

Project Ref No	IWT04
Project Title	Reducing rhino horn demand through behaviour change in Vietnam
Country(ies)	Vietnam
Lead Organisation	Save the Rhino International
Collaborator(s)	TRAFFIC and Population Service International
Project Leader	Susie Offord
Report date and number (eg HYR1)	31 st October 2015
Project website	http://suctaichi.com/

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).

IWT funds were used to design and develop a campaign and deliver some activities to reach the main consumers of rhino horn which we refer to as Mr L. The Chi campaign has been so successful that since its development additional funding has been sourced to deliver the campaign through even more activities. Below we have explained the activities which were fully funded by IWT and we have also included information where another funder covered the activity costs but they have used the Chi campaign to demonstrate all of the activities that have been delivered under the Chi campaign.

Chi Campaign - Fully funded under IWT

The project has continued to roll out the out Chi messaging placement plan over the last 6 months, this includes:

- **Billboards**
 - 70 outdoor billboards have been placed in Hanoi and HCMC at accessible locations to target audience (Mr.L) utilizing the Masculine Appeal and Spirituality creative until end of the year 2015.
 - 24 billboards were placed at tennis clubs from July to September 2015
 - Signage were placed at golf clubs in Hanoi and HCMC from July to September 2015
- **Direct marketing**
 - Direct marketing was printed and included in business lounges/check-ins targeting Vietnam Airlines Gold, Platinum card and business class passengers.
 - In May 2015, PSI designed an updated envelope/postcard to be placed during the peak summer travel period. The redesign was based on feedback from Mr. L including a request for more information and engagement PSI added new information to the printed materials including a fun crossword puzzle which related to different aspects of the Chi concept in Vietnamese as well as adding a testimonial/quote regarding perceived benefits of relying on one's inner strength. The Chi-branded envelopes/cards were then distributed in airports in Hanoi and Ho Chi Minh City until July 2015.
 - A one-page editorial piece was placed in the Heritage magazine between July and October 2015.
- **Digital media adverts**
 - The Chi microsite was launched in Feb 2015 to engage Mr L in more in-depth discussions about Chi and misperceptions regarding the benefits of rhino horn use. During an initial 6-week period the website had close to 15 million hits.

- Online banners promoting the Chi website were placed on the most popular on-line newspapers among business men including: www.vnexpress.net (Business sector), www.dantri.com.vn (Business sector) and www.dntvn.org.vn (Business Association website) in June and July 2015
 - Google Adwords pilot - 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 puts the microsite as one of the first hits when male residents of Hanoi or HCM search using keyword/s rhino horn and/or detox through their searches started in June 2015.
- **PR campaign**
 - An one full page PR piece was published on Robb Report in September 2015 featuring Chi and the rhino horn issues

The following activities used Chi theme with matching funds other than IWT to achieve Demand reduction goal.

Viral movie (3 minutes and 1 minutes) (Match funding)

A viral behaviour change movie was produced targeting the main key consumer of rhino horn. The viral movie featured 3 influential Vietnamese business leaders who are:

- Mr Khai Silk, CEO of Khai Silk Corporation which owns many fashion shops, coffee shops, restaurants and resort in Vietnam.
- Mr Huy Tuan, Vietnam famous music composer and director
- Mr Do Ngoc Minh, CEO of LuaLa, a high-end designer fashion and lifestyle concept store.

In the movie, the thought leaders expressed their opinions on rhino horn consumption and rhino poaching issue. They pledged a zero-tolerance commitment towards rhino horn consumption and called out for their counterparts and the public to stop consuming rhino horn. Here is a link to the movie https://www.youtube.com/watch?v=Z_pXGYrs0Dk

The movie was first launched on World Rhino Day, September 22, 2015. It then was widely broadcasted on various communications channels of TRAFFIC, WWF and conservation NGO networks.

In particular, from its launch:

- On TRAFFIC Facebook fanpage (From October 7)
 - After 24h: more than 23,000 views, 123 shares, 175 likes and 63,000 people reached.
 - After 1 week: more than 36,000 views, 225 shares, 230 likes and 88,000 people reached.
- On Youtube (From 14 Oct):
 - After 1 week: 528 views, 12 likes.

Celebrating World Rhino Day, September 22nd 2015 (Match funding)

TRAFFIC hosted a high-profile event called Nail it for Rhino to celebrate the achievements of all parties in Vietnam working on Rhino issues. The event received nearly 100 participants including many VIP guests who are: Ambassador of South Africa, Deputy Director General of CITES TRAFFIC international consultant, US Embassy Chief of Unit, and other representatives of ministries: Ministry of Health, Central Committee for Propaganda and Education, Vietnam Chamber of Commerce and Industry plus leading businessmen, people from the NGO sector and the press.

Participants at the event symbolized their commitment to changing attitudes towards rhino horn consumption through the donation of their fingernail clippings. The clippings filled a plastic horn to complete the event's centrepiece, a life-size rhino model. This one-of-a-kind rhino will be used in future awareness-raising events, helping people make the connection between horns and their nails and discouraging them from consuming rhino horn.

The event was well received and Traffic received a generous donation from the French government, the South African Embassy, the Embassy of the Kingdom of the Netherlands, and especially VietJet Airlines who donated the life-size rhino mock-up, strongly demonstrating their Corporate Social Responsibility commitment to support wildlife protection and combat wildlife trafficking via air through future activities with TRAFFIC.

The pictures of the event are captured in TRAFFIC SEA.GMP at www.facebook.com/trafficsea.gmp. The event was reported on Vietnam mainstream media



Activities with the Viet Nam Chamber of Commerce and Industry (VCCI) (Match funding)

- June 2015 - Training for VCCI trainers (TOT) on “Social marketing and corporate social responsibility for small and medium-sized enterprises.” So far within four months (June – September) after the TOT, trainers have already fed back that they have integrated CSR and Chi messaging in over 50 training courses for SMEs with the participation of 1,800 SMEs representatives. These training courses were implemented in about 20 cities and provinces (target: 100 training courses until the end of the year).
- June 2015 to June 2016 - Collaborated with VCCI to monitor and evaluate the team of trainers who have received TOT training to select and provide consulting for five typical small and medium-sized enterprises; help them integrate zero tolerance CSR approach towards wildlife consumption in their business practice.
- June 2015 - Organised a Chi Bike Ride for the Da Nang Business Community (central of Vietnam) to promote the role of Chi and corporate social responsibility (CSR) in wildlife protection, and to educate riders and the public about the effects of illegal wildlife trafficking and consumption. Participated by over one hundred of Da Nang’s business leaders.
- July 2015 – Organised a capacity building course for VCCI’s leaders and officers on “Social marketing and cooperate social responsibility for SMEs”. 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.
- July 2015 – Co-organised with VCCI a workshop on ‘Corporate image building - Intercultural management Success - driven factor’ targeting nearly 60 business leaders to present Chi and CSR in Hanoi
- August 2015 – Co-organised another workshop for over 50 business leaders in HCMC on “Communication Marketing Management” to present Chi, social marketing to change behaviour and CSR.

Collaboration with Ministry of Health (Match Funding)

Communication designs addressing the functional use of rhino horn in traditional medicine sector were developed by TRAFFIC and Ministry of Health's Traditional Medicine Administration and National Centre for Health Communication and Education in early 2015 were produced in mass quantity to distribute at upcoming training workshop last year students at 10 leading TM, Pharmacy Universities in Hanoi and HCMC to become behaviour change messengers.

Collaboration with Central Committee of Propaganda and Education (CCPE) - Match funding

The transport minister provided their approval for a Chi billboard at the Hanoi International and Domestic airports, within the week of signing of a new 3 year MOU with CCPE in July 2015.

This is an extraordinary rapid development and the team in VN is working hard to keep up this momentum and continue the positive relationship with CCPE. A behaviour change communications package using Chi idea and concept but broadened to general public was developed in close consultation with CCPE communication experts and Technical Advisory Group (TAG) and is now being finalised in consultation with the airport and CCPE.

CEO Forum 2015

TRAFFIC Vietnam engaged in one of the largest annual business events in Vietnam - the CEO Forum 2015, the year which mile-stones the establishment of the AEC (*ASEAN Economic Community of more than 600 million potential consumers*) in September, Ho Chi Minh City.

The event received 700 CEOs/corporates of diversified sectors (*80% from HCMC, 20% from others*) including key high-ranking speakers who are Minister of Justice, Vice Minister of Trade & Commerce, Chairman of large corporations in VN: Vinamilk, Phu Nhuan Jewelry, Boston Consulting Group, etc.



Chi creative messaging displayed at prominent function area during the event managed to capture attention of many CEOs/ business leaders. An outreach communication strategy was implemented to recruit significant feedbacks towards demand reduction of rhino horn consumption among the participants, including following

activities:

1. Distribution of Chi communication materials
2. Showed Chi video at Press Conference, during tea break & Gala dinner.
3. Interact directly with participants

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.

The administrative working process with different government authorities such as CCPE, MOH is complicated, time-consuming and inflexible created delays in rolling out activities as per expected deadlines.

TRAFFIC believes that the strength of this campaign is that the campaign message is directly targeted to a key consumer of rhino horn. It is envisioned that this targeted message could change the behaviour on the short-term (as per the project objectives). However, there is a concern that the behaviour change desired in Vietnam, due to the dominant cultural influence, may not occur as quickly as we would envision. There is evidence from a campaign run by PSI (on condom use) in Vietnam that measurable behaviour change only occurred after five years. This campaign was targeted at a much wider audience but did have the benefit of carrying a strong health message, so it is difficult to draw direct comparisons to help set expectations.

Although the project is measuring the success of each of its activities, measuring definitive behaviour change on an illegal activity over a short period of time is still complex and requires further research on how best to do this. The TRAFFIC's consumer behavioural change coordinator is driving several projects that will compile research and knowledge to generate a scientific foundation for demand reduction strategies. The project team identified in their reviews some problems with communication with one of the partners, PSI. In meetings and reports it became clear that there was an issue around expectations in the project and how flexible PSI could be with what activities they would deliver and allocate funding to. This was identified at the start of this year and has been managed to ensure all stakeholders are clear on expectations. The Traffic team have spent a lot of time with PSI to ensure they are clear on all aspects including reporting requirements and timings and that any changes need to be flagged up beforehand and need prior approval.

When planning the campaign timetable in the initial proposal assumptions had to be made about what activities would be done to reach Mr L and when these would be delivered. Research was then done in the first phase of the project and a Communications Plan produced. The Plan has then been reviewed regularly, adjusting to what is working and what should be changed based on feedback. The timings for the placement plan has changed from the original estimated timetable and the majority of the communication activities will be now be delivered a couple of months ahead of schedule. More costs were also associated with the development of the campaign messaging and testing of these than originally estimated.

The changes to the schedule have been initially discussed with LTS but an official change request has not been submitted yet, this will be done very shortly.

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:	No
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:

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

We did find it difficult to get all of the receipts from PSI for the reporting procedure and found their financial systems quite difficult to understand, as they were unsure in the early stages to what level of reporting they needed to provide. Traffic has worked with PSI on this issue and we now hope this has all been clarified and resolved.

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. 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**