conservation, including managed breeding, community engagement, education, and scientific research. As a dedicated organization working for the protection of Madagascar's lemur species, LCF has successfully implemented conservation and education programs both in Madagascar and at their Florida-based reserve. Within this project, LCF will bring its expertise in developing community-based conservation strategies to deter illegal lemur trafficking. This role will include guiding educational outreach and community engagement components, critical to building awareness and support for lemur conservation. Additionally, LCF's extensive network within the conservation community and previous successful collaborations with WCS will ensure that best practices are shared and replicated across regions. By aligning efforts with WCS, LCF will also support the broader landscape strategy, contributing insights that can enhance both organizations' conservation initiatives across Madagascar.

Explain how you have involved this partner within the development of the project and their expected role during its implementation.

LCF has been involved in shaping the project through its established partnership with WCS, contributing insights from its extensive experience in community-based conservation and lemur protection to inform project priorities. During the implementation phase, LCF's role will focus on supporting data gathering efforts to better understand the drivers of lemur trafficking. LCF will also provide strategic input to help analyse findings related to community attitudes and behaviours towards lemur trade, laying the groundwork for the development of crime prevention strategies. Although direct implementation of engagement strategies is beyond the scope of this project, LCF's expertise will be essential in designing future interventions aimed at reducing illegal trade and supporting community-centered conservation initiatives.

International/ In-country Partner

International

Allocated budget (proportion or value):



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

No

Have you included a Letter of Support from this organisation?

Yes

3. Partner Name:

Ministère de l'Environnement et du Développement Durable (Ministry of Environment and Sustainable Development) (MEDD)

Website address:

<https://www.environnement.mg/>

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

The Ministry of Environment and Sustainable Development (MEDD) will contribute to the project by leveraging its role for advancing biodiversity conservation and its alignment with national priorities. MEDD's responsibilities will include co-developing conservation strategies alongside WCS and Madagascar National Parks, ensuring that project activities continue sustainably beyond the project's life cycle. MEDD brings capabilities in organizing and contributing to workshops focused on lemur trade prevention, leveraging its authority to foster crime prevention strategies targeting IWT. Furthermore, MEDD's involvement in shaping community-led law enforcement efforts strengthens on-ground project implementation, integrating real-time local insights with national conservation frameworks. Their ability to mobilize established partnerships amplifies project impact, reinforcing long-term solutions to lemur conservation challenges and contributing expertise to strategic planning and legal frameworks supporting biodiversity.

Explain how you have involved this partner within the development of the project and their expected role during its implementation.

MEDD has been actively engaged in the project's development, aligning it with Madagascar's national goals of biodiversity conservation and poverty alleviation. During implementation, MEDD will participate in stakeholder workshops to refine intervention strategies and will be consulted on the development of the crime prevention strategy based on the analysis of lemur trade dynamics. MEDD will contribute to mapping lemur trade routes and identifying key actors involved in trafficking. Their sustained involvement will help ensure that the project's outcomes are integrated into national conservation policies, creating a solid foundation for long-term impact and effective wildlife protection. Beyond the lifespan of the project, MEDD's ongoing commitment includes participating in community-centered law enforcement actions and integrating successful project strategies into Madagascar's broader conservation policies.

International/ In-country Partner

In-country

Allocated budget (proportion or value):



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

No

Have you included a Letter of Support from this organisation?

Yes

4. Partner Name:

No Response

Website address:

No Response

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

No Response

Explain how you have involved this partner within the development of the project and their expected role during its implementation.

No Response

International/ In-country Partner

No Response

Allocated budget (proportion or value):

No Response

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

Yes

No

Have you included a Letter of Support from this organisation?

Yes

No

5. Partner Name:

No Response

Website address:

No Response

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

No Response

Explain how you have involved this partner within the development of the project and their expected role during its implementation.

No Response

International/ In-country Partner

No Response

Allocated budget (proportion or value):

No Response

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

Yes

No

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

6. Partner Name: *No Response*

Website address: *No Response*

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

Explain how you have involved this partner within the development of the project and their expected role during its implementation. *No Response*

International/ In-country Partner *No Response*

Allocated budget (proportion or value): *No Response*


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


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


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


No Response

Please provide a combined PDF of all letters of support in the order they are presented in the table.

 [WCS Letters of Support Combined](#)

 28/10/2024

 14:08:46

 pdf 1.53 MB

Section 16 - Lead Partner Capability and Capacity

Q38. Organisation Capability and Capacity

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

Yes

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

Reference No	Project Leader	Title
DARCC053	Zalmai Moheb	Enhance skills and knowledge on climate change vulnerability in Afghanistan
DIR30S1	William Marthy	Building climate resilient communities and ecosystems in eastern Indonesia
IWTEVR10S1\1016	Nicole Auil Gomez	Combating Illegal Fishing: Designing Evidence-based Interventions in Gulf of Honduras
IWT137	Shariff bin Wan Mohamad	Transboundary problem-solving to prevent the international trafficking of Malayan tigers
IWTEV012	Uttara Mendiratta	Understanding the drivers of illegal exotic pet ownership in India
IWTEV001	Sarah Fumey	Developing a problem-oriented approach to reduce turtle trafficking in Cambodia

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

Yes

Section 17 - Certification

Certification

On behalf of the

Trustees

of

Wildlife Conservation Society

I apply for a grant of





£99,999.00

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





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

- I have enclosed CVs for key project personnel, a cover letter, letters of support, a budget, Safeguarding and associated policies and project workplan.
- Our last two sets of signed audited/independently verified accounts and annual report (covering three years), or other evidence of financial capacity as set out in the Finance Guidance, are also enclosed.





Checked

Name	Lovy Rasolofomanana
Position in the organisation	Country Director, Madagascar
Signature (please upload e-signature)	 Signature_Lovy.  24/10/2024  16:29:35  jpg 5.8 KB
Date	28 October 2024

Please attach the requested signed audited/independently examined accounts.

 [WCS Audited Financial Statements 2023 and 202](#)
2
 24/10/2024
 16:29:48
 pdf 3.79 MB

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

 [WCS-Safeguarding-Policies-IWTCF-R11 \(1\)](#)
 24/10/2024
 16:30:11
 pdf 1.28 MB

Section 18 - Submission Checklist

Checklist for submission

	Check
I have read the Guidance, including the "IWT Challenge Fund Guidance", "Monitoring Evaluation and Learning Guidance", "Standard Indicator Guidance", "Risk Guidance" and "Financial Guidance".	Checked
I have read, and can meet, the current Terms and Conditions for this fund.	Checked
I have provided <u>actual start and end dates</u> for the project.	Checked
I have provided my <u>budget based on UK government financial years</u> i.e. 1 April – 31 March and in GBP.	Checked
I have checked that our <u>budget is complete</u> , correctly adds up and I have included the correct final total at the start of the application.	Checked

The application been <u>signed by a suitably authorised individual</u> (clear electronic or scanned signatures are acceptable).	Checked
I have attached the below documents to my application:	Checked
<ul style="list-style-type: none"> • a <u>cover letter</u> from the lead organisation 	Checked
<ul style="list-style-type: none"> • my <u>budget</u> (which meets the requirements above) using the template provided. 	Checked
<ul style="list-style-type: none"> • a signed <u>copy of the last 2 annual report and accounts (covering three years)</u> for the Lead Partner, or other evidence of financial capacity as set out in the Financial Guidance, or provided an explanation if not. 	Checked
<ul style="list-style-type: none"> • my completed <u>workplan</u> as a PDF using the template provided. 	Checked
<ul style="list-style-type: none"> • a copy of the <u>Lead Partner's Safeguarding Policy, Whistleblowing Policy and Code of Conduct</u> (Question 33). 	Checked
<ul style="list-style-type: none"> • <u>1 page CV or job description</u> for all the Project Staff identified at Question 35, including the Project Leader, or provided an explanation of why not, combined into a single PDF. 	Checked
<ul style="list-style-type: none"> • a <u>letter of support</u> from the Lead Partner and partner(s) identified at Question 37, or an explanation of why not, as a single PDF. 	Checked
I have been in contact with the FCDO in the project country(ies) and have included any evidence of this. If not, I have provided an explanation of why not.	Checked
My additional supporting evidence is in line with the requested evidence, amounts to a maximum of 5 sides of A4, and is combined as a single PDF.	Checked
(If copying and pasting into Flexi-Grant) I have checked that all my responses have been successfully copied into the online application form.	Checked
I have checked the IWT Challenge Fund website immediately prior to submission to ensure there are no late updates.	Checked
I have read and understood the Privacy Notice on the IWT Challenge Fund website.	Checked

We would like to keep in touch!

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

Unchecked

Data protection and use of personal data

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

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