

Illegal Wildlife Trade (IWT) Challenge Fund Annual Report

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: 30th April

IWT Challenge Fund Project Information

Project Reference	IWT006
Project Title	Educational Children's Videos Reduce Endangered Species Demand in Viet Nam
Country/ies	Viet Nam
Contract Holder Institution	Humane Society International
Partner institutions	
IWT Grant Value	£ 59762
Start/end dates of project	Start date: 01/02/15 End date: 31/01/17
Reporting period (e.g. April 2015-Mar 2016) and number (e.g. Annual Report 1,2,3)	April 2015-March 2016, Annual Report 1
Project leader name	Teresa M. Telecky, Ph.D.
Project website	n/a
Report author(s) and date	Teresa M. Telecky, Ph.D., 27/04/2016

1. Project Rationale

Rhinoceroses, elephants, tigers and pangolins are threatened by poaching and illegal international trade. Fifteen taxa of these animals are threatened with extinction: five are critically endangered (Sumatran, Javan and black rhinos; Sunda and Chinese pangolins), four are endangered (Asian elephant; tiger; Indian and Philippine pangolins), and six are vulnerable (Indian rhino; African elephant; and black-bellied, white-bellied, Temminck's and giant ground pangolins). Poaching and illegal trade negatively impact livelihoods of people, including those living in poverty, in Asian and African countries that are range States for these species. Poaching and illegal trade also threaten national security and the rule of law. Viet Nam has been identified by experts as a major market for these species. Although it is illegal in Viet Nam to buy, sell and transport parts and products of these species, some people continue to use them because they believe it will improve their health. This project seeks to reduce demand in Viet Nam for illegally traded parts and products of these animals, thereby reducing poaching. People in range countries, including those living in poverty in Low and Lower Middle Income Countries, will benefit from this project because fewer resources will need to be spent on protection, fewer lives of rangers will be lost fighting poachers, and people will be able to derive benefits, including livelihoods, from the existence of these animals. People in Viet Nam, categorized as Lower Middle Income country, will benefit from this project because they will no longer be tricked into buying parts and products made from these animals and sold as medicines or health tonics, they will not waste their money, and they will seek proven health remedies. Finally, people everywhere, those existing now and future generations, will benefit from the prevention of extinction of these species.

The project spans the entire country of Viet Nam.



Map of Viet Nam.

<http://www.mapsofworld.com/vietnam/maps/vietnam-map.gif>

2. Project Partnerships

This is a cooperative project of the Viet Nam Management Authority for the Convention on International Trade in Endangered Species of Wild Fauna and Flora (VN CITES MA) and Humane Society International (HSI). The project is co-managed by both entities. The VN CITES MA is under the Viet Nam Administration of Forestry, Ministry of Agriculture and Rural Development, representing the Government of Viet Nam in fulfilling the rights and obligations of a Member State to CITES. Since Viet Nam's entry to CITES in 1994, the VN CITES MA has taken the leading role in coordinating relevant law enforcement agencies in Viet Nam in combating wildlife crime.

HSI and the VN CITES MA have collaborated closely in the planning and decision-making processes for the overall project, the production of each of the three books produced under this project, in the development and revision of the three screenplays, and in the production of the two cartoons produced so far. The VN CITES MA was consulted for approval and revision at each stage of production of the books: upon production of the English stories for the children's books, the creation of the illustrations for the children's books, and the creation of the layout and design of the children's books. HSI and the VN CITES MA were in close communication to request, receive and include Vietnamese translations of content in the books and screenplays, and to draft, edit and finalize the screenplays for the production of cartoons based on the children's books.

One challenge the partners faced in the project was staff changes. After the launch of the project, the VN CITES MA underwent major staff transitions, with the Director (project co-leader) and one other staff member with whom HSI had worked closely on this project having transitioned out of the VN CITES MA. However, despite this major shift in staff, the new Director embraced the projects of her predecessor (including this project) and the departing staff made sure to tie up loose ends and transfer responsibilities of the project to their colleagues; the new staff assigned to the project were able to seamlessly transition into taking charge of the project responsibilities.

On the heels of the success that the "I'm a Little Rhino" book enjoyed, both parties were excited about creating a cartoon based on the book, as well as additional books on elephants, tigers and pangolins, and cartoons based on them. Both HSI and the VN CITES MA share goodwill and a desire to complete the project tasks. The excitement with which the rhino book was received is particularly evident in YouTube videos created by Vietnamese children reading the book.

While the collaborative in-house production, editing and revision of the books by HSI and the VN CITES MA went very smoothly, the project faced challenges when the effort began to produce the "I'm a Little Rhino" cartoon. Upon receiving quotes from U.S. animation companies for production of the cartoon, it was quickly apparent that the cost would be much higher than originally anticipated in the project budget. The lesson was learned that the budget should be developed based on written price quotes from vendors. Fortunately the additional cost was able to be absorbed by HSI so the rhino cartoon video could be completed. This high cost of animation by a U.S. company led our project team to shift to a Vietnamese animation company, Vietnam Graphics Development Company (CVG), for the production of the second and subsequent cartoons. However, when the production process for the second video began, it became apparent that the

level of collaboration and communication that the project team had enjoyed with the U.S.-based company was no longer present, forcing the staff that was liaising with the animators to work harder to ensure sufficient consultation and communication during the production process.

This lesson about receiving written price quotes from vendors for use in proposals also applies to the process of identifying TV stations in Viet Nam that could broadcast the four cartoons. The length of the cartoons (10 minutes each) and the number of times they are to be aired (100 times each) made the quoted prices from Vietnamese TV stations much higher than stated in the proposal.

A particular strength of our partnership is the expertise that both parties bring to the table that contribute to the success of the project. In writing the children's books and creating the cartoons based on them, both HSI and the VN CITES MA offer biological expertise pertaining to the subject species of each book. While HSI brings expertise in public education on animal issues that help shape the English sections of the books, the VN CITES MA brings invaluable input on local and cultural sensitivities that help shape the Vietnamese language portions of the books and cartoons, and they also provide essential review and critique on the suitability of voice talent and key messaging to best speak to and be effective with the Vietnamese public. This was especially apparent when the voice talent hired by the U.S. animation studio Timbuktoons was reviewed by the VN CITES MA, which immediately informed us that it was unsuitable for the Vietnamese public. Without the VN CITES MA review, there would have been no way to ensure the suitability of the voice acting and the end product may have been seen as unprofessional and unsuitable for broadcasting in Viet Nam. A related strength of our partnership is the amazing ability of the VN CITES MA to open opportunities for the furthering of this project in Viet Nam. At the request of the VN CITES MA, the national TV station, Viet Nam Television (VTV), provided professional voice talent to perform the characters for the "I'm a Little Rhino" cartoon at no cost. Another example was the amazing opportunity to broadcast the cartoon for about 3,000 schoolchildren, representatives of the Ha Noi Department of Education and Training (DOET) including representatives of every school district in Ha Noi, representatives of the Ministry of Education and Training (MOET), and the South African Ambassador to Viet Nam at a World Rhino Day on September 21nd, 2015 in Ha Noi. Yet another example of the value of this partnership was the airing of the "I'm a Little Rhino" cartoon on the National Assembly TV station in Viet Nam. The TV station agreed to air the cartoon additional times at no charge as a courtesy to the VN CITES MA. Without our partnership, such opportunities would simply not have been possible.

Additional collaborators that were not official partners included the aforementioned Timbuktoons and CGV animation companies, the Ha Noi Department of Education and Training, and a professional translator hired to translate the elephant, tiger and pangolin books and screenplays.

3. Project Progress

3.1 Progress in carrying out project activities

Output 1: Electronic booklets and videos are produced, disseminated, displayed, and, for the videos, broadcast on national TV.

The first step of the project involved HSI and the VN CITES MA collaboratively preparing the project proposal. Once funding from IWT was secured and after agreeing upon the project scope and details with the VN CITES MA, a screenplay was written by HSI, based on the "I'm a Little Rhino" book but with expanded content as a ten-minute video allowed for additional content. Humorous and interesting additions were made to the overall storyline, and the draft screenplay was sent to the VN CITES MA for approval. The VN CITES MA made additional edits and suggestions, which HSI took into consideration when creating a revised draft, which was sent back to them for approval. Upon approval, the screenplay was finalized and was ready to be sent to animation companies.

As HSI staff is based in the U.S. and would be working closely with the animation company on the production of the cartoon (Activity 1.5), it was thought that hiring an animation company that was based in the U.S. would best facilitate mutual communication and collaboration. Several U.S.-based animation companies were considered, but Timbuktoons was selected for their experience working with similar content/subject matter, their impressive portfolio of work, and their reasonable pricing when compared to quoted prices from other similar companies. Despite their pricing being comparatively reasonable, however, it far exceeded the original cost estimate, so HSI absorbed the difference in cost with internal funding.

Timbuktoons was very professional and highly communicative and collaborative, including HSI staff in all development processes. As a result, the characters, art and overall design produced were exactly as specified by HSI staff. The original plan was to produce each video in English and Vietnamese. Timbuktoons also hired very professional voice talent to perform the English voice acting, making an overall

very satisfying and impressive product. The production schedule was followed exactly, and a draft version of the cartoon was produced.

The draft cartoon (Activity 1.5) was shared with the VN CITES MA, who had some suggestions for revision. Those suggestions were communicated to the animation company, who revised the cartoon, and another draft was created. This draft was approved by both parties and a final English version was created.

It was expected that Timbuktoons would be able to provide the Vietnamese version of the cartoon by hiring voice talent based in the U.S. (Activity 1.5). However, as described above, none of the voice actors were satisfactory to the VN CITES MA, so we were forced to consider other options, and it was mutually decided that the best option would be to have VTV to help with the voice talent. The challenge of having multiple samples produced, reviewed, and changed by the VN CITES MA took longer than we had originally planned for this phase of the project, so the timeframe was becoming longer than we had expected. HSI staff liaised with the VN CITES MA to approach VTV to provide voice acting for the cartoon in Vietnamese, which VTV agreed to provide at no expense. Once this was recorded, HSI staff sent the audio back to the U.S.-based animation company, who re-synced the mouth movements with the new language and also replaced English text with Vietnamese to complete the Vietnamese version of the cartoon. This incurred further costs, which were also absorbed by HSI.

Considering the high total cost of having a U.S.-based animation studio produce the two cartoons, project partners decided that moving forward it would be best to produce only a Vietnamese version of the cartoons, and it would most likely save substantial amounts of money to hire a Vietnamese animation studio to produce the cartoons, which could also hire professional voice talent that would be more suitable for broadcasting in Viet Nam. Project partners began seeking animation studios to hire to produce the remaining three cartoons.

A final draft of the Vietnamese version of the rhino cartoon was produced in late August 2015 (Activity 1.5), reviewed and approved by the VN CITES MA shortly thereafter, and was ready for broadcasting by early September 2015.

In celebration of World Rhino Day (22nd September), the VN CITES MA liaised with the Ha Noi DOET to organize an event in which the Vietnamese version of the cartoon was shown to about 3,000 schoolchildren, representatives of the Ha Noi DOET including representatives of every school district in Ha Noi, representatives of the Ministry of Education and Training, and the South African Ambassador to Viet Nam on [21st September, 2015 in Ha Noi](#).

The rhino cartoon was also uploaded to [YouTube and promoted on HSI's website in celebration of World Rhino Day, 2015](#) (Activity 1.6) and the [English version](#) has been viewed almost 6,700 times, while the [Vietnamese version](#) 143 times (the Vietnamese version has not been promoted yet).

The VN CITES MA also liaised with the National Assembly TV station to have the rhino cartoon aired 15 times between September and December 2015 (Activity 1.7). Because the timeframe for producing the cartoon had been delayed due to production issues described above, the airing of the cartoon was subsequently delayed as well. With an estimated viewership of 12,000 each airing, this means that an estimated total of 180,000 people have seen the "I'm a Little Rhino" cartoon to date.

The "I'm a Little Pangolin" book (Activity 1.1) was written by HSI staff and reviewed by the VN CITES MA in April 2015, and illustrations (Activity 1.2) and Vietnamese text were incorporated to complete the book in May 2015. The screenplay was completed by HSI staff in July 2015 (Activity 1.5), and revised and approved by the VN CITES MA shortly thereafter. It was decided during the process of providing Vietnamese text for "I'm a Little Pangolin" that it would save time and produce better results to have a professional translator provide translations of the text for the book and the screenplay, which could be reviewed by the VN CITES MA, rather than having the VN CITES MA translate the entire text.

The "I'm a Little Pangolin" book was printed (Activity 1.3) for attendees of the [First Pangolin Range States Meeting](#), held in June 2015 in Viet Nam. Delegates from 29 African and Asian pangolin range countries and the United States, pangolin experts, representatives from CITES and conservation NGO's attended the meeting, which was co-hosted by the governments of Viet Nam and the U.S. and organized and facilitated by HSI.

The "I'm a Little Elephant" book was written (Activity 1.1) by HSI staff in July 2015. Translated text was provided by the professional translator and following review by the VN CITES MA, illustrations (Activity 1.2) and layout were finished to complete the book at the end of October 2015. The screenplay was drafted in early November 2015, translated by the professional translator in December 2015, and approved by the VN

CITES MA in early January 2016. The screenplay and art from the book was sent to CGV for pre-production in March 2016.

The “I’m a Little Tiger” book was drafted (Activity 1.1) by HSI staff in late October 2015, and the text including translated Vietnamese text provided by the translator was approved by the CITES MA of VN in January 2016. The illustrations (Activity 1.2) were completed in March 2016. The screenplay for the “I’m a Little Tiger” cartoon was drafted, reviewed and approved in March 2016 (Activity 1.5).

Several potential Vietnamese animation studios were identified by HSI staff between September and October 2015, and price quotes and several animation samples were requested from each (Activity 1.5). Quotes and samples were received and reviewed in October and November 2015, and many questions were asked of the studios in an effort to ensure quick turnaround with high-quality results. While all studios quoted prices much lower than the U.S.-based studios, it was clear that some of the studios were not as able to communicate very well in English, and others did not provide samples that demonstrated the studio could produce work that would be of high enough quality to suit the needs of the project. By mid-November 2015, CGV was selected to produce the remaining three cartoons.

Pre-production of the “I’m a Little Pangolin” cartoon (Activity 1.5) began in November 2015, and the cartoon began to be produced in January 2016. Extensive collaboration and communication was required by HSI staff, as the CGV staff proved to be less communicative than Timbuktoons staff. Partway through the production, CGV informed HSI staff that they wanted to shift the production from two-dimensional (as the “I’m a Little Rhino” cartoon was) to three-dimensional animation, and ensured HSI staff that while it may lengthen the production process of the pangolin cartoon, it would shorten the production process of the subsequent cartoons. This was agreed to, as it was promised that the overall production schedule for all three cartoons would remain the same as originally promised. Several drafts of the cartoon were produced by CGV, which required much revision, but the cartoon was eventually finalized and approved as of 30th March, 2016.

Production of the “I’m a Little Elephant” cartoon (Activity 1.5) is now underway, with an estimated date of completion set at 7th May, 2016. The “I’m a Little Tiger” cartoon (Activity 1.5) is estimated to be completed by 1st June, 2016.

The remaining booklets and videos will be uploaded to the HSI website and the HSI YouTube channel, respectively (Activity 1.6), upon completion.

HSI staff has liaised with several TV stations in Viet Nam (Activity 1.7), most of which informed us that they would not be able to broadcast our four 10-minute cartoons 100 times each. Many informed us that the length was a problem, as most children’s educational programs are much shorter in length. This process has also taken much more time and posed more challenging than originally expected, but we have identified two stations that informed us that they would be able to air the full-length cartoons.

Output 2: Public opinion survey is created

The public opinion survey will be created and the survey conducted after the cartoons have been aired.

Output 3: People indicate in a public opinion survey that they viewed the electronic booklets and videos and that this changed their intent to buy or use parts of rhinos, elephants, tigers and pangolins.

The public opinion survey will be created and the survey conducted after the cartoons have been aired.

3.2 Progress towards project Outputs

The overall progress towards the project outputs has been delayed due to production issues on the part of the animation studios and due to the time it has taken to receive approvals from the VN CITES MA. The VN CITES MA decided to wait until the rhino cartoon movie was completed and broadcast before producing the other cartoon movies, so that lessons learned could be incorporated into the other movies. Unfortunately, the originally proposed timeframe for producing all of the books and cartoons was unrealistic. However, much progress has been made despite this and other aforementioned challenges.

Each of the four books have been written, translated, reviewed and illustrated. Screenplays for the cartoons based on the books have been written for each of the four books. Cartoon movies have been produced for two of the four books (rhino and pangolin), with production of the third (“I’m a Little Elephant”) underway, with an estimated date of completion scheduled for 7th May. Upon completion, production for the “I’m a Little Tiger” cartoon movie will immediately commence, with an estimated date of completion scheduled for 1st June.

While the “I’m a Little Rhino” cartoon has been aired on national television 15 times to date, the cost of airing the four cartoons 100 times each was grossly underestimated. According to estimates received directly from two TV stations, the four cartoons could be aired 100 times each at prime time (mid-evening) on a national TV station that airs general programming for approximately £, or the four cartoons could be aired 100 times each at several different times during the day and evening on a national TV station that airs youth-oriented programming for approximately £. The timeframe for broadcasting the four cartoons is currently expected to be between June and December 2016. We are currently investigating funding sources for this. The survey cannot be designed or conducted until we know when the broadcasting of the videos will be completed, as the survey needs to take place after the videos are aired 100 times each, per the proposal.

However, as detailed in our change request form, the VN CITES MA has suggested that, given the high cost of broadcasting the cartoons on national television, instead we should work with the provincial DOETs in the six most populous provinces in Viet Nam to show the video to all primary school children in those provinces. HSI and the VN CITES MA already are working cooperatively with these DOETs on our national rhino horn demand reduction campaign. In addition to solving the budget problem, this would allow for direct measurements of impact through counting the number of students who view the cartoons, and also by surveying the students before and after the showings to determine what they have learned and what they intend to do with the information. Approximately 1.5 million students would be expected to view the cartoons using this strategy.

3.3 Progress towards the project Outcome

We feel the indicators in our proposal are adequate for measuring the outcomes. Despite several challenges and major shifts in the timeframe for the project, it is still likely to achieve the Outcome by the end of funding.

Indicator 1: Number of electronic children’s books in Vietnamese focussed on demand reduction for products of rhinos, elephants, tigers and pangolins increases from one to 4. This indicator has been met: number of children’s books in Vietnamese focussed on demand reduction for products of rhinos, elephants, tigers and pangolins increased from one to 4.

Indicator 2: Number of children’s videos in Vietnamese focussed on demand reduction for products of rhinos, elephants, tigers and pangolins increases from zero to 4. This indicator is halfway to completion, with two animated videos based on the books having been produced, with an estimated date of completion of the remaining two of June 1st, 2016.

Indicator 3: Number of national broadcasts in Viet Nam during one year of children’s videos in Vietnamese focussed on demand reduction for products of rhinos, elephants, tigers and pangolins increases from zero to 100. This indicator has been partially met, with the number of national broadcasts of one of the videos (I’m a Little Rhino) has increased from 0 to 15 to date.

Indicator 4: Number of viewers who saw the broadcast of the children’s videos increases from zero to a significantly greater number. This indicator has been partially met, as the number of viewers of one of the children’s videos (I’m a Little Rhino) has increased from 0 to approximately 180,000.

Indicator 5: Percent of surveyed people who say they saw the electronic children’s books or the videos increases from zero to a significantly greater number. This indicator has not yet been met, as the surveys have not been created yet. The survey will be created upon completion of broadcasting the cartoon videos on Vietnamese television. Alternatively, if the new strategy to broadcast the animated videos is amended as stated above, students would be directly surveyed before and after watching the videos.

Indicator 6: Percent of surveyed people who say they saw the electronic children’s books or the videos and that this affected their intention to buy our use products of rhinos, elephants, tigers and pangolins in future, increases from zero to a significantly greater number. This indicator has not yet been met, as the surveys have not been conducted yet. The survey will be conducted upon completion of broadcasting the cartoon videos on Vietnamese television. Alternatively, if the new strategy to broadcast the animated videos is amended as stated above, students would be directly surveyed before and after watching the videos.

3.4 Monitoring of assumptions

The risks and assumptions stated in the proposal still hold true, however there were unanticipated challenges noted above and below. The outcome and outputs remain valid.

The cost of having the “I’m a Little Rhino” cartoon produced by a U.S.-based animation company was underestimated. It was also assumed that the U.S.-based animation company would be able to provide Vietnamese language voice acting services through outside vendors, but the samples produced were deemed unacceptable to the VN CITES MA. Thankfully, the VN CITES MA was able to arrange for professional voice talent to provide the voice acting at no cost to the project. Based on these lessons learned, we are producing the other three cartoon videos in Viet Nam and in Vietnamese only, as explained above.

The cost of airing the cartoons 100 times each on national television was grossly underestimated in the proposal budget, as noted above. The VN CITES MA has suggested an alternative approach to airing the cartoons to school children in cooperation with provincial DOETs, as described above. HSI has submitted a Change Request in this regard.

The timeframe for production of videos has been much longer than anticipated. According to the timetable in the proposal, the videos were supposed to have been completed by 30 June 2015; this process was delayed by about one year for the reasons explained above.

This, in turn, means that the airing of the videos, whether on national television (if funds can be found) or to students at their schools (if IWT approves the Change Request), will be compressed into a shorter timeframe than indicated in the proposal. The proposal envisioned the airings to take place over a one year period. However, given that we need to conduct a survey and have the results of that survey prior to 31 January 2017, the end date for the project, this means that the survey will need to be conducted in December 2016 and that the airings will need to occur over the preceding 6-month period (i.e. June-December 2016).

In order to provide additional time to finalize the project, HSI also included a request a change to the end date of the project from 31 January 2017 to 31 March 2017 in the Change Request.

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

People in range countries, including those living in poverty in Low and Lower Middle Income Countries, will benefit from this project because if demand and poaching are reduced then fewer resources will need to be spent on protection, fewer lives of rangers will be lost fighting poachers, and people will be able to derive benefits, including livelihoods, from the existence of these animals. People in Viet Nam, categorized as Lower Middle Income country, will benefit from this project because if demand is reduced then they will no longer be tricked into buying parts and products made from these animals and sold as medicines or health tonics, they will not waste their money, and they will seek proven health remedies. Finally, people everywhere, those existing now and future generations, will benefit from the prevention of extinction of these species.

Rhinoceroses, elephants, tigers and pangolins are threatened by poaching and illegal international trade. Although it is illegal in Viet Nam to buy, sell and transport parts and products of these species, some people continue to use them because they believe it will improve their health. By reducing demand in Viet Nam for illegally traded parts and products of these animals, poaching is subsequently reduced. People in range countries, including those living in poverty in Low and Lower Middle Income Countries, will benefit from this project because fewer resources will need to be spent on protection, fewer lives of rangers will be lost fighting poachers, and people will be able to derive benefits, including livelihoods, from the existence of these animals.

People in Viet Nam, categorized as Lower Middle Income country, will benefit from this project because they will no longer be tricked into buying parts and products made from these animals and sold as medicines or health tonics, they will not waste their money, and they will seek proven health remedies.

As we have not finalized all the videos and they have not all been aired, this means that the impact of the project has not yet occurred nor has it been measured through the survey. Therefore, while the project has the aforementioned goals, these have not yet been measured.

5. Project support to the IWT Challenge Fund Objectives

1. Reducing demand for the products of the illegal wildlife trade.

This project serves to reduce demand for the products of the illegal wildlife trade. The children’s books and videos help to raise awareness of the threatened status of rhinos, pangolins, elephants and tigers, and introduce the idea that products made from these animals have no proven health benefits and also push these species further toward extinction. The books help to foster an understanding of the value of these

creatures to their ecosystems, the seriousness of the threats that face them, the urgency with which we must take action to protect them, and empathy for the animals that are endangered. Readers and viewers are called to action to help protect these animals, and to eschew products derived from them.

6. Impact on species in focus

As noted above, we are not far along enough in the project for it to have had an impact yet.

7. Project support to poverty alleviation

People in range countries, including those living in poverty in Low and Lower Middle Income Countries, will benefit from this project because if demand and poaching are reduced then fewer resources will need to be spent on protection, fewer lives of rangers will be lost fighting poachers, and people will be able to derive benefits, including livelihoods, from the existence of these animals. People in Viet Nam, categorized as Lower Middle Income country, will benefit from this project because if demand is reduced then they will no longer be tricked into buying parts and products made from these animals and sold as medicines or health tonics, they will not waste their money, and they will seek proven health remedies. Finally, people everywhere, those existing now and future generations, will benefit from the prevention of extinction of these species. For the purpose of this project, measurement of these benefits will be considered equal to the measurement in reduction of intention to buy or use rhino, elephant, tiger and pangolin parts and products.

As noted above, we are not far along enough in the project for it to have had an impact yet. However, we are confident that responses to surveys will indicate the increase in awareness about the value of wildlife.

8. Consideration of Gender equity issues

This project has no direct gender equality impacts.

9. Monitoring and evaluation

The number of books and videos, number of broadcasts, and number of readers and viewers reached so far demonstrate progress made towards the project Outcome. The indicators of project achievements are: the increase in the number of electronic children's books from 1 to 4 and confirmed by HSI and the VN CITES MA; the increase in the number of animated videos based on the books having increased from 0 to 2; and the increase of the number of electronic booklets and videos available for viewing and downloading online having increased from 0 to 2.

There has been a change in Monitoring and Evaluation: it was determined that almost all of the monitoring and evaluation could be achieved through regular email communication instead of phone or in-person meetings, which are difficult considering the time difference and distance between project partners, respectively. Evaluation of the overall progress, timing and budget as well as preparation for next steps has been achieved through regular email communication.

10. Lessons learnt

Lessons were learned about the production process of the cartoon videos and how best to approach that process from cost and quality standpoints. Production of the books went smoothly, and the production of the rhino video went very smoothly although it was more expensive to produce than we had expected. The second video was produced by a Vietnamese company, which on one hand was much less expensive, but made collaboration and communication more difficult. This was addressed by HSI staff taking a much more active role in communicating and collaborating and this has been taken into consideration for the production of the third video, for which much closer collaboration between project team and the production company has already begun, with closer monitoring of each step.

To others doing similar projects, we would recommend obtaining solid cost and time estimates from actual vendors including animation studios and television stations, and also incorporating significant leeway for potential production slowdowns. If dealing with multiple languages, it is essential to have professional translators and vendors in the country of distribution/broadcasting to provide language/voice services as well as native speaker reviewers.

The lessons learned in previous production cycles have been built into current production cycles, with professional translation and voice acting services being employed and the VN CITES MA serving as the final Vietnamese review panel.

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

Not applicable.

12. Other comments on progress not covered elsewhere

No additional comments.

13. Sustainability and legacy

The profile of the project has risen considerably since the rhino cartoon was aired at the World Rhino Day in September, 2015, uploaded on HSI's website and promoted on the World Rhino Day, and subsequently broadcast on the National Assembly TV station. As the other books and videos are uploaded and promoted on HSI's website, and the cartoons begin to be aired on national Vietnamese television or shown to students in schools, the project's profile will continue to rise.

Increase interest and capacity resulting from the project is evident by the fact that after Viet Nam Ministry of Education and Training (MOET) representatives watched the "I'm a Little Rhino" cartoon at the [World Rhino Day event in Ha Noi](#), HSI and the VN CITES MA are now involved in a project with the MOET to incorporate lessons on threatened species into the national school curriculum and there is a potential to incorporate the books and videos into this project.

The electronic booklets and videos will continue to be available for viewing on the HSI website at least for ten years after the project ends, thus continuing to provide value well into the future.

There is also the potential to incorporate the materials produced in this project into another cooperative project underway by HSI, the VN CITES MA and the MOET which aims at integrating threatened species education into the national primary school curriculum of Viet Nam. This could potentially expand the audience for the books and videos to millions of schoolchildren nationwide, and provide a venue for the continued use of these materials for years to come.

Efforts to publicize the work include press reports (see also Annex 4 for a more comprehensive list of press), publicizing content on websites, public [events](#), and airing the cartoons on national television.

There was also interest shown from HSI partner NGO's in China to translate the "I'm a Little Pangolin" book into Chinese for distribution in China (see DropBox link in Annex 4 for translated digital copy of the book).

14. IWF Challenge Fund Identity

On 2 February, 2015, project co-leader Teresa M. Telecky, Ph.D. contacted iwt-fund@ltsi.co.uk to inquire whether the UK Government's logo or other such credit should be incorporated into the books or cartoon movies to show the support from the UK Government in this project. On 2 February, 2015, Joanne Gordon responded, saying that she would "check with DEFRA and get back to" her. Since then, no response has been received from Ms. Gordon. However, as the four cartoons have yet to be aired there is still an opportunity to incorporate a logo or some text recognizing the UK Government for their contribution to this project.

15. Project Expenditure

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)				
TOTAL				

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 (please leave this line in to indicate your agreement to use any material you provide here)

This project is producing a series of children’s books and animated cartoon videos that are aimed at reducing demand for parts and products of rhinoceros, elephant, tiger and pangolin in Viet Nam. This project builds on the success of a national rhino horn demand reduction campaign run by the Viet Nam CITES Management Authority and Humane Society International since August 2013. As part of that campaign, a 16-page book entitled *I’m a Little Rhino* (http://www.hsi.org/issues/rhinoceros_poaching/facts/little_rhino_book.html#id=album-217&num=content-3717) was written for school children and distributed to 1.5 million school children through cooperation with provincial Departments of Education and Training. The book provides information in Vietnamese and English, presented in a simple, non-technical manner, about the life of rhinos, poaching, illegal trade in rhino horns, reasons why people should not trade in or consume rhino horns, and what children can do to help protect rhinos (“Do not buy or sell rhino horn—it’s illegal! Do not use rhino horn. Tell your friends and family not to buy, sell or use rhino horn.”). This child-focused element of the campaign takes advantage of the fact that 67.1% of Viet Nam households contain a child. The concept is that by educating one child other people in that child’s life will be touched by the campaign messages, and by educating children we ensure that future Vietnamese adults will reject rhino horn trade and use. Under this IWT project over the past year, three additional books have been created in the series: *I’m a Little Pangolin*, *I’m a Little Elephant*, and *I’m a Little Tiger*. Screenplays based on all four books have been written, and cartoon videos have been created of the rhino (English version: <https://www.youtube.com/watch?v=qFVKCKZGbto>) and pangolin books, while the elephant and tiger books are in production. Over the course of the next year of the project, the books and videos will be disseminated to Vietnamese children and the impact measured.

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>Impact</p> <p>Rhino, tiger, elephant and pangolin poaching and illegal trade are reduced, due to reduced demand in Viet Nam as a result of our project educating people in households with children.</p>		<p>An estimated 180,000 people in Viet Nam have viewed an animated video that helps them better appreciate the value of rhinoceroses, and helps them better understand: the threats that they face; the fact that rhino horn is not effective as medicine; and that the public should help protect rhinos by not buying or using rhino horn.</p>	
<p>Outcome</p> <p>Intension to buy or use parts and products of rhinoceros, elephant, tiger and pangolin is reduced in Viet Nam, resulting in reduced demand and poaching. People in range countries, including those living in poverty in Low and Lower Middle Income Countries, will benefit because they will be able to derive benefits, including livelihoods, from existence of these animals.</p>	<p>Indicator 1</p> <p>Number of electronic children's books in Vietnamese focussed on demand reduction for products of rhinos, elephants, tigers and pangolins increases from one to 4.</p> <p>Indicator 2</p> <p>Number of children's videos in Vietnamese focussed on demand reduction for products of rhinos, elephants, tigers and pangolins increases from zero to 4.</p> <p>Indicator 3</p> <p>Number of national broadcasts in Viet Nam during one year of children's videos in Vietnamese focussed on demand reduction for products of rhinos, elephants, tigers and pangolins increases from zero to 100.</p> <p>Indicator 4</p> <p>Number of viewers who saw the broadcast of the children's videos increases from zero to a significantly greater number.</p> <p>Indicator 5</p> <p>Percent of surveyed people who say</p>	<p>Indicator 1</p> <p>The number of children's books has increased from 1 to 4.</p> <p>Indicator 2</p> <p>The number of animated videos has increased from 0 to 2.</p> <p>Indicator 3</p> <p>The number of national broadcasts has increased from 0 to 15.</p> <p>Indicator 4</p> <p>Number of viewers of these broadcasts has increased from 0 to 180,000.</p> <p>Indicator 5</p> <p>Survey has not been created or conducted yet.</p> <p>Indicator 6</p> <p>Survey has not been created or conducted yet.</p>	<p>The remaining two videos will be produced by 1st June, 2016.</p> <p>If the alternative strategy described above and in the Change Request is adopted, then provincial DOET's will be engaged to show the cartoons to students in schools in the six most populous cities in Viet Nam.</p> <p>The number of students who watch the video will be counted, and a pre- and post-viewing survey will be conducted to determine the impact of the cartoons.</p>

	<p>they saw the electronic children's books or the videos increases from zero to a significantly greater number.</p> <p>Indicator 6</p> <p>Percent of surveyed people who say they saw the electronic children's books or the videos and that this affected their intention to buy our use products of rhinos, elephants, tigers and pangolins in future, increases from zero to a significantly greater number.</p>		
<p>Output 1.</p> <p>Electronic booklets and videos are produced, disseminated, displayed, and, for the videos, broadcast on national TV.</p>	<p>Indicator 1 Booklets are written and illustrated.</p> <p>Indicator 2 Booklets are converted into electronic form.</p> <p>Indicator 3 Booklets are converted into animated videos in Vietnamese.</p> <p>Indicator 4 Electronic booklets and videos are posted on the websites of HSI and the CITES MA of VN.</p> <p>Indicator 5 Within six months of the starting date of the project (July 2015), electronic booklets and videos are disseminated to relevant stakeholders in Viet Nam by the CITES MA of VN.</p> <p>Indicator 6 Videos are broadcast on national TV in Viet Nam, airing at least 100 times each in a year.</p>	<p>Indicator 1</p> <p>All booklets have been written and illustrated.</p> <p>Indicator 2</p> <p>All booklets are in electronic form.</p> <p>Indicator 3</p> <p>All screenplays based on the booklets have been written; two of four animated videos have been produced, with the estimated date of completion for the third set at May 7th, 2016 and the fourth set at June 1st, 2016.</p> <p>Indicator 4</p> <p>One video and one book have been uploaded to the HSI website.</p> <p>Indicator 5</p> <p>This is planned for the future.</p> <p>Indicator 6</p> <p>One video has been broadcast 15 times on national Vietnamese TV, with an estimated viewership of approximately 180,000.</p> <p>If the alternative strategy described in the narrative above and in the Change Request form is adopted, provincial DOET's will be engaged to show the cartoons to students in schools in the six most populous cities in Viet Nam.</p>	
<p>Activity 1.1</p> <p>Booklets are written.</p>		<p>All four booklets have been written.</p>	
<p>Activity 1.2</p> <p>Booklets are translated into Vietnamese.</p>		<p>All four booklets have been translated into Vietnamese.</p>	

<p>Activity 1.3</p> <p>Booklets are illustrated.</p>	<p>All four books have been illustrated.</p>
<p>Activity 1.4</p> <p>Contracts are signed with broadcasters.</p>	<p>Contract has not been signed with broadcasting TV station yet. If our alternative strategy is approved by IWT, we will instead work with provincial DOET's to have students in the six most populous cities in Viet Nam view the cartoons at school.</p>
<p>Activity 1.5</p> <p>Booklets are converted into animated videos.</p>	<p>2 of 4 booklets have been converted into animated videos.</p>
<p>Activity 1.6</p> <p>Electronic booklets and videos are posted to websites and remain there for at least 12 months.</p>	<p>1 of 4 booklets and videos has been posted to website and will remain there for at least 12 months. The remaining books will be posted in the future and will remain available online for at least 12 months.</p>
<p>Activity 1.7</p> <p>Videos are broadcast over 12 months.</p>	<p>"I'm a Little Rhino" video has been broadcast 15 times so far, with at least 100 broadcasts of all four videos planned for Q3 and Q4 of 2016 if funding can be found. Alternatively, if IWT approves the Change Request, the videos will be distributed to DOET schools in the six most populous cities in Viet Nam and they will be shown to students in school.</p>
<p>Output 2.</p> <p>People who live in households with children view the electronic booklets and videos.</p>	<p>Indicator 1 Beginning in August 2015, monthly estimates of webpage visits and booklet and video downloads provided by Humane Society International, the CITES Management Authority of Viet Nam, and other stakeholders to whom the electronic booklets and videos were disseminated.</p> <p>Indicator 2 Beginning in August 2015, monthly estimates of TV program viewership provided by broadcast companies.</p> <p>Indicator 3 Results of a public opinion survey question, to be conducted in August 2016, on whether respondents viewed the electronic booklets or videos.</p> <p>Output 2</p> <p>The books and videos have not yet been disseminated, with the exception of the rhino booklet and video.</p> <p>Indicator 1</p> <p>Monthly visits to HSI page for the one digital book total ~100, while the video on YouTube has been viewed about 6,700 times.</p> <p>Indicator 2</p> <p>Daily viewership estimates indicate that the video that was broadcast 15 times on national Vietnamese TV had an estimated viewership of approximately 12,000, or a total of 180,000.</p> <p>Indicator 3</p> <p>Public opinion surveys have not been conducted yet.</p>
<p>Activity 2.1</p> <p>Contract signed with public opinion survey company.</p>	<p>This is planned for the future. If the alternative strategy described above and in the Change Request form is adopted, then direct surveys of students in schools will be conducted, and we will no longer need to sign a contract with a survey company.</p>

<p>Activity 2.2 Questions for survey prepared.</p>	<p>Questions for survey have not been developed yet. If the alternative strategy described above and in the change request form is adopted, then direct surveys of students in schools will be conducted, and we will no longer need to sign a contract with a survey company.</p>
<p>Activity 2.3 Public opinion survey conducted and report prepared.</p>	<p>Survey has not been conducted yet.</p>
<p>Activity 2.4 Results are assessed and reported.</p>	<p>Results will be assessed and reported upon completion of the surveys.</p>
<p>Output 3 People indicate in a public opinion survey that they viewed the electronic booklets and videos and that this changed their intent to buy or use parts of rhinos, elephants, tigers and pangolins.</p>	<p>Output 3 Indicator 1 Number of people who, in the survey conducted in August 2016, state that they viewed the electronic booklets and videos, and who also state that as a result of viewing them, they do not intend to buy or use parts of rhinos, elephants, tigers and pangolins.</p> <p>Output 3 Public opinion surveys have not been conducted yet.</p>
<p>Activity 3.1 Contract signed with public opinion survey company.</p>	<p>Contract has not been signed. If the alternative strategy described above and in the change request form is adopted, then direct surveys of students in schools will be conducted, and we will no longer need to sign a contract with a survey company.</p>
<p>Activity 3.2 Questions for survey prepared.</p>	<p>Questions for survey have not been developed yet.</p>
<p>Activity 3.3 Public opinion survey conducted and report prepared.</p>	<p>Survey has not been conducted yet.</p>
<p>Activity 3.4 Results are assessed and reported.</p>	<p>Results will be assessed and reported upon completion of the surveys.</p>

Annex 2 Logframe

Impact

(Max 30 words)

Rhino, tiger, elephant and pangolin poaching and illegal trade are reduced, due to reduced demand in Viet Nam as a result of our project educating people in households with children.

Outcome

(Max 75 words)

Intention to buy or use parts and products of rhinoceros, elephant, tiger and pangolin is reduced in Viet Nam, resulting in reduced demand and poaching. People in range countries, including those living in poverty in Low and Lower Middle Income Countries, will benefit because they will be able to derive benefits, including livelihoods, from existence of these animals.

Measuring outcomes - indicators

Indicator 1	Number of electronic children's books in Vietnamese focussed on demand reduction for products of rhinos, elephants, tigers and pangolins increases from one to 4.
Indicator 2	Number of children's videos in Vietnamese focussed on demand reduction for products of rhinos, elephants, tigers and pangolins increases from zero to 4.
Indicator 3	Number of national broadcasts in Viet Nam during one year of children's videos in Vietnamese focussed on demand reduction for products of rhinos, elephants, tigers and pangolins increases from zero to 100.
Indicator 4	Number of viewers who saw the broadcast of the children's videos increases from zero to a significantly greater number.
Indicator 5	Percent of surveyed people who say they saw the electronic children's books or the videos increases from zero to a significantly greater number.
Indicator 6	Percent of surveyed people who say they saw the electronic children's books or the videos and that this affected their intention to buy our use products of rhinos, elephants, tigers and pangolins in future, increases from zero to a significantly greater number.

Verifying outcomes

Indicator 1	Count of the number of electronic children's books in Vietnamese focussed on demand reduction for products of rhinos, elephants, tigers and pangolins that are made available electronically.
Indicator 2	Count of the number of children's videos in Vietnamese focussed on demand reduction for products of rhinos, elephants, tigers and pangolins that are made available electronically.
Indicator 3	Count of the number of broadcasts in Viet Nam during one year of children's videos in Vietnamese focussed on demand reduction for products of rhinos, elephants, tigers and pangolins.
Indicator 4	Viewership data provided by broadcasters.
Indicator 5	Results of questions asked on a public opinion survey.
Indicator 6	Results of questions asked on a public opinion survey.

Outcome risks and important assumptions

Assumption 1	People who live in households with children, and who are potential buyers and users of parts of rhinos, elephants, tigers and pangolins, view the electronic booklets and videos.
Assumption 2	Viewing electronic booklets and videos reduces intent to buy or use parts of rhinos, elephants, tigers and pangolins.

Assumption 3	Statements of people surveyed that viewing the electronic booklets or videos reduced their intent to buy or use parts of rhinos, elephants, tigers and pangolins, reflect their actual behaviour.
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Outputs

Output 1	Electronic booklets and videos are produced, disseminated, displayed, and, for the videos, broadcast on national TV.
Output 2	People who live in households with children view the electronic booklets and videos.
Output 3	People indicate in a public opinion survey that they viewed the electronic booklets and videos and that this changed their intent to buy or use parts of rhinos, elephants, tigers and pangolins.

Measuring outputs

Output 1	
Indicator 1	Booklets are written and illustrated.
Indicator 2	Booklets are converted into electronic form.
Indicator 3	Booklets are converted into animated videos in Vietnamese.
Indicator 4	Electronic booklets and videos are posted on the websites of HSI and the CITES MA of VN.
Indicator 5	Within six months of the starting date of the project (July 2015), electronic booklets and videos are disseminated to relevant stakeholders in Viet Nam by the CITES MA of VN.
Indicator 6	Videos are broadcast on national TV in Viet Nam, airing at least 100 times each in a year.

Output 2	
Indicator 1	Beginning in August 2015, monthly estimates of webpage visits and booklet and video downloads provided by Humane Society International, the CITES Management Authority of Viet Nam, and other stakeholders to whom the electronic booklets and videos were disseminated.
Indicator 2	Beginning in August 2015, monthly estimates of TV program viewership provided by broadcast companies.
Indicator 3	Results of a public opinion survey question, to be conducted in August 2016, on whether respondents viewed the electronic booklets or videos.

Output 3	
Indicator 1	Number of people who, in the survey conducted in August 2016, state that they viewed the electronic booklets and videos, and who also state that as a result of viewing them, they do not intend to buy or use parts of rhinos, elephants, tigers and pangolins.

Verifying outputs

Output 1	
Indicator 1	Existence of booklets confirmed in a report by HSI and the CITES MA of VN.
Indicator 2	Existence of electronic booklets confirmed in a report by HSI and the CITES MA of VN.
Indicator 3	Existence of videos confirmed in a report by HSI and the CITES MA of VN.
Indicator 4	Public availability, for downloading and viewing, of electronic booklets and videos on websites of HSI and the CITES MA of VN.
Indicator 5	Report from the CITES MA of VN.
Indicator 6	Report from broadcasters.
Output 2	
Indicator 1	Reports from HSI and the CITES MA of VN.
Indicator 2	Reports from broadcasters.
Indicator 3	Public opinion survey results.
Output 3	
Indicator 1	Public opinion survey results.

Output risks and important assumptions

Assumption 1	HSI and the CITES MA of VN continue to function at their present capacities.
Assumption 2	The public and stakeholders in Viet Nam view the booklets and videos and encourage others to do so.
Assumption 3	Broadcast companies and the public opinion survey company used in this project in Viet Nam continue to operate at their present capacities.

Activities

Output 1	
Activity 1.1	Booklets are written.
Activity 1.2	Booklets are translated into Vietnamese.
Activity 1.3	Booklets are illustrated.
Activity 1.4	Contracts are signed with broadcasters.
Activity 1.5	Booklets are converted into animated videos.
Activity 1.6	Electronic booklets and videos are posted to websites and remain there for at least 12 months.
Activity 1.7	Videos are broadcast over 12 months.

Output 2	
Activity 2.1	Contract signed with public opinion survey company.
Activity 2.2	Questions for survey prepared.
Activity 2.3	Public opinion survey conducted and report prepared.
Activity 2.4	Results are assessed and reported.

Output 3	
Activity 3.1	Contract signed with public opinion survey company.
Activity 3.2	Questions for survey prepared.
Activity 3.3	Public opinion survey conducted.
Activity 3.4	Results are assessed and reported.

1. Provide a project implementation timetable that shows the key milestones in project activities. Complete the following table as appropriate to describe the intended workplan for your project.

Activity	No of Months	FY 1	FY 2				FY 3				FY 4			
		Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Output 1														
1.1	2													
1.2	2													
1.3	5													
1.4	3													
1.5	3													
1.6	12													
1.7	12													
Output 2	9													
2.1	1													
2.2	2													
2.3	3													
2.4	3													
Output 3	9													
3.1	1													
3.2	2													
3.3	3													
3.4	3													

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