



IWT Challenge Fund Project Information

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Project title	A recipe for reducing ivory consumption in China
Country(ies)	China
Contract holder institution	Wildlife Conservation Society
Partner institution(s)	Beijing Normal University, China Wildlife Conservation Association
Total IWT grant value	238,891
Start/end dates of project	15 th April 2015 / 15 th September 2017
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Report author(s) and date	Aili Kang, Qijing He, Anh-Tuan Tran January 2018

1. Project Summary

The global ivory trade has wiped out 65 percent of the African forest elephants in just 10 years, from which it will take these elephants nearly a century to recover. Elephants are vital in creating the conditions for productive ecosystems as well as offering opportunities for tourism. Losing elephant populations to poaching undermines these opportunities for economic wellbeing and deprives low income countries and communities with access to their national natural resource base.

To tackle this issue effectively requires a full supply chain approach from source to market, addressing both enforcement and demand. China's ivory demand or consumption was identified as the biggest demand source at global level. This demand is fueled in part by the perception of prestige associated with owning ivory. As a 'precious and rare' commodity ivory has become desirable to an increasing number of middle class consumers in China. Our overall theory of change is: if the demand of ivory can be interrupted and consumption will be decreased, poaching of African elephants will be reduced. In the long term, poaching pressure on low income source countries will be mitigated.

Based on this logic, the goal of this project is to interrupt demand – a key driver of elephant poaching in African range states – by changing consumption behaviors through two parallel approaches. One approach is to change the public's perception of ivory consumption from positive to negative. The second approach is to call on the Chinese government to take action

to significantly undermine the current demand for ivory. Under this goal, three outputs were proposed for this project:

- 1) A greater number of Chinese consumers perceive ivory to be an undesirable product and engage in anti-ivory campaigns to support government actions;
- 2) Influential Chinese companies are engaged and mobilized to take action to reduce ivory consumption;
- 3) Economic, social and political justifications for further limiting the legal ivory market are provided to government agencies through influential channels and networks.

2. Project Partnerships

Two Key partners listed in original proposal

1) Beijing Normal University (BNU) was a major partner of the research component for Output 3 of this project. One researcher, Dr. Li Zhang, was a co-PI in a project titled “The Economics of the Chinese Ivory Trade” supported by the Science for Nature and People Partnership (SNAPP), which was one of the key match funding sources supporting the research and policy deliverables listed for output indicators 3.1 and 3.2. Through this joint effort supported by IWT and SNAPP, two policy recommendation briefs were prepared and submitted to national decision-making agencies for preparation of an ivory ban during the project period. Dr. Li Zhang is also a key leader within an informal NGO network which focuses on the theme of illegal wildlife trade in China. He has coordinated several roundtable meetings among NGOs to share activities and project information. This mechanism allowed WCS’s project team to share its progress and challenges among different NGOs and to explore collaboration opportunities for public events or projects. Dr. Li Zhang and his team have been long-term partners with WCS in China for different conservation programs and this relationship will continue.

2) China Wildlife Conservation Association (CWCA) is a non-profit organization initiated and hosted by the State Forestry Administration (SFA), with an extensive network of over 3,450,000 members and/or supporters. WCS and CWCA have collaborated on multiple aspects of wildlife conservation in China across the years. For this project, CWCA acted as a strategic partner for ensuring a successful implementation of this project, and contributed extensively in designing and delivering targeted offline behavioral change and awareness raising campaigns in Beijing and Guangxi provinces. CWCA is also actively promoting the policy recommendations produced by this project.

Major stakeholders or partners not listed in original proposal

To leverage the potential impact from this project and to deliver key messages more effectively, we invited quite a few stakeholders to collaborate on this project’s offline and online campaigns, in addition to the two formal partners listed above.

1) The China CITES Management Authority (CITES MA) oversees CITES implementation in China and is a key government stakeholder for this project. WCS coordinated and communicated all aspects of this work and its results with CITES MA to ensure project deliverables were consistent with their annual needs for public outreach, capacity building goals, continued information sharing and policy recommendation preparation. In the behavior change campaigns themes of crime prevention, e.g. VOC for Chinese travelers at international ports, CITES MA provide their support through facilitating the communication of progress on activities between the project team and Chinese government agencies.

2) State Forestry Administration (SFA) is responsible for the conservation of all terrestrial wildlife and for enforcing law in case of wildlife crimes in China. WCS China operates under a Memorandum of Understanding with SFA, which outlines our strategic cooperation for strengthening the legislation framework, enhancing the capacity of law enforcement agencies in the country, and reducing demand for endangered species. Our long-term cooperation

ensures activities of this IWT project fit under the umbrella of the MoU, securing the legal mechanism for cooperation between WCS and the Chinese government.

3) Raffles Academy – an educational institution – helped with graphic design for WCS campaigns and events under this IWT project. The project team also invited the school’s fashion program to produce “Consume No Ivory” statements, messaging from an authority in the fashion industry that was targeted at individuals who might wear ivory products.

4) Lighthouse Academy – another educational institution preparing students for college – WCS initiated an internship program which engaged their students with elephant conservation activities through supporting the preparation of ivory related media reports and designing content for social media use.

5) China Enterprise Chamber of Commerce Uganda (CECCU) – the Chinese chamber of commerce in Uganda. CECCU has 110 registered Chinese corporate members investing or operating projects in many fields including trade, engineering contracting, oil and mineral resources, processing and manufacturing, real estate, finance, advertising, consulting and hotels in Uganda. For the IWT project, WCS and CECCU organized a workshop titled “Opportunities and Challenges for Chinese Enterprises to Engage in Biodiversity / Wildlife Conservation in Uganda” on 28th June, 2017 in Kampala, Uganda. This was one of the achievements under Output 2 of this project. WCS has increasingly focused on Chinese communities in Africa and has selected Uganda as a pilot country for follow-up projects. WCS will continue to explore this partnership along the IWT theme in Africa.

6) Daydow Trip is a travel media company founded by a tourist Key Opinion Leader (KOL) named Baozoujiemeihua (暴走姐妹花) who is popular across more than a dozen social and traditional media platforms. WCS collaborated with this company to produce a Public Service Advertisement campaign focusing on wildlife crime prevention. Activities produced by this partnership have supported Outputs 1 and 3 of this project. WCS will remain engaged in this partnership and continue to focus on Chinese overseas travelers and reducing their purchases or consumption of ivory in Africa after this IWT project.

3. Project Achievements

3.1. Outputs

The original logical framework of this project designed three outputs to support achieving the proposed outcome. None of those outputs were changed during the project period. The achievement status of each output will be described according to its indicators listed in the original log frame in Annex 1. Based on the experience and knowledge obtained through project implementation, the PI and project team recognized the weakness of the indicator design for those outputs. Some experiences will be discussed under each indicator in this section. A summary for the lessons learned about the linkages between outputs, outcomes and indicators will be discussed in Section 9.

Output 1. A greater number of Chinese consumers perceive ivory to be an undesirable product and engage in anti-ivory campaigns to support government action.

Among the seven indicators for this output, Indicators 1.1, 1.6 and 1.7 can measure the achievement of Output 1 better or more directly than the other indicators that were proposed originally. At the same time, there were two major external factors affecting those indicators that were out of our control during the project period. One was the increasing level of investment of several international or national organizations in demand reduction campaigns from 2015-2016. The other was China’s domestic ivory ban which was announced on December 31st, 2016. The contribution of this project to those achievements will be specified or discussed under each indicator.

- **Indicator 1.1 - Conservation of elephants and anti-ivory messaging is one of the top three popular topics among environmental topics on Sina Weibo by July 2017**

During the project period, WCS subcontracted Doodod (<http://www.doodod.com>) to monitor social media data for measuring progress or achievements for this project. In total, Doodod analyzed 301,294 messages/microblog/post through six social media or online media platforms, focusing on the Sina Weibo1 microblogging platform and Baidu News during two time periods (Feb 2015 – Jan 2016 and then Jan 2017 – December 2017). For their reports, please check Appendices I and II.

According to CIC & WCS social media listening report (Appendix III) in 2013, buzz volume about elephant protection ranked 9th among all wildlife categories. Doodod's research (Appendix II) showed that buzz volume for elephants in 2016 ranked 3rd among all 23 animal protection categories (including dog and cat welfare categories) and ranked 1st among wild animal protection topics. However, Doodod's research showed that the elephant buzz volume ranked 4th in 2017 while online buzz with for the keyword "shark" took over the 3rd position. We assume that the online buzz of elephant conservation decreased in 2017 because several organizations shifted their education or outreach focus from elephants to other endangered species (such as sharks) and ocean protection after the ivory ban announcement at the end of 2016.

In 2016, among original posts related to elephants on Sina Weibo, the number directly generated by WCS (166 posts) ranked 1st among all NGOs, followed by WildAid and IFAW. However, recognizing that NGOs do not have large numbers of followers compared to professional media or private sector accounts, our main effort was to provide content to the media so that they can develop in-depth reports or feature articles through their social media accounts. Within the project period, based on our efforts, 359 original posts on elephants were generated, contributing to 20% of the total buzz increase during the project period.

The WCS footprint can also be tracked through the hashtag "#DontBringIvoryHome" (不把象牙帶回家) on Sina Weibo which was created by WCS on the Weibo platform. Posts or retweets of posts with this hashtag generated 125,050 interactions and an overall exposure of 9,166,859 visualizations through March 2017.

However, due to staffing and funding limitations, we could not more broadly track all other hashtags developed by other stakeholders on Sina Weibo or posts on other social media platforms. Therefore, we could not verify the extent to which the increased ranking of ivory discussions can be attributed directly and specifically to the campaigns we undertook or messages posted as part of these project activities.

- **Indicator 1.2 - At least 60 articles and multimedia materials on elephants and ivory per year are translated and re-versioned into Chinese and disseminated in project period**

In the project period, 203 articles were produced from select international feature articles about elephant and ivory topics and were posted in Chinese on WCS-managed social media pages.

- **Indicator 1.3 - At least 25 feature reports produced by journalists and published on major traditional media outlets (averaging 10 per year)**

WCS collaborated with 20 traditional media outlets to develop and promote homegrown Chinese feature stories covering elephant conservation. In total, 25 feature reports were published on 22 popular and authoritative newspapers and magazines, including Cai Xin, China Daily, China Dialogue, CRI, Ifeng, Phoenix Weekly, Southern Weekly, and XinHua. The full feature report list is available in the spreadsheet named "Indicator 1.3" in Appendix IV.

- **Indicator 1.4 - 10,000,000 Chinese citizens are “shared” a wide range of social and traditional media content about elephant and ivory issues each year (2015-2017).**

The social and traditional media content generated by this project reached 332,983,990 people in China via a variety of means, including social media, websites, ground activities and traditional media. The original calculation on this measurement is available in the spreadsheet named “Indicator 1.4” in Appendix IV.

We recognize that the definition of “share” was not originally clarified for this indicator. During the project, we set up five sub-indicators of audience behavior towards elephant topics on social and traditional media. The sub-indicators are 1) exposure rate (the estimated audience size of a specific media channel or number of followers of a social media account), 2) viewers (who click and read the content); 3) “like” (social or online media), 4) comment (social or online media), and 5) retweet / re-share (social media). We define the four sub-indicators of viewers, likes, comments and retweets as actions that the audience took after they received and read the content through the media channels that they engaged. Indicator 1.5 describes the results of those four sub-indicators, while indicator 1.4 is specifically for exposure rate.

Our assumption is that the exposure rate can estimate the potential audience size that a message can reach or cover, while likes, comments and retweets indicate that the individuals who receive the content have read, digested, or even engaged in delivering that content to their network. However, we could not measure the number of likes, comments or retweets for messages delivered through traditional media (TV programs, print news, PSAs at airports or other off-line locations). Therefore, “likes,” comments and retweets do not represent how audiences take actions on content delivered through traditional media.

- **Indicator 1.5 – At least 100,000 interactions (likes, retweets, comments and views / clicks) are made on elephants and ivory issues through social and online media each year (2015-2017)**

Within the project period, a total of 784,274 engagements were recorded (“Indicator 1.5” spreadsheet in Appendix IV), which included views, comments, likes and retweets via social media platforms, as well as interactions by people during offline campaigns. It should be noted that this is a conservative figure given the difficulty in recording engagement levels for audiences receiving our content from TV programs, printed posters and traditional media articles.

Under the indicator 1.5 activities we learned that, of all project activities, collaboration with proper KOLs was found to have a high potential to drive interactions given the KOL’s large numbers of followers. Also, offline campaigns enticed individuals to interact more if they were able to share pictures or their opinions through personal social media accounts.

- **Indicator 1.6 – Raw ivory in Guangzhou shows a price plateau or decrease by 2017. In addition, ETIS transaction Index records a decreasing trend in recorded shipments of ivory to China from 2014-2017.**

Between November 2015 and July 2017, WCS performed monthly monitoring² of legal ivory markets in Guangzhou City³ of Guangdong Province, and of illegal trade through social media, which was not limited by geo-locations. Monitoring results showed 1) the price of ivory bracelets in 9 shops in Guangzhou changed from \$1,309 in August 2016 to \$650 in May 2017; 2) the price of non-carved pendants has slightly declined over the past two years; 3) the number of ivory advertisements has decreased 88.6% from November 2015 to July 2017.

² This work was supported by IWT and SNAPP grants. The final research reports will be accessible on WCS’s website. However, we are waiting for governmental approval due to the sensitive nature of some data. Hence, we have not uploaded the reports to our website and did not include them in the appendices or supplement materials here. However, these materials can be made available to the reviewer upon request.

³ WCS focused on the Guangzhou City market in Guangdong Province because it is a hub for wildlife trade in China. Guangzhou has the largest consumption market for wildlife as both food and traditional medicine; it is a traditional center of ivory carving (along with Beijing and Shanghai); and it is the busiest global port in southern China with frequent direct flights to Africa and Southeast Asia.

Further, we cite major observed changes by CITES, through its MIKE and ETIS reports, toward the ivory trade and elephant poaching published in 2017⁴. Their results indicated that African elephant poaching trends overall have dropped to pre-2008 levels and ivory seizures are up in 2016.

We agree with previous two IWT annual review reports that there are many influences on the demand from Chinese consumers. Firstly, the influence of other nations banning their own domestic legal ivory trade creates additional variables toward the trade network dynamics between countries, and it is hard to verify that scope of impact within this project period. Another major factor was the announcement of a national ivory ban at the end of 2016. Thirdly, there were awareness campaigns and behavior change campaigns by different NGOs during the same period. It is difficult to distinguish the direct contribution of this project on market prices from these external factors.

Moreover, it is difficult to obtain the price of raw ivory because most ivory products that are found in markets in China are worked or semi-worked items. Raw ivory is not consumed by the end consumers, only wholesale traders. Therefore, we monitored worked ivory prices (bracelets) instead of raw ivory.

Due to the nature of the illegal trade and different reactions of traders toward the ban at different stages, the monitoring results from this project period only act as an indicator for a portion of the vast ivory market. Without follow-up observations in the next 1-2 years in markets in China, other Asian countries, and Africa, it will be difficult to draw conclusions from the ivory price trends.

- **Indicator 1.7 - A reduction of 20% of ivory trade transactions on Sina Weibo between 2013 and 2017**

Doodod's social media research (Appendix II) indicates a 37% reduction in the number of tweets on Sina Weibo related to ivory sales or purchases and 70% reduction in the number of accounts tweeting to display ivory consumption, compared to the baseline from the CIC report.

We identify several factors that can influence these results. Firstly, both the China domestic ivory ban and revised *Law of the People's Republic of China on the Protection of Wildlife*⁵ mention the online trade and support Chinese law enforcement agencies paying more attention to the online trade. This could have a strong effect on indicator 1.7. WCS cannot attribute this reduction in the number of tweets on Weibo to specific activities funded by this grant, although we are confident that our activities along with campaigns led by other organizations have contributed to this result.

Secondly, traders or buyers has been shifting to a more discreet medium such as the increasingly popular WeChat⁶ application. Unlike Weibo's microblogging, this social media app offers heightened privacy, and is used more for communicating among an exclusive network than for broadcasting information. It also enables direct money transactions and offers e-commerce features. However, Weibo is still the 2nd most popular social media platform in China. Additionally, given the well established baseline done by WCS in 2013 from surveying Sina Weibo, we believe this indicator is still consistent and powerful.

Output 2: Influential Chinese companies are engaged and mobilized to take action to reduce ivory consumption

Within the project period, the targets for indicators 2.1 and 2.2 were not achieved. We will describe our progress through the end of this project. The lesson for completing this output is described and analyzed in Section 9, "Lessons Learnt".

⁴ https://cites.org/eng/news/pr/African_elephant_poaching_down_ivory_seizures_up_and_hit_record_high_24102017

⁵ https://eia-international.org/wp-content/uploads/WPL-Final-Law_translation_July-5-2016.pdf

⁶ <https://www.forbes.com/sites/junhii/2014/04/16/tencent-wechat-and-sina-weibo-the-frenemies-of-the-chinese-mobile-space/#565843de3009>

Indicator 2.1 – 100 companies publicly pledge “not to bring ivory home” by the end of the project.

Before asking companies for a public pledge, we used three criteria for selecting those companies. They were to be 1) among the top 500 companies in China; 2) companies ranked highly⁷ using search frequency provided by the Baidu search index; or 3) companies with a high likelihood of impacting ivory consumption (i.e. Chinese enterprises operating in Africa, or Chinese travel agencies with business in Africa). We used those criteria because 1) high-profile companies who are leaders in their sectors will have bigger staff numbers and may care more about social responsibility; 2) one of our primary target audiences were Chinese citizens traveling or working in Africa who have access to ivory products in Africa.

By the end of project, WCS secured the agreement of 38 Chinese companies (listed in the spreadsheet “Indicator 2.1” in Appendix IV) to make public pledges in support of elephant conservation and against illegal wildlife trafficking. The companies were from the transportation logistics industry, the tourism sector, and Chinese state-owned or private enterprises operating in Africa.

Among the activities organized for this indicator, two events successfully attracted groups of enterprises to make public pledges. The first was the Voice of China (VoC) behavior change campaign targeting logistics companies in Huangpu, Guangdong in January 2017. The second was “The Opportunities and Challenges for Chinese Enterprises to Engage in Biodiversity / Wildlife Conservation in Uganda” workshop in June 2017. The Uganda workshop was attended by 15 companies’ senior delegates and secured a pledge from the *China Enterprise Chamber of Commerce Uganda (CECCU)* supporting conservation and biodiversity in Uganda and combatting the illegal wildlife trade. CECCU has more than 100 corporate members so its pledge could represent attitude of those members. However, we only tracked the 15 companies who attended the workshop with whom we interacted directly, therefore the CECCU members are not incorporated into this indicator’s results.

Indicator 2.2 – 50 private sector actors will provide sponsorship and/or donate resources to anti-ivory behavioral change campaigns per year during the project

Aside from pledges to act, we also considered companies who may be willing to give sponsorship, that recognize elephant conservation as one type of social responsibility and have an awareness to refuse illegal ivory trade and encourage their staff to reject the consumption of ivory products. Based on the key target audience groups that we identified for this project, travel agencies, art houses, and fashion companies were our priority sectors.

Within the project period, we secured sponsorships from 44 companies (the full list is available in spreadsheet “Indicator 2.2” of Appendix IV), ranging from pro-bono advertising space and design services to more articulated campaign partnerships. These sponsorships allowed us to leverage a valued USD in advertisement space, a conservative figure which excludes the value of the design services that we also secured. One type of contribution from the companies in this category was the delivery of elephant conservation messages through social media accounts. Because those companies have more exposure and followers than NGOs, access to their social media accounts for message delivery helped this project greatly to achieve its indicators under Output 1.

We did not fully achieve the planned target of this indicator. The lesson learnt for this indicator performance’s will be discussed in Section 9. Besides an explanation and analysis on the lesson derived from pursuing this indicator, we also discuss the problem in how this indicator was defined and, accordingly, provide a suggestion for the future.

⁷ >1000 points, weighted based on search frequency within their sector among user searches on the Baidu search index, a keyword trending tool available to the public.

Indicator 2.3 – 10,000,000 people exposed (via foot traffic, attendance at events, etc.) to on-the-ground behavior change campaigns co-implemented by WCS and corporate partners within the project.

Overall, our corporate engagement and on the ground publicity campaigns amounted to approximately 36,960,200 exposures, more than triple the target that was set for Indicator 2.3 (details in spreadsheet “Indicator 2.3” of Appendix IV).

Output 3: Economic, social and political justifications for further limiting the legal ivory market are provided to government agencies through influential channels and networks

For Output 3, we applied a grant from the Science for Nature and People Partnership (SNAPP) as co-financing to ensure sufficient engagement of different researchers to help develop robust political recommendations. The SNAPP grant⁸ was used mainly to support three workshops with 25 Chinese and international experts and to support a research coordinator’s time to facilitate research discussion among those experts. The IWT grant was used to support media outreach and on-the-ground campaigns which used the messages defined by the SNAPP experts. Those experts came from various backgrounds, from trade and economics, conservation, law enforcement, to environmental legislation. The SNAPP group produced nine research reports. The key messages and outputs from that research was featured or used as supplementary reference in 85 unique media reports in China and abroad.

Indicator 3.1 – Findings of 2 research reports with policy justifications published through top 10 social media platforms/top 100 traditional media each year to stimulate bottom-up influence to decision makers

All nine research reports produced under SNAPP support were finalized from 2016-2017. At the same time, two peer-reviewed papers were published by the researchers before September 2017:

1) *China must act decisively to eradicate the ivory trade* – November 2015

(<http://www.nature.com/news/china-must-act-decisively-to-eradicate-the-ivory-trade-1.18763>)

2) *Significant and Timely Ivory Trade Restrictions in Both China and the United States are Critical to Save Elephants* – August 2016

(<http://onlinelibrary.wiley.com/doi/10.1111/conl.12279/full>).

We could not track specific progress on the top 10 social media platforms, but we had significant exposure over the project’s lifespan in traditional media. During the project period, there were 4 instances of project-affiliated experts speaking on the project findings in the media, 10 international media hits directly supported or influenced by guidance from WCS’s project findings, 51 media reports on the ivory ban supported or influenced by guidance from WCS’s project findings, and 34 media products produced for specialized audiences like the CITES CoP and for WCS audiences through owned channels such as an annual report and official press releases.

Indicator 3.2 – A total of 3 proposals each year calling for restricting the ivory trade are delivered on public proposal channels to the China People’s Political Consultative Conference

Based on research supported by SNAPP and IWT grants, two policy recommendation briefs were developed for the ivory ban’s preparation and implementation. The first brief (Appendix VIII) was produced in February 2016. It suggested that government authorities announce an indefinite and immediate ban on the domestic ivory market and ensure budgeting of government funds to support the ban’s implementation (including a proper business transition of ivory carving factories, enhancement of law enforcement, and increasing public awareness).

⁸ Details of the SNAPP project information have been included in a SNAPP final report and supplemental materials. We did not include them in the appendices to this final report. However, these reports can be made available upon the reviewer’s request.

Based on this brief, two proposals were prepared and submitted by two research institution delegates who attended the 2016 National People's Congress (NPC) and the 2016 Chinese People's Political Consultative Conference (CPPCC).

The second policy brief (Appendix IX) was produced in August 2016 and submitted to the State Forestry Administration whose staff was preparing the language for the draft ban. The second brief was also delivered during the CITES CoP 17 in October 2016 in South Africa, the IUCN World Conservation Congress in Hawaii in September 2016, and the Conference on Illegal Wildlife Trade in Hanoi in November 2016.

The target that we set for this indicator was not reached. The major reason was that China announced its ban on domestic ivory market at end of 2016. After the ban came into effect in 2017, it was no longer necessary to submit proposals for restricting the ivory trade in China. The focus was then shifted to promote the messages related to the ivory ban and to support law enforcement more intensively. The mistake made by the project team was not applying to revise this indicator through a formal IWT approval process in early 2017.

Indicator 3.3 At least 4 government agencies engage in WCS-led public sensitization campaigns against ivory consumption each year.

The project team was able to establish a strong relationship with the State Forestry Administration, the China CITES Management Authority, the Customs Central Administration, the Endangered Species Import & Export Management Office, China Inspection and Quarantine in addition to customs in Shanghai, Beijing and Guangzhou. This relationship was used to coordinate the group's collective resources toward offline campaigns for Chinese travelers and transportation companies.

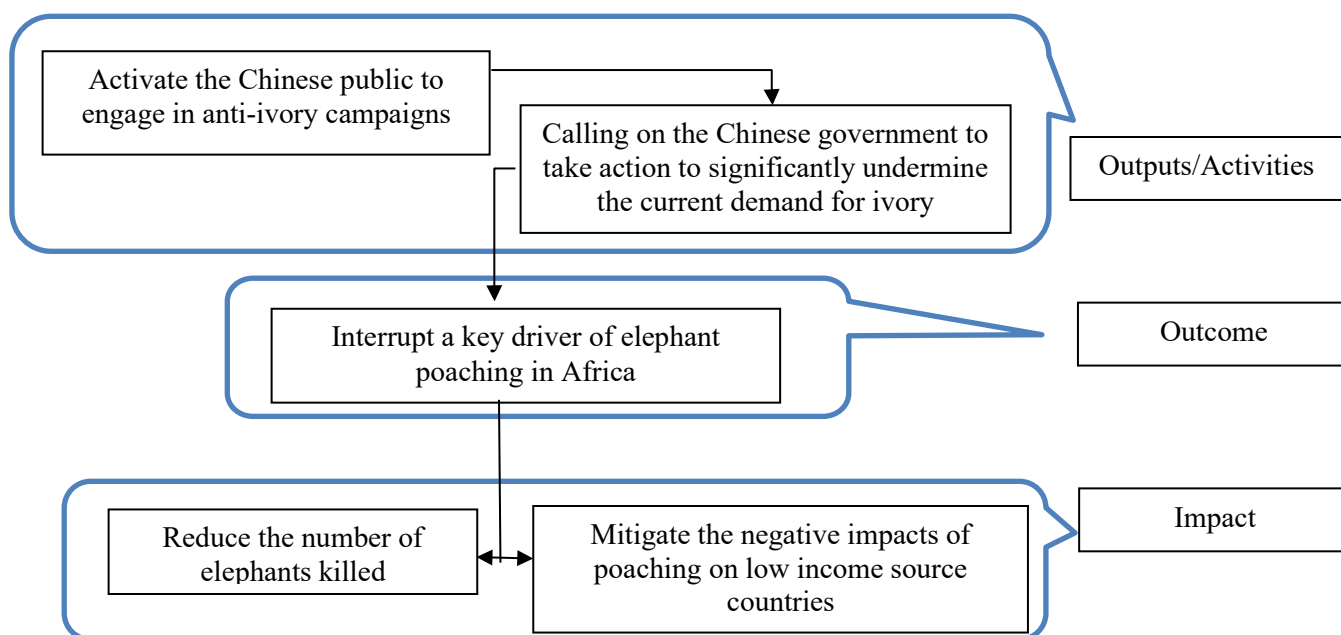
However, as we discuss in Section 9, like some other indicators, this indicator was not suitable for measuring this output. This indicator was more suitable as an indicator of activity performance.

3.2. Outcome

The Outcome Statement for this project is:

"This project will activate the Chinese public to engage in anti-ivory campaigns, including calling on the Chinese government to take action to significantly undermine the current demand for ivory. As a result, this project will interrupt a key driver of elephant poaching in Africa, reduce the number of elephants killed, and mitigate the negative impacts of poaching on low income source countries".

IWT's AR2R Annual Report Review (June 2017) suggested this statement is complex with several cause-effect factors which can be broken down into its constituent parts as below:



After the statement is unpacked, the Outcome is in part about changing consumer behavior so that ivory consumption will be reduced, which will interrupt a key driver of elephant poaching in Africa. The theory of change is that Chinese citizens will reduce their consumption of ivory products when the public perception of ivory consumption becomes negative (i.e. people are against buying it) and the national government takes action against the ivory trade. Also, according to IWT Annual Review report in 2016, the project team reviewed the indicators of this outcome. Further discussion about this outcome and lessons on indicator design for this outcome are discussed in Section 9.

In order to retain focus on its objectives but recognizing the need to influence more specific target audiences (oversea Chinese communities in Africa and Chinese travelers), the project team was trying to focus its engagement with corporations on those having significant investment and staff in African elephant range countries in 2017, after China's government announced its domestic ivory ban on December 31st, 2016.

Indicator 1. The percentage of surveyed consumers whose stated intention to purchase ivory is reduced by 30% by 2017 from a 2012 baseline, with verification using *A market survey in 2017 with the same scope and target groups as the 2012 National Geographic/IFOP market survey from which baseline data were taken.*

IFOP Asia conducted a consumer survey⁹ in China for National Geographic Society in 2012 and its results indicated that 84% of interviewees (sample size of 600 online responses) intended to buy ivory in the future.

In December 2016, we conducted an online consumer survey (results are included in Doodod's report in Appendix I), with a similar scope and target groups as was defined by IFOP in their report. Our online survey received 817 valid responses, including 327 confirmed ivory consumers located in China's Tier One cities. The results indicated that only 11% of interviewees stated an intention to purchase ivory in the future. Also, almost 96% of the respondents were supportive of the national government implementing a domestic ivory market ban.

⁹ This report was not accessible online. However, it can be made available to the reviewer upon request.

The surveys were limited to one specific category of participant: Chinese consumers who respond to online interviews or online surveys, with the assumptions that ivory consumers are well represented in these “netizens.” However, the fact that the population of Chinese netizens has been consistently growing (668 million reported in 2016) and the online trade is the trending market for illegal wildlife products, we are confident in the accuracy of this assumption.

There are three caveats to be noted in these results:

- 1) When we were designing this project in the middle of 2014, the IFOP report was available as baseline data for us to develop indicators at that stage, but it predated the project start by 3 years.
- 2) The two surveys conducted for monitoring this indicator were performed by different teams. The 2012 survey conveyed by IFOP through their channels and the 2016 WCS survey was conducted by WCS project team through the Wenjuanxin platform. We did not use the NGS/IFOP question list to develop the 2016 survey. Therefore, the question details were not the same. From 2014-2017, there were two reports published about ivory consumption by other organizations. We found that the results from those reports do not necessarily point to an identifiable trend. This will be discussed in Section 9.
- 3) We cannot state that this project alone caused this intention change. From 2015-2016, there were quite a few international and local organizations conducting awareness campaigns and Chinese authorities indicated at public events in 2015 a willingness to phase out the domestic ivory trade.

Indicator 2. The number of ivory items sold in domestic auctions decreases by 35% by 2017 from a 2014 baseline. with verification using *Monitoring reports on the volume of legal domestic auctions featuring ivory products from Artron, a Chinese art portal and industry service provider* (<http://www.artron.net/>).

In 2014, WCS in cooperation with Artron, a Chinese art portal and industry service provider (<http://www.artron.net/>), conducted an analysis on the ivory carving auction market (Appendix V). One finding was that 47 pieces of ivory items were auctioned legally in China in 2014. We used this as a baseline for this indicator.

Due to funding limitations, we did not contract Artron again for a follow-up analysis of the auction market in 2017. Instead, Artron agreed to share with us a data mining method and access to an open database on their platform (<http://auction.artron.net/>). The project team was able to simplify Artron’s method and developed a method to monitor auction listing information published online. The search results suggested that the number of ivory items sold in legal domestic auctions market was zero by the end of March 2017.

In interpreting these numbers three caveats should be noted:

- 1) Legal sales of ivory experienced considerable inter-quarter variations over the project period due to the effect of a series of government news in 2016 about phasing out the ivory trade in China and the subsequent final announcement of the ivory ban in December 2016.
- 2) We could only track legal auction information through public platforms, which may not include auction data from private auction companies. In order to more reliably associate this data to a reduction in the ivory trade, we advise other groups to collect data indicating a sizable shift of interest from collectors within several years after China’s ivory ban. However, it is challenging to track those individual collectors’ intentions and we have not developed effective methods to do it through publicly accessible channels.
- 3) Due to funding limitations, we did not add activities to track the attitudes of auction buyers and sellers towards the ivory ban and therefore could not distinguish the effects of this project from government efforts. However, we can connect the Artron report and the communication campaigns by WCS around it in 2015, which were the only activities that year focusing on the

auction groups as stakeholders in ivory demand projects. Those campaigns were possible because of this IWT grant.

Indicator 3. The number of individuals caught bringing ivory from Africa per bag checked will be reduced by 50% from 2014 levels by February 2017, with means of verification of *China Customs' records and synthesis of media reports of illegal trafficking announced by Chinese law enforcement agencies at the national and provincial levels (Shanghai, Beijing and Guangzhou).*

This indicator revealed itself to be much more challenging than we expected at the project design stage, to be frank. Although we collaborated with the Customs agency at the national level and in Guangdong at the provincial level for several years, it was difficult to access or report on this data due to it not being publicly accessible. Customs agencies have no legal obligation to release news of seizures to the media, especially at the level of individual travelers.

Leveraging on the long term cooperation between WCS China and local Customs in Guangzhou and Shanghai, the two largest international ports between China and Africa, the project team was able to reach out to its contacts to receive estimations on the number of individuals identified with ivory, based on internal Customs records. However, this information cannot be shared as direct evidence and cannot be published through public channels.

Shanghai Customs suggested that in the past 5 years the total number of individuals caught with endangered species products declined by 80%, most of which were ivory items. Guangzhou Customs indicated a significant drop in individuals caught with ivory, but they could only reveal the result from 2016 of 70 individuals.

A decrease in seizures can represent either a decrease in the trade or a decrease in the enforcement of ivory related laws, due to shifting priorities or variability in the bag checking capacity. However, according to Guangzhou Customs, checking for ivory remained a priority in 2015, 2016, and 2017.

Indicator 4. The number of Chinese people actively engaged in WCS led anti-ivory campaigns increases by at least 10 times by 2017 compared to a 2014 baseline, *with verification of WCS project reports.*

In the section for achievement of Indicator 1.4, Output 1, we described five sub-indicators to measure the impact of activities or campaigns, such as exposure rate, viewers, likes, comment, and retweets. Among those, we defined viewers, likes, comment and retweets as interactions and therefore active engagement of audiences within online or offline campaigns (through tweeting pictures of offline messaging campaigns through their social media accounts).

The project team designed a number of online and offline viral initiatives aimed at sensitizing the public over the elephant crisis driven by the illegal ivory trade. From a baseline of 13,500 online interactions recorded in 2014, WCS was able to greatly exceed the project goal, acquiring 784,274 interactions with our ivory demand reduction campaigns during the project period.

It should be noted that this is based exclusively on documented figures, and is therefore a conservative number given that in multiple contexts we were not able to collect interaction levels due to the nature of the activity (e.g. TV shows, street posters, etc.). We can assume with some level of confidence that the actual total number of interactions generated by our campaigns is over 6 million given the number of online and offline exposures recorded (332,983,990) and a conservative 2% engagement rate.

We recognized the weakness of this indicator at the outcome level during the review process in late 2016. However, we missed the deadline to amend this within the project

implementation period. More details will be discussed in Section 9, “Lessons Learnt”.

Indicator 5. The Chinese government increases the number of public statements and discussions on reducing the domestic ivory trade in policy fora from a 2014 baseline, with means of verification of *Press releases and monitoring reports on policy fora*.

During this project period, we tracked nine government announcements made regarding further restrictions on the domestic ivory trade in China. Compared to the 2014 baseline of two statements, the Chinese government delivered five public statements in 2015, three statements in 2016 (including the launch of the domestic ivory ban on December 31, 2016), and one statement for implementing the ban in 2017.

The decision from the Chinese government to phase out the domestic ivory trade is a massive achievement for conservation and WCS believes that our efforts have contributed to this, with our policy recommendations submitted to the National People’s Congress and the China People’s Political Consultancy Committee. However, because of the relatively opaque policy drafting process from the perspective of external observers and involvement of multiple organizations in elephant conservation efforts between 2014-2016, we are not in a position to attribute this decision solely to the activities supported by this IWT grant. This major achievement was made possible thanks to a concerted effort involving multiple actors. WCS was able to participate and contribute our expertise towards this objective because of this IWT grant.

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

The impact that this project planned to have is that *the ivory trade is no longer a threat to the survival of all elephant species*.

Within the project period (2015-2017), major observed changes toward the ivory trade and elephant poaching have been documented by CITES through its MIKE and ETIS reports published in 2017¹⁰. The results indicated that African elephant poaching trends overall have dropped to pre-2008 levels and ivory seizures are up in 2016. As John E. Scanlon, CITES Secretary-General, said in the press release: “This shows us what is possible through sustained and collective front-line enforcement and demand reduction efforts, coupled with strong political support.” This report can partially support the hypothesis of this project that poaching can be decreased by interrupting the consumption of ivory products (demand) through public engagement and government actions. One of the most significant milestones that has interrupted the demand (and supply) is the China domestic ivory trade ban announced on December 31st, 2016.

However, we agree with previous two IWT annual review reports that there are many influences on the demand from Chinese consumers. Moreover, the influence of other nations banning their own domestic legal ivory trade also creates additional variables toward the trade network dynamics between countries, and it is hard to verify that scope of that impact within this project period.

4. Monitoring of assumptions

WCS has continued exercising a close monitoring of both Outcome and Output assumptions throughout the project.

Outcome Assumption 1. Government action is the most effective way to reduce ivory consumption, especially to make it illegal to purchase ivory under any circumstances.

¹⁰ https://cites.org/eng/news/pr/African_elephant_poaching_down_ivory_seizures_up_and_hit_record_high_24102017

At the project design stage in 2014, this assumption was made according to the IFOP/NGS “Ivory Road Study” report¹¹ from their Chinese consumer survey in 2012. The results indicated that the top three reasons for stopping to buy ivory are a) making it illegal to purchase under any circumstances (37% responses); b) Strong recommendation of government leader (22% responses), and c) announcement that major business will no longer buy or own it (15%).

According to the results from WCS’s online consumer survey in December 2016, 91% of the respondents were supportive of the national government implementing a domestic ivory market ban.

GlobeScan conducted ivory consumer research¹² for WWF and TRAFFIC in 2017. Results showed that 43% of interviewees intended to purchase ivory in the future but the percentage drops to 18% after hearing of the ban.

Based on those reports, we can conclude that this assumption was not shown to be incorrect during the project period.

Outcome Assumption 2. In line with official statements made during the 2013 London summit, the Chinese government is committed to combating the illegal wildlife trade.

Over the project period, the Chinese government issued 9 consistent statements supporting stronger conservation of the African elephant and restricting the domestic trade. Among them were a public ivory crush in January 2015, a commitment made by China government during China-US strategic and economic dialogue in June 2015, and the launch of a domestic ivory trade ban on December 31st, 2016, are the milestones proving this assumption to remain accurate during the project period.

Outcome Assumption 3. Anti-ivory campaigns that mobilize citizens directly through interactive social media tools can achieve greater impact on consumer behavior than traditional Public Service Announcements approaches.

We defined PSAs on television and radio, outdoor ads, airport ads, online ads, direct mailings, and emails as traditional PSA approaches, with anti-ivory campaigns with PSA messaging through social media tools could have more interactions with audiences and increase the possibilities of audience engagement in those campaigns.

The Project Team measured an engagement rate of 1.36% resulting from the online campaign “Don’t bring ivory home” (measured as the total exposure divided by the total number of interactions). Conversely, WCS on the ground activities reported an engagement rate of 0.52%. This value, almost one third of the recorded online engagement, is one piece of evidence supporting the assumption that PSA campaigns have less impact.

Output assumptions

Output Assumption 1: Chinese consumer behavior can be influenced by other consumer, media, corporate actors and the government

Mckinsey & Company performed market research¹³ in 2016 in China, and their results indicate this assumption remains accurate. The online consumer survey conducted by WCS in December 2016 also indicated that the top 3 reasons for former ivory consumers ceasing to buy ivory in the future are: 1) they are well aware of the elephant crisis; 2) they are aware that an elephant will need to be killed to acquire their ivory; and 3) the government announces a law and management measures to restrict the ivory trade. In the same survey, when interviewees

¹¹ This report was not accessible online. Project team can share it with reviewer if requested.

¹² <https://www.worldwildlife.org/publications/demand-under-the-ban-china-ivory-consumption-research-2017>

¹³ https://www.mckinsey.de/sites/mck_files/files/the-modernization-of-the-chinese-consumer.pdf

were asked to select the most powerful measures to stop ivory consumption, the top 3 responses were: 1) the government closes down the domestic market; 2) the government enhances enforcement; 3) the media increases messaging around the elephant crisis.

Output Assumption 2: Government agencies are open to partnering with WCS on public sensitization campaigns.

Achievement of Indicator 3.3 of Output 3 indicates that this assumption remained accurate within project period. In fact, government agencies at national and provincial levels became more open to having joint public activities in 2016 when there were more public statements from the central government for phasing out the domestic ivory market.

Output Assumption 3: The Chinese government is receptive to demonstrations of public support for greater restrictions on the ivory trade

With government agencies, WCS's project team co-hosted a series of campaigns for public engagement toward supporting ivory trade restrictions. It included but was not limited to the Huangpu Custom VOC work with China Customs and the "Challenges and Opportunities-Chinese Enterprises Engagement in Wildlife Conservation in Africa" workshop with CWCA and China CITES. Those collaborations have supported this assumption.

5. Project support to the IWT Challenge Fund Objectives and commitments under the London Declaration and Kasane Statement

The major contribution from this project is reducing demand for illegal wildlife trade products in China through achieving its three outputs. Those outputs link to the following three commitments under Actions section "A. Eradicating the market for illegal wildlife products" in Declaration: London Conference on the Illegal Wildlife Trade.

I. Support, and where appropriate undertake, effectively targeted actions to eradicate demand and supply for illegal wildlife products

The behavior change campaigns under Output 1 and 2 were undertaken to eradicate demand through changing the public's or other target audiences' perception of purchasing ivory from positive to negative.

IV. Take measures to ensure that the private sector acts responsibly, to source legally any wildlife products used within their sectors; and urge the private sector to adopt zero tolerance policies on corporate gifting or accepting of species threatened with extinction or products made from them

An important component of this project (Output 2) was aimed at including African elephant conservation within the Corporate Responsibility policies of the private sector. WCS engaged 44 companies who pledged to adopt zero tolerance policies on corporate gifting or accepting of ivory products. Among those 44, several were Chinese state-owned enterprises such as AVIC and Poly Group which, respectively, have around 400,000 and 60,000 global employees and hold a large share of manpower in African countries affected by the elephant crisis. Further work in the direction of bridging source and consumption countries is planned based on the foundation laid through support from this IWT project.

V. Recognising the authority of the CITES Conference of the Parties, support the existing provisions of CITES prohibiting commercial international trade in elephant ivory until the CITES Conference of the Parties determines, informed by scientific analysis, that the survival of elephants in the wild is no longer threatened by poaching.

Throughout the project, WCS has closely collaborated with the CITES Management Authority

from China, promoting awareness of the importance for conservation and the role of the CITES Treaties and Conference of the Parties in securing the survival of elephants. As part of this work, WCS funded the attendance of key members of the Project Team to the CITES CoP17.

Meanwhile, for the Kasane Statement, this project also links to two commitments:

1. Strengthen our partnerships with business and others, and through regional collaboration agreements as appropriate, to reduce the demand and supply sides for illegal wildlife products.

Our efforts for Output 2 are linked to this commitment. More details are available under the description of Output 2 in Section 3 and in the summary of the London declaration.

2. Conduct and/or support research to improve understanding of market drivers, including monitoring the effectiveness of demand reduction strategies and collating a portfolio of demand reduction good practice.

For Output 3, jointly supported by financing from this IWT grant and from SNAPP, nine research reports were produced by a group of 25 Chinese and international experts. Two proposals were submitted for expediting a ban on the domestic ivory market to NPC, CPPCC, and SFA in 2016. We believed those proposals positively supported the stronger policies enacted by the Chinese Government outlawing the national ivory trade.

6. Impact on species in focus

The project aimed to reduce the demand for ivory in China and consequently reduce elephant poaching over the long term. The impact of the project on African elephants is expected to endure a significant time lag as consumer behavior progressively changes and affects purchasing decisions across supply chains. Given the delayed effects along the supply chain, this indicator would be better reviewed in some years after our interventions.

Within the project period (2015-2017), major observed changes toward the ivory trade and elephant poaching have been documented by CITES through its MIKE and ETIS reports published in 2017¹⁴. The results indicated that African elephant poaching trends overall have dropped to pre-2008 levels and that ivory seizures were up in 2016. As John E. Scanlon, CITES Secretary-General, said in the press release: “This shows us what is possible through sustained and collective front-line enforcement and demand reduction efforts, coupled with strong political support.” This report can partially support this project’s hypothesis that poaching can be decreased by interrupting its consumption (demand) through public engagement and government actions. The most obvious milestone was the China domestic ivory trade ban announced on December 31st, 2016.

7. Project support to poverty alleviation

This project sought to influence the domestic demand for ivory in China to interrupt a key driver of illegal killing of African elephants. It offered no direct impact on poverty.

The indirect beneficiaries were communities living near elephant ranges in low-income source countries in Africa. Elephants are economically important to source countries. They provide a direct source of GDP through tourism and support subsistence livelihoods through maintaining a healthy resource base. For communities dependent upon tourism (and especially ecotourism) for their livelihoods, poaching and ivory trafficking can also have significant negative and destabilizing consequences for their economies and the livelihoods that tourism supports. For

¹⁴ https://cites.org/eng/news/pr/African_elephant_poaching_down_ivory_seizures_up_and_hit_record_high_24102017

example, according to World Travel and Tourism Council, the total contribution of tourism to GDP was UGX6,171.5bn (USD1.8bn), 6.6% of GDP in 2016, and is forecast to rise by 14.5% in 2017, and to rise by 7.1% pa to UGX14,042.4bn (USD4.1bn), 8.0% of GDP in 2027. Wildlife, as a major tourism attraction in Uganda, is crucial to employment and poverty alleviation as it supported 191,000 jobs (2.2% of total employment) in 2016 (World Travel and Tourism Council, 2016). It follows that reducing demand at one end of the ivory trade's supply chain can interrupt a key driver of illegal killing of African elephants for ivory and could have indirect impacts on poverty in Africa.

8. Consideration of gender equality issues

This project sought to influence domestic demand for ivory in China. It offered no direct impacts on gender equality. There are impacts that address issues of local rights, security, and equality of resource access. At the intersection of those topics, gender equality is likely to be positively influenced through the reduction of poaching activities. However, this assessment is outside the scope of our project activities.

9. Lessons learnt

1. Log frame and indicator design.

Due to a lack of experience in conservation projects related to the demand / consumption theme, even after recruiting staff with communications or marketing backgrounds, the project team experienced a much longer running-in period than the PI's prediction or expectation. The project design stage (mid-2014 to mid-2015) was within the team's running-in period. However, when we conducted an internal review in late 2016 and 2017 for the project log frame based on suggestions from external reviewers, the PI recognized three weaknesses in the design of the logframe and indicators for this project.

Firstly, the PI agreed with the external reviewers' opinion in IWT annual review report in 2017 that the outcomes could be further unpacked. Based on the logframe of the project suggested in IWT annual review report in 2017 (chart in Section 3.2), the PI revisited the logic behind the original logframe and proposed that the original single outcome can be further unpacked from "interrupt a key driver of elephant poaching in Africa" to two levels of outcomes. One is "less intention or motivation to buy ivory among Chinese consumers". A higher level outcome is "less ivory consumption among Chinese consumers." These two levels of outcomes could disrupt the ivory market and make traders change their ivory supply or operating structure, which would then cause a decrease in poaching. The graph in Appendix VI shows how the outcomes can be unpacked.

Secondly, some indicators could not reflect the proposed outputs or outcomes specifically and their link to the outputs or outcomes were unclear. Some output indicators in the original proposal were linked to activity performance or were appropriate for the sub-output level but were not suitable for measuring the original outputs. Detailed examples are listed below. A chart outlining these changes is attached in Appendix VI.

1) If I use the two unpacked outcomes above to review the indicators, the original Indicator 1.6 and 1.7 of Output 1 will become the indicators for "less ivory consumption among Chinese consumers" while Outcome Indicator 2 (ivory items sold in domestic auctions decrease) can also be used to measure this outcome. Outcome Indicator 1 (percentage of surveyed consumers decrease intention to purchase by 30%) and Indicator 3 (number of individuals caught bringing ivory from Africa will be reduced) will be indicators to measure the Outcome "less intention/motivation to buy ivory among Chinese consumers."

2) Original Outcome Indicator 4 (increasing number of Chinese people actively engage WCS campaigns) is more suitable as an output indicator for the original Output 1. It is functional to creating a critical consensus necessary to influence the prioritization of

government decisions. Original outcome Indicator 5 (related to government statement or policies) is more suitable for measuring the original Output 2.

3) The original description for Indicators 1.2, 1.3, 1.4, 1.5 of Output 1, Indicator 2.3 of Output 2 and Indicator 3.3 of Output 3 can be considered activity performance indicators. There were limitations in their ability to measure the quality and/or impact of the project activities. The original indicators could not measure output progress. If we had set up baselines for those indicators before the project and compared the changes after the efforts undertaken for this project, the difference could be used to indicate the progress or trend and support the output's measurement.

The third weakness was that the original methods had difficulties to measure specific attributes of this project toward those indicators at output or outcome levels. There are several external factors for these difficulties, such as a massive base level of consumption scattered among different provinces in China, making it difficult to discern ivory consumers at a country-wide scale. Also, an advanced transportation and communication infrastructure allow people to travel with ease and also to readily access information and products. To trace a target group's motivation or behavior change becomes more challenging within this context. The project team's efforts within this context is further described in the "Target Audience Selection" section below.

Between 2014 and 2016, the elephant crisis was a hot topic and attention to China ivory demand increased rapidly. Quite a few organizations increased their investments to address the demand issue, such as WildAid, IFAW, WWF/TRAFFIC, and Save The Elephants. At the same time, within international diplomatic channels, there was pressure for China's attention to the issue from the USA, UK, and African countries. Traditional media outlets, who usually follow government activities, increased their attention on this topic also. Those external factors jointly made an impact on public opinion in China.

To trace those efforts and quantify the impact of this project was a challenge that the project team faced at the funding level. To hire a market survey company to conduct one consumer survey for a window of time can cost roughly USD 30,000-100,000 according to our exercise doing research on these market prices. It was a challenge to balance the cost between monitoring and project activities to support outputs and outcomes directly while simultaneously providing quantitative data to measure progress on behavioral change. We discuss this further in the section "Experience of measuring consumption intention changes" below.

The last but most important development during the project period was the announcement of a domestic ivory ban in China on December 31st, 2016. China's national level government began to indicate the development of this ban in late 2015. Such government-level attitude changes could cause a big group of ivory consumers or potential ivory consumers to immediately change their intention, which benefited our indicators for Output 1 and 2. However, we could not discern how many people changed their intention due to this project, the joint-efforts among different organizations, or the government's ban.

2. Target audience selection

During the early phases of this project, WCS tried to create a profile for the classic ivory buyer by mining public data Weibo. A CIC report indicated that the majority of the ivory buyers are female fashion chasers who were born in the 80s. The demand reduction activities were designed to target this group once it was identified. However, the most effective communication channels for the target audience group was difficult to pin down due to the broad audience definition creating a massive target group.

To address this, we had intensive communication with Chinese law enforcement agencies to understand buyers' profiles in ivory seizure cases from recent years at international airports. According to data provided by Guangzhou Customs Anti-Smuggling Bureau, the 100% of the 72 ivory seizures made in 2016 were from the airlines linking countries in

Africa and China¹⁵. The travelers who carried ivory from Africa to China can be categorized into three groups: 1. Chinese migrant workers in Africa 2. Chinese business travelers to Africa 3. Chinese tourists to Africa. As this profiling of ivory carriers provided us a more accurate target audience group, the project team decided to shift to campaigns that could target these groups more directly.

3. Difference between exposure and interaction

As described in Indicator 1.5 of Output 1, we used five sub-indicators (exposure, viewers, likes, comments and retweets) to measure the progress and impact of our activities and achievements at the output level. Among those sub-indicators, viewers, likes, comments and retweets were defined as actions that the audience took after they received messages through social media channels. We assumed that the audience members had read and supported the messages from our campaigns if they took one of these actions. Moreover, to make comments or retweet a specific message was considered a type of audience engagement. Individuals commenting or retweeting amplified the impact of our campaign messages through their own social media networks.

The downside of those criteria is that we could not measure the number of likes, comment or retweets for messages delivered through traditional media (TV programs, print news, PSAs at airports or other offline locations). Therefore, we still used exposure as an indicator to measure the progress of Output 1.

4. Experience of measuring consumption intention changes.

To monitor the ivory consumption intention (outcome indicator 1), project team have collected data and reports from both monitoring activities by project team itself and external sources (other organizations' reports). According to data collection methods in principle, we classified two types of research for this topic. One is to conduct online interview method through specific questionnaire among targeted or sampled audience. The other is to analysis opinions through analyzing big data from social media platforms without interacting with audience directly. Through the project, we have obtained interesting experience or observation from those two types of research.

1) Online interview as monitoring approach.

From 2012 to 2017, we totally access four reports from surveys mainly using online interview. The table below summaries those reports with comparison of difference among results linked with similar questions.

We can observe some changes from 2014-2017, while noticing changes had occurred even between 2012 and 2014, such as “thinking ivory is very prestigious”, “purchase intention for ivory production”, and “most effective way to stop public from buying ivory”.

However, the trend of “purchase intention” and opinion on “most effective way to stop public from buying ivory” is slightly inconsistent between WCS report (2016) and WWF/GlobeScan report, although the GlobeScan report emphasized that intention will be only 18% while reminding interviewees it is illegal or there is a ban. This difference can be caused by difference of question design, sample size, online platforms for questionnaire delivering and analysis tactics. This inconsistency will obviously have impact on result comparison. Given the overall trend represented by those two reports is toward similar direction, we still use WCS survey report to verify results or achievement for outcome of this project.

¹⁵ This data is confidential and should not be used for public reference.

	2012	2014	2016	2017
Research team	NGS/IFOP	NGS/GlobeSCAN	WCS	WWF/TRAFFIC/GlobalScan
Survey Method				
Data collection period	Oct 29th to Nov 5th 2012	Feb-end of 2014	Dec-16	June-Nov 2017
Data collection method	Online Interviews	Online interviews based on two qualitative interview phases(15 in-depth interviews and 4 focus groups interview	Online interviews	Online interview based on two qualitative phases (8 in-depth interview in Beijing, Shanghai, Guangzhou and Chengdu, and 8 focus group discussions within those 4 cities)
Market coverage	China (9 cities, Tier 1, 2)	China	China	China (15 cities, Tier 1, 2,3)
Target respondents	Aged 18 and above, annual household incomes of at least RMB200,000)			Aged 18 and above. Any respondents under 18 years of age and working in the advertising, public relations, marketing, market research and media industries were screened out.
Completed sample	600	1039	817	2027
Major Results				
Attitude among ivory consumers				
Think ivory is very prestigious	94%	44%		Artistic value and unique and also stronger social role
Aware of ivory illegal	54%	67%		46%
Purchase Intention for ivory production	84%	36%	11%	42% While Reduced to 18% while reminding it is illegal or there is ban
Most effective way to stop public from buying ivory				
To make it illegal to purchase under any circumstances	37%	79%	96%	58%
Strong recommendation of government leader	22%			
International treaty banning				48%

Frankly, to hire a professional market survey company at global standard to conduct such a survey with sample size over 1000 people can cost from. We do not think it is valuable trade-off if we do those surveys by ourselves in the project period. In order to explore more effective way (big sample size) with less cost for monitoring on this topic, we tried another methodology mentioned above: data mining through social media platform.

2) Using big data from social media platforms

Traditional online questionnaire survey have been used by a lot of organizations or companies. However, those surveys are limited by sampling size and respondent availability. Social media research, is a new approach to complement traditional surveys by providing easily dividable demographic data and can provide access to time-stamped data

points from months and years ago. It won't request interaction with target audience, but use messages from social media accounts of those target audience to observe changes or trends of public opinions. In recent two years, WCS and Doodod have conducted specific research on social media data related to ivory consumption, such as establishing profile of people who talk about ivory via social media platforms, monitoring buzz volume changes among different topics or theme, and monitoring hot topic trends for ivory.

The newest analysis of ivory consumption via online or social media platforms was delivered by Doodod in November 2017 (Appendix II). We have not completed comparison on results between this one and online surveys mentioned above while submitting this report. We would like to further share about our observation and experience on social media data use for monitoring in next several months after we finalized comparison among those data.

For the cost, according to Doodod, such report can be from with multiple year data. For projects with component related to public opinions but limited budget and challenge to balance activities for objective achievement purpose or monitoring purpose, to use social media data can be an alternative solution for consideration.

5. Difficulties to generate Corporate engagement and track impact.

The project team has faced difficulties in achieving a factual engagement of the corporate sector beyond securing in-kind donations. Corporate Social Responsibility (CSR) objectives are rarely focused on wildlife trade issues in China and WCS therefore needed to construct an incentive package to encourage companies to sign up the binding pledge that they would reject ivory. WCS China created the Guardian Award, a national award scheme to incentivize a variety of actors in China to engage in wildlife protection more effectively. Whilst mainly focused on frontline law enforcement agencies, with this project WCS also started promoting a greater engagement from leading private sector actors. From this experience we have learnt that corporate sector is not very responsive to changes in the consumers attitudes and government policies when they are not closely related to the primary business of the company. Therefore, incentives precisely targeting company's relevance are likely to be necessary to foster private sector engagement.

Shed in lights of this, WCS internal review suggested to focus corporate engagement on those having significant investment and staff input in elephant range countries in Africa, especially those of state own (SOE). The leverage for involving Chinese SOE in Africa for CSR is to mitigate their risk of staff committing wildlife crime carrying ivory items back to China and to lift the image of Chinese enterprise in environmental responsibility in foreign country. The team have convened such tactic into activities in 2017, such as the two workshops for Chinese SOEs during this report period as reported in Section 3.1.

9.1. Monitoring and evaluation

Within the project period, we did not change the proposed impacts, outcomes or outputs. However, the two annual reviews by external experts sent by IWT raised useful comments and suggestions for us to question the original design logic, helping us to develop the theory of change for the demand reduction theme more specifically, based on skills and experience that we obtained during this project. Those external reviews helped us to look at the whole picture, including at the level of impacts and outcomes and alerted us to not focus solely on completing activity implementation or achieving output indicators.

After the first IWT review in early 2016, WCS organized an internal senior task force to review the indicators and measurement methods so that the project team can work out a better tracking of the project performance. Two workshops were held respectively in September and December 2016. An international digital marketing expert was invited to the September workshop to help review our theory of change.

Based on the experience and knowledge we gained from this IWT project, a new theory of change (Appendix VII) has been developed to counter consumption for ivory and other endangered wildlife products among Chinese communities. We believe this project has provided us with a valuable foundation for more precise campaign development in the future and improved our methods of social listening and measuring.

9.2. Actions taken in response to annual report reviews

This was one of first projects that WCS had in China to tackle demand or consumers' behaviors along supply chain of ivory trade. We had experienced steep learning curve during this project period and appreciated comments from two IWT Reviews, which have been helped the project team evaluate the project status from outsiders' view and improve the quality of project deliveries.

Within project period (April 2015-Sept 2017), we received two annual reviews. First was done in June 2016 and second was in June 2017.

The first AR1R suggested us "develop a theory of change to really articulate what change it is trying to achieve.....and how that change can be monitored so that the project's contribution can be measured." Also the reviewer suggested the project ensure claims attributable to project reported.

Following this Review, WCS set up an internal senior task force to assist the project team in revising the theory of change to what we can achieve and adapting monitoring methods to measure contributions. This substantiated in two workshops held in September and December 2016. A digital marketing expert (Eric Phu) was invited for the workshops and discussion. We have also joined the Steering Group of the Wildlife Consumer Behavior Change Toolkit chaired by TRAFFIC to share lessons.

Based on those steps, a revised theory of change was produced (Appendix VII) in early 2017. There was an outstanding reason that made us delayed finalization of theory of change from late 2016 to early 2017. In 2016, according to conversations with different stakeholders, it seemed China government would launch major action to phase out domestic ivory market soon. However, there was uncertainty about the content of the potential ban which will make impact on assumptions for theory of change. Hence, we continued project implementation while waiting for clearer signal of ban announcement in late 2016. After China government announced its domestic ivory ban with concrete contents at December 31st, 2016, the project team finalized its revised theory of change. It was then included in second annual report we submitted in May 2017.

According to the revised theory of change, outputs and outcomes will be significantly different from the original ones in the approved proposal. Given we only had about 4-5 months before the planned end of project period (September 2017), we did not request log frame revisions or output/outcome revisions from IWT after submitting the second annual report.

10. Other comments on achievements not covered elsewhere

11. Sustainability and legacy

The policy change on ivory consumption in China represents an exceptional achievement for conservation organizations, shifting from an active support of the legal trade in ivory to a complete ban in the domestic trade of this wildlife product.

Following this game-changing event, WCS has brainstormed how to move its demand reduction activities to the next level, which resulted in a new Theory of Change, through which the Project Team extends its focus to the Chinese communities overseas.

WCS has evidence of a considerable market of ivory products serving Chinese customers either living in countries in Africa or traveling for leisure or business to the continent. We assume that Chinese citizens either living in Africa or traveling for leisure or business to the continent consume moderate quantities of ivory, and engage in small scale trafficking for personal or family purposes (gifting), but also can become the victims of organized trafficking activity. For example, WCS China assisted Baiyun Customs Anti-Smuggling Bureau on the prosecution of a case where a Chinese citizen living in Nigeria facilitated several ivory and rhino horn smuggling cases without carrying any products by himself, but manipulated Chinese travelers to Africa to engage in the crime by using their ignorance of the laws and law enforcement.

With the Chinese government's "Going Out Policy", both Chinese tourism numbers and the number of migrant workers hired by Chinese Businesses in Africa are expected to significantly increase in the future. Given the large expatriate community, we believe that the aggregate consumption of ivory does still pose a threat to the survival of the African elephant population and crime prevention is essential to reduce this risk. In order to respond to this trend, we revised our theory of change based on the experiences and foundation laid by this project, as mentioned above. WCS plans to develop projects based on this theory of change after this IWT project.

12. IWT Challenge Fund Identity

This project focused on changing consumer behavior in China through leveraging the influence of groups and individuals such as investment advisors, government agencies, and the peers of potential consumers. The campaigns and activities created by WCS are therefore not branded with either the name of WCS or any donor in order to maximize the impact of the message. International funding and NGO activity can be also be a slightly sensitive issue in China.

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)

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)									
TOTAL									

Staff employed (Name and position)	Cost (£)
Aili Kang, PI for this project (WCS China Country Program Director by 2015 and WCS Asia program director from 2016) PI for	
Wu Xiao, project manager (2015)	
Zhang Xu, assistant manager (2015-2016)	
Zhang Li, director/BNU/partner organization	
Wang Aimin (WCS China Country Director from 2016)	
Wang Yonglin (project officer in 2015, project manager in 2016-2017 March)	
Zhang Chenghui, officer	
Du Xiaotong, assistant	
He Qijin, Project officer	
Zhang Xiaoxi, Project officer	
Li Lishu, Program Manager (2017 March – September)	
Wang Houjie, Project officer	
TOTAL	

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

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

TOTAL	

14.2. Additional funds or in-kind contributions secured

Source of funding for project lifetime	Total (£)
WCS Private Donors	
WCS China Private Funds	
Liz Claiborne and Art Ortenberg Foundation	
Blue moon fund	
WCS overheads	
The D.N Batten Foundation	
TOTAL	

Source of funding for additional work after project lifetime	Total (£)
The D.N Batten Foundation (2017-2018)	
USFWS(2017-2018)	
TOTAL	

14.3. Value for Money

When WCS began to explore how to work on ivory demand reduction in China in 2013, a critical internal question was how to use a small amount of money to effect behavioral change in a country of 1.3 billion people. Three trends in 2013-2014 made the WCS China team believe it possible to change the social perception of the ivory trade in China. The first trend was the increasing attention of the central government of China on the environment and protection of nature. During diplomatic events between China's leadership and foreign countries (i.e. countries in Africa, U.S.A, U.K.), elephant conservation was highlighted frequently. Secondly, THE number of social media users had been increasing rapidly in China, which removed significant communication or outreach barriers. Thirdly, after NGS produced a film on the elephant crisis in Africa, more organizations recognized the importance of addressing the full supply chain, including the ivory market and demand in Asia, especially China. Therefore, we believed that the timing could not be more opportune for leveraging conservation donors' investment on ivory demand in 2015-2016 against these developments and addressing the threat of ivory demand to elephant conservation. Also, because not every endangered species can receive the same level of donations and attention as African elephants received over the past several years, the lessons and experience developed from this investment could be used to benefit other species threatened

by illegal wildlife trade in future activities. This is the VFM of IWT for this project at a higher impact level.

The VFM of this project at the implementation level can be assessed through three points:

1) We identified social media as a major tool for delivering key messages. Businesses in the social media sector had been developing rapidly in China, speeding up message dissemination among a wider Chinese audience than traditional media. In addition, social media services are cheaper for PSA delivery than traditional media, while reaching a similar number of people. Available social media engagement data can also help campaigners track the audience's reaction.

2) For most campaigns or outreach activities, we invited government agencies to participate as co-sponsors or co-organizers. This enhanced the government partners' engagement and helped to deliver key messages through their own networks to contribute to progress on Output 3.

3) Within the project period, we secured sponsorships from 44 companies, ranging from pro-bono advertising space and design services to more articulated campaign partnerships. Beyond the number of companies, those sponsorships allowed us to leverage a valued USD in advertising space, a conservative figure which excludes the value of the design services we also secured. Another contribution of those sponsoring companies was that they delivered elephant conservation messages through their social media accounts. Because those companies have more exposure and followers than NGOs, access to their social media accounts for message delivery was valuable leverage toward achievement of our Output 1 indicators.

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.

Project summary	Measurable Indicators	Means of verification	Important Assumptions
Impact: The project will reduce the demand for ivory and thus reduce elephant poaching over the long term.			

<p>Outcome:</p> <p>This project will activate the Chinese public to engage in anti-ivory campaigns, including calling on the Chinese government to take action to significantly undermine the current demand for ivory. As a result, this project will interrupt a key driver of elephant poaching in Africa, reduce the number of elephants killed, and mitigate the negative impacts of poaching on low income source countries.</p>	<p>1 The percentage of surveyed consumers whose stated intention to purchase ivory is reduced by 30% by 2017 from a 2012 baseline.</p> <p>2 The number of ivory items sold in domestic auctions decreases by 35% by 2017 from a 2014 baseline.</p> <p>3 The number of Individuals caught bringing ivory from Africa per bag checked will be reduced by 50% from 2014 levels by February 2017.</p> <p>4 The number of Chinese people actively engaged in WCS led anti-ivory campaigns increases by at least 10 times by 2017 compared to a 2014 baseline.</p> <p>5 The Chinese government increases the number of public statements and discussions on reducing the domestic ivory trade in policy fora from a 2014 baseline (to be established).</p>	<p>1 A market survey in 2017 with the same scope and target groups as the National Geographic/IFOP market survey from which baseline data were taken.</p> <p>2 Monitoring reports on the volume of legal domestic auctions featuring ivory products from Artron, a Chinese art portal and industry service provider (http://www.artron.net/).</p> <p>3 China Customs' records and synthesis of media reports of illegal trafficking announced by Chinese law enforcement agencies at the national and provincial levels (Shanghai, Beijing and Guangzhou).</p> <p>4 WCS project reports</p> <p>5 Press releases and monitoring reports on policy fora</p>	<p>1 Government action is the most effective way to reduce ivory consumption, especially to make it illegal to purchase ivory under any circumstances (National Geographic/IFOP study).</p> <p>2 In line with official statements made during the 2013 London summit, the Chinese government is committed to combatting the illegal wildlife trade.</p> <p>3 Anti-ivory campaigns that mobilize citizens directly through interactive social media tools can achieve greater impact on consumer behavior than traditional Public Service Announcements approaches.</p>
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<p>Outputs:</p> <p>1. A greater number of Chinese consumers perceive ivory to be an undesirable product and engage in anti-ivory campaigns to support government action</p>	<p>1.1 Conservation of elephants and anti-ivory messaging is one of the top three most popular topics among all environmental topics on the Sina Weibo microblogging platform by July 2017, a rise from the 9th ranking topic in this category in 2013</p> <p>1.2 At least 60 articles and multimedia materials on elephants and ivory per year are translated or re-versioned into Chinese and disseminated via WCS online and social media platforms in the project period.</p> <p>1.3. At least 25 feature reports discussing negative impacts of the ivory trade are produced by journalists joining the Wildlife Conservation Media Incubator (described in Activity 1.3) and published on major traditional media outlets (averaging 10 per year).</p> <p>1.4 10,000,000 Chinese citizens are “shared” a wide range of social and traditional media content about elephant and ivory issues each year in 2015, 2016 and 2017.</p> <p>1.5 At least 100,000 interactions (likes, retweets, comments, and clicks) are made on elephants and</p>	<p>1.1 Reports on CIC social media monitoring analyses</p> <p>1.2-1.7 Project monitoring reports on targeted social media platforms, traditional media channels and online portals 。 ETIS reports and market surveys in Guangzhou</p>	<p>1 Chinese consumer behavior can be influenced by other consumers, media, corporate actors and the government.</p> <p>2 Government agencies are open to partnering with WCS on public sensitization campaigns.</p> <p>3 The Chinese government is receptive to demonstrations of public support for greater restrictions on the ivory trade.</p>
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	<p>ivory issues through social and online media each year in 2015, 2016, and 2017.</p> <p>1.6 Based on a 2014 baseline, raw ivory in Guangzhou (China's primary ivory carving hub) shows a price plateau or decrease by 2017. Additionally, the ETIS Transaction Index records a decreasing trend in recorded shipments of ivory to China from 2014 – 2017. These are paired as price changes alone cannot show a reduction in demand, a price drop twinned with a restriction in supply should provide a good indicator of demand reduction.</p> <p>1.7 A reduction of 20% by 2017 (from a baseline of 1566 separate trading tweets for ivory between June-November 2013) of ivory trade transactions on Chinese Twitter (Sina Weibo). Sina Weibo has become an important online peer-to-peer trading hub as well as a forum where people publically update others with life events.</p>		
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<p>2. Influential Chinese companies are engaged and mobilised to take action to reduce ivory consumption</p>	<p>2.1 100 companies publicly pledge “not to bring ivory home” by the end of the project period including:</p> <p>2.2 50 private sector actors (such as travel agencies, art houses, fashion brands, and civil society organizations) will provide sponsorship and/or donate resources to anti-ivory behavioral change campaigns per year during the project period.</p> <p>2.3 10,000,000 people exposed (via foot traffic, attendance at events, etc.) to on-the-ground behavioral change campaigns co-implemented by WCS and corporate partners within project period.</p>	<p>2.1-2.3 Project monitoring reports and evaluations of activities; Media reports and company data (website, press releases, etc.)</p>	<p>1 Chinese consumer behavior can be influenced by other consumers, media, corporate actors and the government.</p> <p>2 Government agencies are open to partnering with WCS on public sensitization campaigns.</p> <p>3 The Chinese government is receptive to demonstrations of public support for greater restrictions on the ivory trade</p>
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<p>3. Economic, social and political justifications for further limiting the legal ivory market are provided to government agencies through influential channels and networks</p>	<p>3.1 Findings of 2 research reports with policy justifications published through top 10 social media platforms/top 100 traditional media each year to stimulate bottom-up influence over government decision makers (Baseline=1 in 2013)</p> <p>3.2 A total of 3 proposals each year calling for restricting the ivory trade are delivered on public proposal channels to the China People’s Political Consultative Conference, in 2015 = 3, 2016 = 3 (Baseline = 2 in 2014).</p> <p>3.3 At least 3 government agencies engage in WCS-led public sensitization campaigns against ivory consumption each year. (Baseline = 0 in 2013).</p>	<p>3.1 Reports on CIC social media monitoring analyses</p> <p>3.2 Project monitoring reports on targeted social medial platforms, traditional media channels and online portals</p> <p>3.3 Research reports and proposals on ivory trade policy submitted</p>	<p>1 Chinese consumer behavior can be influenced by other consumers, media, corporate actors and the government.</p> <p>2 Government agencies are open to partnering with WCS on public sensitization campaigns.</p> <p>3 The Chinese government is receptive to demonstrations of public support for greater restrictions on the ivory trade</p>
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Activities (each activity is numbered according to the output that it will contribute towards, for example 1.1, 1.2 and 1.3 are contributing to Output 1)

1.1 Design innovative interactive social media campaigns (e.g. Voices of China) which are tailored for use through portable devices and promote and capture direct public commitment “not to bring ivory home” (a key message “branded” with Voices of China and used across all campaigns).

1.2 Transform international media content on the elephant crisis into materials that are accessible to the general Chinese public through the first comprehensive Chinese-language website on elephants and ivory trade (jiudaxiang.org).

1.3 Expand social media and traditional media coverage on ivory and elephants through the Wildlife Conservation Media Incubator, a social-media-based network that will provide technical, logistic, and editorial support to journalists covering diverse topics that influence ivory consumption (e.g. fashion, religion, travel).

1.4 Promote online campaigns to destroy desirability of ivory through partnerships with online media and platforms (such as mainstream online forums, portals, etc.) that provide free advertising and feature content on elephants and poaching.

2.1 Coordinate with private sector entities to publicize their statements to stop ivory consumption through social media and traditional media in order to reach a broad audience.

2.2 Partner with leading Chinese travel industry actors such as travel e-commerce websites, airlines, and freight carriers to secure pledges of Chinese travelers and workers in Africa not to buy ivory.

2.3 Engage top corporations and strategic industries in the design and implementation of behavioral change campaigns to make ivory undesirable.

3.1 Execute long-term campaigns with government agencies that support their efforts to reduce the illegal ivory trade and encourage the Chinese public not to bring ivory home.

3.2 Coordinate influential partners to present justifications for further limiting the legal ivory market to government ministries and political advisory bodies based on 1) the economic drivers and costs of the current model of limited legal trade in China; 2) the overall impact on people who work in ivory trade; 3) the potential impact on China’s global image; 4) overall cost-benefit ratio of the ivory trade for local livelihoods, ecosystems, and other issues of human security in key African elephant range states where poaching occurs; and 5) opportunities for more sustainable Chinese investment in Africa.

3.3 Deliver up-to-date data on the elephant crisis to sensitize director- and manager-level Chinese government decision makers to the urgent need for policy changes that will limit trade in ivory.

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

Project summary	Measurable Indicators	Progress and Achievements
<p>Impact</p> <p>The project will reduce the demand for ivory and thus reduce elephant poaching over the long term.</p> <p>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. The ivory trade is no longer a threat to the survival of all elephant species.</p>		
<p>Outcome</p> <p><i>This project will activate the Chinese public to engage in anti-ivory campaigns, including calling on the Chinese government to take action to significantly undermine the current demand for ivory. As a result, this project will interrupt a key driver of elephant poaching in Africa, reduce the number of elephants killed, and mitigate the negative impacts of poaching on low income source countries.</i></p>	<p>#1 The percentage of surveyed consumers whose stated intention to purchase ivory is reduced by 30% by 2017 from a 2012 baseline.#</p> <p>#2 The number of ivory items sold in domestic auctions decreases by 35% by 2017 from a 2014 baseline. #</p> <p>#3 The number of Individuals caught bringing ivory from Africa per bag checked will be reduced by 50% from 2014 levels by February 2017.#</p> <p>#4 The number of Chinese people actively engaged in WCS led anti-ivory campaigns increases by at least 10 times by 2017 compared to a 2014 baseline. #</p> <p>#5 The Chinese government increases the number of public statements and discussions on reducing the domestic ivory trade in policy fora from a 2014 baseline (2 official statements).#</p>	<p>#1 In December 2016, we conducted an online consumer survey (results are included in Doodod's report in Appendix I), with a similar scope and target groups as was defined by IFOP in their report. Our online survey received 817 valid responses, including 327 confirmed ivory consumers located in China's Tier One cities. The results indicated that only 11% of interviewees stated an intention to purchase ivory in the future. Also, almost 96% of the respondents were supportive of the national government implementing a domestic ivory market ban.</p> <p># 2 The Ivory Ban announcement from the General Office of the State Council of the People's Republic of China has stressed the country will stop all its legal commercial sales – physical and online -- of elephant ivory in 2017; number of ivory items sold in legal domestic auctions has decreased to zero.</p> <p>#3 The criminal ivory seizure in Guangzhou Baiyun Airport in 2014 was 15 and accounted for 10% of its total seizures. In 2017, criminal cases dropped to 3 and accounted for 2% for total seizure. Criminal ivory seizure dropped 80% from 2014 to 2017.</p> <p>#4 WCS was able to greatly exceed the project goal, acquiring 784,274 interactions with our ivory demand reduction campaigns during the project period. It should be noted that this is based exclusively on documented figures, and is therefore a conservative number given that in multiple contexts we were not able to collect interaction levels due to the nature of the activity (e.g. TV shows, street posters, etc.). We can assume with some level of confidence that the actual total number of interactions generated by our campaigns is over 6 million given the number of online and offline exposures recorded (332,983,990) and a conservative 2% engagement rate.</p> <p>This indicator was not modified because we realized the need for a modification after the deadline.</p> <p>#5 The Chinese government has announced the Ivory Ban in December 2016 and will phase out its legal commercial sales-both online and offline-by the end of 2017. By the end of this report period, between 2015 and 2017 March, a total of 9 statements were made by the government.</p>

<p>Output 1.</p> <p>A greater number of Chinese consumers perceive ivory to be an undesirable product and engage in anti-ivory campaigns to support government action</p>	<p>#1 Conservation of elephants and anti-ivory messaging is one of the top three most popular topics among all environmental topics on the Sina Weibo microblogging platform by July 2017, a rise from the 9th ranking topic in this category in 2013</p> <p>#2 At least 60 articles and multimedia materials on elephants and ivory per year are translated or re-versioned into Chinese and disseminated via WCS online and social media platforms in the project period.</p> <p>#3 At least 25 feature reports discussing negative impacts of the ivory trade are produced by journalists joining the Wildlife Conservation Media Incubator (described in Activity 1.3) and published on major traditional media outlets (averaging 10 per year).</p> <p>#4 10,000,000 Chinese citizens are “shared” a wide range of social and traditional media content about elephant and ivory issues each year in 2015, 2016 and 2017.</p> <p>#5 At least 100,000 interactions (likes, retweets, comments, and clicks) are made on elephants and ivory issues through social and online media each year in 2015, 2016, and 2017.</p> <p>#6 Based on a 2014 baseline, raw ivory in Guangzhou (China’s primary ivory carving hub) shows a price plateau or decrease by 2017. Additionally, the ETIS Transaction Index records a decreasing trend in recorded shipments of ivory to China from 2014 – 2017. These are paired as price changes alone cannot show a reduction in demand, a price drop twinned with a restriction in supply should provide a good indicator of demand reduction.</p> <p>#7 A reduction of 20% by 2017 (from a baseline of 1566 separate trading tweets for ivory between June-November 2013) of ivory trade transactions on Chinese Twitter (Sina Weibo). Sina Weibo has become an important online peer-to-peer trading hub as well as a forum where people publically update others with life events.</p>	<p>#1 According to CIC & WCS social media listening report (Appendix III) in 2013, buzz volume about elephant protection ranked 9th among all wildlife categories. Doodod’s research (Appendix II) showed that buzz volume for elephants in 2016 ranked 3rd among all 23 animal protection categories (including dog and cat welfare categories) and ranked 1st among wild animal protection topics. However, Doodod’s research showed that the elephant buzz volume ranked 4th in 2017 while online buzz with for the keyword “shark” took over the 3rd position. We assume that the online buzz of elephant conservation decreased in 2017 because several organizations shifted their education or outreach focus from elephants to other endangered species (such as sharks) and ocean protection after the ivory ban announcement at the end of 2016.</p> <p>#2 203 articles were produced from select international outlets about elephants and ivory topics and were posted in Chinese on WCS-managed social media pages.</p> <p>#3 25 homegrown Chinese feature reports were published on 22 popular and authoritative newspapers and magazines.</p> <p>#4 The social and traditional media content of this project reached 332,983,990 people in China via social media, websites, ground activities and traditional media. The definition of “share” was not originally clarified for this indicator so we set up five sub-indicators of audience behavior towards elephant topics.</p> <p>#5 The total number of engagements recorded within the project period was 784,274. This is a conservative figure given the difficulty in recording engagement levels for audiences receiving our content from TV programs, printed posters and traditional media articles.</p> <p>#6 Monitoring results showed 1) the price of ivory bracelets in 9 shops in Guangzhou changed from \$1,309 in August 2016 to \$650 in May 2017; 2) the price of non-carved pendants has slightly declined over the past two years; 3) the number of ivory advertisements has decreased 88.6% from November 2015 to July 2017. Further, we cite major observed changes by CITES, through its MIKE and ETIS reports, toward the ivory trade and elephant poaching published in 2017. Their results indicated that African elephant poaching trends overall have dropped to pre-2008 levels and ivory seizures are up in 2016. However, ivory price changes from 2015 - 2017 could be impacted by various factors such as the announcement of a national ivory ban at the end of 2016 and awareness and behavior change campaigns by different NGOs during the same period. It is difficult to distinguish the direct contribution of this project on market prices from these external factors.</p> <p>Moreover, it is difficult to obtain raw ivory prices because most ivory products that are found in markets in China are worked or semi-worked items. Raw ivory is not consumed by the end consumers, only wholesale traders. Therefore, we monitored worked ivory prices (bracelets) instead of raw ivory.</p> <p>Additionally, the monitoring results only act as an indicator for a portion of the vast ivory market.</p> <p>#7 Doodod’s research (Appendix II) indicate a 37% reduction in tweets on Sina Weibo related to ivory sales or purchases and 70% reduction in accounts tweeting displays of ivory consumption, compared to the baseline report.</p> <p>However, several factors influence the results, such as official announcements indicating that the government was paying more attention to the online illegal trade of ivory and secondly, traders and buyers have been shifting to more discreet mediums such as WeChat.</p> <p>Among the seven indicators for this output, Indicators 1.1, 1.6 and 1.7 can measure the achievement of Output 1 better or more directly than the other indicators that were proposed originally. At the same time, there were two major external factors affecting those indicators. One was the increasing level of investment of several international or national organizations in demand reduction campaigns from 2015-</p>
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		2016. The other was China's domestic ivory ban which was announced on December 31 st , 2016.
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<p>Activity 1.1</p> <p>Design innovative interactive social media campaigns (e.g. Voices of China) which are tailored for use through portable devices and promote and capture direct public commitment “not to bring ivory home” (a key message “branded” with Voices of China and used across all campaigns).</p>	<p>During this project period WCS and CWCA have designed and delivered 4 online and social media behaviour change campaigns targeting four high-risk consumer groups and securing thousands of public commitments to not bring ivory home. These campaigns were delivered through social media platforms such as WeChat (similar to WhatsApp /Facebook), Weibo (similar to Twitter) and Shouhudaxiang. WCS China designed Shouhudaxiang http://www.shouhudaxiang.org/¹⁶ specifically to capture public engagement in and commitment to elephant protection and anti-ivory campaigns. All of the campaigns leveraged the dissemination and sharing power of shouhudaxiang to both engage and share public support for anti-ivory campaigns widely in China.</p>
<p>Activity 1.2.</p> <p>Transform international media content on the elephant crisis into materials that are accessible to the general Chinese public through the first comprehensive Chinese-language website on elephants and ivory trade (shouhudaxiang.org).</p>	<p>WCS China developed shouhudaxiang (http://www.shouhudaxiang.org/) to be the first Chinese language website dedicated to educating and informing Chinese people about elephants and the issues affecting elephants around the world. To support this website through this IWT grant the team has identified and translated relevant English language academic, research and media pieces from international news outlets, NGOs and academic institutes into Chinese and shared these through shouhudaxiang and WCS social media accounts.</p> <p>The website on elephants and ivory trade became http://www.shouhudaxiang.org because the originally proposed web address was unavailable. This website is now operational and is a resource many audiences.</p>

¹⁶ Currently being updated and moved to a new server location

Activity 1.3

Expand social media and traditional media coverage on ivory and elephants through the Wildlife Conservation Media Incubator, a social-media-based network that will provide technical, logistic, and editorial support to journalists covering diverse topics that influence ivory consumption (e.g. fashion, religion, travel).

WCS collaborated with 20 traditional media outlets to develop and promote homegrown Chinese feature stories covering elephant conservation. In total, 25 feature reports were published on 22 popular and authoritative newspapers and magazines, including Cai Xin, China Daily, China Dialogue, CRI, Ifeng, Phoenix Weekly, Southern Weekly, and XinHua. The full feature report list is available in the spreadsheet named "Indicator 1.3" in Appendix IV.

Activity 1.4

Promote online campaigns to destroy desirability of ivory through partnerships with online media and platforms (such as mainstream online forums, portals, etc.) that provide free advertising and feature content on elephants and poaching.

#1 To promote the China domestic ivory ban, the project team pitched 3 in-depth news reports on top media platforms including China Daily, The Paper with circulation and exposure of 2,300,000 audience discussing two hot issues: US announced their Ivory ban, and US-China Strategic and Economic Dialogue.

#2 The General Office of the State Council of the People's Republic of China issued on Dec 30, 2016 **about stopping all commercial sales and working of ivory and its products in China by the end of 2017**. The announcement from the General Office of the State Council of the People's Republic of China has stressed the country will stop all its legal commercial sales – physical and online -- of elephant ivory in 2017. One month before the ban, the project team has witnessed the online platform might the place with legal loopholes after ban, therefore we pitched a [China News Weekly](#) reporter to discuss this problem. And this is the first in-depth report published in China which specifically focused on ivory onlinetrade in both English and Chinese. On the first day of the ban execution, SNAPP ivory expert Dr. Zhangli has been on air by *China 24*, a [CCTV](#) English channel to elaborate research results of SNAPP and further promote the legal process and the next steps for the ban. On the second day of the ban, WCS has pushed the [China Daily](#) to discuss how should government deal with legal ivory stockpiles after ban, which again pointed out the aftermath of ban.

#3 The project team has partnered with The Paper Haomiao Cosmic column to regularly produce wildlife protection content(Pangolins and Chinese alligators for now) to publish on the Paper as well as social media platforms. In the future, the project team plan to work with the Paper to generate feature content on elephants and poaching.

<p>Output 2.</p> <p>Influential Chinese companies are engaged and mobilized to take action to reduce ivory consumption</p>	<p>#1 100 companies publicly pledge “not to bring ivory home” by the end of the project period including Companies with high likelihood of impacting ivory consumption (i.e. Chinese enterprises operating in Africa, major Chinese travel agencies)</p> <p>#2 50 private sector actors (such as travel agencies, art houses, fashion brands, and civil society organizations) will provide sponsorship and/or donate resources to anti-ivory behavioral change campaigns per year during the project period.</p> <p>#3 10,000,000 people exposed (via foot traffic, attendance at events, etc.) to on-the-ground behavioral change campaigns co-implemented by WCS and corporate partners within project period.</p>	<p>#1 By the end of project, WCS secured the agreement of 38 Chinese companies to make public pledges in support of elephant conservation and against illegal wildlife trafficking. The companies were from the transportation logistics industry, the tourism sector, and Chinese state-owned or private enterprises operating in Africa.</p> <p>#2 Within the project period, we secured sponsorships from 44 companies, ranging from pro-bono advertising space and design services to more articulated campaign partnerships.</p> <p>#3 Overall, our corporate engagement and on the ground publicity campaigns amounted to approximately 36,960,200 exposures, more than triple the target that was set for Indicator 2.3</p> <p>Within the project period, the targets for indicators 2.1 and 2.2 were not achieved.</p>
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Activity 2.1.

Coordinate with private sector entities to publicize their statements to stop ivory consumption through social media and traditional media in order to reach a broad audience.

#1 By the "Stand for Elephant, Drive/Bring no Ivory home" VOC campaign collaborating with Huangpu Customs at cargo inspection gateways and railway stations, the project team initiated the first "Declaration of Self-discipline against Transportation of Illegal Wildlife and Product" among Hong Yuan Group and 7 shipping companies and publicized their statements through traditional and social media platforms.

#2 The project team has made partnership with the Jane Goodall Institute China--- Roots & Shoots Beijing Office and displayed "Guardians of Elephant" posters in Beijing Zoo where enjoys an annual tourists of 4 millions. The team is also involved in their college students program and reached over 60 thousands college students for their elephant conservation proposals.

#3 Partnered with Raffles Academy which helped with graphic design for campaign and event. The project team has also invited the fashion designers of the school to produce "Consume No Ivory" statements to promote on social media and fashion websites.

#4 Partnering with CWCA and Beijing Zoo on the fourth World Wildlife Day in a public exhibition to educate tourists and children against ivory consumption, and publicized accordingly on social media platforms.

#5 Partnering with the Lighthouse Academy and initiated an intern program which the elephant team has assisted in translating ivory related news and social media development.

#6 Partnering with Tencent and Doodod company to co-launch ivory consumption survey online. The survey has been promoted through social media, attracting more than 1, 200 netizens to fill in survey, which has helped build baseline for stopping ivory consumption.

Activity 2.2.

Partner with leading Chinese travel industry actors such as travel e-commerce websites, airlines, and freight carriers to secure pledges of Chinese travelers and workers in Africa not to buy ivory.

#1 The project team launched a VOC campaign at Changping Railway station where travelers commute mainly between Hong Kong and Guangdong Province. Over this two-day campaign, the team secured about 130 pledges of travelers, promising “bring no ivory home”; and at least 50,000 numbers of travelers have been exposed to the posters by the end of February, 2017. 26 cargos were put with “Stand for Elephant, Drive No Ivory Home” stickers, traveling between Dongguan, Shenzhen, Hongkong, and Macao, exposed to approximately 2800 miles per day.

#2 Three campaign proposals regarding travelers and workers in Africa have been received from interns and are planning to carry out in the next year if possible.

<p>Activity 2.3</p> <p>Engage top corporations and strategic industries in the design and implementation of behavioral change campaigns to make ivory undesirable.</p>	<p>#1 Discuss behavioural change campaigns with big corporate sectors that have a large number of Chinese employees in Africa. Poly Technologies, who have been involved in previous public commitment, is willing to work on further behavioural change campaigns among their employees. WCS is working with them to develop “no ivory consumption” publicity materials for their staff orientation package and for their staff performance guidelines. We will develop a questionnaire to track behavioural change before and after those campaigns through the CSR department of Poly. Poly is one of the biggest companies investing in Africa and with 3,000 Chinese staff travelling to Africa each year. They also have very close relationship with the Cebtral Chinese Government Through this effort, we can demonstrate how big companies can be involved in direct behaviour change work among Poly’s network.</p> <p>#2 WCS, together with CWCA and SynTao, hosts “Challenges and Opportunities- Chinese Enterprises Engagement in Wildlife Conservation in Africa” conference on March. With almost 80 participants, the conference aims to involve a broad representation of Chinese and international stakeholders to raise awareness and convene a dialogue around impact, role of Chinese enterprise engagement in wildlife conservation in Africa. 15 companies attended the conference including 11 Chinese SoEs. General consensus has reached and increased willingness to engage in addressing wildlife conservation challenges in Africa among participating Chinese SOE/POE participants and also greater awareness of WCS expertise, experience, and approaches in developing science-based solutions to challenges in wildlife conservation.</p> <p>#3 WCS China is pitching a CSR consultancy (http://www.syntao.com/index_EN.asp) mainly serving state owned enterprises in Africa and Asia. They offer consultancy services about overseas investments to 50 Chinese companies and one Kenya and China Economic Association whose membership consists of 60 state owned enterprises in Africa. This consultancy group is willing to share best practices from our project among its network and encourage companies to take similar actions. Potential training courses for those companies, “no ivory consumption” materials for staff orientation package, and performance guidelines will be delivered through their channel to scale up the impact among Chinese companies and Chinese employees in Africa.</p> <p>#4 The Opportunities and Challenges for Chinese Enterprises to Engage in Biodiversity / Wildlife Conservation in Uganda” workshop in June 2017 was attended by 15 companies’ senior delegates and secured a pledge from the China Enterprise Chamber of Commerce Uganda (CECCU) supporting conversation and biodiversity in Uganda and combatting the illegal wildlife trade. CECCU has more than 100 corporate members so its pledge could represent attitude of those members.</p>
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<p>Output 3. Etc.</p> <p>Economic, social and political justifications for further limiting the legal ivory market are provided to government agencies through influential channels and networks</p>	<p>#1 Findings of 2 research reports with policy justifications published through top 10 social media platforms/top 100 traditional media each year to stimulate bottom-up influence over government decision makers (Baseline=1 in 2013).</p> <p># 2 A total of 3 proposals each year calling for restricting the ivory trade are delivered on public proposal channels to the China People's Political Consultative Conference, in 2015 = 3, 2016 = 3 (Baseline = 2 in 2014).</p> <p>#3 At least 3 government agencies engage in WCS-led public sensitization campaigns against ivory consumption each year. (Baseline = 0 in 2013).</p>	<p>#1 All nine research reports produced under SNAPP support were finalized from 2016-2017. At the same time, two peer-reviewed papers were published by the researchers before September 2017.</p> <p>We could not track specific progress on the top 10 social media platforms, but we had significant exposure over the project's lifespan in traditional media. During the project period, there were 4 instances of project-affiliated experts speaking on the project findings in the media, 10 international media hits directly supported or influenced by guidance from WCS's project findings, 51 media reports on the ivory ban supported or influenced by guidance from WCS's project findings, and 34 media products produced for specialized audiences like the CITES CoP and for WCS audiences through owned channels such as an annual report and official press releases.</p> <p>#2 Based on research supported by SNAPP and IWT grants, two policy recommendation briefs were developed for the ivory ban's preparation and implementation. The first brief was produced in February 2016. Based on this brief, two proposals were prepared and submitted by two research delegates attending the 2016 National People's Congress (NPC) and 2016 Chinese People's Political Consultative Conference (CPPCC).</p> <p>The target for this indicator was not reached, the major reason being the announcement of an ivory ban at the end of 2016. After the ban came into effect in 2017, it was no longer necessary to submit proposals for ivory trade restriction in China.</p> <p>#3 The project team established strong relationships with 6 different government agencies, however, this indicator was not suitable for measuring this output as we discuss in Section 9, Lessons Learnt.</p>
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<p>Activity 3.1</p> <p>Execute long-term campaigns with government agencies that support their efforts to reduce the illegal ivory trade and encourage the Chinese public not to bring ivory home.</p>	<p>#1 WG members have communicated the policy recommendations to China's ivory policy making department (Conservation Department of State Forestry Administration) and CITES management authorities as well as influential congress member of National People's Congress and China People's Political Consultancy Committee (CPPCC).</p> <p>#2 WG has been actively working with WCS China's communication team to cooperate influential medias both domestic and international. Key messages and outputs from the Project on recommending a strong and effective ban of ivory domestic trade in China are featured or used as supplementary reference in 85 media articles in China and internationally.</p> <p>#3 WG noticed the ban has no clear language about what to do with ivory stockpiles, either governmental or from factories and retail outlets, in the case that those stockpiles cannot be sold by the end of 2017. After the ivory ban is enacted, circulation of the ivory stockpile and products would be prohibited but enterprises still have possession right of ivory products. Considering this loophole, SNAPP WG has delivered its suggestions on stockpile management risks and solutions to deal with ivory inventory to the State Forestry Administration and CITES MA China through different workshops and informal meetings in 2017.</p>
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Activity 3.2

Coordinate influential partners to present justifications for further limiting the legal ivory market to government ministries and political advisory bodies based on 1) the economic drivers and costs of the current model of limited legal trade in China; 2) the overall impact on people who work in ivory trade; 3) the potential impact on China's global image; 4) overall cost-benefit ratio of the ivory trade for local livelihoods, ecosystems, and other issues of human security in key African elephant range states where poaching occurs; and 5) opportunities for more sustainable Chinese investment in Africa

#1 The research key findings and policy recommendations produced in the WG meetings have been delivered to the CITES CoP 17 and IUCN World Conservation Congress. In these two meetings, various ivory trade related proposals have been discussed among parties, SNAPP WG members as well as other senior staff of WCS participated and supported the delegates to influence on China's strategy on enhancing ivory domestic markets. Moreover, the delegates have been emboldened by the IUCN vote to adopt a resolution submitted by African governments that also calls for closure of domestic ivory markets. All these actions have kept momentum behind shutting down the ivory markets which have devastated elephant populations, and for taking all the other actions vital to ensure elephants have a future.

#2 In the Conference on Illegal Wildlife Trade held in Hanoi on November 17 and 18, 2016, a key policy recommendation from the Project was presented to the Duke of Cambridge, and to the Royal Foundation by Project Manager, who introduced the current status of ivory ban in China and expressed the strong concern that the ivory ban might not as effective as we expect. As the administration body is likely to give longer time for legal traders to sale stockpiles. Meanwhile, speculators might want to stock more inventory as preparation for future market or prevent other speculators entering the market in the future, resulting in continuing poaching which against the original purpose of ivory trade ban. The Duke of Cambridge committed to pass the concern to top leaders of Chinese government through his channel looking forward to upscaling the issue's political profile and promoting the effectiveness of the ivory ban.

#3 The project team was able to establish a strong relationship with the State Forestry Administration, the China CITES Management Authority, the Customs Central Administration, the Endangered Species Import & Export Management Office, China Inspection and Quarantine in addition to customs in Shanghai, Beijing and Guangzhou. This relationship was used to coordinate the group's collective resources toward offline campaigns for Chinese travelers and transportation companies.

<p>Activity 3.3</p> <p>Deliver up-to-date data on the elephant crisis to sensitize director- and manager-level Chinese government decision makers to the urgent need for policy changes that will limit trade in ivory.</p>	<p>#1 WG members have communicated two policy recommendations to China's ivory policy making department (Conservation Department of State Forestry Administration) and CITES management authorities as well as influential congress member of National People's Congress and China People's Political Consultancy Committee (CPPCC).</p> <p># 2 The wider Working Group is in regular communication with policy makers in SFA in both formal and informal settings to keep stakeholders in the loops of research results and opinion.</p> <p>#3 The target that we set for this indicator was not reached. The major reason was that China announced its ban on domestic ivory market at end of 2016. After the ban came into effect in 2017, it was no longer necessary to submit proposals for restricting the ivory trade in China. The focus was then shifted to promote the messages related to the ivory ban and to support law enforcement more intensively.</p>
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Annex 3 Onwards – supplementary material (optional but encouraged as evidence of project achievement)

Checklist for submission

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