

Illegal Wildlife Trade: Half Year Report

(due 31 October)

Project Ref No	IWT 006
Project Title	Educational Children's Videos Reduce Endangered Species Demand in Viet Nam
Country(ies)	Viet Nam
Lead Organisation	Humane Society International
Collaborator(s)	Viet Nam CITES Management Authority
Project Leader	Teresa M. Telecky, Ph.D.
Report date and number (eg HYR1)	31 October 2016, HYR2
Project website	None

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

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

As reported in our annual report, all four booklets were written (Activity 1.1), translated into Vietnamese (Activity 1.2), and illustrated (Activity 1.3); two of the books (rhino and pangolin) were converted into animated videos (Activity 1.5); one of the books and video (rhino) were posted to websites (Activity 1.6); and one of the videos was broadcast on national TV (rhino) (Activities 1.4 and 1.7).

During April through September 2016: the two remaining books (tiger and elephant) were converted into animated videos (Activity 1.5); one additional book (tiger) was posted to websites (Activity 1.6); and two of the videos were broadcast on national TV (rhino and pangolin) (Activities 1.4 and 1.7).

As noted in our April 2016 annual report, and our change request, the completion of these activities is behind schedule and we had a significant shortage of funds to air all four videos one hundred times each, as per the proposal. However, we were able to find additional funding (USD 220,000) to support the airing of all four videos on Viet Nam's national television station, VTV, one-hundred times each from 1 September through 31 December 2016. The rhino and pangolin videos have been airing since 1 September; and at present, all four cartoons are being aired on national Vietnamese television. VTV will provide viewership numbers once all airing has been completed.

Finally, all four books and videos will be available on websites before the end of December 2016.

Thus, by 31 December 2016, the activities associated with Output 1 will be completed; this is approximately six months behind schedule.

Output 2: People who live in households with children view the electronic booklets and video.

We are in discussions with the Viet Nam office of the international polling firm, Nielsen, about a

national public poll to be undertaken near the end of December 2016 to ascertain the percent of public who saw the cartoons and booklets and the impact of cartoon or booklet viewing on stated intent to buy or use the wildlife parts and products. The results of the survey will be available before the end of January 2017. The poll and the poll results are approximately 3 months behind schedule.

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.

As noted above, the Nielsen survey will measure the impact of cartoon or booklet viewing on stated intent to buy or use the wildlife parts and products. The results of the survey will be available before the end of January 2017. The poll and the poll results are approximately 3 months behind schedule.

The project will be completed by 31 January 2017; this is on schedule.

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

Due to problems experienced prior to the last six months, as detailed in our April 2016 annual report and change request, we started out this six month period approximately six months behind schedule. We also needed to find significant additional funding to air the cartoon videos one hundred times each on national television.

However, we were able to find the needed funding from an outside source. Furthermore, by compressing the amount of time the videos would be aired on national television into four months rather than one year, the project will be able to finish on schedule, by 31 January 2017.

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

Discussed with LTS: Yes

Formal change request submitted: Yes

Received confirmation of change acceptance No

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

Yes No Estimated underspend: £

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

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

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

We received a response to our change request, which indicated that some of the changes were accepted and some were not. We responded to the response but the final decision was not communicated to us. Therefore, at this time, we do not know if all the changes we requested were accepted.

In any case, at this point in time, as noted above, the project will be completed on schedule. All of the activities will have been conducted albeit not necessarily within the timeframe specified in the project proposal.

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

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