

Illegal Wildlife Trade: Half Year Report

(due 31st October 2016)

Project Ref No	IWT004
Project Title	Reducing rhino horn demand through behaviour change in Vietnam
Country(ies)	Vietnam
Lead Organisation	Save the Rhino International
Collaborator(s)	TRAFFIC
Project Leader	Susie Offord
Report date and number (eg HYR1)	October 2016, HYR3
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).

The project was extended in the last 6 months to now complete in December 2016. This was due to delays we experienced with PSI and we wanted a longer period of time to measure changes in attitude, all of this has been communicated with LTS. We experienced quite a difficult issue getting the reporting from PSI whereby a lot of staff time and effort was put into retrieving the financial receipts from PSI, this included getting a lawyer involved and sending a staff member from TRAFFIC to Washington to eventually retrieve the receipts.

From December 2015 to February 2016, TRAFFIC and Indochina Research (a market research agency) completed a consumer survey amongst the Chi audience reviewing the campaign success from 2014 to 2015. The survey analysis took longer to complete due to TET (Vietnamese New years whereby most organisations close for a couple of weeks) and delayed the analysis.

We had originally planned to do the second consumer survey in September 2016 however due to the delays in getting the analysis completed in the previous survey, we decided to carry the survey with Indochina Research between November to December 2016. These dates were chosen to complete the analysis before TET 2017 but to give the researchers a longer period to evaluate. The final results will be reported to IWT in the final report in March 2017. TRAFFIC will then produce a peer-reviewed paper on the success of the campaign.

Engagement with the original Technical Advisory Group (TAG) is still a challenge in Viet Nam. We sent the Chi phase 2 images and messaging via emails to seek for TAG's inputs but the responses were very low. We have invited members of TAG to attend many of our events and not were able to attend. However, the TRAFFIC team in Vietnam also participate in the global-network Demand Reduction Webinar series regularly where they have been able to meet behavioural change experts from other countries and managed to contribute ideas and information to the Community of Practice.

TRAFFIC has participated in commenting on the CITES Management Authority rhino horn report for the SC66. TRAFFIC has also presented a letter including concerns and comments at the SC66 meeting. TRAFFIC organised a Demand Reduction side event at the 17th Conference of the Parties (COP17) on 'Informing and Supporting Behaviour Change Approaches to Reduce Demand for Illegal Wildlife Products'. The event focused on discussing the different behavioural change approaches to reduce demand for illegally traded wildlife products. There were many presentations delivered throughout the event to provide insight from recent research, and panel, plenary and table discussion were included to seek input into a draft demand reduction ('DR') 'Global Support Programme' (GSP) incorporating that insight, and supporting the work of the Global Tiger Recovery Programme (2010-2022) under the Global Tiger Initiative. Ms. Trinh Nguyen, Senior Program Officer delivered a presentation on TRAFFIC in Viet Nam's work in reducing demand for rhino horn, revealing recent key findings of the evaluation survey of Chi Initiative Phase 1.

As The Chi campaign messaging has been so successful with our partners, TRAFFIC has been able to source additional funding to roll out a second phase focused on the government and continuing to do further work with the private sector. This second phase was started in July 2016 and is now running in parallel to this project. This means that funding from IWT has developed the Chi campaign messaging and allowed TRAFFIC to establish partnerships with incredibly important influencers which will now be continued into a second phase of campaign activities and reach even larger audience. There is more information about phase two here: <http://www.traffic.org/home/2016/7/6/chi-phase-ii-vng-t-chi-li-vi-sng.html>

We have maintained good relations with our key partners, Vietnam Chamber of Commerce and Industry (VCCI), Central Committee for Propaganda and Education (CCPE), National Centre for Health Communication and Education (TG5) and many of our corporate partners. Below is a description of how Chi messaging in association with the partners which have been established in this project are now being rolled out with new activities through additional funding.

1. **VCCI** – Together TRAFFIC and VCCI have developed a strategy to instill Chi behaviour change messaging into ethical practice of the business community. With the support of VCCI master trainers, 120 training courses have now been run using the Chi CSR policy (the CSR policy was developed and described in year two's report) in 35 provinces/cities. Almost 7,000 representatives from different enterprises (40% is women) were exposed to the principle and method of integrating wildlife protection into their CSR. The strong commitment towards Chi Campaign of VCCI and its master trainer has ignited 15 well-known enterprise to adopt the zero tolerance policy towards wildlife consumption in their company's CSR practices. These include making a public announcement for the company; placing the communication materials and displaying advocating standees at their office space; and addressing their company staff on the wildlife trade issue. TRAFFIC has continued over the last 6 months to work with VCCI to recruit more business champions and influential business individuals to promote this work in Viet Nam.
2. **CCPE** - TRAFFIC continued work with CCPE to prioritize wildlife crime as a topic for the media, and to spread a message of zero tolerance of illegal wildlife consumption among government officials and the general public. TRAFFIC and CCPE held a workshop for the government propagandists about how to integrate messages of wildlife protection into their workplaces and their communications, and participants created action plans to carry out throughout 2016.
3. **T5G of Ministry of Health** - TRAFFIC strengthened its relationship T5G to address the functional use of rhino horn consumption, specifically through the continuing engagement with 10 TM universities in Ha Noi and Ho Chi Minh City (HCMC). Two formal meetings were conducted to get an agreement from universities to participate in a Training of trainers (TOT) workshop in the final quarter of 2016 aiming at providing capacity training for the leaders and key professors of TM universities to integrate behaviour change messaging in their training curriculum.
4. We made great strides in our reach for the Chi Campaign by establishing new relationships with influential Vietnamese civil society organizations (CSOs) and worked with influential government ministries to expand the profile of the illegal wildlife trade so that it moves onto the national public agenda. We also worked with a major state-owned enterprise to spread the Chi Campaign among its thousands of employees, which was a major achievement because it has been difficult to find large enterprises willing to take the time to incorporate wildlife protection into their practices such as Vietnam Post Telecommunication (VNPT).

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 substantial delays due to problems caused by PSI. They have not been transparent in their reporting and refused to provide receipts for all of their activities. This took a lot of time from SRI and TRAFFIC Viet Nam to resolve. Eventually TRAFFIC sent a member of staff to PSI's offices in the US to personally collect the receipts. This put pressure on the team's capacity who also had to recruit a new agency to complete the project and start a second phase. This has now been resolved but did mean the project completion was delayed by 6 months.

As explained above with the capacity pressures put on the team solving things with PSI and the delays caused by TET the second consumer survey has been started slightly later than originally communicated but we felt this was a positive to ensure we evaluate as much of the project period as possible.

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	Yes

3a. Do you currently expect to have any significant (eg more than £5,000) underspend in your budget for this year?
 Yes No

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?

Year three			
	Budget	Actual costs (Apr-Sept)	Funds still to be spent
Staff costs			
consultancy costs			
overheads			
travel and subsistence			
operating costs			
capital costs			
Others			
Total			

Budget is strictly followed and all funding will be spent on track by December 2016. Above is the financial report from April to September 2016.

Please note: Any planned modifications to your project schedule/work plan 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**