



Submit by Monday 2 December 2013

**DARWIN INITIATIVE APPLICATION FOR GRANT FOR ROUND 20: STAGE 2**

Please read the Guidance Notes before completing this form. Where no word limits are given, the size of the box is a guide to the amount of information required.

Information to be extracted to the database is highlighted blue.

**ELIGIBILITY**

**1. Name and address of organisation** (NB: Notification of results will be by email to the Project Leader)

<b>Name of organisation:</b> Save the Rhino International	<b>Address:</b> Save the Rhino International [REDACTED] [REDACTED]
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**2. Stage 1 reference and Project title**

(max 10 words) 2518: Reducing rhino horn demand through behaviour change in Vietnam

**PROJECT MONITORING AND EVALUATION****MEASURING IMPACT****25. LOGICAL FRAMEWORK**

Darwin projects will be required to report against their progress towards their expected outputs and outcomes if funded. This section sets out the expected outputs and outcomes of your project, how you expect to measure progress against these and how we can verify this. Further detail is provided in Annex C of the guidance notes which you are encouraged to refer to. The information provided here will be transposed into a logframe should your project be successful in gaining funding from the Darwin Initiative. The use of the logframe is sometimes described in terms of the Logical Framework Approach, which is about applying clear, logical thought when seeking to tackle the complex and ever-changing challenges of poverty and need. In other words, it is about sensible planning.

**Impact**

The Impact is not intended to be achieved solely by the project. This is a higher-level situation that the project will contribute towards achieving. All Darwin projects are expected to contribute to poverty alleviation and sustainable use of biodiversity and its products.

(Max 30 words)

Demand for rhino horn in Vietnam declines by 50% by 2020, contributing to rhino conservation through reduced rhino poaching and delivery of CITES and CBD commitments, including consumer demand reduction.

**Outcome**

There can only be one Outcome for the project. The Outcome should identify what will change, and who will benefit. The Outcome should refer to how the project will contribute to reducing poverty and contribute to the sustainable use/conservation of biodiversity and its products. This should be a summary statement derived from the answer given to question 14.

(Max 30 words)

By May 2016, demand for rhino horn reduced by 25% in two consumer groups in Vietnam through evidence-based behaviour-change, demonstrating best practice for replication and contributing to rhino conservation.

### Measuring outcomes - indicators

Provide detail of what you will measure to assess your progress towards achieving this outcome. You should also be able to state what the change you expect to achieve as a result of this project i.e. the difference between the existing state and the expected end state. You may require multiple indicators to measure the outcome – if you have more than 3 indicators please just insert a row(s).

Indicator 1	By Dec 2014 key “Influencers” (businessmen, media, medical professionals, and Vietnamese Government officials) demonstrate proactive support and participation in the demand reduction approach.
Indicator 2	By May 2016, there is a qualitative reduction in emotional (social status) and functional (perceived medicinal value) motivators for consumption of rhino horn, expressed in two key consumer groups in Vietnam (Men over 40 and Intenders) against the 2013 baseline.
Indicator 3	By May 2016, there is a 25% reduction in consumption of rhino horn within a sample of potential, indicative consumers in Vietnam demonstrated through consumer research, as compared to the 2013 baseline (4%) (i.e., percentage of self-confessed consumers in indicative survey sample reduces by 25%).
Indicator 4	Best-practice approaches for behaviour change are demonstrated (in line with CITES-supported demand reduction strategy and Decision 16.85) resulting in development of an approach for reducing demand for illegal wildlife products that is recognised by CITES at the 2016 CoP and by other conservation groups.

### Verifying outcomes

Identify the source material the Darwin Initiative (and you) can use to verify the indicators provided. These are generally recorded details such as publications, surveys, project notes, reports, tapes, videos etc.

Indicator 1	<ul style="list-style-type: none"> <li>Project report listing public speeches, events, publications that Influencers have actively participated in.</li> </ul>
Indicator 2	<ul style="list-style-type: none"> <li>Qualitative (in-depth interviews / focus groups) consumer market research;</li> <li>Report on current and previous attitudes of target consumer groups; Men over 40; and Intenders;</li> <li>Project monitoring and evaluation reports including consumer-research data and statements from consumers.</li> </ul>
Indicator 3	<ul style="list-style-type: none"> <li>Quantitative (computer / doorstep interviews / surveys) consumer-group market research;</li> <li>Report on current and previous behaviour of target consumer groups; Men over 40 and Intenders;</li> <li>Project monitoring and evaluation reports including consumer-research data and percentage of consumers.</li> </ul>
Indicator 4	<ul style="list-style-type: none"> <li>Recognition in CITES Standing Committee, CITES CoP and Rhino Working Group documents, and CBD SBSTTA of the approach taken in regards to demand reduction;</li> <li>Vietnam’s achievements in regard to delivery against commitments under</li> </ul>

### Outcome risks and important assumptions

You will need to define the important assumptions, which are critical to the realisation of the *outcome and impact* of the project. It is important at this stage to ensure that these assumptions can be monitored since if these assumptions change, it may prevent you from achieving your expected outcome. If there are more than 3 assumptions please insert a row(s).

Assumption 1	Indicative socio-demographic sample secured through the baseline data can be resurveyed through the summative research phase; personal circumstances of consumers have remained largely the same; there has been no major shift in GDP and similar economic indicators.
Assumption 2	International discourse regarding the legalisation of rhino horn trade, or communication materials from other sources (i.e. government announcements regarding the health benefits of rhino horn) do not undermine demand-reduction messaging.
Assumption 3	Government engagement in activities; wider political environment supports demand-reduction messaging without censorship of initiative implementation; Vietnam CITES MA remains committed to delivering actions under CITES Decision 16.85.
Assumption 4	Demand from Vietnam is a major driver of poaching of rhinos in Africa.
Assumption 5	Other consumer markets, e.g. China, do not rapidly develop and expand, overwhelming results in Vietnam.

### Outputs

Outputs are the specific, direct deliverables of the project. These will provide the conditions necessary to achieve the Outcome. The logic of the chain from Output to Outcome therefore needs to be clear. If you have more than 3 outputs insert a row(s). It is advised to have fewer than 6 outputs since this level of detail can be provided at the activity level.

<b>Output 1</b>	<b>Strategy, workplan and implementation framework:</b> to reduce demand for rhino in Vietnam is produced; 2013 consumer research is consolidated and analysed within this and a clear, objective, theoretical basis for activities targeting at least two key consumer groups (Men over 40 and Intenders) is produced as a result.
<b>Output 2</b>	<b>Messaging and communication materials:</b> produced with and disseminated by appropriate "influencers" (e.g. business leaders, Government agencies, Traditional Medicine Associations, etc.), providing a foundation for activities to reduce rhino horn consumption rates and address emotional and functional motivators for consumption amongst at least two key target audiences.
<b>Output 3</b>	<b>Targeted activities to change behaviour:</b> by undermining emotional and functional motivators for rhino horn consumption, including hosting business receptions and high-profile events, developing corporate and Government codes of conduct and ethical standards, launching media campaigns, publishing opinion pieces, etc.
<b>Output 4</b>	<b>Summative evaluation report:</b> compiled including consumer-research study to measure impact of activities on attitudes and behaviour against 2013 baseline, providing insights into what worked and why, and how these results can be replicated by CITES, other rhino horn consumer countries and the broader conservation community.
<b>Output 5</b>	<b>Report and inputs prepared for CITES meetings, the Rhino Working Group:</b> and

	the broader conservation community, consolidating results and lessons learned and elaborating a robust model to implement best practice demand-reduction activities for endangered species.
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### Measuring outputs

Provide detail of what you will measure to assess your progress towards achieving these outputs. You should also be able to state what the change you expect to achieve as a result of this project i.e. the difference between the existing state and the expected end state. You may require multiple indicators to measure each output – if you have more than 3 indicators please just insert a row(s).

Output 1	
Indicator 1	A Network of Behaviour-Change Experts (NBCE) engaging on rhino horn in particular and wildlife consumption in general is established by October 2014.
Indicator 2	Technical Advisory Group (TAG) to guide the project formed by December 2014.
Indicator 3	Communication channels for effectively reaching the two key consumer groups are identified by December 2014.
Indicator 4	By December 2014, a detailed behaviour-change strategy is completed and outlines at least two campaign strategy options (based on eight benchmark criteria to quality-assure social-marketing interventions) that both aim to reduce the demand for rhino horn in at least two key consumer groups by 25% by May 2016.
Indicator 5	Key messages to effectively address consumption of rhino horn developed, tested and agreed on by NBCE and TAG for at least two key consumer groups by February 2015.
Indicator 6	By June 2015, a framework for delivering a behaviour-change strategy is designed and incorporates benchmark criteria for social-marketing interventions.

Output 2	
Indicator 1	Communication materials and products designed and produced using agreed messaging and in line with the behaviour change strategy by June 2015.
Indicator 2	One influential international business leader identified and engaged in developing messaging to Vietnamese business community by July 2015.
Indicator 3	Three influential Vietnamese opinion leaders (e.g. business leaders, government agencies, Traditional Medicine associations, etc.) identified and engaged in developing demand-reduction strategy and messaging by December 2015.
Indicator 4	Four Government agencies (e.g. CCCE, MARD, MoNRE, MoH, etc.) involved in developing demand-reduction strategy and messaging by April 2015.
Indicator 5	One Traditional Medicine Association (e.g. Hanoi TMA) involved in developing demand-reduction strategy and messaging by May 2015.
Indicator 6	Vietnamese state-controlled media engaged through cooperation with relevant Government Agency (CCCE) to assist in disseminating messaging targeting consumer groups by June 2015.

Output 3	
Indicator 1	Four receptions, lectures, talks by "influencers" (e.g. businessmen, business advisors, management consultants, authors of business books, etc.) hosted for participants representing key target groups through collaboration with local business by January 2016.

Indicator 2	Contributions to the development of two codes of conduct, ethical standards, or Corporate Social Responsibility policies and strategies for local business by June 2016.
Indicator 3	Publication of joint editorials, opinion pieces, features, from five members of the business community, in leading economic, financial or current affairs media by February 2016.
Indicator 4	Public statements from Government agencies and/or high-ranking Government official (e.g. MoH, MoNRE, CCCE, etc) supporting the communications messaging by June 2016.
Indicator 5	Implementation of media campaign featuring identified "influencers" and communications messaging from June 2015.

#### Output 4

Indicator 1	Assessment of project annual progress reports monitoring and evaluating the effectiveness of specific activities and messaging.
Indicator 2	Completion of repeat comparative consumer research to 2013 baseline study using similar methods and across indicative sample by February 2016.
Indicator 3	Convening of expert and stakeholder workshop to evaluate methods and impact, share lessons learned and identify priority countries, species and commodities for future demand reduction initiatives with project partners and stakeholders by April 2016.
Indicator 4	Production and TAG approval of evaluation report including lessons learned and report made available for uptake and consideration by May 2016.

#### Output 5

Indicator 1	Production of reports and documents for CITES meetings, the Rhino Working Group and other relevant stakeholders with input from all project partners and stakeholders by CITES CoP in 2016 and subsequent CITES meetings.
Indicator 2	Hosting of Demand Reduction Side Event at CITES CoP17 in 2016 to share experiences and highlight project outcomes as a model for future initiatives.
Indicator 3	Acceptance for publication of peer reviewed journal article outlining project results by June 2016.

### Verifying outputs

Identify the source material the Darwin Initiative (and you) can use to verify the indicators provided. These are generally recorded details such as publications, surveys, project notes, reports, tapes, videos etc.

Output 1	<ul style="list-style-type: none"> <li>• A list of experts engaged including TAG Membership list;</li> <li>• Copies of correspondence with experts;</li> <li>• Meeting minutes from meetings with experts and TAG;</li> <li>• Terms of Reference for TAG;</li> <li>• A report mapping the available and appropriate communication channels;</li> <li>• List of media contacts;</li> <li>• Agreements with media outlets / channels;</li> <li>• A behaviour-change strategy;</li> <li>• Strategy reviewed by TAG and comments compiled into strategy;</li> <li>• Strategy dissemination list;</li> <li>• Record of meetings and discussion on message development;</li> <li>• Campaign messages;</li> <li>• Messages signed off by TAG;</li> <li>• Evaluation report of message testing;</li> <li>• Framework including workplan produced and approved by TAG;</li> <li>• Review and incorporate comments from NBCE.</li> </ul>
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Output 2	<ul style="list-style-type: none"> <li>• Communication materials and products including fact sheets, advertisements, Powerpoint presentations, testimonials etc;</li> <li>• Media coverage;</li> <li>• Terms and record of engagement;</li> <li>• Biographic profile;</li> <li>• List of Government participant from workshops and other events;</li> <li>• Meeting records;</li> <li>• Copies of materials and communication products with Government statements and logos;</li> <li>• List of TM participant from workshops and other events;</li> <li>• Copies of materials and communication products with TM statements and logos;</li> <li>• Record of engagement with Vietnamese media agencies including meetings and workshops.</li> </ul>
Output 3	<ul style="list-style-type: none"> <li>• Number of events held;</li> <li>• Media coverage (Copies and translations of media articles published);</li> <li>• Invitations and list of attendees;</li> <li>• Record of meetings;</li> <li>• Number and copies of codes of conduct / ethical standards produced;</li> <li>• Copies of published materials;</li> <li>• Photos of events etc.</li> </ul>
Output 4	<ul style="list-style-type: none"> <li>• Progress reports;</li> <li>• Records of TAG meetings;</li> <li>• Consumer survey feedback;</li> <li>• Consumer-research results including comparative tables and charts;</li> <li>• Statements from individual consumers;</li> <li>• Workshop evaluation and recommendations report;</li> <li>• List of workshop participants;</li> <li>• Project evaluation report;</li> <li>• Record of distribution of the evaluation report.</li> </ul>
Output 5	<ul style="list-style-type: none"> <li>• CITES documents and records of meetings;</li> <li>• TRAFFIC articles and reports;</li> <li>• Records of feedback from other stakeholders;</li> <li>• AfRSG and AsRSG meeting proceedings;</li> <li>• CITES meeting schedule;</li> <li>• Agenda and flyers of Demand Reduction Side Event;</li> <li>• Demand Reduction Side Event report and photos;</li> <li>• Copy of manuscript and acceptance letter.</li> </ul>

### Output risks and important assumptions

You will need to define the important assumptions, which are critical to the realisation of the achievement of your outputs. It is important at this stage to ensure that these assumptions can be monitored since if these assumptions change, it may prevent you from achieving your expected outcome. If there are more than 3 assumptions please insert a row(s).

Assumption 1	Behaviour change experts open to collaboration and joining the technical advisory group; no conflict from other initiatives; remain engaged and supportive.
Assumption 2	Communication channels utilised are accessible and appropriate for key consumer groups; political environment supports demand-reduction messaging without censorship.
Assumption 3	Network of behaviour-change experts are able to agree on communication messages and an approach.
Assumption 4	An effective strategy is developed with no major delays.
Assumption 5	Key influencers including the Government of Vietnam, Ministry of Health, local businesses will be interested and willing to engage in activities.

Assumption 6	Media agencies are accessible and willing to report on the issue; journalists are aware of issues around wildlife trade and rhino horn consumption; wider political environment supports demand-reduction messaging without censorship.
Assumption 7	Representative socio-demographic sample secured through the baseline data can be resurveyed through the summative research phase; personal circumstances of consumers have remained largely the same; there has been no major shift in GDP and similar economic indicators.
Assumption 8	Activities completed with no major delays; TAG remains engaged and supportive.
Assumption 9	CoP17 schedule allows for Side Event; project partners and stakeholders willing to provide input to reports to CITES; CITES participation at Side Event by a range of parties; acceptance of report on activities and approach.

## Activities

Define the tasks to be undertaken by the research team to produce the outputs. Activities should be designed in a way that their completion should be sufficient and indicators should not be necessary. Risks and assumptions should also be taken into account during project design.

Output 1	
Activity 1.1	Research to identify influencers / key opinion leaders for consumer groups
Activity 1.2	Identify behaviour-change experts to join network; establish network through meetings, correspondence, online discussion group; maintain regular communication with network and involve in activities
Activity 1.3	Identify subset of network members to establish Technical Advisory Group (TAG); develop ToRs, methods and schedule of engagement; maintain regular updates
Activity 1.4	Mapping of communication channels; identifying priority channels for key consumer groups; draft plan of engagement; initial approaches made to media and communication channels
Activity 1.5	Meeting with project partners and stakeholders to develop detailed strategy
Activity 1.6	Coordinate review of strategy
Activity 1.7	Meeting with creative experts to brainstorm messaging and branding (including Government)
Activity 1.8	Testing and finalisation of messaging
Activity 1.9	Develop and agree on framework for delivery with regular updates following evaluation of effectiveness and implementation
Activity 1.10	Workshop to share finalised strategy and framework with partners and stakeholders

Output 2	
Activity 2.1	Design communication materials and products
Activity 2.2	Stakeholder meeting and consultation to agree on design materials
Activity 2.3	Production of communications materials
Activity 2.4	Engage and manage international "influencer"
Activity 2.5	Engage and manage Vietnamese "influencers"

Activity 2.6	Engage and consult with Government agencies through face-to-face meetings
Activity 2.7	Engage and discuss with TM associations through face-to-face meetings
Activity 2.8	Engage with Vietnamese media and communications channels to assist in disseminating messaging through workshops and meetings

<b>Output 3</b>	
Activity 3.1	Organise reception, lectures, talks for business leaders with high-profile international business leader
Activity 3.2	Organise high-profile corporate engagement events with Vietnamese business leaders to deliver messages to key consumer groups
Activity 3.3	Disseminate message through social media and internet avenues (e.g. Google)
Activity 3.4	High-profile event directed at key consumer groups – e.g. TEDx
Activity 3.5	Messages placed in prominent magazines or newspapers
Activity 3.6	High-profile Government champion identified to raise the profile of the issue
Activity 3.7	Workshops with Doctors' associations and medical service providers to disseminate message
Activity 3.8	Public event involving key medical professionals
Activity 3.9	Design and produce a series of YouTube viral videos with key influencers in Vietnamese
Activity 3.10	Targeted direct mail through credit card and airline mileage statements

<b>Output 4</b>	
Activity 4.1	Ongoing monitoring and evaluation of activities and messaging
Activity 4.2	Continual engagement with TAG
Activity 4.3	Repeat consumer research undertaken and analysed including report publication
Activity 4.4	Expert and stakeholder workshop organised and undertaken
Activity 4.5	TAG approval of evaluation report

<b>Output 5</b>	
Activity 5.1	Documents for CITES Standing Committee meetings written, reviewed and submitted
Activity 5.2	Presentation of documents of project at CITES Meetings
Activity 5.3	Demand Reduction Side Event planned and executed at CITES CoP17
Activity 5.4	Journal article written and submitted to journal
Activity 5.5	Presentation of the project at AfRSG and AsRSG meetings