



**Important note:** *To be completed with reference to the Reporting Guidance Notes for Project Leaders: it is expected that this report will be about 10 pages in length, excluding annexes*

**Submission Deadline: 30<sup>th</sup> April**

### **IWT Challenge Fund Project Information**

Project Reference	IWT 004
Project Title	Reducing rhino horn demand through behaviour change in Vietnam
Country/ies	Vietnam
Contract Holder Institution	Save the Rhino International (SRI)
Partner institutions	TRAFFIC and Population Services International (PSI)
IWT Grant Value	£289, 075
Start/end dates of project	April 2014 to June 2016
Reporting period (e.g. April 2015-Mar 2016) and number (e.g. Annual Report 1,2,3)	April 2015 to March 2016 Annual Report 2
Project leader name	Susie Offord
Project website	<a href="http://suctaichi.com">http://suctaichi.com</a>
Report author(s) and date	Madelon Willemsen, Trinh Nguyen and Susie Offord 4 <sup>th</sup> May 2016

### **1. Project Rationale**

Africa and Asia's rhinos are currently gripped in a poaching crisis resulting primarily from demand for rhino horn. The latest IUCN press release confirmed that between 2008 and 2015 poachers have killed 5,940 rhinos. In South Africa alone poaching has increased from 13 in 2007 to 1,175 in 2015. Poaching pressures are now increasing in neighbouring countries Namibia and Zimbabwe with a total of 1,338 rhinos killed across Africa in 2015. Poaching undermines government capacity and resources for protection and disrupting socio-economic benefits of the wildlife-tourism industry, which in some countries is one of the largest industries for employment.

Demand for rhino horn in Asia, including Vietnam, has been identified as one of the biggest drivers of poaching and the illegal trade. It is imperative to change behaviour by addressing emotional and functional drivers for consumption within these groups through the application of robust demand-reduction approaches.

This project aims to reduce the demand for rhino horn in two consumer groups in Vietnam by 25% through an evidence based social marketing behaviour change campaign. This will result in a significant reduction in poaching rate, providing direct benefits to the conservation of two iconic species (white and black rhinoceros) and the local communities and stakeholders that rely upon them.

## 2. Project Partnerships

This project involves the core project partners that manage the project and partners that have become involved to share the messaging of the Chi campaign.

The core project team consists of TRAFFIC, SRI and PSI. TRAFFIC is responsible for delivering the in-country activities of the project while SRI provides project admin support. Working on this project has helped to strengthen the partnership and good working relationship between TRAFFIC and SRI, this is expected to continue after the lifespan of this project, as there have been discussions around other project opportunities. TRAFFIC and SRI have monthly Skype status meetings and have additional meetings when necessary to discuss activities in further details. In the second year of the project there have been two project team face to face meetings between TRAFFIC and SRI, firstly in May 2015 Cambridge, UK and the second one in March 2016 in Hong Kong during a Behaviour Change Conference organised by TRAFFIC. Susie Offord will visit the TRAFFIC office in May 2016.

Population Services International (PSI) Vietnam has been responsible for the development of the Chi campaign. TRAFFIC has been responsible for the direct management of PSI but all activities and discussions have been reported back, discussed and agreed with SRI when making decisions. PSI planned and delivered the placement of the Chi campaign with high-level input from TRAFFIC. During the period of the campaign development and placement there were a host of meetings (a total of 8 face to face at all levels and several phone calls) to plan and agree the placement and budget of the campaign. However, with more experience of managing a communication campaign like this we do feel that the project team at TRAFFIC should have been consulted in more detail about campaign planning for all activities. Briefings were often done at quite a high level, not providing the low level detail of all placements at the decision-making stages.

In this second year of the project, we have found the partnership with PSI to be increasingly more difficult. Although we have a contract between PSI and TRAFFIC which requires PSI to comply with all reporting to IWT-CF the financial reporting from PSI has often been late and not in the correct formats required and has been time consuming to resolve. TRAFFIC has tried to manage these issues by working closely with PSI, arranging several meetings to discuss the reporting requirements and problems with the reports that were being sent through. TRAFFIC has checked through all financial reports that were sent through but have often had to send these back for further details and this has been quite time consuming for the TRAFFIC team. The complication seems to have come about whereby PSI Vietnam report to PSI US (their main headquarters are in Washington DC) which is responsible for the financial reporting on projects. Vietnam PSI, were advised by their HQ that they were not contracted to report to the level of detail that TRAFFIC were requesting and that this would be very time consuming for them as their systems were not set up on this way. All of this was then discussed with SRI to decide how to proceed. A lawyer was consulted in November 2015 to get advice on the contract between PSI and TRAFFIC and what steps could be taken if problems persisted. The lawyer advised that PSI were contracted to meet all of the obligations as laid out by the IWT-CF agreement. PSI responded to this advice from the lawyer positively, assuring TRAFFIC that they would be able to deliver full reporting requirements and the project team felt progress has been made. PSI delivered all of its contracted work in December 2015. However the TRAFFIC team are again struggling to get PSI to include in their financial reports all of the receipts for all spending in the campaign. A lawyer is again being consulted on this issue.

Lessons that have been learnt are that when working with a new partnership we need to discuss the reporting process early on and clarify exactly what information is required and potentially incorporate a reporting template that works for both their systems and the IWT report into the contract. It might also be worth asking for a financial report after the first month or two to ensure they are reporting to right level of detail.

Another lesson learnt is that although we thought we had dealt with the issue, we should have flagged this issue to IWT sooner.

This project has had very strong partnerships with local institutions. Two departments in the Ministry of Health (MoH), the Communication Department (T5G) and the Traditional Medicine Administration (TMA) are a strategic partner in integrating a zero-tolerance to rhino horn TM practices. The MoH signed a five-year Memorandum of Understanding (MoU) with TRAFFIC in 2014. TRAFFIC worked with 11 TM universities to build capacity in integrating a zero tolerance to use of rhino horn in TM practices. With support of the universities and the students the messaging reach over 700 future TM practitioners.

TRAFFIC and the Central Committee of Propaganda and Education (CCPE) signed a strategic Memorandum of Understanding (MoU) in June 2015. The National CCPE controls all media messaging in Vietnam and delivers propaganda to the Vietnamese society. This partnership is of great value enabling the Chi campaign to reach the government. TRAFFIC developed a brochure that was included in the National Assembly meeting briefing pack.

One of our most fruitful partnerships has been with the Vietnam Chamber of Commerce and Industry (VCCI). In April 2015, TRAFFIC and VCCI signed a MoU supporting the roll out of best practices in corporate ethics and consumer behaviour change, as well as a zero tolerance approach toward wildlife consumption, through corporate social responsibility (CSR). Through enhancing capacity for Vietnamese businesses, this partnership contributes to global efforts to eradicate illegal wildlife trade and to ensure that the trade in wild plants and animals is not a threat to the conservation of nature.

See the Chi Engagement Map that outlines different activities with these partners under section 13 regarding sustainability.

### **3. Project Progress**

#### **3.1 Progress in carrying out project activities**

The Chi branding was developed by the IWT-CF funding. Activities to communicate the Chi messages have been delivered by both IWT-CF funds and by match funding. For the purpose of this report to demonstrate what the Chi campaign has achieved we have reported on activities delivered by the IWT-CF funds and by the match funding.

#### **Output 1: Strategy, work plan and implementation framework**

The majority of this output was delivered in year one. Communication and input from behaviour-change experts has continued well. In March 2016, TRAFFIC hosted a Behaviour Change workshop in Hong Kong for different stakeholders (the conference was funded by different funds to IWT). Representatives from MOH, VCCI, CCPE, MoNRE, and MARD, Susie Offord, Madelon Willemsen and Trinh Nguyen plus Behaviour Change experts who are involved in the Chi campaign attended the conference. This was a good opportunity for TRAFFIC to extend and strengthen their behaviour change network for the Chi campaign and other projects.

#### **Output 2: Messaging and communication materials**

All of the communication material designs and production was completed in year one. This year a lot of progress has been made to continue important relationships with influencers that joined the project in year one but also to engage with new influencers. The project has worked with Vietnamese influencers, Government agencies, TM associations and the Vietnamese media and communication channels this year.

New partnerships that were made with key influencers within Vietnam were with the stated controlled Central Committee of Propaganda and Education (CCPE) and the Communication Department (T5G), which is an arm of the Ministry of Health.

An MOU was signed in June 2015 with CCPE, which allowed the project to engage and integrate Chi messaging into the Vietnamese media and communication channels.

The Vietnam Post and Telecommunications (VNPT)'s became the first state-owned enterprise to support a nation-wide campaign to protect wildlife through corporate social responsibility (CSR).

The project team have also continued to work with the Vietnamese Chamber of Commerce and Industry (VCCI) who are a key influencer within Vietnamese businesses and a great project partner.

Below is a list of the Key Opinion leaders (KOL) that has shown support for the campaign

### 3 International KOLs:

1. Ms Nienke Trooste, Ambassador of the Kingdom of the Netherlands
2. Ms Molly Fong, Director of The Body Shop Malaysia and Viet Nam
3. Mr. Thomas Chapelle, Golf Coach

### 18 Vietnamese KOLs:

1. Mr. Mai Van Ninh and Mr. Bui The Duc, Vice Chairmen of CCPE
2. Mr Bui Ngoc Manh, Director, Centre for Scientific and Professional and Archives, CCPE
3. Ms Luu Nguyet Minh, Vice Director, Information and Counselling centre for Women, Centre for Women and Development
4. Ms Bui Thi Duyen, Executive Editor Department, Information Society Magazine, Vietnam Post Telecommunications (VNPT)
5. Mr. Vo Ngoc Hung, Chairman of Committee of Propaganda and Education, VNPT.
6. Ms Truong Thi Kim Anh, Vice Director, VCCI, Danang Branch
7. Ms. Le Thu Thuy, Vice Director, Small and Medium Promotion Centre, VCCI
8. Ms. Pham Thi Thu Hang, General Secretary, VCCI
9. Mr. Vu Pham Nguyen Tung, Project Director of Vietjet Airlines
10. Mr. Nguyen Van Thanh, Chairman of VATA
11. Huỳnh Ngọc Minh, Chairman of Success Training
12. Nguyễn Ngọc Hùng, General Director of Sodexo Company
13. Venerable Tâm Đức, Buddhist Research Institution
14. Nguyễn Tiến Phong, Tennis coach
15. Trần Hữu Đạt, Doctor
16. Mr Khai Silk, CEO of Khai Silk Corporation who owns many fashion shops, coffee shops, restaurants and resort in Vietnam <http://www.khaisilkcorp.com/>
17. Mr Huy Tuan, Vietnam famous music composer and director. (See his business at <https://vn.facebook.com/huytuan.bui>)  
Mr Do Ngoc Minh, CEO of Luala, a high-end designer fashion and lifestyle concept store. (See his business at <http://lualamilano.com/>)

Below are some examples of how certain KOLs have championed the campaign:

- The Vice Chairmen of CCPE, [REDACTED] stepped up to champion Chi and encourage his colleagues, peers, subordinates to not consume endangered wildlife (including rhino horn), whilst being responsible for Vietnam's biodiversity. Mr Duc also led the negotiations with the Noi Bai International Airport in Hanoi for the display of the Chi messaging at four prominent locations (with approval of the transport minister received after 3 days of signing the MOU with CCPE); and the production of a desk calendar, distributed to 5,000 government officials in the first weeks of 2016.
- [REDACTED] General Secretary, VCCI - who is an active Chi champion. She spoke at most of the joint TRAFFIC-VCCI events throughout 2015. She continues to advocate for wildlife protection and a zero tolerance to wildlife consumption within the VCCI's internal system, to her staff and even to provincial authorities in Hanoi and HCMC. In Dec 2015, she had addressed 150 government officials and leaders from

Binh Phuoc Provincial People's Committee and its provincial businesses discussing the Chi campaign and wildlife protection in the context of sustainable tourism. She also admitted to using rhino horn in the past at the VCCI workshop in July. She has made a strong and personal pledge to a zero consumption of endangered species, including rhino, and is investing a significant amount of her professional time to this cause.

- [REDACTED] Project Director of Vietjet Airlines, demonstrated his zero-tolerance to rhino consumption as he cut his nails at the World Rhino Day's celebration event "Nail it for Rhinos". He also made a strong statement of commitment to support wildlife protection and combat wildlife Trafficking via air through during the round table discussion. Mr Tung also spoke at the Global Entrepreneurs Seminar facilitated by TRAFFIC, on integrating CSR with focus on endangered wildlife and trade.
- [REDACTED] Chairman of VATA opened the workshop with VCCI and TRAFFIC for logistics companies, and spoke about managing the risks associated with the illegal wildlife trade, on 2 November 2015. Mr Thanh highlighted the importance of taking responsibility for the environment (biodiversity and climate change) and the role of an ethical approach to the transport of goods for the members of VATA. The workshop emphasized CSR practices for wildlife protection and a zero-tolerance of endangered wildlife consumption as two major strategies for risk management.
- The Chi website also profiles six Chi champions – 'normal' Vietnamese businessmen making a commitment to a zero-tolerance to wildlife <http://suctaichi.com/goc-chuyen-gia/>

Some key influencers that had been identified in year one have moved roles i.e. Mr. Do Quang Tung or retired (Dr Nguyen Hoang Son

### **Output 3 Targeted activities to change behaviour**

The Chi Campaign strengthened its brand and credibility, developed its niche, and expanded its reach over the past six months (Sep 2015 – March 2016) through high-profile events, specialized workshops. The project has built a good reputation as a reliable source of knowledge and support regarding corporate social responsibility (CSR) policies and integrating wildlife protection into CSR, and we have led presentations and disseminated materials on this topic at a wide range of events.

All of the activities for Output 3 have been successfully delivered this year.

The Chi message has been disseminated through several different means during this year:

70 outdoor billboards in Hanoi and Ho Chi Minh City and 24 billboards at tennis clubs.

Chi messaging was placed in a one-page editorial piece in Vietnam Airlines' inflight magazine, Heritage, between July and October 2015 and a full-page PR piece-featuring Chi and the issue of rhino horn consumption was published on Robb Report Vietnam in September 2015.

In May 2015, Chi envelope/postcard was redesigned and placed in Hanoi and Ho Chi Minh airport business lounges during the peak summer travel period. In total, 110,000 Chi envelopes/postcards were distributed to 44,000 VIP travelers in Hanoi and 66,000 VIP travelers in HCMC between June and August 2015.

The Chi microsite was launched in February 2015 and is still up and running. The microsite engages the target audience in more in-depth discussions about Chi and misperceptions regarding rhino horn use. The Chi website has had 86,154 visitors since May 2015. Banners promoting the Chi website were displayed on online newspapers popular among businessmen including [www.vnexpress.net](http://www.vnexpress.net) (Business sector), [www.dantri.com.vn](http://www.dantri.com.vn) (Business sector) and [www.dntvn.org.vn](http://www.dntvn.org.vn) (Business Association website) in June and July 2015. In the second phase of banner promotion, PSI used Google AdWord pay-per-click to increase the visibility of the microsite on Google. This strategy put the microsite as one of the first hits when male residents of Hanoi or HCMC searched using the keyword/s rhino horn and/or detox starting in June 2015.

A campaign film clip <https://www.youtube.com/watch?v=1fHzmdO9B1A> has been used at many events.

In addition to the marketing campaign TRAFFIC have been working a lot with champions to disseminate the Chi messaging through networks and events.

VCCI have helped to expand the reach of the Chi campaign by communicating the campaign messaging through their different activities, business events and networks. The strong partnership with VCCI enabled us to deliver Output 3 activities even further than we had initially anticipated. It is estimated that they have shared the Chi campaign messaging to two million business men and over five million of the general public in Vietnam (see Chi Campaign Engagement Map under section 13 Sustainability and legacy. By finding a way to combine the Chi Campaign and efforts to protect wildlife with initiatives already underway within VCCI to promote CSR among SMEs, we have found a seamless way to incorporate our campaign in existing VCCI activities and to create events with a high level of buy in both from our counterparts at VCCI and VCCI members. Through match funds TRAFFIC collaborated with VCCI to convince and provide coaching for five well-known companies in Vietnam to include wildlife protection into their CSR practices using TRAFFIC's 'Chi CSR Guide' as a key reference point for this. The companies were:

1. Quang Vinh Ceramics Company (<http://quangvinhceramic.com/batrang.html>)
2. Do son Casino Resort (<http://www.dosonresorthotel.com.vn/>)
3. Duc Phong LCC (<http://www.ducphong.com.vn/>)
4. Sao Vang Joinstock Company (<http://www.ecvn.com/viewDetailEntpInfo/memberId/lang/7389/1>)
5. Ho Chi Minh City Center for Business Incubation of Agricultural High Technology (<http://abi.com.vn/>)

Through match funds, TRAFFIC ran one Train-the-Trainer (TOT) workshop with VCCI, which reached over 4,000 small-to-medium enterprise representatives. TRAFFIC also ran TM workshops, which reached 11 universities in Hanoi and HCMC with 700 students, researchers and professors.

In year one we had tried to work with the Traditional Medicine Association through the Vice Director, as he was a strong ambassador. The aim was to develop an academic curriculum covering conservation issues, legal regulations on wildlife consumption that will be taught to TM students at universities and institutes; to do a behaviour change assessment for TM practitioners who participated in previous workshops and build capacity for staff of the Traditional Medicine Administration to identify more champions. However after the Vice Director retired it was not possible to achieve this in the lifetime of the project. However TRAFFIC did manage to work with the T5G organized two Train-the-Trainer workshops (paid for by match funding) for professors and final year students from 11 leading pharmacy and traditional medicine universities on "Education and Behaviour Change regarding the use of products derived from rare and precious wildlife, including rhino horn" in Hanoi 16/11/15 and HCMC 25/11/15. After the workshops, the universities held their own trainings to encourage the next generation of TM practitioners to adopt the new tradition of a zero tolerance of the use of endangered wildlife in TM. The communications materials developed in conjunction with the TMA were distributed at these events.

VNPT as mentioned previously became the first state-owned enterprise to support a nation-wide campaign to protect wildlife through CSR including showing messages on screens in their headquarter building in Hanoi  
<https://www.flickr.com/photos/134909125@N04/sets/72157665238915973>

Through the partnership with CCPE and under match funds Chi boards were displayed at airports and a behaviour change calendar, which was sent to 1000 government officials nationwide. In November 2015 CCPE and TRAFFIC organized 2 propagandist conferences in

Hanoi and HCMC to deliver the zero-tolerance messages towards rhino horn consumption to more than 600 propagandists nationwide.

Chi messaging and face-to-face engagement was integrated into two golf events organized by other corporate partners during this year:

- i) Phuong Dong Golf Club & Friends 2015 in Kings' Island Golf Resort (Dong Mo, Hanoi) in April
- ii) The Robb Report CEO Dinner in Hanoi in late June 2015.

Through these integrated events and the ones from year one, close to 300 successful Vietnamese entrepreneurs and corporate leaders were exposed to Chi messaging through co-sponsorship of event banners and other materials, Chi standees, Chi interactive games and face-to-face engagement with PSI's street team. These events were promoted through the Chi microsite pre-event as well as were covered by magazines popular with Mr. L including Forbes Vietnam, Golf Today and Robb Report Vietnam.

Business conferences (e.g. Vietnam Business Association/HN-HCMC Stock Exchange conference) and business exhibitions (e.g. the Contech Mining Exhibition 2015 in Hanoi).

TRAFFIC participated in the CEO Forum 2015, one of the largest annual business events in Vietnam. TRAFFIC had a Chi-themed information booth, which showed the three-minute version of the Chi behaviour change film. This year's CEO forum, held in September in HCMC, was particularly significant as it marked the milestone establishment of the ASEAN Economic Community (AEC) of more than 600 million potential consumers.

In addition to these partners the project had support from foreign governments (including the US, South African, and Dutch Embassies) These groups have been actively involved to increase the reach of the Chi campaign and have supported (mostly through in-kind support and some monetary) to activities such as the Nail it for Rhino Event on World Rhino Day.

#### **Output 4**

The marketing campaign for Chi started in year one with many of these activities continuing into year two which has meant we have been able to monitor their performance, evaluate messages or learn lessons from events and adapt these into activities for year two.

The placement of the billboards in Hanoi and HCMC continued until December 2015. The Monitoring Team from PSI conducted physical onsite checks twice during the reporting period, and collected qualitative feedback from Mr. L regarding billboard impressions. In cases where billboards needed to be replaced and/or repaired, talks were carried out with the agency to secure rapid repairs/replacements and—where justifiable—negotiated for a price reduction to compensate for poor performance by the placement agency. Billboard images needed to be updated in February 2015 in HCMC and in April 2015 in Hanoi as they had been placed in HCMC earlier than in Hanoi.

In May 2015, the Chi envelope/postcard was re-designed, this was on feedback from Mr. L, the feedback was for more information and engagement—the redesign included a fun crossword puzzle which relates to different aspects of the Chi concept in Vietnamese as well as an additional testimonial/quote regarding perceived benefits of relying on one's inner strength. The envelopes/postcards were in Hanoi and HCMC airport lounges between June and August 2015.

In March 2016 an expert behaviour change workshop was delivered in Hong Kong where the Chi messaging was shared with other experts and enabled the project team to present the preliminary outcomes from the consumer survey. Also in March 2016, TRAFFIC presented the behaviour change framework and Chi at the ASEAN-WEN meeting in Siem Reap, Cambodia.

Consumer research to evaluate the impact of the Chi Campaign was carried out between November 2015 and March 2016 by Indochina Research. They submitted a comprehensive report for in April to the project team, which is now being reviewed. On initial analyse the survey has showed promising results engaging the target audience. TRAFFIC will present the report to the TAG for additional insight and feedback by June 2016.



## Output 5

TRAFFIC hosted a behaviour change workshop attracting more than 100 behaviour change experts and practitioners in Hong Kong during this reporting period to formulate innovative approaches and action plans to change the knowledge, attitudes and practice of consumers of illegal wildlife products. Participants from approximately 60 organizations across the globe represented diverse professional and research experience on influencing consumer choice and a wide spectrum of markets, economies and cultures. Strategic actions are being finalised and agreed after the workshop to improve complementary approaches to tackle consumer interest in illegal wildlife products, including for medicinal, speculation, investment and social status purposes. Gayle Burgess and other members of the TRAFFIC team are in regular contact with the CITES Secretariats head of Communications Mr. Liu Yuan who was also in attendance at the workshop. He is passionate about the potential for behavioural change and incorporating best practice models.

TRAFFIC also presented its Demand reduction framework at Freeland's Behaviour Change workshop, attended by twenty-five Vietnam-based civil society and government organizations in Hanoi, which aimed to share lessons learned on what is working and what is not working on "behavior change" campaigns aimed at reducing wildlife consumption. The CITES Management Authority attended and presented also this workshop.

TRAFFIC is planning to deliver a Demand Reduction side event at CoP17 in September and is hoping to do a side event on the Demand Reduction 'Global Support Programme' that they are developing under a partnership with the World Bank. This will include roadmaps to Demand Reduction action that they hope the Parties will feedback on and adopt. In addition to this, there are plans to have a Demand Reduction discussions/side-events at the IUCN WCC and also the Hanoi IWT Conference, the 3<sup>rd</sup> in the London Conference series. TRAFFIC is part of the friends of the Chair group for the IUCN WCC Conference has participated in one formal meeting before 31<sup>st</sup> March.

Several papers that are being written that have had learning's from this project feed into them:

Gayle Burgees is the co-author on a paper regarding the use of synthetic substitutes as part of interventions to reduce demand for e.g. rhino horn in major markets. This will be published in the TRAFFIC Bulletin in May citation: *Synthetic Biology, Product Substitution and the Battle Against Illegal Wildlife Trade; Broad., S and Burgess., G, TRAFFIC Bulletin Vol. 28, No. 1 (2016).*

Gayle is co-author with Vian Sharif on another paper: *Probing the Elephant in the Room: Understanding Consumers in Order to Reduce Demand for Illegal Wildlife Projects.*

Madelon and Gayle have co-authored an Abstract that has been accepted for oral presentation at the 24<sup>th</sup> Social Marketing Conference in Florida in June: *Attempting to Change Rhino Horn Consumer Behavior Using BCC and Social Marketing Methodology in Viet Nam.*

A Vietnamese researcher published in consultation with TRAFFIC the baseline survey results for the Chi target audience:

<http://www.tandfonline.com/doi/abs/10.1080/10253866.2015.1108915#.Vx3W9Ef3QgU>

The Chi campaign was presented at the AfRSG conference in February in Kruger NP attended by 70 experts in rhino conservation, there was also a workshop on demand reduction for all attendees to learn more about how a campaign is developed using recognised behavioural change methodologies.

## 3.2 Progress towards project Outputs

### Output 1

Output one was fully delivered and reported in year one.



## Output 2

The project has fulfilled this output.

Communication materials and a strategy were produced in year one, ahead of the target date of June 2015. Chi-themed communication materials were developed to use at all business functions, interactive events with Mr.L, and at 35 VCCI master trainers' classes including: The CSR guideline, the business brief engagement; Chi A4 folder, Rhino horn condensed factsheet, and DR generic brochure.

In the last two years of the project we secured the support of; 18 influential Vietnamese opinion leaders and 3 international opinion leaders, which are listed in section 3.1. Fruitful partnerships and agreements have been made with 5 government departments including: Ministry of Health (MoH), CCPE, Ministry of Agriculture and Rural development (MARD), Ministry of Natural Resources and Environment (MoNRE); VCCI)

In year one we had tried to work with the Traditional Medicine Association (TMA) through the Vice Director on various campaigns including capacity training for TMA staff, updates to the curriculum and strengthening law enforcement. However after the Vice Director retired it was not possible to achieve these goals this year. Instead TRAFFIC was able to collaborate with T5G on the Train-the-Trainer workshops reaching pharmacies and traditional medicine universities.

## Output 3

The project has exceeded the target indicators for this output this year.

During the 15 months of the Chi Campaign rollout (September 2014-December 2015), the Chi brand was widely featured at a diverse range of events directly addressing the business community. TRAFFIC estimates that "Chi" has reached over 2 million of the target group. At least 5 million Vietnamese people were exposed to the Campaign through its strategic placement of messages in campaigns materials and events. The 2015 Chi Campaign Engagement Map visualises the campaign's reach, its associated activities and the partners (Annex 4.1). This engagement maps also show how integrated the Chi brand in all our efforts to reduce the demand for rhino horn in Viet Nam.

The project team has organised or attended at least 12 events to engage with the target consumer group; we have developed a CSR guide outlining different opportunities for businesses and the MoH to integrate wildlife protection into their business practices. A code of conduct template has been developed to allow the easy adoption of these practices.

Many of the events have resulted in the message of Chi and wildlife protection through CSR being spread well beyond the event itself. By training trainers to incorporate this message into their training sessions and by equipping business leaders to adopt CSR policies promoting a zero-tolerance of wildlife consumption, the message is spread to people who have never attended an official TRAFFIC event. As noted above, the TOT workshops for VCCI trainers and for TM university students and staff resulted in follow up trainings that continued to spread the message of zero-tolerance of wildlife consumption. The TM workshops reached over 700 students and faculty while the VCCI workshops reached over 4,000 Small to Medium Enterprise (SME) representatives.

We have collected and published public statements from six influential businessmen, international sports figures, spiritual leaders and medical professionals on the Chi website. The website up to date received 86,514 visitors from May 2015. These short 'editorials' promote the concept of Chi, while either explicitly or implicitly encouraging the target audience to not consume rhino horn (<http://suctaichi.com/goc-chuyen-gia/>). Plans are being made to engage government officials to do joint editorials.

A fully integrated media campaign was delivered and completed by December 2015, this featured many of the key influencers in the campaign including the YouTube video of Khai Silk, Do Minh and Huy Tuan sharing the message of chi.

## **Output 4**

The project is making good progress with output 4.

Monitoring of the project messaging and activities was continuously reviewed throughout the life of the marketing campaign as explained in section 3.1 output 4.

The repeat of the comparative consumer research was conducted between November 2015 and March 2016. The survey was scheduled to take place in May 2015 however it was decided to delay this to ensure the placement of the Chi message and activities were being delivered for at least 12 months. Once the report has been fully analysed, TRAFFIC will present the report to the TAG and key government stakeholders for additional insight and feedback by June 2016, which is slightly later than the planned output indicator date of April 2016.

## **Output 5**

Some progress has been made on output 5, however the completion of some of this output will now fall outside of the lifetime of this project.

TRAFFIC have participated in commenting on the CITES MA rhino horn report for the SC66 and presented a letter including concerns and comments at the SC66 meeting. TRAFFIC are planning to deliver a Demand Reduction side event at CoP17, IUCN WCC and Hanoi IWT Conference conference however these are due to take place in September and November 2016. Papers have been written that incorporate the learning's from the Chi campaign (listed under section 3.1 output 5 activities)

## **3.3 Progress towards the project Outcome**

Evidences show that we are making good progress towards the outcome.

As reported in year one, we had fully achieved indicator one by December 2014. In year two we have further strengthened our work with key influencers as mentioned in sections 3.1 and 3.2. Demonstrations of key influencers' support are the MoU with the MoH; the work CCCE has done in disseminating messages and the collaborations with VCCI in working with business partners on the CSR policy.

Indicator 2 and 3 will demonstrate if we have changed attitudes and behaviour in the target group based on this campaign. The Consumer Research carried out recently will evaluate the impact of the Chi campaign on consumer attitudes, early results reflect a decreased demand for rhino horn as well as an increased willingness of people exposed to the Chi Campaign to actively dissuade others from consuming rhino horn. Anecdotal feedback from project activities and events suggests that the campaign is achieving success and engaging the target audience in a meaningful way. Results of the research along with the evaluation of the impact of the campaign will be finalised before the end of the project.

The project is making good progress towards delivering indicator 4, learnings from the Chi campaign have fed into the best practice model approach that TRAFFIC applies. Continuous improvement of this framework takes place at meetings such as the Hong Kong behavior change workshops.

Further funds have been confirmed for a continued rollout of the Chi campaign for which Intelligent Media, a local organisation was engaged. For the development and roll out of the phase 2 campaign plan the TRAFFIC DR framework is being used along with input from the TAG.

### **3.4 Monitoring of assumptions**

We have continued to monitor the assumptions laid out in the project. The socio-economic situation of Vietnam and the target consumer has remained the same and so re-surveying this group will still be relevant and accurate. One assumption that should have been added to the proposal but was managed as part of the project was the question of is a significant overlap between the target audience of wealthy urban males between the ages of 35-55 and business people who attend business seminars and/or are members of VCCI and other business associations that we worked with. Anecdotal evidence (mostly in the form of feedback from event participants) has suggested this to be true, so we have continued to organize events with this audience.

Although there are conflicts with messaging about the legalisation of rhino horn this has not impacted on the Chi campaign as far as we are aware, there is no evidence to show that it has. With the recent news that South Africa will not now put forward a proposal to CITES in September 2016 this will help reduce any impact on the target audience that it may have had if it was officially being considered. Government agencies have stayed very supportive throughout the life of the project and we continue to maintain these relationships. There is still every indication that Vietnam is a major driver of poaching in Africa however it is difficult to compare this to the role other countries such as China are playing in driving this demand especially as there is no systems in place to accurately measure if the markets in other countries are changing.

In delivering the activities we have again reviewed any risks and assumptions that we set out in the project and any that arose during the life of the project. All of these assumptions are still relevant but did not impact on the project as far as we are aware.

The TRAFFIC team are continuing to engage the TAG via email and are arranging a face-to-face meeting in 2016. We continue to recruit new members to the TAG who are useful to input in the CHI campaign, this includes representative from FHI360 and Eric Phu who have shown interest in becoming involved.

One assumption related organising a side event at CoP17. At the time of writing it was assumed that the next CITES event would happen in early 2016, instead this has been planned for September 2016, which falls outside the lifetime of the project. TRAFFIC are still aiming to host a side event at CoP17.

## **4 Impact: achievement of positive impact on illegal wildlife trade and poverty alleviation**

The intended impact for this project is for the demand for rhino horn in Vietnam to decline by 50% by 2020, contributing to rhino conservation through reduced rhino poaching and delivery of CITES and CBD commitments, including consumer demand reduction.

This project is working to directly change the long-term behaviour of key consumer groups that are responsible for buying and consuming rhino horn in Vietnam, preliminary results from the evaluation of the impact of the activities that have been delivered under the Chi Campaign have been positive and show an indication that a at least 64% of respondents in contact with the campaign are considered "Promoters" i.e. they would not recommend using Rhino horn.

It is therefore important that we continue and expand the Chi campaign after the life of the IWT grant to ensure that attitudes and behaviours of all of the target group are changed. If this is successful, it will help reduce the demand for any illegal rhino horn trade and secure the future of rhino's and the people that depend on them to generate a secure income long term.

In addition to reducing the demand for a trade in rhino horn, this project is developing a best-approach model for behaviour change campaigns that will be disseminated in order that it may be applied to other species.

The project has also developed a lot more understanding and capacity within the Vietnamese government as to how to run a social marketing campaign and tackle the demand for rhino horn, and other wildlife products.

## **5 Project support to the IWT Challenge Fund Objectives**

This project addresses objective 3 of the IWT Challenge Fund: to reduce demand for the products of the illegal wildlife trade.

TRAFFIC and PSI developed the behaviour change campaign around the Vietnamese concept of "Chi," or "inner strength/will," to shift perceptions about the relationship between rhino horn and a person's status, success and influence. This project has developed a long-term demand-reduction strategy to achieve measurable change in the target consumer behaviour.

Results have indicated that exposure to the Chi campaign has made individuals more likely to actively encourage their peers not to use rhino horn in addition to refusing to use it themselves. By reducing demand among the largest group of users in Vietnam both by direct exposure to the campaign and indirectly through word of mouth, the Chi Campaign seeks to drastically reduce the overall demand for rhino horn in Vietnam and greatly decrease poaching levels in rhino range states.

The project places an emphasis on supporting and enabling the Vietnamese government to fulfil its commitments under relevant CITES resolutions and decisions to conduct consumer-behaviour research, to design and implement demand-reduction strategies or programmes and to reduce the consumption of rhino horn products

## **6 Impact on species in focus**

This project is focused on all species of rhinos. The latest figures from the AfRSG show that rhino numbers for White and Black rhino have stopped increasing and are now at tipping point. If poaching numbers increase in 2016 from previous years then we will see an overall decline in the rhino species populations, which is already dangerously low. Further loss in the species' strongholds could – in the next 10 years – lead to catastrophic population declines. If the project is able to reduce the demand for rhino horn in Vietnam by 25%, it will substantially reduce the number of rhinos being poached. With further work on the Chi campaign and through other demand reduction activities, we would expect to see the demand for rhino horn drop by at least 50% by 2020 helping to dramatically reduce any trafficking of rhino horn and aid the recovery of rhino numbers. It may take a couple of years to see poaching numbers reduce as a result of this and other demand reduction projects.

## **7 Project support to poverty alleviation**

Reducing the demand for rhino horn and thereby reducing poaching pressures, this project contributes to poverty alleviation in communities living and working near wildlife such as rhinos. Ecotourism and the sustainable use of wildlife is a major source of employment and income for many families, this can often be the only source of a sustainable income in areas where employment opportunities are low. By protecting resources such as rhinos it helps to secure the livelihoods of many poor communities.

In addition, criminal gangs have become more sophisticated, operating through multi-national networks. These Trafficking gangs leave a trail of devastation behind, impacting not only wildlife but threatening the security of poor rural communities. Many rangers are now heavily armed to defend themselves against poachers, with a corresponding and distressing loss of human life on both sides resulting from contacts with poachers. By reducing the demand for rhino horn it will also deter these criminal gangs from infiltrating villages and engaging in violent attacks on rangers.

## **8 Consideration of Gender equity issues**

Given the nature of demand reduction work, there is little overlap between gender equity and project objectives.

The CSR workshops are open to business representatives regardless of gender. TRAFFIC has worked directly with the Centre for Women and Development and the Vietnam Association of Women Entrepreneurs to empower female business owners to become leaders in CSR and wildlife protection.

Also all of the project team within Vietnam are women (3) and this project has developed their skills and capacity to be conservation leaders and behavior change experts in the future.

## **9 Monitoring and evaluation**

The project log frame and time plan have been used to monitor progress of the overall project. This has been monitored by the Project Steering Group (PSG), which consists of Susie Offord, Madelon Willemsen and Trinh Nguyen. The PSG meet once a month via Skype to discuss progress on project activities and outputs. The PSG is responsible for all reporting to stakeholders and to IWT-CF.

A monitoring and evaluation plan was developed specifically in relation to the Chi initiative, and an integrated work plan showing key milestones for all the work being delivered on demand reduction in Vietnam has also been produced to support good-practice approaches to adaptively managing the project.

An 'Action Plan' was developed in year one and has been adapted when new opportunities have arisen or feedback suggested alternative routes. Strategic approaches were developed in consultation with the TAG. Over the course of the project, we have identified various aspects of the Action Plan that have demonstrated to be the most productive and we have continued to pursue on these aspects (i.e.: promote positive messaging for behaviour change purpose, creating strategic and holistic placement plan for target audience.) However some aspects were not possible based on feedback i.e.: when trying to introduce the Code of Conduct to businesses it was necessary to make the message broader – as rhino horn consumption was too narrow a detail for them to integrate deeper in their operation

Monitoring and Evaluation has been done throughout all Chi branded events. The number of participants were recorded and, when appropriate, contact details for these participants were captured, we tried to engage with the target group through interviews, getting testimonials, signing individual pledges, or answering our Knowledge Attitude Practice (KAP) surveys on the consumption of rhino horn.

Monitoring was also conducted to measure the reach of each communication; this was then fed into the next planning stages. On review of the results of monitoring activities, some activities were adapted i.e. adapting placement of billboards, using and adapting Adwords to increase hits on microsite, changing messaging on airline envelopes/postcards etc. The campaign placement plan was updated every two months following evaluation of the activities by PSI. The Technical Advisory Group (TAG) is still consulted when required although this has been a required a less in year two as the focus was on campaign delivery.

When press releases were disseminated all instances of publication were recorded in order to measure the reach of the campaign among the general public.

The 'LinkedIn discussion group' for behavioural change expert continues to grow. In March 2016, a workshop was on behaviour change methodologies and learning's from each other, this was a great forum to build these links even further.

One consumer survey was carried out prior to the project's inception and then, two consumer surveys were carried out during the lifetime of the project to measure changes in the consumer including:

1. Consumer survey done by IPSOS in 2013 to identify rhino horn users, their motivations and attitudes towards the consumption of rhino horn. And what is the intention to purchase.
2. Baseline survey of target audience done by PSI in 2014
3. Evaluation survey of Chi campaign done by Indochina Research in Nov 2015 to March 2016 to compare changes against the baseline

The most recent survey done by Indochina Research was designed to capture the rhino horn-related beliefs and potential behaviour change among high-income urban men. The study with the sample size of 600 was conducted within high-income neighbourhoods in Hanoi and HCMC. Survey report has completed and is now being reviewed by the TRAFFIC team.

A positive signal of behaviour change in Chi Campaign's target audiences presented as follows:

- 9% remember the “Chi” Logo
- 17% remember seeing one of the 4 creative posters of the “Chi” campaign
- 19% total reach of the campaign among respondents
- 15% have been in contact at least 3 times with the “Chi” campaign (Effective reach)
- 22% total reach of the campaign among RH consumers
- 64% of respondents in contact with the campaign are considered “Promoters” to recommend not to use Rhino horn.

## 10 Lessons learnt

As mentioned in our report in year one due to the nature of behaviour change work, it is expected that substantial behaviour change will take longer than we had originally anticipated and so should be considered for all future demand reduction project time planning.

The Chi campaign was a pioneering project that used a social marketing approach to achieve real behaviour change. To have better information as to whether the campaign is having the impact that we are aiming for, we felt it would have been beneficial to do an evaluation survey at the end of each year, not just at the beginning and end of the campaign if we were to plan this again.

As mentioned in section 2 project partners, we have had some issues with getting transparent and timely reports from project partner PSI that we had not foreseen. PSI felt that the full reporting expectations were not clear from the start. TRAFFIC is now working on a second phase of the Chi campaign with a new agency Intelligent Media; they have discussed the reporting requirements up front and in detail. They have also been more involved in the low level detail concerning the placement plans of the campaign activities, which has been beneficial. Another lesson learnt is that although we thought we had dealt with the issue, we should have flagged this issue to IWT sooner.

Over the past year, we have found great success through utilizing our partnerships to their fullest potential, especially with the VCCI, TG5 and TM universities. We would encourage projects to look for ways to integrate campaign into a partner's existing activities. And for this be a large focus of their activity planning as it has made a large difference to the success and reach of the Chi campaign.

Working with different socialist government departments such as CCPE and MOH has required a lot of careful negotiation and compromising. This work has required quite a lot of time of senior staff to interact and engage with these departments to establish these relationships and agreements. The role of local staff has been key in achieving and nurturing this strong and important project partners. For example: In order for us to display Chi poster at the international departure hall of Noi Bai International Airport, we had to asked CCPE to intervene and negotiate on our behalf.

The TAG formation went smoothly but ongoing engagement is challenging. It has been hard to find the benefit for the members of the TAG to give up their time; it was unrealistic to plan face-to-face meetings. TRAFFIC's Demand Reduction team will continue to try to engage this group of experts because we believe their opinions are valuable and will try to find ways to catch their attention better for example: setting up off-line/more casual meetings outside or finding opportunities to have a working relationship on specific events with certain experts.

### **11 Actions taken in response to previous reviews (if applicable)**

The feedback from the last review was that we needed to include more detail on project management processes to illustrate partnerships and M&E and that the progress sections of the report should be more informative and required more detail. The feedback also highlighted that we should not discuss future activities when reporting on activities and that we relied on a lot of reference materials that were external to the main body of the report.

We have taken these comments on board and have tried to address these in our reporting.

### **12 Other comments on progress not covered elsewhere**

These have all been covered in previous sections

### **13 Sustainability and legacy**

As a social marketing campaign, there has been a lot of work done to raise the profile of the campaign within Vietnam amongst different groups including the archetype rhino horn consumer (Mr L), Vietnamese government departments and media agencies. The chi campaign has had an enormous reach. Below are some examples of the number of people it has reached in year two:

Chi messages were displayed at the Noi Bai International Airport, outdoor billboards in busy streets of Hanoi, the Vietnam Post and Telecommunications (VNPT)'s internal communication system exposed to over 10,000 people each day. The campaign with VCCI is estimated to have reached two million businessmen and over five million of the general public in Vietnam. The airline envelopes/postcards reached 110,000 VIP travellers in Hanoi and HCMC. The Chi website was visited by 86,154 visitors since its launch. Pay-per-click advertising was trialled on the Chi microsite using Google AdWord, collecting a total of 45,321 searches among males in the two key cities, using keywords "rhino horn" and/or "detoxification." On average, approximately 1 out of every 10 of the people who search for the above keyword groups clicked on the Chi website following exposure to the banner.

A three-minute Behaviour Change video was launched on World Rhino Day, September 22, 2015, then was widely disseminated through various media channels, including the social media pages of TRAFFIC, SRI, WWF and the Chi Ambassadors starring in the video. By January 2016, the three-minute video and the one-minute video (released a couple weeks later) received more than 70,000 views, 1,300 likes and 500 shares.

Below are examples of activities that have been delivered by match funding but using the Chi campaign branding and messages and using the project stakeholders that have been engaged during the chi campaign:

- Vietnamese mainstream media covered Chi and the World Rhino Day celebration:
  - VTV3 - Part of Morning Café Program: <http://vtv.vn/truyen-hinh-truc-tuyen/vtv3/ca-phe-sang-0.htm?mobile=true>
  - Ha Noi TV - 11h30 News: <http://hanoitv.vn/Media/154/Video/Ban-tin-thoi-su/c17/Chuong-trinh-Thoi-su-11h30-ngay-2392015/15885.htm>
  - "Nail it for Rhinos": <http://moitruongvadoisong.vn/2015/09/23/cat-mong-tay-vi-te-giac/>
  - "Nail it for Rhinos" on the World Rhino Day: <http://www.tinmoitruong.vn/tin-mang-luoi-truyen-thong-moi-truong/cat-mong-tay-vi-te-giac--nhan-ngay-te-giac-the->



[gioi\\_160\\_45394\\_1.html](#)

- "Nail it for Rhinos": <http://www.thiennhien.net/2015/09/23/cat-mong-tay-vi-te-giac/>
- Vietjet celebrates the World Rhino Day: <http://infonet.vn/vietjet-huong-ung-ngay-te-giac-the-gioi-post176585.info>

- Within only eight months (June 2015 – April 2016) of the TOT workshop, trainers reported successfully integrating CSR and Chi messaging in over 100 training courses for SMEs with the participation of 4,000 SME representatives. These training courses were implemented in more than 30 cities and provinces.

- A Chi Bike Ride was featured on several online print and broadcast outlets, including <http://www.vccidanang.com.vn/63-55-2696/DOANH-NHAN-DA-NANG-DAP-XE-CO-VU-BAO-VE-D.aspx>. Photos of the bike ride can be viewed at: <https://www.flickr.com/photos/134909125@N04/albums/72157653951285313>

- The “Social marketing and cooperate social responsibility for SMEs” course was covered by various media outlets as well as VCCCI's website (<http://vcci.com.vn/vcci-nang-cao-nang-luc-cho-can-bo-trong-viec-bao-ve-dong-thuc-vat-hoang-da-nguy-cap>). Event photos can be viewed at: <https://www.flickr.com/photos/134909125@N04/albums/72157653952569693>

- At the “Corporate image building - Intercultural management – Success - driven factor” workshop, participants showed their support of and commitment to the campaign by signing a pledge of zero-tolerance of endangered wildlife consumption. The event was featured on VCCI's website and other media outlets.

- The workshop for logistics companies inspired a high level of enthusiasm and interest among event participants. The event featured influential speakers, including the chairman of the Vietnam Automobile Transportation Association, who spoke about the importance of taking responsibility for the environment (biodiversity and climate change). Workshop participants also got to hear from a logistics company that, because of its suspicious weight, refused to deliver the shipment of "stone carvings" that turned out to be ivory. Event photos can be found at: <https://www.flickr.com/photos/134909125@N04/albums/72157658472793394>

The event was covered on VITV (<http://vitv.vn/tin-video/02-11-2015/ban-tin-hop-tin-viet-nam-18h-phat-song-1800-02-11-2015/30699?t=1108> (VITV, 18:28), in Vietnam News (the national English-language newspaper), and in a news article about a multilateral dialogue about combatting wildlife trade between Vietnam and Mozambique, Kenya and Tanzania. As a result of this event, TRAFFIC established a relationship with the Vietnam Automobile Transportation Association, which could be a potential champion for the Chi Campaign. As a result of the event, the Hanoi Automobile Transportation Association delivered Chi materials to 200 drivers in its network.

- Coverage of the “Corporate Innovative Governance and Image Development” seminar was featured on various TV channels, including the National Assembly TV (<http://www.quochoitv.vn/kinh-te-xa-hoi/2015/11/quan-tri-doi-moi-xay-dung-hinh-anh-doanh-nghiep/83008>), and in more than 20 articles published in online newspapers. Event photos can be found at: <https://www.flickr.com/photos/134909125@N04/albums/72157661752362742>.

- Coverage of the “HR Management” training was featured on VCCI's website and other media outlets.

- The Tourism Promotion Workshop was featured in various media outlets, including <http://www.sqgp.org.vn/thongtincanuuoc/2015/12/406563/>

- Workshops with the MoH put the TRAFFIC team in direct contact with more than 700 TM students, researchers and professors, while also creating a ripple effect by ensuring that the participants would spread the message of zero-tolerance of endangered wildlife consumption among the TM university community. They achieved this by participating in and facilitating additional activities such as distributing brochures and a Q&A Guidebook, hanging banners, and hosting further workshops at their universities to share what they learned with their fellow students. This population is extremely important to recruit as champions and ambassadors of wildlife protection and zero-tolerance of endangered wildlife consumption because these are

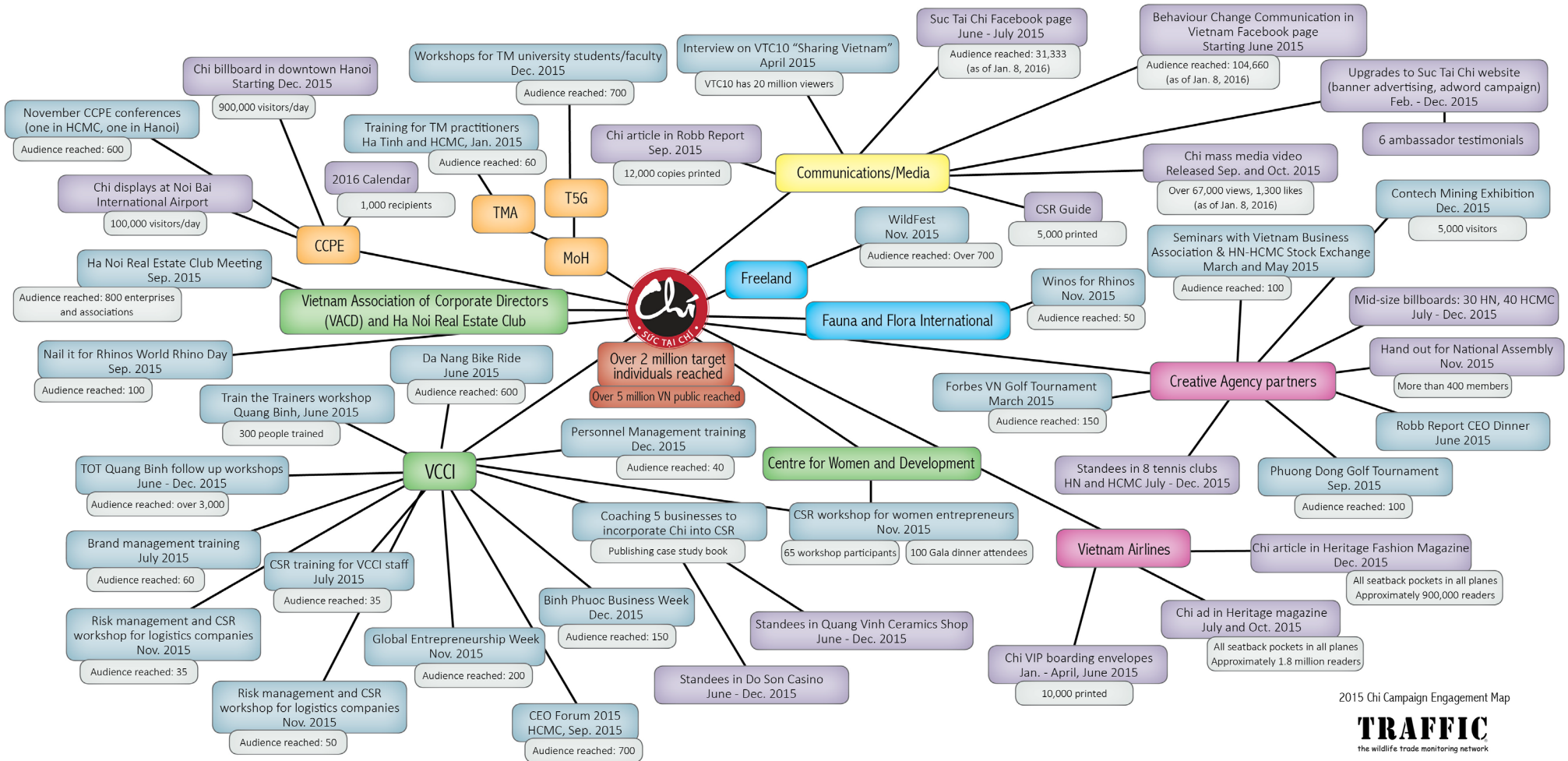
students who have not yet established their own practices and who are in the process of learning about the role TM can play in society. They will be the future of Vietnamese TM, and they can create a norm of endangered species protection in the TM community that will persist for generations that follow.

Lessons learnt from the project have already been disseminated at the AfRSG conference and at the Behaviour Change conference. Details about the campaign will be included on the new Demand Reduction website which plans to be a central resource centre for all organisations carrying out Demand Reduction work. Lessons learnt will also be incorporated into the Demand Reduction side events at CoP17, IUCN WCC and the Hanoi IWT Conference.

Government involvement in the project's activities has been an important aspect of the project, developing its capacity to lead and implement further work on reducing demand for rhino horn (and other endangered species products) after this project has been completed. This has been successful as demonstrated by output 3, in which several government departments have been engaged.

More activities are planned to continue the Chi campaign in a phase two, after the life of the IWT-CF Chi project and will incorporate the lessons learnt throughout the first rollout phase of the Chi campaign.

Below is a Chi Campaign Engagement Map, which demonstrates the reach of the Chi campaign so far.



2015 Chi Campaign Engagement Map



Department  
for Environment  
Food & Rural Affairs



#### **14 IWF Challenge Fund Identity**

An important factor in the effectiveness of the campaign is ensuring that the Chi message has its own brand. For this reason, many of the messages for the Chi Campaign do not feature any logos. On the publications that do include logos, the project acknowledges that it is "Funded by UK Government." has been used as there is no official IWT logo to include in our publications.



15.1.1 Table 1 Project expenditure during the reporting period (April 2015-March 2016)

Project spend (indicative) since last annual report	2015/16 Grant (£)	2015/16 Total actual IWT Costs (£)	Variance %	Comments (please explain significant variances)
Staff costs (see below)				
Consultancy costs				
Overhead Costs				
Travel and subsistence				
Operating Costs				
Capital items (see below)				
Others (see below)				
<b>TOTAL</b>				

Highlight any agreed changes to the budget and **fully** explain any variation in expenditure where this is +/- 10% of the budget. Have these changes been discussed with and approved by IWT?



**16 OPTIONAL: Outstanding achievements of your project during the reporting period (300-400 words maximum). This section may be used for publicity purposes**

I agree for the IWT Secretariat to publish the content of this section

**1. Getting the government on board**

The mouthpiece of the Communist Party of Vietnam is the Central Committee for Propaganda and Education (CCPE). As the body controlling the media and news coverage in Vietnam, CCPE sets the public agenda and dictates how topics on this agenda are covered. The Memorandum of Understanding we signed with CCPE in June 2015 has brought wildlife Trafficking, especially rhino horn Trafficking, into the public agenda. In November at the monthly Congress held by CCPE for propagandists from around the country, [REDACTED] Vice Chairman of CCPE, spoke to provincial propagandists about wildlife Trafficking and “issues of rare and endangered wildlife protection” to provide guidance on protecting wildlife “in line with the direction of the State and the Party.” With the government communications committee endorsing wildlife Trafficking as an issue of importance, we hope to see the issue receive greater attention in the media and for this attention to help shape the social norms around endangered wildlife consumption and trade and to bring greater scrutiny to enforcement efforts. Our partnership with CCPE has also given us the ability to fast track communications initiatives, like our new displays in the departure hall at the Noi Bai International Airport that just went up December, 2015. The collaborative effort in this pursuit led to new ideas and interpretations for the Chi Campaign that make it more accessible to people beyond the business community without losing the identity of the brand and the main message about internal strength.

**2. Finding new cure for rhino poaching**

After various workshops with traditional medicine practitioners and T5G, the communications department of the Ministry of Health, we finalized and printed communications materials for practitioners about not using rhino horn in their practice. One of the avenues through which we distributed the materials was the series of workshops we held with T5G and 11 traditional medicine universities in Hanoi and Ho Chi Minh City. While the workshops themselves put us in direct contact with more than 700 traditional medicine students, researchers and professors, the follow up activities organized by the workshop participants spread the message throughout the university communities. This population is extremely important to recruit as champions and ambassadors of wildlife protection and zero-tolerance of endangered wildlife consumption because these are students who have not yet established their own practices and who are in the process of learning about the role traditional medicine can play in society. They will be the future of Vietnamese traditional medicine, and they can create a norm of endangered species protection in the traditional medicine community that will persist for generations that follow.

**3. The “Strength of ‘Chi’” campaign**

The campaign has reached 2 million members of the target group directly and 5 million members of the general public indirectly in 15 months, and is starting to yield promising results. In a recent follow-up to a 2013 research baseline, 64% of respondents who had seen the Chi campaign indicated they would recommend a peer, colleague, family member or friend not use rhino horn.

**Annex 1: Report of progress and achievements against Logical Framework for Financial Year 2015-2016**

Project summary	Measurable Indicators	Progress and Achievements April 2015 - March 2016	Actions required/planned for next period
<p><b>Impact</b></p> <p>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.</p>		<p>The project is making good progress with developing a model approach for demand reduction, which is in line with CITES-supported demand reduction strategy, and delivering Vietnam's commitments to CITES and CBD TRAFFIC has commented on the CITES Management Authority report for the rhino working group for the SC66 meeting.</p> <p>Consumer survey results show that there has been a change in KAP of that target audience. However direct links to reduced demand for rhino horn in Vietnam and poaching numbers are yet to be determined.</p>	
<p><b>Outcome</b> (Insert original project purpose/outcome statement)</p> <p>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</p>	<p>(Insert original project Goal/Impact statement)</p> <p><b>Indicator 1:</b> By Dec 2014 key "Influencers" (businessmen, media, medical professionals, and Vietnamese Government officials) demonstrate proactive support and participation in the demand reduction approach.</p> <p><b>Indicator 2:</b> 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</p>	<p>(Report on progress towards achieving the project outcome)</p> <p>Key "influencers" have been engaged in ranges of behaviour change activities (See details in Part 3.1 above)</p> <p>Early research (consumer surveys 2015-16) indicates a positive change in attitude against using rhino horn use amongst surveyed samples. We have seen a shift in the behaviour of key consumer groups against the 2014 baseline (PSI survey of target audience): 64% now recommends their peers</p>	<p>The next actions planned are to establish improved criteria which can show that consumption of rhino horn is decreasing (which is not necessarily the same as demand).</p> <p>This review and evaluation of the campaign with input of the TAG TAG for additional insight and feedback. We will also be focusing on sharing the learning's and the model approach with CITES and other rhino horn consumer countries and the broader</p>



Project summary	Measurable Indicators	Progress and Achievements April 2015 - March 2016	Actions required/planned for next period
	<p>consumer groups in Vietnam (Men over 40 and Intenders) against the 2013 baseline</p> <p><b>Indicator 3:</b> 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%).</p> <p><b>Indicator 4:</b> Best-practice approaches for behavior 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 recognized by CITES at the 2016 CoP and by other conservation groups</p>	<p>not to consume rhino horn (up from 48% in the 2014 PSI survey).</p> <p>Reflecting on these 2015-16 results we can say we have a reduction in consumption. However if we have achieved the 25% reduction in consumption by March 2016 (compared to the 2013 baseline) is uncertain. These results show that interventions do have effect and following surveys (planned in QTR2-3 of 2016) will proof that we have actually changed behavior and that the percentage of self-confessed consumers has been reduced by 25%.</p> <p>As above, early research indicates a positive change in behaviour amongst a sample of potential, indicative consumers in Vietnam</p> <p>A behaviour change model approach has been developed successfully</p>	<p>conservation community.</p> <p>We will also continue to work with the influencers that we have partnered with on new projects to continue the good partnerships developed and the reach of the chi campaign.</p>
<p><b>Output 1.</b></p> <p><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</p>	<p><b>Indicator 1:</b> A Network of Behaviour-Change Experts (NBCE) engaging on rhino horn in particular and wildlife consumption in general is established by October 2014.</p> <p><b>Indicator 2:</b> Technical Advisory Group (TAG) to guide the project</p>	<p>TRAFFIC has managed to establish connections with over 60 behaviour change experts as part of their overall behaviour change programme and are managed through a LinkedIn discussion group; experts have consulted on the project on an <i>ad hoc</i> basis rather than forming a fixed group.</p> <p>The TAG membership and guidelines were developed and the first meeting was held in April 2015. It includes five experts who are business</p>	

Project summary	Measurable Indicators	Progress and Achievements April 2015 - March 2016	Actions required/planned for next period
<p>key consumer groups (Men over 40 and Intenders) is produced as a result.</p>	<p>formed by December 2014.</p> <p><b>Indicator 3:</b> Communication channels for effectively reaching the two key consumer groups are identified by December 2014.</p> <p><b>Indicator 4:</b> 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.</p> <p><b>Indicator 5:</b> 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.</p> <p><b>Indicator 6:</b> By June 2015, a framework for delivering a behaviour-change strategy is designed and incorporates benchmark criteria for social-marketing interventions</p>	<p>leaders and two experts from VCCI and T5G. This group provided expert advice on the campaign creative and the placement plan itself and the behaviour change strategies and theories that surround the Chi campaign.</p> <p>By August 2014 the communication campaign materials had been developed using TRAFFIC's demand reduction guidelines.</p> <p>Key messages were developed by PSI for the Chi campaign along the themes of Be Aware, Masculine Appeal, Spirituality &amp; Boardroom</p> <p>A campaign placement plan was developed with support of PSI which was delivered between Sep 2014 to end of Dec 2015 targeted at urban residents of Hanoi and HCMC.</p>	

Project summary	Measurable Indicators	Progress and Achievements April 2015 - March 2016	Actions required/planned for next period
Activity 1.1 Research to identify influencers / key opinion leaders for consumer groups		The project worked with a wide range of KOLs as listed in section 3.1. These influencers and agents of behavioural change joined the campaign have spoken out about taking a stance on zero tolerance of rhino horn consumption and other endangered species.	
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		Connections were made with over 60 behavioural change experts, as part of TRAFFIC's overall behavioural change programme, therefore benefitting the work in Vietnam and beyond. A 'LinkedIn discussion group' was developed in year one and continues to be used to exchange ideas around innovative approaches and best practice, to benefit the work in Vietnam and beyond.	
Activity 1.3 Identify subset of network members to establish Technical Advisory Group (TAG); develop ToRs, methods and schedule of engagement; maintain regular updates		The Technical Advisory Group (TAG) was set up to provide expert advice on the campaign, the placement plan itself and the behaviour change strategies and theories that surround the Chi campaign. After an official face-to-face meeting with all TAG members in Vietnam in April 2015, at least three follow-up emails were sent during this reporting period to TAG gathering their technical feedbacks on improving the Campaign. For certain TAG members who are our project partners, we have met more often and face-to-face such as the members from VCCI and TG5 but for the rest of TAG they had requested that their communication be via e-mails due to other commitments.	
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		A communication plan which mapped out communication channels was developed with support of PSI, these channels included billboards; direct marketing targeting Vietnam Airlines Gold, Platinum card and business class passengers; digital media adverts and PR campaign. Details of these can be seen in output 3.	
Activity 1.5 Meeting with project partners and stakeholders to develop detailed strategy		In year one, PSI and TRAFFIC developed a detailed strategy, project partners and stakeholders were consulted to feed into the project strategy. The final strategy was approved during November 2014 – Jan 2015.  For key partners such as CCPE, VCCI, MOH there are umbrella MoUs. For each year, we have a Cooperative Agreement including specific activities that we will do with partners, and for each activity we have a separate contract with details concept note and activity objectives.	
Activity 1.6 Coordinate review of strategy		The strategy is documented in several documents and is an on-going process that is adapted, as the project has entered into new phases; learning's have come from a new partnership etc.	

Project summary	Measurable Indicators	Progress and Achievements April 2015 - March 2016	Actions required/planned for next period
Activity 1.7 Meeting with creative experts to brainstorm messaging and branding (including Government)		<p>PSI worked with TRAFFIC and other partners to develop a creative brief, to select a creative agency, to review and interpret pre-test findings, finalizing creative content and developing a placement plan.</p> <p>The creative agency, Clipper Indochine developed the campaign messaging and branding for Chi.</p> <p>There were four distinct creative designs:</p> <ul style="list-style-type: none"> <li>i) Be Aware concept: designed to capture the audience's attention and challenge popular misperceptions regarding the value and the benefits of using rhino horn;</li> <li>ii) Masculine Appeal: designed to promote men who rely on the strength within them, instead of a piece of rhino horn, as appealing to women; and</li> <li>iii) Spirituality: designed to promote men who rely on the strength within them, instead of a piece of horn, as positioned for good fortune; and</li> <li>iv) Boardroom: designed to promote men who rely on the strength within them, instead of a piece of horn, as successful in business.</li> </ul> <p>All four creative concepts were based on evidence collected through a qualitative, in-depth study completed by PSI earlier in 2014, and with feedback from users of RH collected through campaign pre-testing.</p>	
Activity 1.8 Testing and finalisation of messaging		<p>During the campaign development the following campaign research activities were conducted on the messaging:</p> <ul style="list-style-type: none"> <li>i) Pre-testing of the Chi campaign creative concepts: <ul style="list-style-type: none"> <li>• Messaging and logo options was tested during the development phase prior to finalisation, through small focus groups with businessmen, representative of the consumer archetype Mr L</li> <li>• The messaging targeting consumers of rhino horn for perceived medicinal properties, was developed with TM practitioners, retailers, etc.</li> </ul> </li> <li>ii) Design and data collection for baseline survey to monitor campaign coverage and results</li> <li>iii) Monitoring of all Chi activities to adapt them if necessary</li> </ul> <p>In June 2014, PSI research team pre-tested 5 different creative concepts</p>	

Project summary	Measurable Indicators	Progress and Achievements April 2015 - March 2016	Actions required/planned for next period
		<p>and 4 logo options developed in collaboration with Clipper Indochine in response to insights and communication objectives outlined in a campaign brief developed by PSI &amp; TRAFFIC. Printed, colour versions of the creative concepts and logo designs were used to assess target audience feedback, using PSI’s campaign pre-test methodology, which covers comprehension, appeal, likelihood to motivate behaviour change and possible negatives.</p> <p>Small focus group discussions (FGD) using an open-ended discussion guide were utilized to collect feedback from Vietnamese businessmen aged 40-55 living in Hanoi or HCM, who reported using rhino horn in the last 12 months.</p> <p>PSI’s research team visited high-end coffee shops to approach, screen and recruit respondents. Individuals who met screening requirements were then invited to participate in FGDs with at least 3 participants together at a time in a safe, business like setting (such as office conference room). In each city, a total of at least 10-12 participants participated through approximately 3 different small group discussions. Each FGD lasted approximately 60-75 minutes. All FGDs were recorded and transcribed.</p> <p>Findings from the pre-test were reviewed together with TRAFFIC as well as PSI’s behaviour change communication team, and used to refine creative concepts and to develop the final campaign logo. Based on strong positive feedback from the pre-testing for the Be Aware, Boardroom, Spirituality and Masculine Appeal images—all 4 creatives were refined further for use in the campaign. Because none of the logo options developed by Clipper Indochine resonated with the target audience, PSI’s behaviour change communication team developed alternatives consistent with the concept of ‘Chi’ (inner strength, or will), which solicited positive feedback from the target audience.</p>	
Activity 1.9 Develop and agree on framework for delivery with regular updates following evaluation of effectiveness and implementation		Development of a campaign plan & related behaviour change framework materials including power point ‘decks’ describing campaign insights/background, behaviour change theoretical foundation, archetype analysis and refinement through new data from consumer surveys, all in close consultation with TRAFFIC Consumer Behaviour Change Coordinator	

Project summary	Measurable Indicators	Progress and Achievements April 2015 - March 2016	Actions required/planned for next period
Activity 1.10 Workshop to share finalised strategy and framework with partners and stakeholders		<p>Several workshops and meetings were held in order to share the strategy and framework with partners/stakeholders. We also used this activity as an opportunity to evaluate/monitor and receive feedback from our partners and stakeholders on the Chi campaign strategy and its framework to communicate, for example:</p> <ul style="list-style-type: none"> <li>• We have held regular workshops around the Chi campaign messaging, the delivery of activities, survey results etc. with PSI to ensure quality delivery and increase reach of the campaign</li> <li>• We delivered two workshops for the MoH TMA practitioners. These workshops included a session in which the practitioners and pharmacists reviewed and commented on the communication materials (aligned with the Chi campaigns message) that will be dispersed amongst TMA practitioners in 2015</li> <li>• During the week of October 2015, PSI met with TRAFFIC and WWF representatives twice to review target audience feedback on the final campaign creatives—including a presentation by PSI’s research team based on physical visits to billboards placed in Hanoi and interviews with users or intenders exposed to the billboards, discuss the placement plan feasible with the full Darwin budget.</li> </ul>	
<p><b>Output 2.</b></p> <p><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.</p>	<p><b>Indicator 1:</b> Communication materials and products designed and produced using agreed messaging and in line with the behaviour change strategy by June 2015.</p> <p><b>Indicator 2:</b> One influential international business leader identified and engaged in developing messaging to Vietnamese business community by July 2015.</p> <p><b>Indicator 3:</b> Three influential Vietnamese opinion leaders (e.g. business leaders, government</p>	<p>The Chi campaign materials were produced by August 2014 Chi Campaign approved and the campaign was launched in Sep 2014. Many of the materials were developed along the life of the campaign. Various Chi-themed communication materials were developed to use at business functions and at other interactive events with Mr.L including: The CSR guideline, the business brief engagement; Chi A4 folder, Rhino horn condensed factsheet, and DR generic brochure.</p> <p>The campaign messages were promoted effectively by key champions including 18 influential Vietnamese opinion leaders and 3 international opinion leaders, which are listed in section 3.1.</p> <p>Government support in Viet Nam is required to implement projects, however government can also have unrealistic expectations in regards to the funding (managing levels of corruption is a major challenge working</p>	

Project summary	Measurable Indicators	Progress and Achievements April 2015 - March 2016	Actions required/planned for next period
	<p>agencies, Traditional Medicine associations, etc.) identified and engaged in developing demand-reduction strategy and messaging by December 2015.</p> <p><b>Indicator 4:</b> Four Government agencies (e.g. CCPE, MARD, MoNRE, MoH, etc.) involved in developing demand-reduction strategy and messaging by April 2015.</p> <p><b>Indicator 5:</b> One Traditional Medicine Association (e.g. Hanoi TMA) involved in developing demand-reduction strategy and messaging by May 2015.</p> <p><b>Indicator 6:</b> Vietnamese state-controlled media engaged through cooperation with relevant Government Agency (CCPE) to assist in disseminating messaging targeting consumer groups by June 2015.</p>	<p>with government in Vietnam). We have secured partnerships with government departments and we continue to strengthen these relationships with CCPE, MOH, MARD, MoNRE and signed MoUs with 4 government agencies: CCPE, MOH, and VCCI.</p> <p>The campaign has found champions in foreign governments (including the US and South African Embassies), business associations (including VCCI and the Young Business People's Association). The partners helped distribute Chi communications materials at their diplomatic and business events, and provide in-kind and financial supports towards the organisation of Chi high profile and creative events.</p> <p>We have worked with Vietnamese state-controlled media CCPE to assist in disseminating messaging that targets consumer groups through expanding ad placement of the Chi campaign in 2015 in different types of media such as billboard placement at the airport (these boards were funded by match funding) and CCPE's internal press report, developing behaviour change calendar and presenting at CCPE's month propagandist meeting.</p> <p>We have worked with T5G of MoH to deliver behaviour change messaging to future TM practitioners and experts through workshops with 11 leading TM universities in Hanoi and Ho Chi Minh</p>	
<p>Activity 2.1</p> <p>Design communication materials and products</p>		<p>The four creative concepts were developed in collaboration with Clipper Indochine. All four concepts were designed using consistent colour, code, messaging and logo design, centred on the Vietnamese concept of 'Chi' or inner strength/will.</p> <p>PSI oversaw all aspect of creative execution as follows: model selection, photo-shoot supervision, creative refinement based on feedback from TRAFFIC as well as the target audience, etc.</p> <p>In October 2015, Chi creative concepts were being reviewed and updated for Phase 2 in coordination with a local Vietnamese social marketing agency, Intelligent Media (IM)</p>	



Project summary	Measurable Indicators	Progress and Achievements April 2015 - March 2016	Actions required/planned for next period
Activity 2.2 Stakeholder meeting and consultation to agree on design materials		<p>Consultation on the designs was done between TRAFFIC and PSI and other creative partners.</p> <p>Stakeholder meetings and other informal opportunities were used to comment and input on the campaign. For example Mr Tung Do Quang, Director of the CITES Management Authority, was key in providing the support to the Chi campaign by working closely with TRAFFIC to ensure formal approvals were in place for the campaign launch on 22 September 2014.</p> <p>TAG and other partners were engaged in providing feedback to the different communication materials. Emails were sent to the TAG for their technical feedback on the designs of Chi branded display at Noi Bai International Airport and on the Chi film clip between September and December 2015. Follow-up phone calls in between this period also helped to engage and get feedback from the TAG.</p>	
Activity 2.3 Production of communications materials		<p>The communication materials that were developed:</p> <ul style="list-style-type: none"> <li>• Billboards</li> <li>• Online banners</li> <li>• Materials to give out at events: cover folders, brochures, pens, bookmarks, name card, Chi tote bags, CSR guidebook</li> <li>• Campaign displays for events (backdrop, banners, standees)</li> <li>• A website: <a href="http://www.suctaichi.com">www.suctaichi.com</a></li> <li>• Direct mail to credit card customers and airline passengers</li> <li>• E-cards</li> <li>• CSR case studies</li> <li>• PR articles</li> </ul>	
Activity 2.4 Engage and manage international "influencer"		<p>In November 2015 - TRAFFIC and VCCI held a seminar on "Corporate Innovative Governance and Image Development" (paid for by match funds) for more than 200 business leaders, government officers, local and international experts. This seminar was part of Global Entrepreneurship Week, which is held in more than 160 countries. The event highlighted the opportunities that CSR provides for Vietnamese businesses to become</p>	

Project summary	Measurable Indicators	Progress and Achievements April 2015 - March 2016	Actions required/planned for next period
		role models in the ASEAN Economic Community (AEC). TRAFFIC also placed a Chi exhibition booth at the event to encourage event participants to sign a pledge of zero-tolerance towards rhino horn trade and consumption and to incorporate wildlife protection into their companies' CSR policies. The event was paid for by match funding and used the Chi campaign branding.	
Activity 2.5 Engage and manage Vietnamese "influencers"		A lot of work has been done to engage and manage Vietnamese influencers. This has been especially successful by working with VCCI and individual opinion leaders including Khai Silk, Do Minh, Huy Tuan, and Mr Vu Pham Nguyen Tung, (Project Director of Vietjet Airlines).	
Activity 2.6 Engage and consult with Government agencies through face-to-face meetings		As mentioned in previous sections a lot of work has been done with CCPE, MOH, MARD, MoNRE, VNPT and VCCI	
Activity 2.7 Engage and discuss with TM associations through face-to-face meetings		TRAFFIC collaborated with T5G organize to deliver the TOT workshops as described in section 3.1.	
Activity 2.8 Engage with Vietnamese media and communications channels to assist in disseminating messaging through workshops and meetings		The partnerships CCPE and the T5G allowed the project to engage and integrate Chi messaging into the Vietnamese media and communication channels extremely successfully.  Also the partnership with VCCI allowed the team to integrate Chi messaging into VCCI events and communications.	
<p><b>Output 3.</b></p> <p><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.</p>	<p><b>Indicator 1:</b> 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.</p> <p><b>Indicator 2:</b> Contributions to the development of two codes of conduct, ethical standards, or Corporate Social Responsibility policies and strategies for local business by June 2016.</p>	<p>There have been a substantial number of events at which the campaign was displayed, including three high end golf events; a workshop for Vietnamese Association of Women Entrepreneurs; a booth at the Young Business People's Association of VN plus the Wildlife Gala Dinner hosted by WCS in HCMC, attended by Government officers (high-ranking), celebrities and business leaders. A day-long seminar (paid for by match funding) at the Global Entrepreneurship Week (20 November, 2015): the seminar on "Corporate Innovative Governance and Image Development" was attended by 200 business leaders, government officers, local and international experts.</p> <p>TRAFFIC worked with VCCI to provide coaching for five well-known companies and integrate TRAFFIC's 'Chi CSR Guide'.</p> <p>The development of a Case study book with VCCI, which was further printed in mass copies and will be distributed at different VCCI business events throughout 2016, was the result of this coaching activity.</p>	

Project summary	Measurable Indicators	Progress and Achievements April 2015 - March 2016	Actions required/planned for next period
	<p><b>Indicator 3:</b> 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.</p> <p><b>Indicator 4:</b> Public statements from Government agencies and/or high-ranking Government official (e.g. MoH, MoNRE, CCPE, etc.) supporting the communications messaging by June 2016.</p> <p><b>Indicator 5:</b> Implementation of media campaign featuring identified "influencers" and communications messaging from June 2015.</p>	<p>TRAFFIC has successfully engaged the Vietnam's leading posts-telecommunications company to become the first state-owned enterprise to support a nation-wide campaign to protect wildlife through corporate social responsibility (CSR). VNPT is encouraging a commitment to zero tolerance of illegal wildlife consumption among its more than 90,000 employees by broadcasting the Chi behaviour change messages, including the Chi Campaign's social media video, and sharing information about the campaign and the illegal wildlife trade on the company's website and internal communication channels.</p> <p>A fully integrated media campaign was delivered and completed by December 2015, this featured many of the key influencers in the campaign including the YouTube video of Khai Silk, Do Minh and Huy Tuan sharing the message of chi.</p>	
<p>Activity 3.1 Organise reception, lectures, talks for business leaders with high-profile international business leader</p>		<p>During September 2014-December 2015 the project team has organised or attended at least 12 events to engage with the target consumer group as described in section 3.1. This has ranged from golf events, business conferences and training workshops working with business leaders, students, government agencies and traditional medicine professors.</p> <p>The below Chi campaign events were delivered with IWT-CF and match funding.</p> <p>November 2015 - TRAFFIC and VCCI held a seminar on "Corporate Innovative Governance and Image Development" for more than 200 business leaders, government officers, local and international experts. This seminar was part of Global Entrepreneurship Week, which is held in more than 160 countries. The event highlighted the opportunities that CSR provides for Vietnamese businesses to become role models in the ASEAN Economic Community (AEC). TRAFFIC also placed a Chi exhibition booth at the event to encourage event participants to sign a pledge of zero-tolerance towards rhino horn trade and consumption and to incorporate</p>	

Project summary	Measurable Indicators	Progress and Achievements April 2015 - March 2016	Actions required/planned for next period
		<p>wildlife protection into their companies' CSR policies.</p> <p>June 2015 – TRAFFIC organised training for VCCI trainers (TOT) on “social marketing and corporate social responsibility for small and medium-sized enterprises.” Within only six months (June – December 2015), trainers reported successfully integrating CSR and Chi messaging in over 80 training courses for small and medium enterprises (SMEs) with the participation of 3,000 SMEs representatives. These training courses were implemented in more than 20 cities and provinces.</p> <p>Since June 2015 - VCCI staff and trainers identified and coached five SMEs in Vietnam to successfully adopt a policy of zero tolerance towards wildlife consumption in their CSR practices. Specific examples of CSR practices include making a public announcement of the company's commitment to protecting wildlife, placing Chi communication materials and displaying standees advocating zero-tolerance of wildlife consumption at their offices, and addressing staff on the issue. A 'Case-Study book' titled “Vietnamese Businesses support zero-tolerance towards wildlife consumption, aiming at sustainable development” was drafted in the reporting period in order to celebrate, showcase, and reward the efforts of these five companies. This book will be distributed amongst VCCI members in early 2016. The five businesses will continue to receive coaching support on this issue until June 2016, via VCCI's own management and expense.</p> <p>June 2015 – A Chi-themed Bike Ride for the Da Nang Business Community (central of Vietnam) promoted the role of Chi and CSR in wildlife protection, and educated over 100 riders (business leaders in Da Nang) and the public about the effects of illegal wildlife Trafficking and consumption.</p> <p>July 2015 - TRAFFIC and VCCI jointly held a capacity-building course on “social marketing and cooperate social responsibility for SMEs” for VCCI staff. Following the workshop, participants created an Action Plan to use their training to deliver the messaging about CSR, wildlife protection and “Chi” to VCCI members across the country.</p>	

Project summary	Measurable Indicators	Progress and Achievements April 2015 - March 2016	Actions required/planned for next period
		<p>July 2015 – VCCI and TRAFFIC presented Chi and CSR to nearly 60 business leaders in Hanoi at a workshop titled “Corporate Image Building - Intercultural Management – Success - driven factor.”</p> <p>August 2015 - TRAFFIC and VCCI presented Chi, CSR and social marketing as a way to change behaviour to over 50 business leaders in HCMC through a workshop titled “Communications and Marketing Management.”</p> <p>November 2015 - TRAFFIC and VCCI hosted a workshop for logistics companies about managing risks associated with the illegal wildlife trade. The workshop emphasized CSR practices that address wildlife protection and a zero-tolerance of endangered wildlife consumption as two major strategies for risk management. Representatives from over 35 companies attended and signed a pledge of zero tolerance of endangered wildlife trade and consumption.</p> <p>December 2015 – TRAFFIC and VCCI provided training on “HR Management” to incorporate CSR and wildlife protection into HR Policy. Forty business leaders attending the training pledged zero-tolerance of endangered wildlife consumption.</p>	
Activity 3.2 Organise high-profile corporate engagement events with Vietnamese business leaders to deliver messages to key consumer groups		<p>As stated above the project team has organised or attended at least 12 events ranging from golf events, business conferences and training workshops working with both business leaders, students, government agencies and traditional medicine professors. The project team worked well at incorporating Chi activities into events that partners were already organising.</p> <p>The below Chi campaign events were delivered with IWT-CF and match funding.</p> <p>On World Rhino Day, 22 September 2015, TRAFFIC hosted a high profile event called Nail it for Rhino to celebrate the achievements of all parties in Vietnam working on rhino-related issues. The event received nearly 100 participants, including many VIP guests: the Ambassador of South Africa, the Ambassador of Mozambique, the Deputy Director General of CITES, US Embassy Chief of Unit, representatives of government ministries including the Ministry of Health and the Central Committee for</p>	

Project summary	Measurable Indicators	Progress and Achievements April 2015 - March 2016	Actions required/planned for next period
		<p>Propaganda and Education, leaders from the Vietnam Chamber of Commerce and Industry, influential businessmen, and members of the press.</p> <p>TRAFFIC participated in the CEO Forum 2015, one of the largest annual business events in Vietnam, with a Chi-themed information booth and with the showing of the three-minute version of the Chi behaviour change film. This year's CEO forum, held in September in HCMC, was particularly significant as it marked the milestone establishment of the ASEAN Economic Community (AEC) of more than 600 million potential consumers.</p> <p>- November 2015 - TRAFFIC and VCCI held a seminar on “Corporate Innovative Governance and Image Development” for more than 200 business leaders, government officers, local and international experts. This seminar was part of Global Entrepreneurship Week, which is held in more than 160 countries. The event highlighted the opportunities that CSR provides for Vietnamese businesses to become role models in the ASEAN Economic Community (AEC). TRAFFIC also placed a Chi exhibition booth at the event to encourage event participants to sign a pledge of zero-tolerance towards rhino horn trade and consumption and to incorporate wildlife protection into their companies' CSR policies.</p> <p>- June 2015 – Organised training for VCCI trainers (TOT) on “Social marketing and corporate social responsibility for small and medium-sized enterprises.” Within only six months (June – December 2015), trainers reported successfully integrating CSR and Chi messaging in over 80 training courses for small and medium enterprises (SMEs) with the participation of 3,000 SMEs representatives. These training courses were implemented in more than 20 cities and provinces.</p> <p>- Since June 2015 - VCCI staff and trainers identified and coached five SMEs in Vietnam to successfully adopt a policy of zero tolerance towards wildlife consumption in their CSR practices. Specific examples of CSR practices include making a public announcement of the company's commitment to protecting wildlife, placing Chi communication materials and displaying standees advocating zero-tolerance of wildlife consumption at their offices, and addressing staff on the issue. A 'Case-Study book' titled “Vietnamese Businesses support zero-tolerance towards wildlife</p>	

Project summary	Measurable Indicators	Progress and Achievements April 2015 - March 2016	Actions required/planned for next period
		<p>consumption, aiming at sustainable development” was drafted in the reporting period in order to celebrate, showcase, and reward the efforts of these five companies. This book will be distributed amongst VCCI members in early 2016. The five businesses will continue to receive coaching support on this issue until June 2016, via VCCI's own management and expense.</p> <ul style="list-style-type: none"> <li>- June 2015 – A Chi-themed Bike Ride for the Da Nang Business Community (central of Vietnam) promoted the role of Chi and CSR in wildlife protection, and educated over 100 riders (business leaders in Da Nang) and the public about the effects of illegal wildlife Trafficking and consumption.</li> <li>- July 2015 - TRAFFIC and VCCI jointly held a capacity-building course on “Social marketing and cooperate social responsibility for SMEs” for VCCI staff. Following the workshop, participants created an Action Plan to use their training to deliver the messaging about CSR, wildlife protection and “Chi” to VCCI members across the country.</li> <li>- July 2015 – VCCI and TRAFFIC presented Chi and CSR to nearly 60 business leaders in Hanoi at a workshop titled “Corporate image building - Intercultural management – Success - driven factor.”</li> <li>- August 2015 - TRAFFIC and VCCI presented Chi, CSR and social marketing as a way to change behaviour to over 50 business leaders in HCMC through a workshop titled “Communications and Marketing Management.”</li> <li>- November 2015 - TRAFFIC and VCCI hosted a workshop for logistics companies about managing risks associated with the illegal wildlife trade. The workshop emphasized CSR practices that address wildlife protection and a zero-tolerance of endangered wildlife consumption as two major strategies for risk management. Representatives from over 35 companies attended and signed a pledge of zero tolerance of endangered wildlife trade and consumption.</li> </ul>	
Activity 3.3 Disseminate message through social media and internet avenues (e.g. Google)		As mentioned in section 3.1 the Chi microsite was launched in February 2015 and is still live, the website engages the target audience in more in-depth discussions about Chi and misperceptions regarding rhino horn use. During an initial 6-week period, close to 15 million hits registered at the	

Project summary	Measurable Indicators	Progress and Achievements April 2015 - March 2016	Actions required/planned for next period
		<p>Chi website. To promote the website a banner promotion was launched and Google AdWords Pay-per-Click were used.</p> <p>TRAFFICS Facebook fan page also shared all of the Chi related activities.</p>	
<p>Activity 3.4 High-profile event directed at key consumer groups – e.g. TEDx</p>		<p>The Chi message was delivered directly to the target audience through a wide variety of business and luxury events including:</p> <p>The project had a booth at the Global Entrepreneurship Week event organised by the VN Chamber of Commerce and Industries in Hanoi (November 2014). This was attended by over 200 people and the 10 most leading business media in Vietnam (TV, print and online). TRAFFIC produced information relating to the trade in rhino horn that was distributed to all participants as part of their conference packages.</p> <p>We attended the Wildlife Gala Dinner hosted by WCS in HCMC, attended by Government officers (high-ranking), celebrities and business leaders. TRAFFIC delivered a presentation to those present and communication materials were distributed. This also provided an excellent networking opportunity.</p> <p>In year one we put on two initial ‘pilot’ events at the Ciputra Club, Hanoi’s only elite driving range within city center during last reporting period (November-December 2014). However, turnout was low—particularly at the second pilot—due to a combination of factors. Based on low turnout at the pilot golf events, we decided not to invest in further stand-alone Chi events, but instead to integrate Chi messaging into events organized by other corporate partners targeting Mr. L from January 2015 onward. Thus Chi messaging and face-to-face engagement were then integrated into three events organized by other corporate partners during the second half of the year:</p> <ul style="list-style-type: none"> <li>iii) Forbes Vietnam 2015 Golf Tournament at Long Thanh Golf Club (HCMC) in March;</li> <li>iv) ii) Phuong Dong Golf Club &amp; Friends 2015 in Kings' Island Golf Resort (Dong Mo, Hanoi) in April</li> </ul>	



Project summary	Measurable Indicators	Progress and Achievements April 2015 - March 2016	Actions required/planned for next period
		<p>v) And iii) the Robb Report CEO Dinner in Hanoi in late June 2015.</p> <p>Business conferences (e.g. Vietnam Business Association/HN-HCMC Stock Exchange conference) and business exhibitions (e.g. the Contech Mining Exhibition 2015 in Hanoi).</p> <p>TRAFFIC participated in the CEO Forum 2015, one of the largest annual business events in Vietnam, with a Chi-themed information booth and with the showing of the three-minute version of the Chi behaviour change film. This year's CEO forum, held in September in HCMC, was particularly significant as it marked the milestone establishment of the ASEAN Economic Community (AEC) of more than 600 million potential consumers.</p> <p>At all of these events, participants were exposed to the Chi message through face-to-face interactions with campaign promoters, printed Chi materials, talks and presentations, and the Chi behaviour change videos. Chi indoor billboards and standees are also present at many of the events and have continued to be displayed beyond the events' duration for events at tennis and golf clubs.</p>	
<p>Activity 3.5 Messages placed in prominent magazines or newspapers through workshops and meetings</p>		<p>A PR campaign was launched in 2015, PSI worked with popular journalists and magazine forums popular among Mr. L to write feature articles regarding Chi and the rhino horn issues in terms that are likely to resonate with Mr. L. Two Chi editorials were placed in Vietnam Airline's in-flight magazine, Heritage, for 4 months as described above. PSI worked closely with Heritage on content development and design. At least 4 different drafts were developed by PSI prior to receiving Heritage approval. Although it was challenging to negotiate with such a prestige magazine such as Heritage to be true to our insights about Mr. L – they pushed PSI several times to have a simple general piece on rhino horn extinction situation and not mention anything on Vietnam rhino horn market – this is still one of the most targeted channel which promises the campaign to reach thousands of Vietnam Airlines customers weekly.</p> <p>In conjunction with the partnership PSI negotiated for with the sponsorship</p>	

Project summary	Measurable Indicators	Progress and Achievements April 2015 - March 2016	Actions required/planned for next period
		<p>of the Robb Report's CEO dinner in June 2016, Robb Report released two full-page editorial pieces about the event and the Chi campaign. PSI also worked with Robb Report to create a PR page which promoted ideas that style and masculinity comes from within and maybe, a bespoke suits, but definitely not from a piece of horn</p> <p>We worked with Otofun forum in late April 2015 (the top website/forum on automobiles in Vietnam with close to 30 million views per month, 80% members are male, among which 60% are aged 30-50) to organize a simple contest (Write 'What Chi means to me' with free prizes from commercial partners that PSI has been able to secure e.g. full day pass to play golf). We will develop and provide an introduction piece of the campaign and our contest along with the link to play our personality quiz and complete 'What Chi means to me' questionnaire for the forum's admin team to post and mark as a sticky thread (placed permanently at the top of its social box) for two weeks.</p> <p>The Chi campaign had coverage in the following press for World Rhino Day celebration:</p> <ul style="list-style-type: none"> <li>• VTV3 - Part of Morning Café Program: <a href="http://vtv.vn/truyen-hinh-truc-tuyen/vtv3/ca-phe-sang-0.htm?mobile=true">http://vtv.vn/truyen-hinh-truc-tuyen/vtv3/ca-phe-sang-0.htm?mobile=true</a></li> <li>• Ha Noi TV - 11h30 News: <a href="http://hanoitv.vn/Media/154/Video/Ban-tin-thoi-su/c17/Chuong-trinh-Thoi-su-11h30-ngay-2392015/15885.htm">http://hanoitv.vn/Media/154/Video/Ban-tin-thoi-su/c17/Chuong-trinh-Thoi-su-11h30-ngay-2392015/15885.htm</a></li> <li>• "Nail it for Rhinos": <a href="http://moitruongvadoisong.vn/2015/09/23/cat-mong-tay-vi-te-giac/">http://moitruongvadoisong.vn/2015/09/23/cat-mong-tay-vi-te-giac/</a></li> <li>• "Nail it for Rhinos" on the World Rhino Day: <a href="http://www.tinmoitruong.vn/tin-mang-luoi-truyen-thong-moi-truong/cat-mong-tay-vi-te-giac--nhan-ngay-te-giac-the-gioi-160-45394-1.html">http://www.tinmoitruong.vn/tin-mang-luoi-truyen-thong-moi-truong/cat-mong-tay-vi-te-giac--nhan-ngay-te-giac-the-gioi-160-45394-1.html</a></li> <li>• "Nail it for Rhinos": <a href="http://www.thiennhien.net/2015/09/23/cat-mong-tay-vi-te-giac/">http://www.thiennhien.net/2015/09/23/cat-mong-tay-vi-te-giac/</a></li> <li>• Vietjet celebrates the World Rhino Day: <a href="http://infony.vn/vietjet-huong-ung-ngay-te-giac-the-gioi-post176585.info">http://infony.vn/vietjet-huong-ung-ngay-te-giac-the-gioi-post176585.info</a></li> </ul> <p>- The Chi Bike Ride was featured on several online print and broadcast outlets, including <a href="http://www.vccidanang.com.vn/63-55-2696/DOANH-">http://www.vccidanang.com.vn/63-55-2696/DOANH-</a></p>	

Project summary	Measurable Indicators	Progress and Achievements April 2015 - March 2016	Actions required/planned for next period
		<p><a href="http://nhan-da-nang-dap-xe-co-vu-bao-ve-d.aspx">NHAN-DA-NANG-DAP-XE-CO-VU-BAO-VE-D.aspx</a>.</p> <ul style="list-style-type: none"> <li>- The “Social marketing and cooperate social responsibility for SMEs” course was covered by various media outlets as well as VCCI's website (<a href="http://vcci.com.vn/vcci-nang-cao-nang-luc-cho-can-bo-trong-viec-bao-ve-dong-thuc-vat-hoang-da-nguy-cap">http://vcci.com.vn/vcci-nang-cao-nang-luc-cho-can-bo-trong-viec-bao-ve-dong-thuc-vat-hoang-da-nguy-cap</a> ).</li> <li>- The workshop for logistics companies inspired a high level of enthusiasm and interest among event participants. The event was covered on VITV (<a href="http://vitv.vn/tin-video/02-11-2015/ban-tin-hop-tin-viet-nam-18h-phat-song-1800-02-11-2015/30699?t=1108">http://vitv.vn/tin-video/02-11-2015/ban-tin-hop-tin-viet-nam-18h-phat-song-1800-02-11-2015/30699?t=1108</a> (VITV, 18:28), in Vietnam News (the national English-language newspaper), and in a news article about a multilateral dialogue about combatting wildlife trade between Vietnam and Mozambique, Kenya and Tanzania.</li> <li>- Coverage of the “Corporate Innovative Governance and Image Development” seminar was featured on various TV channels, including the National Assembly TV (<a href="http://www.quochoitv.vn/kinh-te-xa-hoi/2015/11/quan-tri-doi-moi-xay-dung-hinh-anh-doanh-nghiep/83008">http://www.quochoitv.vn/kinh-te-xa-hoi/2015/11/quan-tri-doi-moi-xay-dung-hinh-anh-doanh-nghiep/83008</a>), and in more than 20 articles published in online newspapers.</li> <li>- Coverage of the “HR Management” training was featured on VCCI's website and other media outlets.</li> <li>- The Tourism Promotion Workshop was featured in various media outlets, including <a href="http://www.sggp.org.vn/thongtincanuc/2015/12/406563/">http://www.sggp.org.vn/thongtincanuc/2015/12/406563/</a></li> </ul>	
Activity 3.6 High-profile Government champion identified to raise the profile of the issue		<p>In November 2015 at the monthly Congress held by CCPE for propagandists from around the country, Mr. Bui The Duc, Vice Chairman of CCPE, spoke to provincial propagandists about wildlife Trafficking and “issues of rare and endangered wildlife protection” to provide guidance on protecting wildlife “in line with the direction of the State and the Party.” With the government Communications Committee endorsing wildlife Trafficking as an issue of importance, we hope to see the issue receive greater attention in the media and for this attention to help shape the social norms around endangered wildlife consumption and trade and to bring greater scrutiny to enforcement efforts.</p>	
Activity 3.7 Workshops with Doctors’ associations and medical service providers to disseminate message		<p>In November 2015 TRAFFIC and T5G organised two TOT workshops for professors and final year students from 11 leading pharmacy and traditional medicine universities as described in section 3.1.</p>	

Project summary	Measurable Indicators	Progress and Achievements April 2015 - March 2016	Actions required/planned for next period
Activity 3.8 Public event involving key medical professionals		After the TOT workshops were delivered, the Hanoi and HCMC, traditional medicine (TM) universities held their own trainings to encourage the next generation of TM practitioners to adopt the new tradition of a zero tolerance of the use of endangered wildlife in TM. The communications materials developed in conjunction with the TMA were distributed at these events.	
Activity 3.9 Design and produce a series of YouTube viral videos with key influencers in Vietnamese		TRAFFIC worked with Galaxy Creative to produce two behaviour change films (a three-minute and a one-minute version) to spread virally through social media among the key consumers of rhino horn (Mr. L) and to be shown at Chi-related events. The film clips featured three influential Vietnamese business leaders: Mr Khai Silk, CEO of the Vietnamese fashion, food and hospitality conglomerate Khai Silk Corporation; Mr Huy Tuan, a famous music composer and director; and Mr Do Ngoc Minh, CEO of Luala, a high-end designer fashion and lifestyle concept store. In the films, these thought leaders expressed their opinions on rhino horn consumption and the rhino poaching issue. They pledged zero-tolerance of rhino horn consumption and called on their peers and the general public to stop consuming rhino horn. See more: <a href="https://www.youtube.com/watch?v=Z_pXGYrs0Dk">https://www.youtube.com/watch?v=Z_pXGYrs0Dk</a>	
Activity 3.10 Targeted direct mail through credit card and airline mileage statements		Chi campaign messages were dissemination through the Chi-themed envelopes/postcards for elite passengers on Vietnam Airlines flights departing from Hanoi and HCMC. The first round of Chi VIP boarding pass envelopes and cards were distributed to 44,000 VIP travelers through Hanoi Noi Bai, and to 66,000 VIP travellers through Ho Chi Minh City between January and April 2015.  In May 2015, an updated envelope/postcard to be placed during the peak summer travel period was developed. The information about the <a href="http://www.suctaichi.com">www.suctaichi.com</a> website was listed on the document to further engage the recipients. In total, 110,000 Chi envelopes/postcards were distributed to 44,000 VIP travelers in Hanoi and 66,000 VIP travelers in HCMC between June and August 2015.	

Project summary	Measurable Indicators	Progress and Achievements April 2015 - March 2016	Actions required/planned for next period
<p><b>Output 4 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.</p>	<p><b>Indicator 1:</b> Assessment of project annual progress reports monitoring and evaluating the effectiveness of specific activities and messaging.</p> <p><b>Indicator 2:</b> Completion of repeat comparative consumer research to 2013 baseline study using similar methods and across indicative sample by February 2016.</p> <p><b>Indicator 3:</b> 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.</p> <p><b>Indicator 4:</b> Production and TAG approval of evaluation report including lessons learned and report made available for uptake and consideration by May 2016.</p>	<p>The project log frame and time plan have been used to monitor progress of the overall project successfully. The timeline was managed by Trinh Nguyen and progress updates were given to the rest of the project team in monthly meetings</p> <p>One consumer survey was carried out prior to the project's inception and then, two consumer surveys were carried out during the lifetime of the project to measure changes in the consumer in order to evaluate the Chi campaigns impact. Once the results have been reviewed, TRAFFIC will present the report to the TAG and relevant stakeholders for additional insight and feedback by June 2016.</p> <p>A behavior change expert stakeholder workshop was held in March 2016 in Hong Kong where the Chi messaging was shared with other experts and enabled the project team to present the preliminary outcomes from the consumer survey. Also in March 2016, TRAFFIC presented the behaviour change framework and Chi at the ASEAN-WEN meeting in Siem Reap, Cambodia.</p>	
<p>Activity 4.1 Ongoing monitoring and evaluation of activities and messaging</p>		<p>Monitoring of the project messaging and activities was reviewed throughout the life of the communication plan.</p> <p>This included reviewing the placement plan for billboards, online banners, event materials, direct mail, messaging on airline boarding cards, website stats and at all events and the two consumer surveys.</p>	
<p>Activity 4.2 Continual engagement with TAG</p>		<p>TRAFFIC continue to engage with the TAG however some members are more active than others. The two experts from VCCI and T5G have worked closely with the project and are the most proactive members when</p>	

Project summary	Measurable Indicators	Progress and Achievements April 2015 - March 2016	Actions required/planned for next period
		consulted. The other members are extremely busy and preferred to be consulted by email or on the phone and sometimes can be difficult to get a response from. The team will continue to work with this group going into phase two of the Chi campaign.	
Activity 4.3 Repeat consumer research undertaken and analysed including report publication		<p>A repeat consumer research was conducted during the period of Nov 2015 to March 2016 by Indochina Recherche to evaluate the impact of Chi Campaign.</p> <p>A first draft of the Evaluation Report has been submitted by Indochina Research. It is now in the final review process within TRAFFIC.</p> <p>This survey provided data to compare against the baseline survey (completed in 2014) and provided the means to evaluate the achievement of the Project outcome as it directly measures the attitude and behaviour change impact of the targeted audience.</p>	
Activity 4.4 Expert and stakeholder workshop organised and undertaken		In March 2016 more than 100 behaviour change experts and practitioners met in Hong Kong to formulate innovative approaches and action plans to change the knowledge, attitudes and practice of consumers of illegal wildlife products. Participants from approximately 60 organizations across the globe represented diverse professional and research experience on influencing consumer choice and a wide spectrum of markets, economies and cultures.	
Activity 4.5 TAG approval of evaluation report		TRAFFIC will present the results of the consumer survey report to the TAG and relevant stakeholders for additional insight and feedback by June 2016.	
<b>Output 5 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	<b>Indicator 1:</b> 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.	<p>TRAFFIC have participated in commenting on the CITES MA rhino horn report for the SC66. TRAFFIC have also presented a letter including concerns and comments at the SC66 meeting.</p> <p>TRAFFIC are planning to deliver a Demand Reduction side event at CoP17, IUCN WCC and Hanoi IWT conference however this will fall outside the lifetime of this project.</p>	

Project summary	Measurable Indicators	Progress and Achievements April 2015 - March 2016	Actions required/planned for next period
endangered species.	<p><b>Indicator 2:</b> Hosting of Demand Reduction Side Event at CITES CoP17 in 2016 to share experiences and highlight project outcomes as a model for future initiatives.</p> <p><b>Indicator 3:</b> Acceptance for publication of peer reviewed journal article outlining project results by June 2016</p>	Papers have been written that incorporate the learning's from the Chi campaign (listed under section 3.1 output 5 activities)	
Activity 5.1 Documents for CITES Standing Committee meetings written, reviewed and submitted		TRAFFIC participated in commenting on the CITES MA rhino horn report for the SC66. TRAFFIC Int. Presented a letter including these concerns and comments at the SC66 meeting	
Activity 5.2 Presentation of documents of project at CITES Meetings		TRAFFIC has had several face to face meetings with the CITES MA in Vietnam and have kept CITES MA up to date about the progress of the Chi campaign work during these meetings.	
Activity 5.3 Demand Reduction Side Event planned and executed at CITES CoP17		TRAFFIC are planning to deliver a Demand Reduction side event at the CoP17 and IUCN WCC conference however this will fall outside the lifetime of this project.	
Activity 5.4 Journal article written and submitted to journal		Several papers have been written and are listed under section 3.1 output 5	
Activity 5.5 Presentation of the project at AfRSG and AsRSG meetings		The Chi campaign was presented at the AfRSG conference in Kruger National Park in February 2016. There has not been an AsRSG meeting since 2012.	

## Annex 2 Logframe

### 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 CITES Decision 16.85.</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
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	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.

### 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.

<b>Output 3</b>	
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.

<b>Output 4</b>	
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.

<b>Output 5</b>	
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>
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

<b>Output 2</b>	
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

### **Annex 3 Standard Measures**

In future years it is our intention to develop a series of standard measures in order to collate some of the quantitative measures of activity, input and output of IWT projects. These will not be measures of the impact or effectiveness of IWT projects but will contribute to a longer term dataset for Defra to draw upon. The collection of standard measures data will be important as it will allow us to understand the combined impact of all the UK Government funded Challenge Fund projects. This data will therefore provide useful information for the Defra Secretariat and for Defra Ministers regarding the Challenge Fund.

The standard measures for the IWT Challenge Fund are currently under development and it is therefore not necessary, at present, to complete this Annex. Further information and guidance about the IWT standard measures will follow.



**Annex 4 Onwards – supplementary material (optional but encouraged as evidence of project achievement)**

**Checklist for submission**

	Check
<b>Is the report less than 10MB?</b> If so, please email to <a href="mailto:IWT-Fund@ltsi.co.uk">IWT-Fund@ltsi.co.uk</a> putting the project number in the subject line.	Y
<b>Is your report more than 10MB?</b> If so, please discuss with <a href="mailto:IWT-Fund@ltsi.co.uk">IWT-Fund@ltsi.co.uk</a> about the best way to deliver the report, putting the project number in the subject line.	
<b>Have you included means of verification?</b> You need not submit every project document, but the main outputs and a selection of the others would strengthen the report.	Y
<b>Do you have hard copies of material you want to submit with the report?</b> If so, please make this clear in the covering email and ensure all material is marked with the project number.	N
Have you involved your partners in preparation of the report and named the main contributors	Y
Have you completed the Project Expenditure table fully?	Y
Do not include claim forms or other communications with this report.	