

Illegal Wildlife Trade: Half Year Report

(due 31October)

Project Ref No	IWT015
Project Title	A Recipe for Reducing Ivory Consumption in China
Country(ies)	China
Lead Organisation	Wildlife Conservation Society China
Collaborator(s)	China Wildlife Conservation Association, Beijing Normal University
Project Leader	Aili Kang
Report date and number (eg HYR1)	31 st October 2015, HYR2
Project website	www.jiudaxiang.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 achievement:

In the report period, WCS China work progressed in five directions:

- 1) Review the demand reduction strategy approach, including the underlining theory of change and road maps for this project according to the feedback received from IWT review team. The Project team will share with IWT the revised theory and project planning as a separate document before the end of year after having received sufficient peer-review feedback.
- 2) Conduct a new baseline survey of Chinese consumers' perspectives on ivory based on social media data, and a profile survey of selected consumer groups before the Chinese government announces the timeline for a domestic limitation in ivory trade in December.
- 3) Continue online activities among fashion lovers and art collectors via social media and traditional media channels to change their perspective on ivory consumption. To date, all online campaigns reached exposure of more than 9,500,000 audiences and more than 36,000 online interactions (output 1);
- 4) Develop partnership with two state-owned enterprises and one China private sector CSR alliance who are interested in Africa elephant conversation and willing to be pioneer enterprises among their business network for reducing ivory consumption among their employees, covering >100,000 people (output 2);
- 5) Advance the work of the Science for Nature and People Partnership working group, who is leading a desk review on the impact of China ivory trade on African elephant range states from the political, economic, and local community livelihood aspects. During this reporting period, WCS delivered a number of influential research studies distributed on influential channels and networks targeting Chinese policy makers (output 3).

Detailed progress report for each output follows:

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

During the reporting period, WCS reached out to consumer research and online data mining companies to better define our target audience and track our impact. The resulting findings and analysis will be finalized by the end of 2016, and will provide a more accurate indication of the project progress and impact on anti-ivory and elephant conservation discussions online on Sina Weibo.

Elephant conservation and anti-ivory messages ranked 3rd after dogs and cats over a pool of 23 animal species in 2016, up from a baseline of 9th place in 2013 on the Weibo microblogging platform. The number of messages about elephant conservation raised from 668 in 2013 to 1764 in 2016, with WCS online activities publishing 359 messages, equaling to 20% of the total increase during the project period. Among all hashtags promoting elephant conservation, the hashtag “Don’t bring ivory home” (不把象牙带回家) promoted by WCS ranked 12th, contributing to 1.31% of the total buzz on this topic.

Further details related to our performance assessment during the project period WCS will hire a data mining company to prepare a report available for the next reporting deadline.

WCS performed in-depth face to face and focus group interviews, and distributed questionnaires among our target audience to better define their consumer demand and behaviour. This data will positively influence the impact evaluation accuracy of our behavioural change campaign activities. (Indicators 1.1, 1.7)

The 2016 Online Consumer Research commissioned by WCS revealed that the most common ivory products are still bracelets and pendants, which are still sought after by fashionable and superstitious consumers, often of Buddhist belief compared to the research we commissioned earlier in 2013. In the same period, the gender ratio of probable consumers became balanced, with a proportional increase in male buyers. Age segmentation shows a sizeable increase (around +33%) of probable consumers born in the 1990s, now representing 40% of the total, a similar percentage of those born in the 1980s.

Concerning elephant conservation and anti-ivory discussions, WCS China has found that key groups promoting these messages are the government, the media, corporate enterprises, celebrities, and NGOs. We have also identified key influencers in: media, social media personal accounts, and the government.

WCS is on track to meet two indicators (1.2,1.4) working closely with traditional and online media platforms, as well as key opinion leaders among latent public who is not aware of the problem to develop and promote ‘ivory is over’ messages.

To reach this audience, WCS provided technical advice for the performance “Walk with the Beast” by actor Li Ding aired on August 3, 2016 as part of the “I’m Mad about Comedy” evening show on Hubei Satellite TV. This performance was broadcasted to over 8,880,000 people, who learned about the threat ivory poses to elephant conservation.

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. (Indicator 1.3, to date, the whole project has accomplished 72%)

Given that ivory ban discussions among media and the public will likely discuss domestic ivory limitation (Output 3), WCS will increase media discussion on these trends.

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

In the past 18 months, through efforts from TRAFFIC, IFAW, WildAid, NRDC, HSI and WCS, 44

companies have done public pledges to support elephant conservation, to combat illegal wildlife trafficking and to have zero tolerance on illegal wildlife trade; these included industries from travel business, auction, state owned enterprises, banks, internet industry, and media groups. Out of these, WCS has engaged with 12 companies.

In the reporting period, instead of inviting more private sectors to make public pledges, WCS has reviewed our strategy on corporate sectors and started to focus on:

- 1) how to promote behavioural change within the target group through big corporate sectors who have a CSR policy, and
- 2) how to measure behavioural changes of these target groups among big corporate sectors who are committed to reduce ivory consumption.

Based on comments from IWT and our own review, WCS has taken three actions in the past 6 months:

- 1) Discuss behavioural change campaigns with big corporate sectors that have a large number of Chinese employees in Africa. Poly Technologies, who has 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 African each year. They also have very close relationship with the Central Chinese Government Through this effort, we can demonstrate how big companies can be involved in direct behaviour change work among Poly’s network.
- 2) 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.
- 3) WCS have initiated another project to focus on Chinese state owned enterprises in Uganda and plan to reduce the trade of ivory and other wildlife products through the experience and practice from this project. We have collected information from 45 companies and will pitch them in next 3 months to discuss about potential cooperation.

Due to those changes, the indicators for output 2 will be revised and reported back to IWT separately. We will discuss the whole review process in section 4.

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

Over the past six months the working group of ivory policy study has continued making significant progress towards its objectives and at present, members are actively finalizing a number of key studies. Current ongoing studies include:

- a) risk assessments on different timeline scenarios and their impact on speculation,
- b) a legislative assessment of the legality of the proposed ivory trade ban,
- c) an assessment of the cost and effectiveness of enforcing the ban,
- d) analysis of the public perception about the proposed ivory ban, and
- e) a study investigating how the China ivory trade may affect African elephants range states.

The Science for Nature and People Partnership working group is also leading a desk review on the impact of China ivory trade on African elephant range states from the political, economic, and local community livelihood aspects. Chinese market monitoring for both legal and illegal ivory sales conducted by WCS China will serve as supplementary data and information indicating the market demand and supply reaction to policy changes.

During this reporting period, WCS delivered the following key findings emerging from current studies distributed on influential channels and networks targeting Chinese policy makers:

1) WCS submitted two proposals to expedite a ban on domestic ivory market with a specific timeline and without any duration limit to two top legislation and policy making political bodies: the National People's Congress (NPC) and the China People's Political Consultancy Committee (CPPCC). In April, WCS followed up with the congressman and CPPCC member to which these two proposals had been submitted. According to the procedure, relevant departments of administrative office will receive these proposals as recommendations references from the NPC and CPPCC.

WCS sponsored staff from China to participate at the CITES CoP 17 held in October to contribute to the discussion about ivory trade and influence China's strategy in limiting the domestic ivory market.

2) Based on the findings of the ivory policy study on stockpile management, WCS China contributed content to an online broadcast organized by our NGO partner WildAid about the Kenya ivory stockpile destruction on April 30, 2016: <http://www.wtoutiao.com/p/196MbJu.html>. The program was hosted by the influential antique collection expert Ma Weidu, and aimed to influence the perception of Chinese elites about ivory as an investment product.

WCS China also presented the results from our "Sentiment Analysis of Public Towards Ivory Ban in China" at the Wildlife Demand Reduction Efforts in China Seminar hosted by USAID, Freeland, BNU, and IFAW on May 12th, 2016.

3) WCS has been actively working with influential media both domestic and international, to communicate key messages from our studies on recommending a strong and effective ban of domestic ivory trade in China. Major media reports directly pitched or supported by WCS are:

1. China to have timetable by year's end to cease all domestic trade in ivory (China Daily)
2. The US promoted ivory ban to save elephants from poaching (The Paper, China)
3. World's nations agree elephant ivory markets must close (The Guardian)
4. African elephant population tumbles due to poaching (Reuters/New York Times)
5. Global efforts against ivory traffickers still falling short (Associated Press)
6. Species body says extra elephant protection could boost ivory trade (BBC)
7. Bid to close domestic ivory markets (African News Agency)
8. African elephant population declines due to poaching (eNCA-TV/Reuters (S Africa))

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.

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?

We welcome the Annual Report Reviewers comments, they have been really helpful in guiding our thinking about how to revise the logical framework and be much clearer about the impact of the project and its contributions to the wider efforts of government and other NGOs. Since receiving this feedback in July, WCS has organized a number of internal workshops in Beijing, to discuss and revise our behavioural change theory, drawing in expertise from within the organisation and external expertise e.g. Jan Kaderly from our 96elephant US-based campaign, Eric Phu a digital marketing expert, and Dudao a Chinese data mining company. We have also reached out to NGO partners and joined the Steering Group of the Wildlife Consumer Behaviour Change Toolkit chaired by TRAFFIC to share lessons and coordinate efforts.

The CITES CoP and the summer travel schedule has delayed our plans of bringing together our regional WCS staff and the China team to draft out a revised Theory of Change but we are scheduled to do this from the 5-9 December. We would welcome the opportunity to share and discuss our revised theory of change and log frame to the IWT Challenge Fund and LTS International following this.

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

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