

## Illegal Wildlife Trade: Half Year Report

(due 31<sup>st</sup> October 2015)

<b>Project Ref No</b>	IWT015
<b>Project Title</b>	A Recipe for Reducing Ivory Consumption in China
<b>Country(ies)</b>	China
<b>Lead Organisation</b>	Wildlife Conservation Society China
<b>Collaborator(s)</b>	China Wildlife Conservation Association, Beijing Normal University
<b>Project Leader</b>	Wu Xiao
<b>Report date and number (eg HYR1)</b>	31 <sup>st</sup> October 2015, (HYR1)
<b>Project website</b>	Shouhudaxiang.org

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

**Summary of main achievements:**

WCS China has partnered with the private sector, NGOs and Chinese government agencies over the past six months to launch three large online and offline campaigns targeting specific ivory consumer groups.

For high end ivory collectors WCS worked with Artron, the leading luxury auction house in mainland China to release the "Artron ivory auction report" which delivered a clear message regarding the poor investment value of ivory and partnered with media, NGO partners and corporate brands to publicise the issue. For Chinese tourists WCS collaborated with Chinese Customs in Beijing and Nanning airports to highlight the poaching crisis and secured pledges from travellers not to buy ivory. For online shoppers WCS and Dangdang.com, the leading e-commerce platform in China jointly launched an online campaign on World Elephant Day to highlight the links between purchasing ivory and elephant poaching and secure pledges from shoppers not to buy ivory. To date nearly 4000 people in China have publicly pledged to never buy ivory.

**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**

Progress against indicators with milestones falling in the first year:

WCS is on track to meet or exceed the four indicators which have milestones for year one (1.2, 1.3, 1.4 and 1.5) working closely with traditional and online media groups to develop and promote clear anti ivory messages. To date 15 multimedia articles and 11 in-depth feature reports relating to ivory and the poaching crisis have been released in addition to ongoing media and social media campaigns. These articles have reached an audience of nearly 8 million people online and an additional 5 million through the circulation of traditional print media in China.

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

Only one milestone falls within year one for output 2, and WCS China is on track to meet this through engaging and working with influential private sector actors such as Artron (the leading auction house in China for ivory) and Deng Deng (one of the primary online retailers) to target drivers of ivory consumption in China. WCS has also successfully secured in-kind support and sponsorship from 24 private sector actors to date, on track to meet the annual target of 50.

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

WCS has made significant progress against all indicators with milestones within year one. Leveraged funding has supported a number of expert meetings in China to support Chinese policy change on ivory and the activities and results are being used to build a strong case for a rapid and permanent ban on ivory in order to prevent the legal Chinese retail trade from being used to facilitate the illegal trade.

Following the May 29<sup>th</sup> 2015 Chinese government announcement of the intention to phase out domestic ivory markets, WCS is modelling options for the implementation of the ban with a focus on how to address issues around effective enforcement, feasible management of current legal ivory stocks and reducing risks of short term speculation potentially raised by the ban.

To date one proposal has been delivered to the China People’s Political Consultative Conference (1<sup>st</sup> year target is three) and WCS is continuing to target this policy making body with policy recommendations as they are developed.

WCS has already met the target (3) for government agency engagement in WCS-led public sensitization campaigns in 2015 involving the national and provincial branches of the Convention on International Trade in Endangered Species (CITES) Management Authority (MA) China, its Guangzhou, Beijing and Guangxi branches. WCS has also held public campaigns targeting international travellers with the Guangzhou and Beijing divisions of China Customs, and the Guangxi People’s Government Anti-Smuggling Office.

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

None to date

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

Discussed with LTS: No

Formal change request submitted: No

Received confirmation of change acceptance No

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

Yes  No  Estimated underspend: £

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

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

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

No

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

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