

## Illegal Wildlife Trade: Half Year Report

(due 31<sup>st</sup> October 2014)

<b>Project Ref No</b>	IWT04
<b>Project Title</b>	Reducing rhino horn demand through behaviour change in Vietnam
<b>Country(ies)</b>	Vietnam
<b>Lead Organisation</b>	Save the Rhino International
<b>Collaborator(s)</b>	TRAFFIC and Population Service International
<b>Project Leader</b>	Susie Offord
<b>Report date and number (eg HYR1)</b>	October 2014, HYR1
<b>Project website</b>	N/A yet

**1. Outline progress over the last 6 months (April – Sept) against the agreed baseline timetable for the project (if your project has started less than 6 months ago, please report on the period since start up to end September).**

Overall the progress against the project activities has been good with a number of activities planned for this reporting period already held or completed and others on schedule for the next reporting period.

Below is an outline of the progress over the last 6 months links directly with the agreed baseline timetable presented in Annex 1 of this report. The timetable has been included here for ease of reporting and an additional column added with specific details of progress or comments has been included. To enable the full list of activities to be included along with the report on progress the timetable is presented only for the first 12 months of the project, noting that a number of the activities commenced in this reporting period extend in to the coming years.

**2a. Give details of any notable problems or unexpected developments that the project has encountered over the last 6 months. Explain what impact these could have on the project and whether the changes will affect the budget and timetable of project activities.**

There have been no notable problems or unexpected developments in the project over the last 6 months. There will be some staff changes in the project management in the coming reporting period; however plans have already been put in place to ensure a smooth transition and no overall impact on the management of the project. The staff changes will be notified in a change request with no impact expected on the budget or timeline. There may be a small underspend in the charges for one staff line in the budget but this is not expected to impact on activities.

Other activities continue as planned under the timeline and collaboration with partners continues to be good with overall progress towards the objectives significant.

**2b. Have any of these issues been discussed with LTS International and if so, have changes been made to the original agreement?**

Discussed with LTS: Yes

Formal change request submitted: Yes

Received confirmation of change acceptance No

**3a. Do you currently expect to have any significant (eg more than £5,000) underspend in your budget for this year?**

Yes  No  Estimated underspend: £

**3b. If yes, then you need to consider your project budget needs carefully as it is unlikely that any requests to carry forward funds will be approved this year.** Please remember that any funds agreed for this financial year are only available to the project in this financial year.

If you anticipate a significant underspend because of justifiable changes within the project and would like to talk to someone about the options available this year, please indicate below when you think you might be in a position to do this and what the reasons might be:

No significant underspend expected.

**4. Are there any other issues you wish to raise relating to the project or to IWT challenge Fund management, monitoring, or financial procedures?**

No other issues to be raised from the current reporting period

**Please note: Any planned modifications to your project schedule/workplan can be discussed in this report but **should also** be raised with LTS International through a Change Request.**

Please send your **completed report by email** to Joanne Gordon at [IWT-Fund@ltsi.co.uk](mailto:IWT-Fund@ltsi.co.uk). The report should be between 2-3 pages maximum. **Please state your project reference number in the header of your email message eg Subject: 001 IWT Half Year Report**

Activity	No of Months	Financial year 2014/15				NOTES and report on progress
		Q1	Q2	Q3	Q4	
		04 - 06	07- 09	10 - 12	01 - 03	
Output 1						
1.1 Research to identify influencers / key opinion leaders for consumer groups	3					Activity completed in regards to current identified target group and on going for a number of other potential consumer groups. Initial discussions with identified influencers under way.
1.2 Identify behaviour change experts to join network;	2					A number of potential members identified but efforts on going to engage with these and identify others interested in joining a larger network.
Establish network through meetings, correspondence, online discussion group	3					Initial updates and discussions with potential network members held on email or through face to face meetings. More formal network communications to be set up once additional members identified.
Maintain regular communication with network and involve in activities	8					On going into next reporting period.
1.3 Identify subset of network members to establish Technical Advisory Group (TAG)	1					As above. Initial members identified and discussions on going.
Develop ToRs, methods and schedule of engagement	2					Under development and refinement.
Maintain regular updates	2					On going into next reporting period.
1.4 Mapping of communication channels;	4					Completed in regards to target consumers.
Identifying priority channels for key consumer groups;	2					Completed in regards to target consumers with placement plan for current images being developed based on primary communication channels.
Draft plan of engagement	2					Draft placement plan including communication channels produced. Further work to be completed during initial placement and assessment.
Initial approaches made to media and communication channels	2					Initial approaches made to a number of identified channels.
1.5 Meeting with project partners and stakeholders to develop detailed strategy	2					Initial discussions and meetings held. Project partners meet on a regular basis for updates and continued discussions.
1.6 Coordinate review of strategy	2					Draft strategy developed with additional detail to be added before circulation.
1.7 Meeting with creative experts to brainstorm messaging and branding (including Government)	2					Meeting held as part of development of initial image for target group.

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						Meeting happened in October for stakeholders to develop targeted messaging for medical consumers.
1.8 Testing and finalisation of messaging	2					Initial messaging tested and finalised already. Message will be adjusted based on on-going monitoring and feedback.
1.9 Develop and agree on framework for delivery with regular updates following evaluation of effectiveness and implementation	3					Discussions on method and framework commenced.
1.10 Workshop to share finalised strategy and framework with partners and stakeholders	1					Timing to be finalised based on current discussions.
Output 2						
2.1 Design communication materials and products	2					Initial design of campaign materials and messages has been finalised with additional funding from previous projects. These images will be further refined in coming months with "influencers" identified in previous research.  A workshop is planned with the Ministry of Health to also assist with input to specific messaging for this target audience.
2.2 Stakeholder meeting and consultation to agree on design materials	2					Technical review, pre testing and feedback on the initial messages have been completed but further stakeholder meetings will be conducted with refined messages.
2.3 Production of communications materials	2					A number of materials have been developed based on the initial messages and these have already been distributed at a number of events. Further events are planned.
2.4 Engage and manage international "influencer"	3					Identification of an international "influencer" is still underway.
2.5 Engage and manage Vietnamese "influencers"	3					Initial discussions with identified Vietnamese "influencers" have commenced and these individuals will be featured in the additional communications messaging and events.
2.6 Engage and consult with Government agencies through face-to-face meetings	10					Meetings with Government agencies including Ministry of Health, Ministry of agriculture and Rural Development, Ministry of Natural Resources and Environment are on going and held at regular intervals.

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2.7	Engage and discuss with TM associations through face-to-face meetings	9				A workshop involving the TM Associations took place in October.
2.8	Engage with Vietnamese media and communications channels to assist in disseminating messaging through workshops and meetings	10				Engagement with media is on going. Regular updates on activities are provided to media through Press Releases and other information. Responses to specific requests are also on going.
Output 3						
3.1	Organise reception, lectures, talks for business leaders with high-profile international business leader	8				Future reporting period. Discussions and planning underway.
3.2	Organise high-profile corporate engagement events with Vietnamese business leaders to deliver messages to key consumer groups	6				Future reporting period. Discussions and planning underway.
3.3	Disseminate message through social media and internet avenues (e.g. Google)	21				Future reporting period. Discussions and planning underway.
3.4	High-profile event directed at key consumer groups – (e.g. TED ex)	3				Future reporting period.
3.5	Messages placed in prominent magazines or newspapers	5				Future reporting period. Discussions and planning underway including initial discussions with potential publishers for the identified target publications to reach the consumer group.
3.6	High profile government champion identified to raise the profile of the issue	3				Identification of a Government Champion is still underway. A number of individuals have already been identified and engaged on this issue including representatives from the Ministry of Health.
3.7	Workshops with Doctors' associations and medical service providers to disseminate message	2				Initial workshop to develop targeted message for medical practitioners to distribute is planned for October.
3.8	Public event involving key medical professionals	2				Future reporting period.
3.9	Design and produce a series of YouTube viral videos with key influencers in Vietnamese	4				Future reporting period.
3.10	Targeted direct mail through credit card and airline mileage statements	3				Discussions with Vietnam Airlines are currently underway for the distribution of the current campaign images through business class check in and the business class lounge.
Output 4						

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4.1 Ongoing monitoring and evaluation of activities and messaging	5					Information including in initial responses from the target audience to the placement of billboards and other communication materials has been gathered (see attachment).
4.2 Continual engagement with TAG	8					Future reporting period.
4.3 Repeat consumer research undertaken and analysed including report publication	9					Additional information on the influencers within the target consumer group was gathered and summarised to inform placement and event planning (see attached report). Future reporting period.
4.4 Expert and stakeholder workshop organised and undertaken	2					Future reporting period.
4.5 TAG approval of evaluation report	1					Future reporting period.
Output 5						
5.1 Documents for CITES Standing Committee meetings written, reviewed and submitted	8					Input to the Demand Reduction documents for the CITES SC meeting was provided and continues to be provided. This includes input to the development of a reporting format for Parties, directly relevant to Vietnam and the project outputs.
5.2 Presentation of documents of project at CITES Meetings	3					Future reporting period.
5.3 Demand reduction side event planned and executed at CITES CoP17	3					Future reporting period.
5.4 Journal article written and submitted to journal	6					Future reporting period.
5.5 Presentation of the project at AfRSG and AsRSG	2					Future reporting period.