



## **IWT Challenge Fund Project Information**

Project Reference	IWT006
Project Title	<b>Educational Children's Videos Reduce Endangered Species Demand in Viet Nam</b>
Country(ies)	Viet Nam
Contract Holder Institution	Humane Society International
Partner Institution(s)	
Total IWT Grant Value	<b>£ 59762</b>
Start/End Dates of Project	<b>Start date: 01/02/15 End date: 31/01/17</b>
Project Leader's Name	<b>Teresa M. Telecky, Ph.D.</b>
Project Website/Blog/Social Media	<a href="http://www.hsi.org">www.hsi.org</a>
Report Author(s) and Date	Teresa M. Telecky, Ph.D., 29/03/2017

### **1. Project Summary**

Rhinos, elephants, tigers and pangolins are threatened by poaching to supply the illegal international trade in parts and products of these animals. 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).

This project sought to reduce demand in Viet Nam for parts and products of these animals. Reduced demand means fewer animals poached, which means a major threat to the survival of these species is also reduced. This project built upon work, conducted since 2013, by Humane Society International (HSI) and the CITES Management Authority of Viet Nam (CITES MA of VN), on a government-led, national rhino horn demand reduction campaign in Viet Nam, for which an illustrated children's book was produced and distributed to about 1.5 million primary school students. Since about 25% of the population in Viet Nam is aged 15 and under and the majority of households in Viet Nam have children, engaging children in the campaign amplified its impact.

Under the IWT project, we produced three new illustrated 16-page children's booklets in Vietnamese and English, one each on elephants, tigers and pangolins, and also prepared electronic versions of these, which we disseminated through social media outreach. We also produced ten-minute animated videos of each of the four booklets (including the rhino booklet that already existed when the IWT project started). Each of the four animated videos was broadcast at least 100 times over the course of four months on three national television stations in Viet Nam. Output materials and reports of this project will be permanently stored in the electronic archives of HSI. The final booklets and videos are now and will continue to be available on the website of HSI and/or the HSI YouTube channel for a minimum of ten years. HSI is working with the CITES MA of VN and other partners to plan for potential further dissemination of the books and videos.

The impact of the booklets and videos was measured by a public opinion survey conducted by the Viet Nam office of the international polling firm, Nielsen. One thousand people were surveyed in January 2017: 200 in Ha Noi and 200 in Ho Chi Minh City; and 150 in the cities of Nha Trang, Da Nang, Can Tho, and Hai Phong through randomly-sampled, door-to-door, face-to-face interviews using a computer-assisted personal interviewing methodology. Respondents included all income levels with the exception of the very poor, and people of 5-55 years of age. Interviews were 10 minutes in length for children of 5 to 18 years of age, and 15 minutes in length for respondents from 19 to 55 years of age. Specifically, the survey measured the effectiveness of the videos and books in changing people’s perceptions and behaviors towards rhino horn, elephant ivory, tiger bone and pangolin scales through a series of questions in which they were presented with storyboards, key still frames from the videos and/or book covers (see Annex 3 for report on the survey results).

The IWT project will have a positive impact on human livelihoods. 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. 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. 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 or status. 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.

Project map identifying six major cities where the public opinion survey was conducted:



## 2. Project Achievements

### 2.1 Outputs

<b>Output 1: Electronic booklets and videos are produced, disseminated, displayed, and, for the videos, broadcast on national TV.</b>		
<b>Indicator:</b>	<b>Verification:</b>	<b>Evidence:</b>
Indicator 1: Booklets are written and illustrated.	Existence of booklets confirmed in a report by HSI and the CITES MA of VN.	Three books (in addition to <i>I'm a Little Rhino</i> ) were written and illustrated.
Indicator 2: Booklets are converted into electronic form.	Existence of electronic booklets confirmed in a report by HSI and the CITES MA of VN.	Three booklets were converted into electronic form.
Indicator 3: Booklets are converted into animated videos in Vietnamese.	Existence of videos confirmed in a report by HSI and the CITES MA of VN.	Four animated videos were produced, based on the booklets.
Indicator 4: Electronic booklets and videos are posted on the websites of HSI and the CITES MA of VN.	Public availability, for downloading and viewing, of electronic booklets and videos on websites of HSI and the CITES MA of VN.	All three booklets and all four videos were posted on the HSI website and the videos have been uploaded to YouTube as well.
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.	Report from the CITES MA of VN.	Electronic booklets and videos have been posted to HSI's website and were publicized on World Rhino Day, World Tiger Day, World Elephant Day and World Pangolin Day. Booklets were also posted to the website for the Ha Noi Conference on Illegal Wildlife Trade (see Annex 3 for links).
Indicator 6: Videos are broadcast on national TV in Viet Nam, airing at least 100 times each in a year.	Report from broadcasters.	Each video was broadcast at least 100 times on national TV in Viet Nam: the rhino video was broadcast 103 times, the pangolin video 108 times, and the elephant and tiger videos were both broadcast 100 times.

<b>Output 2: People who live in households with children view the electronic booklets and videos.</b>		
<b>Indicator:</b>	<b>Verification:</b>	<b>Evidence:</b>
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	Reports from HSI and the CITES MA of VN.	The rhino book page was visited 5,609 times, the pangolin book page was visited 194 times, the elephant book page was visited 56 times, and the tiger book page was visited 218 times. The videos have been viewed a combined 24,039 times on YouTube.

<b>Output 2: People who live in households with children view the electronic booklets and videos.</b>		
<b>Indicator:</b>	<b>Verification:</b>	<b>Evidence:</b>
whom the electronic booklets and videos were disseminated.		
Indicator 2: Beginning in August 2015, monthly estimates of TV program viewership provided by broadcast companies.	Reports from broadcasters.	According to Viet Nam Television (VTV), the combined estimated views of the four videos were: 2.3 million in September, 2016; 558,000 in October, 2016; 814,000 in November, 2016; and 1.6 million in December, 2016.
Indicator 3: Results of a public opinion survey question, to be conducted in August 2016, on whether respondents viewed the electronic booklets or videos.	Public opinion survey results.	According to the survey conducted in January 2017, an estimated 2.6 million people viewed the videos during the period that they were aired.

<b>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.</b>		
<b>Indicator:</b>	<b>Verification:</b>	<b>Evidence:</b>
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.	Public opinion survey results.	<p>According to the survey conducted in January 2017, an estimated 2.6 million people in Viet Nam have viewed the four cartoons in total, including 546,000 children between the ages of 5 and 11, and 390,000 youth between the ages of 12 and 18, for a total estimated youth viewership of 936,000.</p> <p>According to the survey, 100% of respondents who viewed the booklets and watched the videos indicated that they have no intention of consuming products derived from the subject species. This means that as many as 2.6 million people in Viet Nam will not buy or use products from these four species.</p>

## 2.2 Outcome

Despite several challenges and major shifts in the timeframe for the project, we achieved the Outcome by the end of funding.

The Outcome of our project was: "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."

<b>Outcome Indicators, Verification and Evidence</b>		
<b>Indicator:</b>	<b>Verification:</b>	<b>Evidence:</b>
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 four.	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.	Three booklets were created and, along with a previously created booklet on rhinos, were converted into electronic form and uploaded to HSI's website and YouTube as well as the website for the Ha Noi Conference on Illegal Wildlife Trade (see Annex 3 for links).
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 four.	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.	Four animated videos were produced based on the booklets and uploaded to HSI's website and YouTube as well as the website for the Ha Noi Conference on Illegal Wildlife Trade (see Annex 3 for links).
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.	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.	Each video was broadcast at least 100 times on national TV in Viet Nam: the rhino video was broadcast 103 times, the pangolin video 108 times, and the elephant and tiger videos were both broadcast 100 times, respectively.
Indicator 4: Number of Viewers who saw the broadcast of the children's videos increases from zero to a significantly greater number.	Viewership data provided by Viewership estimates from broadcasters.	According to VTV estimates, an estimated number of more than 20.2 million people have viewed the four cartoons in total; the "I'm a Little Rhino" cartoon was viewed an estimated total of 5.2 million times; the "I'm a Little Pangolin" cartoon was viewed an estimated total of 5 million times; the "I'm a Little Elephant" cartoon was viewed an estimated total of 5.1 million times; and the "I'm a Little Tiger" cartoon was viewed an estimated total of 4.7 million times.
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.	Results of questions asked on a public opinion survey.	According to the survey conducted in January, 2017, an estimated 2.6 million people in Viet Nam have viewed the four cartoons in total, including 546,000 children between the ages of 5 and 11, and 390,000 youth between the ages of 12 and

<b>Outcome Indicators, Verification and Evidence</b>		
<b>Indicator:</b>	<b>Verification:</b>	<b>Evidence:</b>
		18, for a total estimated youth viewership of 936,000.
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.	Results of questions asked on a public opinion survey.	100% of respondents who viewed the booklets and watched the videos indicated in the survey that they have no intension of consuming products derived from the subject species.

<b>Problems Encountered During Project that were Not Identified in Logframe</b>	
<b>Problem Encountered:</b>	<b>How Problem was Resolved:</b>
Cost of cartoon production was underestimated.	HSI changed animation companies after the first video was produced, which saved a significant amount of money.
Cost of video broadcasting was underestimated.	HSI raised additional external funds to offset high cost of having videos broadcast 100 times each on national Vietnamese national television.
Timeframe for video production was underestimated.	HSI maintained close contact with the companies and instituted a very quick turnaround on all correspondence from the project manager's end to help to move the process along.

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

The impact of the project as stated in the original application form was: "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 indicators 4, 5 and 6 (Section 2.2 above) show that the videos and booklets helped to change the public's intention to consume products derived from the subject species. As fewer poachers and traders in these illicit products are able to profit from the demand for these products, the impetus to poach and illegally trade in parts and products derived from these four species was subsequently reduced.

In particular, outcome indicator 6 shows that 100% of respondents who viewed the videos or read the booklets did not have any intension of purchasing products derived from the subject species, meaning they would not waste their money on these products, thus alleviating poverty. Our results indicate that, as result of this IWT project, an estimated 2.6 million people in Viet Nam will not buy or use products from these four species. Lower demand for these wildlife products will mean less poaching; this, in turn, will mean fewer rangers' lives are lost protecting wildlife from poachers, and fewer rangers' families will lose their main source of income. Finally, continued existence of these species in the wild provides potential income-generating opportunities to people.



### 3. Monitoring of assumptions

The outcome-level assumptions of this project were:

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.

We were not able to monitor these output-level assumptions throughout the project because the public opinion survey, which measured these assumptions, was conducted at the very end of the project.

The output-level assumptions of this project were:

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.

We monitored these output-level assumptions throughout the project.

We did not formally change our assumptions. We encountered roadblocks and worked through them, but did not change our assumptions.

However, it became evident that the project would have benefited from more robust planning of the expensive elements of the budget (the cartoon production and television airing), as this greatly affected the scheduling and the affordability of the project overall. However, HSI was able to raise additional funds to cover the needed expenses and achieve the project goal of having all four videos aired on Vietnamese national television 100 times each.

### 4. Project Partnerships

This was a cooperative project of the CITES MA of VN and HSI. The project was co-managed by both entities.

HSI and the CITES MA of VN 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 cartoons. The CITES MA of VN 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 CITES MA of VN 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. The extent of this collaboration is evident in the draft versions of the booklets and the many e-mail communications during the review process of the videos.

One challenge the partners faced in the project was staff changes. After the launch of the project, the CITES MA of VN 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 CITES MA of VN. 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; and the new staff members assigned to the project were able to seamlessly transition into taking charge of the project responsibilities.

A particular strength of our partnership is the expertise that both parties bring to the table that contributed to the success of the project. In writing the children's books and creating the cartoons based on them, both HSI and the CITES MA of VN offered biological expertise pertaining to the subject species of each book. While HSI brought expertise in public education on animal issues that helped shape the English sections of the books, the CITES MA of VN brought invaluable input on local and cultural sensitivities that helped shape the Vietnamese language portions of the books and cartoons, and they also provided 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 was reviewed by the CITES MA of VN, which immediately informed us that it was unsuitable for the Vietnamese public. Without the CITES MA of VN 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 CITES MA of VN to open opportunities for the furthering of this project in Viet Nam. At the request of the CITES MA of VN, 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 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 22<sup>nd</sup>, 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 CITES MA of VN. Without our partnership, such opportunities would simply not have been possible. In addition, despite the efforts of HSI's Viet Nam Director to reach out to Vietnamese TV stations to obtain quotes to air the children's videos, the deal that we eventually got with the national broadcast company, VTV, would not have been possible without the assistance of our colleagues in the CITES MA of VN. We were told that the price was also discounted due to the fact that it was an effort in collaboration with an agency in the government of Viet Nam.

The project partners will continue our working relationship for the foreseeable future, as we are engaged in two large-scale projects at the present to continue to reduce demand for threatened species of wildlife in Viet Nam.

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

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

This project served to reduce demand for the products of the illegal wildlife trade. The children's books and videos helped to raise awareness in Viet Nam of the threatened status of rhinos, pangolins, elephants and tigers; introduced the idea that products made from these animals have no proven health benefits and therefore are a waste of money; and that use of these products pushes these species further toward extinction. The books and videos have helped 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 threatened. Readers and viewers are called to action to help protect these animals, and to eschew products derived from them. This IWT project has been successful in convincing everyone who read the books or viewed the video to not buy or consume parts of these threatened species. Thus, this IWT project has reduced demand for these threatened species, which is expected to reduce poaching.

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

As stated above, demand for the target species has been reduced by raising awareness about the threats these species face and the fact that products derived from these species do not have any medicinal benefits or are contributing to the extinction of these species. The survey results (Output 3, Indicator 1) indicate that at least approximately 2.74% of the national



population (or approximately 2.6 million people) and as many as 20.2 million people (according to VTV viewership estimates (Output 2, Indicator 2)) viewed one or more of the children's videos on television, and the survey results showed that 100% of those who viewed the videos or the booklets had no intention of consuming products derived from the subject species, meaning that this many people will no longer purchase or use these parts and products, and thus demand for these products has been reduced. This means that fewer poachers and traders in these illicit products were able to profit from the demand for these products, subsequently reducing the impetus to poach and illegally trade in parts and products derived from these four species. Additional positive indicators of the success of our campaign as part of a global effort to raise awareness and reduce demand are: [a report](#) that the black market price of rhino horn has recently dropped in Viet Nam; and the fact that for two years now the number of [rhinos poached in South Africa](#) has been in decline. Despite these positive developments, it is worth noting that Viet Nam is not the only rhino horn consuming country, evidenced by the significant number of [rhino horn seizures](#) having occurred in China [or with involvement of Chinese nationals](#) in recent years.

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

Viet Nam is categorized as a Lower Middle Income Country. People in Viet Nam are helped by this project when they learn that products derived from rhinos, tigers and pangolins have no medicinal value, and also learn that trade in elephant ivory is leading to the extinction of this species, and so they do not need to waste their scarce resources on purchasing it. The poverty alleviation benefits of this project to people in range countries are detailed in the Project Summary above.

This project did not measure direct poverty impacts. For the purpose of this project, measurement of indirect poverty impact is considered equal to the measurement in reduction of intention to buy or use rhino, elephant, tiger and pangolin parts and products. The survey results and viewership estimates indicate that at least 2.6 million people viewed one or more of the children's videos on television, and 100% of those who responded that they saw one or more of the videos said that they have no intention of purchasing products derived from the species focused on in the video (see Annex 3 for report on survey results as well as official viewership estimates and confirmation of the number of times each video was aired on Vietnamese national television). This means that this many people will no longer purchase or use parts and products made from the target species, and thus demand for products derived from these species has been reduced by at least 2.74% nationally in Viet Nam.

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

This project has no direct or indirect gender equality impacts. The books and cartoons were created for all people, regardless of gender.

## **9. Lessons learnt**

The management structure was suitable for this style of project.

The expertise of project staff was appropriate, but the project would have benefitted from a staff member who had experience in video production and broadcasting programs on national television in Viet Nam and the costs involved.

The project was well-planned, with a good understanding of the underlying issues, but as mentioned above, there was a logistical flaw in underestimating costs.

With regard to sufficient allocation of resources, as stated above, underestimated costs of video production and broadcasting significantly impacted the cost and schedule of the project, issues which were resolved by securing additional external funding.

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. While the first video was produced by an American company, the second through fourth videos were 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.

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

The lessons learned in the first production cycle on the rhino video were built into the subsequent production cycles of the three final videos, with professional translation and voice acting services being employed and the CITES MA of VN and VTV serving as the final Vietnamese review panel. Having government authorities that are native speakers of Vietnamese review the content was critical to the approval process and therefore also to the final steps of the production process, as they were able to ensure that the text and voice acting performances were natural and approved by the government for airing on national television.

There is a marked discrepancy between the Nielsen survey viewership estimates and the VTV viewership estimates. The VTV viewership estimates are derived from a very new system of viewer rating that was implemented in 2016. It counts every time a viewer in Viet Nam turns to the station on which one of the programs was airing, for any period of time. This means that even those viewers that were flipping through channels and don't watch a program in its entirety are counted as "views," which offers an explanation of why the estimates are so high. However, since we received these official statistics from VTV, we present them here, even only as a potential maximum incomplete viewership figure. As a result of the high probability of overestimation associated with these figures, they are not considered when estimating possible reduction in demand as a result of having viewed the video(s).

## **9.1 Monitoring and evaluation**

There was 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. Evaluation of the overall progress, timing and budget as well as preparation for next steps was achieved through regular email communication.

There were no changes to the project design, although the timeframe changed.

The Monitoring and Evaluation system was practical and helpful in providing feedback to partners, as it ensured that the two partners had the same understanding about what metrics needed to be measured.

There was no internal or external evaluation of the work during the work period, nor are there plans for this.

## **9.2 Actions taken in response to annual report reviews**

One recommendation from the reviewer in the annual report was to strengthen the exit strategy by stronger engagement of the Ministry of Education and Training (MOET) in HSI's collaborative education project.

HSI now has a formal agreement to conduct a threatened species education project in cooperation with the MOET and the CITES MA of VN, and we hope that the electronic booklets and videos will be used in the curriculum.

## **10. Other comments on achievements not covered elsewhere**

No other comments.

## **11. Sustainability and legacy**

Our planned exit strategy in the proposal was: “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.”

The profile of the project has risen considerably since the rhino cartoon was aired at the World Rhino Day event in Viet Nam held in September, 2015, uploaded on HSI’s website and promoted on World Rhino Day, and subsequently broadcast on the National Assembly TV station.

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

There has not been any impact on policy in the host country.

Efforts to publicize the work include [press reports](#) (see also Annex 3 for a more comprehensive list of press), publicizing content on [websites](#) (the [rhino](#), [pangolin](#), [elephant](#) and [tiger](#) videos have been published on the HSI website and shared via social media platforms including Facebook and Instagram), public [events](#), and all four videos were aired on national television 100 times each over a total period of five months. All four booklets were publicized on the [Hanoi IWT Conference website](#). The “[I’m a Little Rhino](#)” video was played on a loop at HSI’s exhibition booth at the Hanoi Conference on Illegal Wildlife Trade in November, 2016, which was attended by high-level representatives of 47 countries as well as His Royal Highness Prince William. The “I’m a Little Tiger” booklet was publicized via [HSI’s website](#) in celebration of World Tiger Day on July 29th, 2016, and was [publicized on the Hanoi IWT Conference website](#) on World Tiger Day. The “I’m a Little Pangolin” [booklet](#) and [video](#) were publicized via HSI’s [Twitter](#) social media platform in celebration of World Pangolin Day on February 18<sup>th</sup>, 2017. On his trip to Viet Nam in November, 2016, HRH Prince William visited a school that was using the *I’m a Little Rhino* booklet. This resulted in widespread press attention to the book and the program. Numerous photos were taken of the Prince with the book. See [here](#) and [here](#) for examples.

There is also the potential to incorporate the materials produced in this project into another cooperative project underway by HSI, the CITES MA of VN and the MOET as mentioned in section 9.2. This could potentially expand the audience for the booklets and videos to millions of additional schoolchildren nationwide, and provide a venue for the continued use of these materials for years to come. There is also interest shown from HSI partner NGOs in China to translate the “I’m a Little Pangolin” booklet into Chinese for distribution in China (see DropBox link in Annex 3 for translated digital copy of the book) pending funding, and there have been discussions with an HSI partner in Malaysia to have the “I’m a Little Pangolin” book translated into Bahasa Malaysia for an outreach and education project there, opening opportunities for further utilization of these materials in other countries.

## **12. IWF Challenge Fund Identity**

On 2 February, 2015, project co-leader Teresa M. Telecky, Ph.D. contacted [iwt-fund@itsi.co.uk](mailto:iwt-fund@itsi.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. It was noted in our annual report in April 2016 that as the four cartoons had yet to be aired there was still an opportunity to incorporate a logo or some text recognizing the UK Government for their

contribution to this project, but no response was received to this suggestion so the videos were aired featuring CITES MA of VN and HSI logos only.

This project was part of a larger programme in that it was a complementary effort to the rhino horn demand reduction campaign implemented by HSI and the CITES MA of VN.

The CITES MA of VN is very familiar with the IWT Challenge Fund.

As mentioned above, an effort was made to inquire as to incorporating the UK Government's logo into the materials, but no response was received. Hence, no recognition was given and publicized in the materials themselves.

**13. OPTIONAL: Outstanding achievements of your project during the (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).

Under this project, a series of children's books and animated cartoon videos were produced that were aimed at reducing demand for parts and products of rhinoceros, elephant, tiger and pangolin in Viet Nam. This project built 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\*](#) 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. 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, three additional books were created: [\*I'm a Little Pangolin\*](#), [\*I'm a Little Elephant\*](#), and [\*I'm a Little Tiger\*](#). Electronic versions of the books were prepared and distributed via HSI's website and through social media outlets. Screenplays based on all four books were written, and cartoon videos were produced based on the [rhino](#), [pangolin](#), [elephant](#) and [tiger](#) books and were aired on national Vietnamese television at least 100 times each. A national survey was conducted by the Viet Nam office of the international public polling survey company, Nielsen. The survey results and viewership estimates from the television broadcast company indicate that at least 2.6 million people (or approximately 2.74% of the national population) viewed one or more of the children's videos on television, and 100% of those who saw one or more of the videos said that they have no intention of purchasing products derived from the species focused on in the video. This means that demand for products derived from these species has been reduced by at least 2.74% nationally in Viet Nam.

## 14. Finance and administration

### 14.1 Project expenditure

Project spend (indicative)	2014/15 Grant (£)	2014/15 actual IWT Costs (£)	2015/16 Grant (£)	2015/16 actual IWT Costs (£)	2016/17 Grant (£)	2016/17 actual IWT Costs (£)	Total Original Grant (£)	Total actual Costs (£)	Comments (please explain significant variances)
Staff costs (see below)									
Consultancy costs									
Overhead Costs									
Travel and subsistence									
Operating Costs									
Capital items (see below)									
Others (see below)									
<b>TOTAL</b>									

<b>Staff employed (Name and position)</b>	<b>Cost (£)</b>
Adam Peyman, Project Assistant	
<b>TOTAL</b>	

<b>Capital items – description</b> <i>Please detail what items were purchased with fund money, and where these will remain once the project finishes</i>	<b>Capital items – cost (£)</b>
<b>TOTAL</b>	0

<b>Other items – description</b> <i>Please provide a detailed breakdown for any single item over £1000</i>	<b>Other items – cost (£)</b>
0	0
<b>TOTAL</b>	0

## 14.2 Additional funds or in-kind contributions secured

Source of funding for project lifetime	Total (£)
Private Foundation	
Humane Society International	
<b>TOTAL</b>	

Source of funding for additional work after project lifetime	Total (£)
<b>TOTAL</b>	

## 14.3 Value for Money

The species that will benefit from this project were highlighted at the London Conference as being most in need of protection from poaching and the illegal international wildlife trade. Viet Nam has been identified as a major market, and or transit country, for illegally trafficked parts and products of these species. The project aims to change consumer behaviour of the tens of millions of people living in the 15 million Vietnamese households with children. As the total application request for funding is £ , this amounts to a cost of only £ to reach each targeted household in Viet Nam. Finally, the electronic booklets and videos will continue to be available to the public long after the end of the project, ensuring their continued value in reducing demand for many years to come.

As previously stated, the overall cost of having the cartoons produced and aired 100 times each on national television was underestimated, but according to the survey results, the impact that these videos had was significant. In addition, the project learned from the experience of hiring an animation company based in the U.S. for the first video, which was expensive but was a smoother experience overall, and opted to hire a Vietnamese animation company for the following three videos, as this was not only much less expensive, but allowed for a native Vietnamese speakers to provide voice acting and for the animators to more closely collaborate with the CITES MA of VN when necessary. In addition, despite overestimating the overall cost of airing the videos, our collaboration with the CITES MA of VN allowed the project to secure the number of airings originally set forth as the goal of the project during the timeframe allotted, allowing the project to reach its intended outcome.



## Annex 1 Project's original (or most recently approved) logframe, including indicators, means of verification and assumptions.

**Note:** Insert your full logframe. If your logframe was changed since your application and was approved by a Change Request the newest approved version should be inserted here, otherwise insert application 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)

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.

### 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 intension 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.
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### 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.

### 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.

## Annex 2 Report of progress and achievements against final project logframe for the life of the project Logical Framework

Project summary	Measurable Indicators	Progress and Achievements
<p><b>Impact</b></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>At least 2.6 million people in Viet Nam have viewed animated videos that help them better appreciate the value of rhinoceroses, pangolins, elephants, and/or tigers that helps them better understand: the threats that they face; the fact that products derived from these species are not effective as medicine and are pushing these animals to the brink of extinction; and that the public should help protect these species by not buying or using products derived from them. According to the results of a public opinion survey, 100% of those who said they watched the videos also said they have no intention to buy or use products derived from these species, indicating reduced demand for their products in light of heightened awareness of the threats these species face due to demand for consumption and the fact that these products provide do not any medicinal benefit.</p>
<p><b>Outcome</b></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</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 4.</p> <p>Indicator 3</p> <p>The number of national broadcasts has increased from 0 to 411: the rhino video has been broadcast 103 times; the pangolin video has been broadcast 108 times; the elephant video has been broadcast 100 times; and the tiger video has been broadcast 100 times.</p> <p>Indicator 4</p> <p>According to VTV estimates, the number of viewers of these broadcasts has increased from 0 to as many as 20.2 million nationwide.</p> <p>Indicator 5</p> <p>According to the results of the survey, an estimated 2.6 million people saw the children's videos nationwide.</p> <p>Indicator 6</p> <p>According to the results of the survey, 100% of people who viewed the children's videos nationwide said they have no intention to buy or use the products derived from the subject species. This means that awareness about these species has been raised and demand for products derived from these four species has been</p>

	<p>greater number.</p> <p>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.</p> <p>Indicator 6 Percent of surveyed people who say they saw the electronic children's books or the videos and that this affected their intension to buy our use products of rhinos, elephants, tigers and pangolins in future, increases from zero to a significantly greater number.</p>	<p>reduced in at least 2.6 million people in Viet Nam.</p>
<p><b>Output 1.</b> 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 All booklets were written and illustrated.</p> <p>Indicator 2 All booklets are in electronic form.</p> <p>Indicator 3 All screenplays based on the booklets were written; all four animated videos were produced.</p> <p>Indicator 4 All four videos and the three additional books were uploaded to the HSI website, YouTube, and the Hanoi conference website.</p> <p>Indicator 5 This is planned for the future through our cooperative project with CITES MA of VN and MOET.</p> <p>Indicator 6 All four videos have been broadcast at least 100 times on national Vietnamese TV, with an estimated viewership of between 2.6 and 20.2 million (depending on source of viewership data).</p>

<p>Activity 1.1 Booklets are written.</p>	<p>All four booklets were written.</p>
<p>Activity 1.2 Booklets are translated into Vietnamese.</p>	<p>All four booklets were translated into Vietnamese.</p>
<p>Activity 1.3 Booklets are illustrated.</p>	<p>All four books were illustrated.</p>
<p>Activity 1.4 Contracts are signed with broadcasters.</p>	<p>Contract was signed.</p>
<p>Activity 1.5 Booklets are converted into animated videos.</p>	<p>4 of 4 booklets were converted into animated videos.</p>
<p>Activity 1.6 Electronic booklets and videos are posted to websites and remain there for at least 12 months.</p>	<p>4 of 4 booklets and videos were posted to the HSI website, and the videos have been uploaded to YouTube and will remain there for at least 12 months.</p>
<p>Activity 1.7 Videos are broadcast over 12 months.</p>	<p>Further delays in production, review and revision based on CITES MA OF VN and VTV feedback, coupled with the high cost of broadcasting each video 100 times, led us to reduce the period over which the videos were broadcast (to four months), while retaining the number of broadcasts of at least 100 times per video.</p>
<p>Output 2. 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 2016, 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 The videos were aired on national television at least 100 times each and uploaded to HSI's YouTube channel, and the electronic booklets have been uploaded to the HSI website, the Hanoi IWT Conference website and publicized through social media channels.</p> <p>Indicator 1 The videos were viewed on YouTube a total of 24,039 times, including reposts of the videos. The rhino book page was visited 5,609 times, the pangolin book page was visited 194 times, the elephant book page was visited 56 times, and the tiger book page was visited 218 times.</p> <p>Indicator 2 Monthly viewership estimates from VTV indicate that the combined estimated views of the videos were: 5.3 million in September, 2016; 7.2 in October, 2016; 4.3 in November, 2016; and 3.4 million in December, 2016.</p> <p>Indicator 3 According to the results of the survey, an estimated 2.74% of the national</p>

		population, or approximately 2.6 million people saw the children's videos nationwide.
Activity 2.1	Contract signed with public opinion survey company.	Contract was signed.
Activity 2.2	Questions for survey prepared.	Survey questions were prepared and reviewed.
Activity 2.3	Public opinion survey conducted and report prepared.	Survey was conducted and report on results of the survey was received.
Activity 2.4	Results are assessed and reported.	Results were assessed and reported.
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.	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.	Output 3 According to the results of the survey, 100% of people who viewed the children's videos nationwide said they have no intension to buy or use the products derived from the subject species. This means that awareness about these species has been raised and demand for products derived from these four species has been reduced in at least 2.6 million people in Viet Nam.



## Annex 3 Onwards – supplementary material (optional but encouraged as evidence of project achievement)

### Checklist for submission

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