

Illegal Wildlife Trade



# Application form for Illegal Wildlife Trade Challenge Fund 2014

Please read the [guidance notes](https://www.gov.uk/government/publications/the-illegal-wildlife-trade-challenge-fund) (available at <https://www.gov.uk/government/publications/the-illegal-wildlife-trade-challenge-fund>) before completing this form. Where no word limits are given, the size of the box is a guide to the amount of information required.

Office use only

Date logged: **06/08/2014**

Logged by: **JG**

Application ID: **35**

## 1. Name and address of lead organisation

(NB: Notification of results will be by email to the Project Leader)

<b>Applicant Organisation Name:</b>	<b>Humane Society International</b>
<b>Address:</b>	
<b>City and Postcode:</b>	
<b>Country:</b>	
<b>Project Leader name:</b>	.
<b>Email:</b>	
<b>Phone:</b>	

## 2. Project title

<b>Title (max 10 words)</b> <b>Educational Children's Videos Reduce Endangered Species Demand in Viet Nam</b>
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## 3. Project dates, and budget summary

<b>Start date: 01/02/15</b>		<b>End date: 31/01/17</b>		<b>Duration: 2 yrs 0 mths</b>	
<b>2014/15</b>	<b>2015/16</b>	<b>2016/17</b>	<b>2017/18</b>	<b>Total request</b>	
<b>£ 847</b>	<b>£ 46537</b>	<b>£ 12378</b>	<b>£ 0</b>	<b>£ 59762</b>	
<b>Proposed (confirmed and unconfirmed) co-financing as % of total Project cost: 33</b>					

## 4. What will be the outcome of the project?

(See Guidance notes 3.1 and 4, and Annex B - guidance on developing a logframe)

This should be an action orientated statement e.g. training provided to the judiciary results in increased successful prosecutions of poaching. (You may copy and paste the same answer as provided in the outcome section of Question 21 here).

(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.**

## 5. Country(ies)

(See Guidance notes 3.3 and 4.3)

Which eligible country(ies) will your project be working in? You may copy and paste this table if you need to provide details of more than four countries.

<b>Country 1: Viet Nam</b>	<b>Country 2:</b>
<b>Country 3:</b>	<b>Country 4:</b>

## 6. Which of the three key IWT Challenge Fund objectives will your project address?

(See Guidance note 3.1)

Tick all that apply.

1. Developing sustainable livelihoods for communities affected by illegal wildlife trade	<input type="checkbox"/>
2. Strengthening law enforcement and the role of the criminal justice system	<input type="checkbox"/>
3. Reducing demand for the products of the illegal wildlife trade	<input checked="" type="checkbox"/>

**6b. Which of the commitments made in the London Conference Declaration does this project support? Please provide the number(s) of the relevant commitments.**

(See Guidance note 3.1)

<p><b>I. Support, and where appropriate undertake, effectively targeted actions to eradicate demand and supply for illegal wildlife products, including but not limited to, raising awareness and changing behaviour.</b></p>
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**7. About the lead organisation:**

What year was your organisation established/ incorporated/ registered?	<b>1991</b>
What is the legal status of your organisation?	NGO                      Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Government            Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> University                Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> Other (explain)
How is your organisation currently funded?	(Max 100 words)  Donations from individuals and grants from governments and foundations.
Have you provided the requested signed audited/independently examined accounts?  <b>Note that this is not required from Government Agencies</b>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

**7b. Provide detail of 3 contracts/projects previously undertaken by the lead organisation that demonstrate your credibility as an organisation and provide track record relevant to the project proposed. These contacts should have been**

held in the last 5 years and be of a similar size to the grant requested in your IWT Challenge Fund application.

Contract/ Project 1 Title	<b>No Shark Fin Project in China</b>
Contract Value/ Project budget	<b>GBP</b>
Duration	<b>4 June 2013 - 4 June 2014</b>
Role of organisation in project	<b>HSI received funds from the Pew Environment Group to work with selected local Chinese conservation NGOs to raise public support, reduce consumer demand for shark fins, and strengthen overall public support for shark protection in China.</b>
Brief summary of the aims, objectives and outcomes of the project.	<p><b>The purposes of the project was to conduct a focused education and outreach campaign in China to promote shark conservation by building upon existing support to end the destructive practice of shark finning, to reduce demand for shark fin in China, and to promote meaningful implementation of China's State Council commitment to ban the serving of shark fins at government banquets.</b></p> <p><b>The outcomes of the project include, but are not limited to, numerous awareness-raising activities online and offline, such as a No Shark Fin Chinese New Year campaign on social media, a major media event with support of well-known Chinese celebrities whose online and offline appeal reached tens of millions of Chinese people, multi-city World Oceans Day photo exhibits, and legislative proposals by concerned local council members to prohibit shark fin consumption at municipal levels.</b></p> <p><b>Awareness about the sharks' plight due to the demand for fins was greatly increased and grassroots support for shunning shark fin consumption was garnered as a result of the project.</b></p>
Client/Project Manager	<b>Client: The Pew Environment Group</b>

contact details (Name, e-mail, address, phone number).	<b>Project Manager: Isabel Jarrett</b>
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Contract/ Project 2 Title	<b>Shark identification and CITES Implementation Workshop for Latin America and the Caribbean</b>
Contract Value/ Project budget	<b>GBP</b>
Duration	<b>1 June 2013 - 30 November 2013</b>
Role of organisation in project	<b>Lead organization in supporting the governments of the United States and Brazil to organize the workshop, designing content and format of the workshop, coordinating with host country, Brazil, and participating governmental representatives from over a dozen countries, coordinating with speakers from the CITES Secretariat and the United Nations Food and Agriculture Organization, and preparing shark identification guides and other relevant materials for the workshop participants.</b>
Brief summary of the aims, objectives and outcomes of the project.	<p><b>The project was to help advance efforts to improve the conservation and management of sharks by Latin American and the Caribbean countries and to assist them with implementation and compliance with shark listings on Appendix II of the Convention on International Trade in Endangered Species.</b></p> <p><b>The objectives of the workshop were helping advance species identification; improving data collection and data reporting in the region; providing tools to improve the tracking of shark species in trade; and increasing awareness of international regulations related to shark conservation.</b></p> <p><b>As a result of the workshop, officials from Latin America and the Caribbean countries charged with law enforcement and fisheries management learned the essential skills in using the regionally-specific shark identification guides; being able to distinguish fins of CITES-listed shark species from fins of other sharks; and methods of developing a chain of custody of shark products.</b></p>

Client/Project Manager contact details (Name, e-mail, address, phone number).	<b>Client: The National Oceanic and Atmospheric Administration</b>  <b>Program Manager: Patricia Sayer</b>
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Contract/ Project 3 Title	<b>Management of Elephant Populations in Kwa-Zulu Natal Province, South Africa, with Immunocontraception</b>
Contract Value/ Project budget	<b>GBP</b>
Duration	<b>18 September 2012 - 31 January 2016</b>
Role of organisation in project	<b>HSI pioneered the use of immunocontraception to control growth of African elephant populations twenty years ago. Managers of most African elephant populations in South Africa, both private and public are now using the technique. HSI produces the immunocontraceptive vaccine in a laboratory in South Africa and provides this to managers. HSI also provides managers with advice on how to manage populations using this technique, including veterinary advice, as well as advice on technology needed to administer the vaccine by remote darting.</b>
Brief summary of the aims, objectives and outcomes of the project.	<b>The project, which is ongoing, is to provide funding to Kwa-Zulu Natal Province to allow them to apply immunocontraception to four populations over three years. This gets them over the first year hurdle caused by the need to apply an initial vaccine plus a booster. It also allows them to measure the results because by year three the effect will be apparent in a fewer number of calves being born in the population. As of this year, all four populations will be on the vaccine.</b>
Client/Project Manager contact details (Name, e-mail, address, phone	<b>Client: U.S. Fish and Wildlife Service</b>  <b>Project Manager: Michelle Gadd</b>

number).

## 8. Project partners

Please list all the partners involved (including the Lead Organisation) and explain their roles and responsibilities in the project. Describe the extent of their involvement at all stages, including project development. This section should illustrate the capacity of partners to be involved in the project, and how local institutions, local communities, and technical specialists are involved as appropriate. Please provide written evidence of partnerships. Please copy/delete boxes for more or fewer partnerships.

<b>Lead Organisation name:</b>	<b>Humane Society International</b>
<b>Website address:</b>	<b><a href="http://www.hsi.org">www.hsi.org</a></b>
<b>Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)</b>	<p><b>HSI is the international arm of The Humane Society of the United States (HSUS). Established in 1991, HSI seeks a humane and sustainable world for all animals—a world that will also benefit people.</b></p> <p><b>This is a cooperative project of HSI and the CITES MA of VN. The project is co-managed by both entities.</b></p> <p><b>The roles of HSI include: planning, implementation, monitoring, evaluation, providing rhino biology, conservation, and international trade expertise, providing artistic and design expertise, providing scientific and technical expertise, providing educational expertise, liason with the public opinion polling firm, fundraising, financial management of the project, liaising with funding bodies, including submission of activity and financial reports, arranging travel for staff, and liaising with international press.</b></p> <p><b>The HSI has the capacity to implement this project.</b></p>

<b>Partner Name:</b>	<b>CITES Management Authority of Viet Nam</b>
<b>Website address:</b>	<b>www.tongcuclamnghiep.gov.vn</b>
<b>Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)</b>	<p>The CITES MA of VN 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 the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES). Since the entry to CITES in 1994, the CITES MA of VN has taken the leading role in coordinating relevant law enforcement agencies in Viet Nam in combating wildlife crime.</p> <p>This is a cooperative project of the CITES MA of VN and HSI. The project is co-managed by both entities.</p> <p>The roles of the CITES MA of VN include: planning, implementation, monitoring, evaluation, providing authority to undertake the activities in Viet Nam, providing CITES expertise, providing Viet Nam legal and regulatory expertise, liaising with stakeholders in Viet Nam, liaising with other government bodies in Viet Nam, liaising with television broadcast companies in Viet Nam, arranging travel for staff, liaising with Viet Nam press, and liaising with regional and international bodies.</p> <p>The CITES MA of VN has the capacity to implement this project.</p>
<b>Have you included a Letter of Support from this organisation?</b>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>



<b>Partner Name:</b>	
<b>Website address:</b>	
<b>Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)</b>	
<b>Have you included a Letter of Support from this organisation?</b>	Yes <input type="checkbox"/> No <input type="checkbox"/>

## 9. Project staff

Please identify the core staff on this project, their role and what % of their time they will be working on the project. Please provide 1 page CVs for these staff. Please include more rows where necessary.

<b>Name (First name, Surname)</b>	<b>Role</b>	<b>% time on project</b>	<b>1 page CV attached?</b>
Teresa Telecky	Project Leader	5	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Do Quang Tung	Project Co-Leader	5	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
			Yes <input type="checkbox"/> No <input type="checkbox"/>

## 10. Species project is focusing on

(see Guidance note 4.1)

Where there are more than 4 species that will benefit from the project's work, please add more boxes.

1.Rhinoceros	2.Elephant
3.Tiger	4.Pangolin

## 11. Problem the project is trying to address

What specific aspect(s) of the illegal trade in wildlife will your project address? Please describe the level of threat to the species concerned, and which communities are affected, and how?

(Max 300 words)

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.

## 12. Methodology

Describe the methods and approach you will use to achieve your intended outcomes and impact. Provide information on:

- How you have analysed historical and existing initiatives and are building on or taking work already done into account in project design
- How you will undertake the work (materials and methods)
- How you will manage the work (roles and responsibilities, project management tools etc.).

Please make sure you read the Guidance Notes, particularly Sections 3.1 and 3.2, before answering this question.

(Max 1000 words)

Since August 2013, HSI and the CITES Management Authority of Viet Nam (CITES MA of VN) have undertaken a campaign to reduce demand for rhino horn in Viet Nam. The campaign includes the following elements: 1) public opinion surveys conducted before, during and after the project to enable measurement of the campaign's impact; 2) engagement of stakeholders (including women's associations, school-aged children, university student, the business community) in demand reduction efforts; and 3) national stakeholder workshops, to be held each year of the project, where stakeholders and the government can share information on demand reduction campaigns initiated under the project, so that these can be reviewed and methodology refined over time. The campaign has developed numerous communication tools to deliver demand reduction messages to the stakeholders and the public. One such tool is a 16-page illustrated children's booklet, entitled "I'm a Little Rhino" (web link at: [http://www.hsi.org/issues/rhinoceros\\_poaching/facts/little\\_rhino\\_book.html#id=album-217&num=content-3717](http://www.hsi.org/issues/rhinoceros_poaching/facts/little_rhino_book.html#id=album-217&num=content-3717)). This booklet 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 rhinos. While the booklet was designed to appeal to children, during our campaign over the past year we have found that adult stakeholders also enjoy reading the booklet to learn about rhinos. Thus, the booklet has become a cornerstone of our campaign and demand for hard copies of the booklet exceeds our capacity to produce them. The unique and important role that this booklet can play in educating the Vietnamese public about endangered species has been underscored by its selection as a teaching tool in a 'bioliteracy' program being conducted by the United Nations Educational, Scientific, and Cultural Organization (UNESCO) and the Viet Nam Ministry of Education and Training (MOET). All primary school teachers in Viet Nam will be trained under the UNESCO/MOET program.

We have targeted primary school-aged children as part of our rhino horn demand reduction campaign for several reasons. Firstly, Viet Nam's population is heavily skewed toward youth, with 30.9% of the population 17-years of age and younger and 67.1% of households including a child 17-years of age or younger. A child-focused element of the campaign can take advantage of the extended family structure, which consists of children, their parents, their grandparents, their aunts and uncles, and their cousins. The concept is that by educating one child, and especially by giving them a

book about rhinos to take home with them, at least ten other people in that child's life will be touched by the campaign messages. Secondly, by educating children, we are ensuring that future Vietnamese adults will reject rhino horn trade and use.

Television is important way to reach the approximately 15 million Vietnamese households with children. Unlike many other Asian countries, there are very few children's television programs in Viet Nam and none that focus on environmental education. Although 98% of households have a television, only about 15 television shows per week are aimed at children 10 years of age or younger.

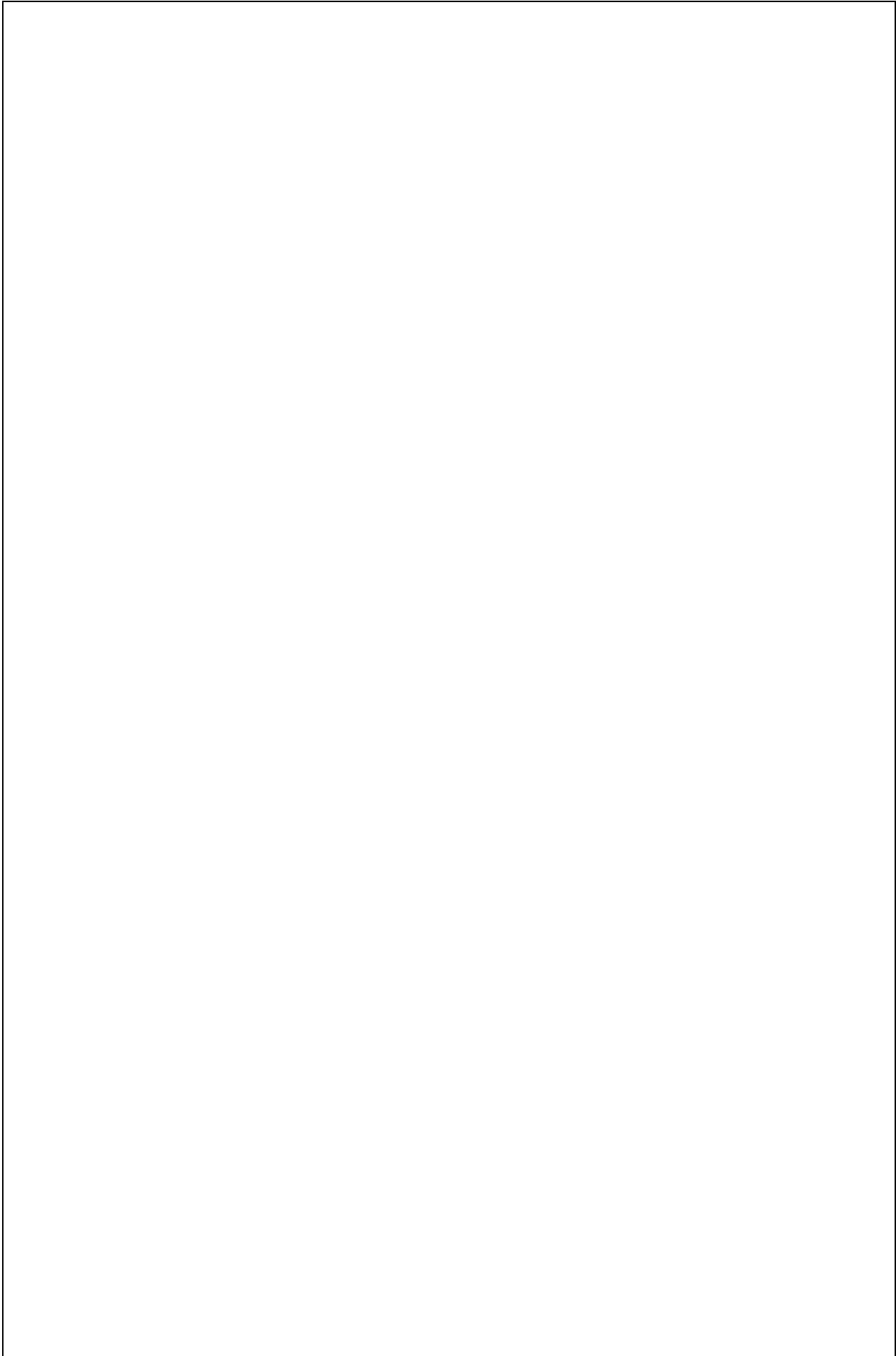
This project will build on our experiences with the rhino horn demand reduction campaign. We will produce three new illustrated 16-page children's booklets in Vietnamese and English, one each on elephants, tigers and pangolins, and prepare electronic versions of these. We will produce animated videos of ten minutes each of the four booklets (including the rhino booklet that already exists). We will package and disseminate the electronic booklets and videos to stakeholders in Viet Nam and encourage them to distribute the materials further. The videos will be broadcast at least 100 times over the course of a year on national television. We will measure the impact of the booklets and videos by including questions the public opinion surveys we are conducting annually for our rhino horn demand reduction campaign. By asking the questions, we will determine the number and percentage of people who viewed the electronic booklets and videos and we will determine the number and percentage of those people who indicate that viewing the booklets and video reduced their intention to buy our use parts of rhinos, elephants, tigers and pangolins.

Data collected, data analyses, output materials and reports of this project will be permanently stored in the electronic archives of HSI. The final booklets and videos will be available on the website of HSI for a minimum of ten years after completion of the project.

This is a co-operative project of HSI and the CITES MA of VN. HSI and the CITES MA of VN will share the roles of planning, implementation, monitoring, and evaluation.

HSI will provide: expertise on rhino biology, conservation, and international trade; artistic and design expertise; scientific and technical expertise; primary school education expertise; liaison with public opinion polling firm in Viet Nam; fundraising; financial management; liaison with funding bodies, including submission of activity and financial reports; arrangement of travel for staff; and liaison with international press.

The CITES MA of VN will provide: authority to undertake the activities in Viet Nam; CITES expertise; Viet Nam legal and regulatory expertise; liaison with stakeholders and other governmental bodies in Viet Nam; liaison with television broadcasting companies in Viet Nam; arrangement of travel for staff; liaison with Viet Nam press; and liaison with regional and international bodies.



### 13. Beneficiaries

Who will benefit from the work outlined above? How will you monitor the benefits they accrue? If your project is working in an Upper Middle Income Country, please explain how benefits will be delivered to people living in poverty in Low and/or Low Middle Income countries. Include, where possible, information on whether and how there are ways to support the most vulnerable communities, including women.

(Max 750 words)

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.

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

How will the species named in Question 10 above benefit from the work outlined above? What do you expect the long-term impact on the species concerned to be?

(Max 200 words)

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

*reduce demand in Viet Nam for parts and products of these animals. Reduced demand will mean that fewer animals will be poached, which will mean a major threat to the survival of these species will also be reduced.*

## **15. Exit strategy**

State how the project will reach a stable and sustainable end point, and explain how the outcomes will be sustained, either through a continuation of activities, funding and support from other sources or because the activities will be mainstreamed in to “business as usual”. Where individuals receive advanced training, for example, what will happen should that individual leave?

(Max 200 words)

**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.**

## **16. Funding**

16 a) Is this a new initiative or a development of existing work (funded through any source)? Please give details

(Max 200 words):

**This is a new project that developed from the experience of HSI and the CITES MA of VN that have been working together over the past year to reduce demand for rhino horn in Viet Nam, as described in part 12.**



16. b) Are you aware of any other individuals/organisations/projects carrying out or applying for funding for similar work?

Yes  No

If yes, please give details explaining similarities and differences, and explaining how your work will be additional to this work and what attempts have been/will be made to co-operate with and learn lessons from such work for mutual benefits:

16. c) Are you applying for funding relating to the proposed project from other sources?

Yes  No

If yes, please give brief details including when you expect to hear the result. Please ensure you include the figures requested in the Budget Spreadsheet as Unconfirmed funding.

## Funding and budget

Please complete the separate Excel spreadsheet (also available at <https://www.gov.uk/government/publications/the-illegal-wildlife-trade-challenge-fund>) which provides the Budget for this application. Some of the questions earlier and below refer to the information in this spreadsheet.

NB: Please state all costs by financial year (1 April to 31 March) and in GBP. Budgets submitted in other currencies will not be accepted. Use current prices – and include anticipated inflation, as appropriate, up to 3% per annum. The IWT Challenge Fund cannot agree any increase in grants once awarded.

### 17. Co-financing

#### 17 a) Secured

Provide details of all funding successfully levered (and identified in the Budget) towards the costs of the project, including any income from other public bodies, private sponsorship, donations, trusts, fees or trading activity, as well as any your own organisation(s) will be committing.

(See Guidance note 4.4)

**Confirmed:**

£

#### 17 b) Unsecured

Provide details of any co-financing where an application has been submitted, or that you intend applying for during the course of the project. This could include co-financing from the private sector, charitable organisations or other public sector schemes.

Date applied for	Donor organisation	Amount	Comments

## 18. Value for money

Please describe why you consider your application to be good value for money including justification of why the measures you will adopt will secure value for money.

(Max 250 words)

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.

## 19. Ethics

Outline your approach to meeting the IWT's key principles for ethics as outlined in the guidance notes.

(See Guidance Note 3.11)

(Max 250 words)

HSI and the CITES MA of VN will meet all legal and ethical obligations of the UK, Viet Nam, and the US. HSI has offices in the UK and US and is knowledgeable about such obligations in those countries. The CITES MA of VN is a government agency and is knowledgeable about such obligations in Viet Nam.

This project will ensure that the perspectives, interests and well-being of those directly affected by the project are taken into account. The content of the booklets and videos will be developed and approved by the CITES MA of VN which has the interests of the Vietnamese people at heart.

The project will ensure that traditional knowledge is treated in a culturally sensitive and appropriate manner.

The public opinion survey will research the attitudes and knowledge of the general public. The project will hire the Viet Nam office of the highly respected international public opinion polling firm, Nielsen, to conduct this research. Nielsen standards respect the rights and privacy of people who are the subject of their research.

This project will not be involved with 'partner communities' and so Prior Informed Consent is not applicable to this project.

HSI and the CITES MA of VN will uphold the credibility of any research and other findings of this project.

Staff members working on this project are employed full time by either HSI or the CITES MA of VN which already are responsible for their health and safety.

## 20. Outputs of the project and Open Access

Please describe the project's open access plan and detail any specific costs you are seeking from the IWT Challenge Fund to cover this.

(See Guidance Note 3.12)

(Max 250 words)

The project outputs, namely the on-line booklets and videos, will be made available on the HSI and CITES MA of VN.

## 21. Project monitoring and evaluation

### Logical framework

IWT Challenge Fund projects will be required to monitor (and report against) their progress towards their expected outputs and outcomes. This section sets out the expected outputs and outcomes of your project, how you expect to measure progress against these and how we can verify this.

This section uses a logical framework (logframe) approach. This approach is a useful way to take a logical approach to tackling complex and ever-changing challenges, such as tackling the illegal wildlife trade. In other words, it is about sensible planning.

Annex B in the Guidance Notes provides helpful guidance on completing a logical framework.

### Impact

The Impact is not intended to be achieved solely by the project. This is a higher-level situation that the project will contribute towards achieving. All IWT Challenge Fund projects are expected to contribute to tackling the illegal wildlife trade and supporting poverty alleviation in developing countries.

(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

There can only be one Outcome for the project. The outcome statement is the overarching objective of the project you have outlined. That is, what do you expect to achieve as a result of this project? The Outcome should identify what will change, and who will benefit.

There should be a clear link between the outcome and the impact.

This should be a summary statement derived from the answer given to Questions 13 and 14. (You may copy and paste the same answer as provided in Question 4 here).

(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

Provide detail of what you will measure to assess your progress towards achieving this outcome. For each indicator, you should be able to state:

- What is the starting point
- What is the expected change
- What the end point will be
- When the change will be achieved

You may require multiple indicators to measure the outcome – if you have more than 3 indicators please insert a row(s).

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

Identify the source material the IWT Challenge Fund (and you) will use to verify the indicators provided, and the progress made towards achieving them. These are generally recorded details such as publications, surveys, project notes, reports, tapes, videos etc. You should submit evidence of these with your annual reports.

Indicator 1	Count of the number of electronic children's books in Vietnamese
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	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

You will need to define the important assumptions, which are critical to the realisation of the *outcome and impact* of the project. It is important at this stage to ensure that these assumptions can be monitored since if these assumptions change, it may prevent you from achieving your expected outcome. If there are more than 3 assumptions please insert a row(s).

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

Outputs are the specific, direct deliverables of the project. These will provide the conditions necessary to achieve the Outcome. The logic of the chain from Output to Outcome therefore needs to be clear.

If you have more than 3 outputs, insert a row(s). It is advised to have less than 6 outputs since this level of detail can be provided at the activity level.

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

Provide detail of what you will measure to assess your progress towards achieving these outputs. You should be able to state:

- What is the starting point
- What is the expected change
- What the end point will be

- When the change will be achieved

You may require multiple indicators to measure each output – if you have more than 3 indicators please just insert a row(s).

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

Identify the source material the IWT fund (and you) can use to verify the indicators provided. These are generally recorded details such as publications, surveys, project notes, reports, tapes, videos etc.

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

You will need to define the important assumptions, which are critical to the realisation of the achievement of your outputs. It is important at this stage to ensure that these assumptions can be monitored since if these assumptions change, it may prevent you from achieving your expected outcome. If there are more than 3 assumptions, please insert a row(s).

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

Define the tasks to be undertaken by the project to produce the outputs. Activities should be designed in a way that their completion should be sufficient and indicators should not be necessary. Risks and assumptions should also be taken into account during project design.

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.

22. 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													

### 23. Monitoring and evaluation plan (M&E)

Describe, referring to the indicators above, how the progress of the project will be monitored and evaluated, making reference to who is responsible for the projects M&E.

IWT Challenge Fund projects will need to be adaptive and you should detail how the monitoring and evaluation will feed into the delivery of the project including its management. M&E is expected to be built into the project and not an 'add' on. It is as important to measure for negative impacts as it is for positive impact.

(Max 250 words)

HSI and the CITES MA of VN will monitor and evaluate project implementation as follows:

- 1) Regular email communication, at least on a weekly basis, or more frequently as needed;
- 2) Monthly skype or phone meetings; and
- 3) In person meetings at least four times per year.

During each monthly monitoring and evaluation session, HSI and the CITES MA of VN will consider:

- 1) Overall progress of the project in terms of timing, outputs and budget;
- 2) Evaluation of assumptions and development of course corrections if needed; and
- 3) Preparations for next steps.

### FCO notifications

Please check the box if you think that there are sensitivities that the Foreign and Commonwealth Office will need to be aware of should they want to publicise the project's success in the IWT Fund in the host country.

Please indicate whether you have contacted your Foreign Ministry or the local embassy or High Commission (or equivalent) directly to discuss security issues (see Guidance Notes) and attach details of any advice you have received from them.

**Yes (no written advice)**  **Yes, advice attached**  **No** **X**

## Certification

On behalf of the trustees/company\* of Humane Society International  
(\*delete as appropriate)

I apply for a grant of £ 59,762 in respect of **all expenditure** to be incurred during the lifetime of this project based on the activities and dates specified in the above application.

I certify that, to the best of our knowledge and belief, the statements made by us in this application are true and the information provided is correct. I am aware that this application form will form the basis of the project schedule should this application be successful.

*(This form should be signed by an individual authorised by the applicant institution to submit applications and sign contracts on their behalf.)*

- I enclose CVs for project principals and letters of support.
- Our most recent signed audited/independently verified accounts and annual report are also enclosed/can be found at:

Name (block capitals)	ANDREW N. ROWAN, Ph.D.
Position in the organisation	Chief Executive Officer

Signed

Date:

August 5, 2014

## Checklist for submission

	Check
Have you <b>read the Guidance Notes</b> ?	X
Have you provided <b>actual start and end dates</b> for your project?	X
Have you provided your <b>budget based on UK government financial years</b> i.e. 1 April – 31 March and in GBP?	X
Have you checked that your <b>budget is complete</b> , correctly adds up and that you have included the correct final total on the top page of the application?	X
Has your application been <b>signed by a suitably authorised individual</b> ? (clear electronic or scanned signatures are acceptable, but not the use of a script font)	X
Have you included a <b>1 page CV for all the Project Staff</b> identified at Question 9, including the Project Leader?	X
Have you included a <b>letter of support from the <u>main</u> partner(s) organisations</b> identified at Question 8?	X
Have you included a signed <b>copy of the last 2 years annual report and accounts</b> for the lead organisation? An electronic link to a website is acceptable.	X
Have you <b>checked the IWT website on GOV.UK</b> immediately prior to submission to ensure there are no late updates?	X

Once you have answered the questions above, please submit the application, not later than midnight GMT on 6 August 2014 to IWT-Fund@LTSI.co.uk using the first few words of the project title **as the subject of your email**. If you are e-mailing supporting documentation separately please include in the subject line an indication of the number of e-mails you are sending (eg whether the e-mail is 1 of 2, 2 of 3 etc). You are not required to send a hard copy.

**DATA PROTECTION ACT 1998:** Information supplied in the application form, including personal data, will be shared between the Department and LTS for administration, evaluation and monitoring purposes. Some information, but not personal data, may be used by the Department when publicising the IWT Challenge Fund including project details (usually title, lead organisation, location and total grant value) on the GOV.UK and other websites. Personal data may be used by the Department and/or LTS to maintain and update the IWT Challenge Fund mailing list and to provide information to British Embassies and High Commissions so they are aware of UK Government-funded projects being undertaken in the countries where they are located.

**ENVIRONMENTAL INFORMATION REGULATIONS 2004 and the FREEDOM OF INFORMATION ACT 2000:** Information (including personal data) relating to the project or its results may also be released on request, including under the Environmental Information Regulations 2004 and the Freedom of Information Act 2000. However, Defra will not permit any unwarranted breach of confidentiality nor will we act in contravention of our obligations under the Data Protection Act 1998.