

Illegal Wildlife Trade



Application form for Illegal Wildlife Trade Challenge Fund 2014

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

Office use only Date logged: Logged by: Application ID:

1. Name and address of lead organisation

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

Applicant Organisation Name:	Wildlife Conservation Society
[Redacted]	[Redacted]
[Redacted]	[Redacted]
[Redacted]	[Redacted]
Project Leader name:	Aili Kang
[Redacted]	[Redacted]
[Redacted]	[Redacted]

2. Project title

Title (max 10 words)
<i>A Recipe for Reducing Ivory Consumption in China</i>

3. Project dates, and budget summary

Start date: 15 April 2015	End date: 15 September 2017	Duration: 2 yrs 6 mths		
2014/15	2015/16	2016/17	2017/18	Total request
£	£ 105,289	£ 103,866	£ 29,736	£ 238,891
Proposed (confirmed and unconfirmed) co-financing as % of total Project cost: [Redacted]				

4. What will be the outcome of the project?

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

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

(max 75 words)

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.

5. Country(ies)

(See Guidance notes 3.3 and 4.3)

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

Country 1: China	Country 2:
Country 3:	Country 4:

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

(See Guidance note 3.1)

Tick all that apply.

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

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

(See Guidance note 3.1)

<p>I. Support, and where appropriate undertake, effectively targeted actions to eradicate demand and supply for illegal wildlife products, including but not limited to, raising awareness and changing behaviour.</p> <p>III. Renounce, as part of any Government procurement or related activity, the use of products from species threatened with extinction</p> <p>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.</p> <p>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.</p> <p>VI. Welcome the action already underway and urge those Governments that allow trade in legally acquired endangered wildlife products to implement measures, including labelling and wider traceability measures, to ensure that this trade does not allow any illegal wildlife products to enter these markets.</p>

7. About the lead organisation:

<p>What year was your organisation established/ incorporated/ registered?</p>	<p>1895</p>
<p>What is the legal status of your organisation?</p>	<p>NGO Yes <input checked="" type="checkbox"/> No <input type="checkbox"/></p> <p>Government Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>University Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>Other (explain)</p>
<p>How is your organisation currently funded?</p>	<p>(Max 100 words)</p> <p>WCS programs receive support from a diverse group of government and private sources. Our top government and agency partners include the U.S. Agency for International Development (USAID), the British Government, the Norwegian government, the Global Environment Facility (GEF), World Bank, United Nations Development Program (UNDP), and the U.S. Fish and Wildlife Service (USFWS). Foundation supporters include the Liz Claiborne and Art Ortenberg Foundation, Doris Duke Charitable</p>

	Foundation, John D. and Catherine T. MacArthur Foundation, and Gordon and Betty Moore Foundation. Corporate partners include Bank of America, Con Edison, Goldman, Sachs and Co., and the Tiffany and Co. Foundation.
Have you provided the requested signed audited/independently examined accounts? Note that this is not required from Government Agencies	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> 2013 WCS Audit: http://www.wcs.org/about-us/~media/Files/pdfs/F_180473_13_Unsecured_WildlifeConservationSociety_Subsiidiaries_CFSS.pdf 2012 WCS Audit: http://www.wcs.org/files/pdfs/2012-wcs-audited_financial_statements.pdf

7b. Provide detail of 3 contracts/projects previously undertaken by the lead organisation that demonstrate your credibility as an organisation and provide track record relevant to the project proposed. These contacts should have been held in the last 5 years and be of a similar size to the grant requested in your IWT Challenge Fund application.

Contract/ Project 1 Title	Scaling up Conservation Success with SCAPES: Daurian Steppe SCAPES - Governing 'Fugitive Resources' Across National Boundaries: Wildlife Migrations, Illegal Trade and Habitat Fragmentation In The Daurian Steppe
Contract Value/ Project budget	Donor Total: \$ [REDACTED] Cost Share Total: \$ [REDACTED] Total Funding: \$ [REDACTED] (\$ [REDACTED] for Daurian Steppe - Mongolia, China, Russia)
Duration	5 years (2009-2014)
Role of organisation in project	Project lead
Brief summary of the aims, objectives and outcomes of the project.	The overall aims of the SCAPES project is to conserve biodiversity and secure livelihoods of the rural poor through targeted site-based and policy initiatives at globally important sites for biodiversity conservation. The Daurian Steppe subproject, which includes China, has several primary aims: (1) build a transboundary political constituency for collaborative conservation, development planning and implementation across the Daurian Steppe and (2) reinforce and scale up an effective community-based model for wildlife and livestock management. Work on this project included development of an adaptive strategy for threat abatement across the Steppe, creation of transboundary agreements that facilitated collaborative conservation planning, and promotion of collaborative wildlife protection along international borders to prevent poaching and

	unsustainable transboundary trade in wildlife products at crossings from Mongolia into China and Russia.
Client/Project Manager contact details (Name, e-mail, address, phone number).	Name: Andrew Tobiason, USAID/EGAT/NRM ████████████████████ ████████████████████████████████████████ ████████████████████

Contract/ Project 2 Title	China Border Wildlife Guardian Award
Contract Value/ Project budget	Donor Total: \$ ██████ Cost Share Total: \$ ██████ Total Funding: \$ ██████
Duration	3.5 years (2008-2010, 2012)
Role of organisation in project	Project lead
Brief summary of the aims, objectives and outcomes of the project.	The goal of this project (funded through annual awards) was to strengthen the commitment of law enforcement officers to prosecute wildlife crimes across China. WCS collaborated with media outlets and enforcement agencies in over 10 provinces of China to advertise a yearly award to officers that had played an outstanding role in major wildlife crime cases. In the four editions of this yearly award, 253 candidates participated altogether, with their stories and contributions to wildlife conservation carefully recorded and disseminated through the media. Out of these, 70 people were awarded a prize, either individually or as members of a team. During each award ceremony emphasis on media coverage (which reached 114 news and media outlets in the fourth edition) allowed for an increase in awareness among the public and in pride among law enforcement personnel. Awarded officers were subsequently invited to disseminate their best practices with colleagues from other provinces and departments through a series of training workshops. Starting from the fourth edition, the scope of the project expanded to include also awards for contributors from the civil society and the media.
Client/Project Manager contact details (Name, e-mail, address, phone number).	Name and position: Sheridan Hyland, Program Associate, blue moon fund ████████████████████████████████████████ ████████████████████████████████████████ ████████████████████

Contract/ Project 3 Title	Tiger Futures (GEF) / Building Awareness and Capacity to Reduce the Illegal Cross-Border Trade of Wildlife from Vietnam to China (CEPF)
---------------------------	-----------------------------------------------------------------------------------------------------------------------------------------

Contract Value/ Project budget	<p>from World Bank/GEF</p> <p>from CEPF</p>
Duration	<p>GEF component: 1st January 2009 to 30th June 2011</p> <p>CEPF component: 1st September 2009 to 31st August 2012</p>
Role of organisation in project	<p>WCS served as overall lead on the grants implementation. We sub-contracted portions of the work to our colleagues in other NGOs, namely TRAFFIC and the National NGO, PanNature.</p>
Brief summary of the aims, objectives and outcomes of the project.	<p>WCS established the required knowledge, awareness and importantly grown political commitment to combating illegal trade in wildlife, with an emphasis on cross-border trade. We compiled the most comprehensive analysis of cross-border wildlife trade in Vietnam, focused on Quang Ninh province on the Chinese border, presenting the first quantitative data on the scale of illegal cross-border traffic, that highlights the routes used and the weaknesses in the regulatory system. We increased the capacity and awareness of frontline enforcement officers (including police, customs, border army, and prosecutors) to the dynamics of wildlife crimes, the importance in fighting these crimes and the professional techniques required to detect and prevent them. Finally, and importantly we raised the profile of the issue of transnational wildlife crimes in this province to unprecedented levels within Vietnam, the region and globally.</p>
Client/Project Manager contact details (Name, e-mail, address, phone number).	<p>Name and Position: Jack Tordoff, Grant Director, Critical Ecosystem Partnership Fund</p>

8. Project partners

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

Lead Organisation name:	Wildlife Conservation Society (WCS)
Website address:	<p>http://www.wcs.org/</p> <p>http://www.wcs.org.cn/</p>

<p>Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)</p>	<p>WCS saves wildlife and wild places worldwide through science, conservation action, education, and inspiring people to value nature. With more than a century of experience, long-term commitments in dozens of land/seascapes, and a presence in more than 60 nations, WCS has amassed the biological knowledge, cultural understanding, and partnerships to ensure that vibrant wild places and wildlife thrive alongside local communities.</p> <p>WCS has been operating in China since 1996. WCS China has a team of 23 talented professionals who are distributed across four offices: Beijing, Guangzhou, Lhasa and Hunchun. Each office team is specialized in specific activities such as combating illegal trade of endangered species (Guangzhou). The Wildlife Trade team closely collaborates with law enforcement agencies at the local, provincial, national and international levels to deliver capacity development workshops, exchange best practices and capitalize on lessons learned to develop innovative tools for facilitating law enforcement actions.</p> <p>In 2013, to further efforts to combat illegal wildlife trade, WCS China has engaged experts and built a team of professionals from marketing, public relations, and media backgrounds to design and implement an ivory demand reduction program through behavioral change campaigns targeting Chinese citizens and influential companies.</p>
-----------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

<p>Partner Name:</p>	<p>China Wildlife Conservation Association (CWCA)</p>
<p>Website address:</p>	<p>http://en.cwca.org.cn</p>

<p>Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)</p>	<p>China Wildlife Conservation Association (CWCA) has over 30 years of experience in education and sensitization campaigns in China, with an extensive network of 773 local branches and over 3,450,000 members and supporters. Such in-country presence and decades of experience in wildlife conservation make CWCA a strategic partner for ensuring a successful implementation of this ivory demand reduction project.</p> <p>Since 2009, WCS and CWCA have collaborated on projects related to illegal trade in endangered wildlife. We plan to broaden this collaboration to include activities that will reduce consumption of ivory products among Chinese citizens. As part of our strategic approach, we will be mobilizing CWCA's extensive network of supporters to amplify the outreach of the media initiatives outlined in this proposal. CWCA's recent Green Cuisine Ambassadors initiative advocating wildlife-free restaurant menus demonstrates their ability to harness widespread support, resulting in over 300,000 subscriptions from cooks and chefs across China.</p> <p>CWCA also has close relationships with Chinese government agencies and high-level managers from both the public and private sectors. These resources and relationships will be instrumental in analysis, planning, and prioritization phases of the proposed project, and will facilitate the coordination of our planned activities among the governmental agencies involved</p>
<p>Have you included a Letter of Support from this organisation?</p>	<p>Yes <input checked="" type="checkbox"/> No <input type="checkbox"/></p>

<p>Partner Name:</p>	<p>College of Life Science (CLS), Beijing Normal University</p>
<p>Website address:</p>	<p>http://cls.bnu.edu.cn</p>

<p>Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)</p>	<p>College of Life Science (CLS), Beijing Normal University was first established in 1904, and has nearly one hundred years of experience in education and scientific research on life sciences in China. CLS is one of the most influential and prestigious academic institutes of biological profession in China.</p> <p>In order to build on previous collaborations between WCS and CLS focusing on the illegal wildlife trade, we will jointly work on a comprehensive study of the economics of the illegal wildlife trade. Specifically, we will determine and compare the economic drivers and costs of the current model of limited legal ivory trade in China and those of a complete ban. The results of this study will then be used to develop closer working relationships with key government agencies and civil society groups.</p> <p>CLS is highly respected by Chinese government for its scientific independence and academic contributions. These merits will allow us to leverage influence while reaching out to government agencies to provide support for policy changes that will help reduce consumption of ivory products.</p>
<p>Have you included a Letter of Support from this organisation?</p>	<p>Yes <input checked="" type="checkbox"/> No <input type="checkbox"/></p>

9. Project staff

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

Name (First name, Surname)	Role	% time on project	1 page CV attached?
Aili Kang	Project Leader	30	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Xu Zhang	Corporate sector coordination and output 2 activity and indicator management	100	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Yonglin Wang	Media and private sector coordination and output 1 activity and indicator management	100	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Eric Phu (Consultant)	Leading on assessment and review of overall digital	4	Yes <input checked="" type="checkbox"/>

	marketing strategy design and social market implementation plan design process.		No <input type="checkbox"/>
Li Zhang	Leading policy review studies in output 3, help coordination between influential partners through different effective channels.	25	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

10. Species project is focusing on

(see Guidance note 4.1)

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

1. African elephant (<i>Loxodonta africana</i>)	2.
3.	4.

11. Problem the project is trying to address

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

(Max 300 words)

This project will focus on reducing demand for illegal ivory in China. We will build on foundations laid by the public awareness campaigns of other organizations to address two major problems:

Poaching of elephants, which leads to dramatic declines in many elephant populations, is driven by demand for ivory products in Asia, particularly China.

Demand for ivory in China is fuelled by the perception of prestige associated with owning ivory products. As a "precious" and rare commodity, ivory has become desirable to an increasing number of upper-middle class consumers.

Recent research indicates that regardless of a high awareness that ivory comes from elephants illegally killed for their tusks, 84 percent of ivory purchasers still intend to buy more ivory products in the future. The same study revealed that consumers will stop buying ivory only when it becomes illegal or more difficult to purchase, which would require a strengthened policy response from government agencies. To address this, ivory demand reduction efforts in China must build on awareness raising efforts already in place to bring about behavioral change and societal action that will influence government policy.

Impact of poaching and trafficking on human communities in Africa.

Ivory trafficking has strongly negative impacts on poor source countries. Ivory is linked to international organised crime, corruption, poor governance, proliferation of arms and loss of key species in these countries. Additionally, low-income communities in source countries

depend on freely available natural resources such as healthy soil, wood and water for livelihoods and farming. Elephants are vital in creating the conditions for a healthy resource base as well as offering opportunities for tourism and export earnings at a local and national level. Losing elephant populations to poaching undermines these opportunities for economic wellbeing.

12. Methodology

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

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

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

(Max 1000 words)

Ivory demand reduction efforts in China have largely focused on raising awareness such as the Public Service Announcements (PSAs) and traditional advertising formats utilized by WildAid, International Fund for Animal Welfare (IFAW) and others. WCS will build on this foundation to activate the public to engage in anti-ivory campaigns themselves and to support government action to further restrict the legal market, which is the most effective means of reducing demand.

The project comprises 3 complementary outputs.

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.

The Chinese public, especially its internet-savvy “netizens,” are increasingly eager for more engagement in pursuit of a sense of participation and accomplishment. Interaction leads to behavioral change, thus WCS will harness the power of social media platforms (e.g. Weibo, WeChat, Bulletin Board Services) to:

- a. Create interactive tools and platforms (accessible from portable devices) to reach target consumer groups. These tools enable citizens to participate in anti-ivory campaigns and become leaders or focal points in their own networks using “self-media” to influence the people around them to commit to behavioral change. WCS will use these platforms to work directly with traditional media to generate buzz and “mainstream” ivory as a public policy issue that deserves further action.
- b. Build on the successful piloting of WCS “Voices of China” campaign over the <http://shouhudaxiang.org> web platform (Defend Elephants). Launched in January 2014, Voices of China promotes citizen action against the ivory trade in a quantifiable, demonstrable way. This interactive and adaptable tool provides users with a platform to pledge not to buy ivory, share thoughts and post pictures. WCS and the Guangzhou Customs bureau in May 2014 held a joint five-day campaign aimed at potential ivory consumers traveling through the Guangzhou International Airport and Guangzhou East train station. The campaign provided information on the elephant poaching crisis; travelers showed their support by taking self-photos holding a sign that simply said “Don't Bring Ivory Home.” We will continue to mobilize and scale up this platform in order to demonstrate public support to government agencies that have been vocal in calling for stronger restrictions on the ivory trade.

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

Chinese companies, especially those that target the same demographic as ivory consumers, have significant sway over Chinese markets and are effective leads for behavioral change. Additionally, strong influential relationships between corporate leaders and government policymakers offer a point of entry and leverage for policy change. Under this output, we will:

- a. Identify, pitch, and work with corporations that 1) employ targeted ivory consumers or 2) target groups with greater access to ivory (travel industry, fashion, etc.) 3) are concerned about Corporate Social Responsibility to design and implement behavioral change campaigns and anti-ivory actions.
- c. Through these campaigns, deliver key anti-ivory messages to staff, their social networks, and the public to cultivate commitments not to purchase ivory.
- d. Coordinate journalists to report on these campaigns through social media portals and traditional media outlets to demonstrate impact to other companies, public and policy decision makers.

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

- a. WCS will complete the first comprehensive studies on the drivers and costs of the current model of limited legal trade compared to a complete ban. This analysis will include the overall cost-benefit ratio of the ivory trade for local livelihoods, ecosystems, and other issues of human security, especially in key African elephant range states where poaching has become a serious problem.
- b. WCS will identify how to modify Chinese policies to further limit the legal trade and therefore reduce demand for ivory. Such policies would achieve benefits for both China (such as reduced law enforcement costs and more sustainable investment policies) and African elephant range states.
- c. WCS will promote these analyses and justifications through two channels: 1) to Chinese government ministries and national and at international policy fora via influential partners (academics, government-affiliate research institutions, and leadership in multiple sectors) and 2) the Chinese public through our social media platforms and media partnerships.

Roles and responsibilities

WCS China will manage the project and has built a team of professionals from marketing, public relations, and media backgrounds to implement project activities. The WCS project team will:

- Design interactive tools and online platforms
- Coordinate with major project partners and different long-term partners from corporate and private sectors.
- Maintain close communication with CITES MA China to ensure the contribution of this project toward national policy making.

CWCA and the College of Life Sciences at Beijing Normal University (BNU) bring complementary expertise and access to influential organizations and institutions that include government agencies. For Outputs 2 and 3, we will mobilize CWCA's extensive network of supporters, close relationships with Chinese government agencies and high-level managers from both the public and private sectors. We will work closely with BNU to develop the economic analyses of ivory trade discussed in output 3 and coordinate our planned activities with relevant governmental agencies. Eric Phu, a social marketing expert, guides the development and assessment of our long-term strategies.

WCS will track the level and impact of public dialogue generated around elephants and ivory through robust monitoring methods that will allow us to adaptively manage campaigns and interventions against the first proper baseline for evaluating evolving levels of awareness of and demand for ivory in China. The core of our monitoring framework is the most comprehensive review of social media ever conducted in China for conservation topics, which will be repeated periodically. The findings from this social media audit, along with traditional media metrics,

market research surveys, etc. form a baseline that WCS will use in generating regular monitoring reports for tracking outputs. WCS will also work with partners to develop monitoring methodologies for increasingly relevant alternative social media platforms such as self-media (Wechat).

13. Beneficiaries

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

(Max 750 words)

The main beneficiaries of reducing demand for ivory are low-income source countries in Africa and Asia and resource dependent communities living near elephant ranges. 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. Additionally trafficking has a strongly negative impact on the overall governance and security of source countries through encouraging corruption, undermining border security and encouraging the proliferation of arms and armed groups.

Benefits through increased security and sustainability of resources for important industries.

High-value wildlife products, such as elephant ivory, are now traded transnationally by well-capitalized criminal syndicates. The involvement of transnational criminal networks in wildlife trade exacerbates socio-economic inequalities by disproportionately affecting low-income communities that depend on functioning ecosystem services for their livelihoods, provoking social conflict, and posing grave threats to the wellbeing of people living in areas where poaching of commercially valuable species occurs. For those communities dependent upon tourism (and especially ecotourism) for their livelihoods, poaching and ivory trafficking can also have significant negative and destabilizing consequences for this economy and the livelihoods tourism supports, both through insecurity (global perception of which has negative impacts on visitor numbers) as well as direct impacts on elephant and other wildlife populations themselves.

Benefits through sustained ecosystem services

Elephants are also important ecosystem managers providing services such as long-distance seed dispersal and control of bush encroachment in arid and semi-arid savannas. Low income communities are highly dependent on functioning ecosystems and the services they provide (such as healthy soil and clean water) as they are unable to afford to purchase inputs such as fertiliser. Reducing demand for elephant ivory will reduce the number of elephants killed, which will in turn enable elephants to maintain their roles as environmental managers, supporting healthy ecosystems and the services that poor communities depend directly on in source countries.

Focus on women as key beneficiaries

b) Women are important beneficiaries due to their major provisioning role in households in source countries producing food, collecting water, firewood, and often running small businesses. Healthy ecosystems support this provisioning through productive soils, more comprehensive pollination services and providing a natural safety net for households to survive on.

c) Whilst WCS China is aware that the primary beneficiaries of ivory demand reduction will be low income source countries (which are currently suffering the negative effects of ivory

poaching), the benefits will not be seen within the life time of this project and will be diffused across a range of countries. Therefore, attempting to measure specific livelihood changes in source countries as a result of this project and disaggregating these changes by gender is not possible within the timeframe and geographical scope of this project.

14. Impact on species in focus

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

(Max 200 words)

The project will reduce the demand for ivory and thus reduce elephant poaching over the long term.

The illegal killing of elephants for their ivory is currently the biggest threat to elephants - hence the illegal trade in ivory needs to be tackled throughout the trade chain - from source sites through trade networks and in market countries. Supply side measures (such as protecting key populations from poaching) are essential but insufficient; elephants will never be safe until demand for ivory falls to sustainable levels. This is why it is vitally important to also reduce the demand for ivory in key market countries. The project described in this proposal will therefore benefit elephants across Africa by very significantly reducing consumer demand for ivory in China, the largest market country for ivory and thus reduce poaching pressures on elephants. Ultimately we expect the project to result in recoveries in key elephant populations in across Africa.

15. Exit strategy

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

(Max 200 words)

This project forms part of an ongoing long-term WCS strategy in China to tackle demand for illegal wildlife products.

The WCS China ivory demand reduction program aims to leverage the unique reach and power of social media to “mainstream” elephant conservation and anti-ivory messaging in public dialogue by the end of the project, especially through partnerships with influential domestic media and organizations that may be relatively unknown in the West. For example, WCS has agreements for long-term cooperation with partners that can help sustain demand reduction efforts: a foundation with deep networks in southern China, a major region for wildlife consumption; a journalist network, and the Travel Channel (China), a national satellite TV network.

Our collective efforts will ensure that our Chinese audience expands beyond the scope of our own campaigns and activities to generate an enabling environment for reducing demand for wildlife products, especially through government policy action that better ensures sustainable and stable outcomes. This enabling environment will be important for the sustainability of the

WCS ivory demand reduction program, which has been integrated with our overall communications strategy and will develop into a broader program to reduce consumption of all wildlife products.

16. Funding

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

(Max 200 words):

The WCS ivory demand reduction project was initiated in 2013 around an innovative strategy that incorporated lessons learned from longstanding WCS programs focusing on African elephant conservation and tackling wildlife trade in both Africa and Asia.

From source sites to trafficking routes and trade ports to end markets, WCS has been working along the entire ivory trade chain across regions. Our previous work establishes WCS as a knowledgeable conservation leader trusted by partners in various sectors, particularly governments. Our initiatives have included:

- Working with governments to establish ecoguard protection in 9 African countries
- Working with law enforcement officials, international bodies, judiciaries, and other partners to improve the apprehension and prosecution of elephant poachers and ivory traffickers

WCS has more than 6 years experience working directly in Guangdong, China's largest hub and end market of illegal wildlife trade. We have established long-term communication channels with government partners such as CITES MA China, the State Forestry Administration, China Customs, and well as prominent civil society groups. Through this project we will extend our partnerships to include traditional and social media organizations and corporations in targeted sectors and continue to strengthen existing collaborations with government and civil society partners.

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

Yes No

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

We are aware that several of our partners, including IFAW, the Nature University (a local Chinese NGO), TNC, TRAFFIC, WildAid and WWF, are also applying funding for and/or carrying out projects to reduce demand for ivory and other wildlife products in China. We are working collaboratively with all these organizations and participate in monthly dialogues to share ideas, information and experience for better cooperation, as well as developing best practices, for our collective efforts.

- **IFAW** creates PSA posters that are placed at border crossing points. WCS plans to create PSAs that are executed in close partnership with law enforcement agencies and are not limited to exposure achieved through purchased or pro-bono advertisement space, but will also be shared in the form of shareable online tools and highlighted as part of broader campaigns and activities.
- **WildAid** primarily employs PSA video clips featuring celebrities to broadcast

awareness-building messages to a general audience. While these have been effective in the past for raising awareness, market research indicates that consumer intent to purchase ivory is still high even amongst those who have seen messaging on 'not to buy ivory to save elephants', with four-fifths still intending to buy ivory products in the future (Nat Geo/IFOP survey). WCS plans to utilize the broad audiences captured by our partner media organizations, as well as the targeted consumer groups influenced by our corporate and media partners, to deliver content on the poaching crisis that specifically combats the image of ivory as a desirable product, while providing tools and platforms online for audiences engaged in our activities to take action against ivory consumption.

- **The Nature Conservancy (TNC)** has set up a pledge campaign website. WCS has designed the Voices of China pledge campaign to enable greater interaction and engagement by the Chinese online public. WCS will actively deploy Voices of China as a component of all Project activities and campaigns, rather than remaining a static platform. TNC plans to provide online illegal wildlife trade surveillance and technical capacity building projects for B2C website companies that commit to removing all illegal trading from their operations. This activity will be carried out with the technical cooperation of WCS.
- **World Wildlife Fund (WWF)** primarily provides guidance to international companies working in Gabon and Mozambique. WWF activity focuses on private companies, whereas WCS will collaborate primarily with Chinese state owned enterprises.
- **TRAFFIC** is developing a new strategy for demand reduction that is not yet public.

WCS engages with international and local NGOs working for wildlife conservation in China, including the organizations mentioned above. Every month we also participate in a working group, consisting of WCS, WildAid, IFAW, and other NGOs, that provides a forum for in-depth discussions about the ongoing and planned activities, and explores avenues for strengthening our collaboration and mutually enhancing the outreach of individual activities.

We believe that the ivory demand reduction plan of WCS is a strategic, holistic project, with innovative attempts to explore how social media can contribute to a marketing that, instead of promoting awareness, leads to behavior change of targeted groups which will further influence public at larger scale. Many of our partner NGOs are dedicated and experienced in marketing through using traditional media tools, such as public service advertisements in posters and video contents. Some others have strong collaborations with the corporate sector to combat illegal wildlife trade in their operations.

We are distinguished from our partner organizations by focusing on social media based communication, by engaging our partners and selective influential audiences in participative campaigns (online activities associated with off - line ones) in order to deliver compelling message resulted in behavior change.

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

Yes No

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

Funding and budget

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

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

17. Co-financing

17 a) Secured

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

(See Guidance note 4.4)

Confirmed:	
WCS Private Donors	£ [REDACTED]
WCS China Private Funds	£ [REDACTED]
Liz Claiborne and Art Ortenberg Foundation	£ [REDACTED]
blue moon fund	£ [REDACTED]
WCS overheads	£ [REDACTED]

17 b) Unsecured

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

Date applied for	Donor organisation	Amount	Comments
n/a	Foundations/Private donations to WCS	£ [REDACTED]	These are typically received on an annual basis and therefore have not yet been secured. However, WCS considers them reliable funding sources.
n/a	Partner contribution (CWCA)	£ [REDACTED]	
n/a	Partner contribution	£ [REDACTED]	

	(BNU)		
--	-------	--	--

18. Value for money

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

(Max 250 words)

WCS makes long-term, on-the-ground commitments. We thus provide value for money by building upon established partnerships in-country and applying the contextual knowledge and lessons learned to deliver culturally-appropriate and feasible projects. In all the places where we work, WCS is an established partner of the host government and a leader in the conservation community—positioning us to deliver results and make significant impact.

WCS has been working in China for nearly three decades and consequently has considerable experience at cost-effectively delivering conservation outcomes, enhanced through long-term cooperation with government agencies including CITES MA China, the State Forestry Administration, and China Customs. For our ivory demand reduction program, WCS has developed a strategic framework that will maximize economy, efficiency and effectiveness of IWT funds through the following guiding principles:

- Demand is the significant driver of the ivory trade. Investing in demand reduction would reduce costs over the entire trade chain over the long term.
- Only 15% of traditional advertising budgets are spent on production and 85% on buying media space. By distributing compelling content social media networks and media partnerships, we can have much greater reach with a much smaller base cost. We strategically select partners that can contribute resources (either financial or through skills such as film production) and access to targeted groups, including consumers and government, to maximize impact.
- The synergy effect ensures value-added performance. Our plan brings together major players and the appropriate platforms or campaigns for their engagement to leverage investment for greater results.

19. Ethics

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

(See Guidance Note 3.11)

(Max 250 words)

WCS management systems ensure adherence to labour, finance, banking, and registration regulations specific to each of the nearly 60 countries where we work, alongside US government regulations and donor compliance requirements.

WCS participates in the Conservation Initiative on Human Rights (http://www.iucn.org/about/work/programmes/social_policy/sp_themes_hrande/scpl_cih/), and WCS has also initiated a review of human rights issues in the places where we work (see <http://www.justconservation.org/responding-to-the-threat-of-organized-crime-to-wildlife-and-people>). Our Internal Review Board ensures that research carried out by our programs protects the rights of human subjects.

Our partnerships with local people strive to understand, value, and apply traditional knowledge to addressing biodiversity, resource management, and poverty alleviation challenges. These principles apply to our engagement with community and government entities in all of the target

countries in this proposal.

WCS has a Duty of Care policy that details obligations of employees and the institution to create an environment of safety and concern in the fulfillment our mission, including access to medical care; insurance policies; and crisis management procedures.

WCS is committed to building credible and independent science-based understanding of biological diversity and ecosystem integrity and their centrality to the quality of human life. WCS is a leading sponsor of and practitioner of scientific research, and our staff are among the world's most prolific conservation scientists in generating peer-reviewed publications.

20. Outputs of the project and Open Access

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

(See Guidance Note 3.12)

(Max 250 words)

The activities listed in Outputs 1 and 2 of the current project proposal are by their very nature directed toward and open to the public. For this reason, all the resulting products of these activities will be available and documented online on the WCS-managed Chinese-language elephant and ivory website (<http://jiudaxiang.org>) and on WCS social media pages: <http://weibo.com/wschinaprogram?s=6cm7D0> . Additional material not suitable for release on social media channels or the Jiudaxiang website will be made available in a specific section of WCS China website: <http://www.wcs.org.cn>.

More specifically concerning Output 1, all the pictures, videos and visitors' messages associated with the Voice of China activity will be published on the Jiudaxiang website. All international content localized in Chinese or produced in China (articles, papers, etc.) will also be made available on the Jiudaxiang website. Partnerships and the activities associated with these partners will be displayed on a specific section of the Jiudaxiang website.

Concerning Output 2, reports, presentations or briefs describing partnerships with private sector entities and the activities related to them will be featured on a specific section of the Jiudaxiang campaign website as well as partner websites and networks where applicable.

Concerning Output 3, all public proposals, research papers and briefs prepared for the use in this activity will be published on a specific section of the Jiudaxiang campaign website.

All outputs will be produced in Chinese, with select material (such as peer-reviewed papers) to also be produced in English.

21. Project monitoring and evaluation

Logical framework

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

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

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

Impact

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

(Max 30 words)

The ivory trade is no longer a threat to the survival of all elephant species

Outcome

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

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

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

(Max 75 words)

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.

Measuring outcomes - indicators

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

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

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

Indicator 1	The percentage of surveyed consumers whose stated intention to purchase ivory is reduced by 30% by 2017 from a 2012 baseline.
-------------	-------------------------------------------------------------------------------------------------------------------------------

Indicator 2	The number of ivory items sold in domestic auctions decreases by 35% by 2017 from a 2014 baseline.
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.
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.
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 (to be established).

Verifying outcomes

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

Indicator 1	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.
Indicator 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/).
Indicator 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).
Indicator 4	WCS project reports
Indicator 5	Press releases and monitoring reports on policy fora

Outcome risks and important assumptions

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

Assumption 1	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).
Assumption 2	In line with official statements made during the 2013 London summit, the Chinese government is committed to combatting the illegal wildlife trade.
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.

Outputs

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

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

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

Measuring outputs

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

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

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

Output 1	
Indicator 1.1	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 9 th ranking topic in this category in 2013
Indicator 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.
Indicator 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).
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 in 2015, 2016 and 2017.
Indicator 1.5	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.
Indicator 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 ¹ 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.

¹ <http://www.plosone.org/article/info%3Adoi%2F10.1371%2Fjournal.pone.0076539>

Indicator 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.
---------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Output 2

Indicator 2.1	100 companies publicly pledge “not to bring ivory home” by the end of the project period including: <ul style="list-style-type: none"> ○ TOP 500 companies ○ Companies ranked highly (>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). Companies with high likelihood of impacting ivory consumption (i.e. Chinese enterprises operating in Africa, major Chinese travel agencies)
Indicator 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.
Indicator 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.

Output 3

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 over government decision makers (Baseline=1 in 2013).
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, in 2015 = 3, 2016 = 3 (Baseline = 2 in 2014).
Indicator 3.3	At least 3 government agencies engage in WCS-led public sensitization campaigns against ivory consumption each year. (Baseline = 0 in 2013).

Verifying outputs

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

Indicator 1.1	Reports on CIC social media monitoring analyses
Indicators 1.2-1.7	Project monitoring reports on targeted social medial platforms, traditional media channels and online portals 。 ETIS reports and market surveys in Guangzhou
Indicators 2.1-2.3	Project monitoring reports and evaluations of activities; Media reports and company data (website, press releases, etc.)
Indicator 3.1	Reports on CIC social media monitoring analyses
Indicator 3.2	Project monitoring reports on targeted social medial platforms, traditional media channels and online portals
Indicator 3.3	Research reports and proposals on ivory trade policy submitted

Output risks and important assumptions

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

Assumption 1	Chinese consumer behavior can be influenced by other consumers, media, corporate actors and the government.
Assumption 2	Government agencies are open to partnering with WCS on public sensitization campaigns.
Assumption 3	The Chinese government is receptive to demonstrations of public support for greater restrictions on the ivory trade.

Activities

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

Output 1	
Activity 1.1	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).
Activity 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).
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).
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.

Output 2	
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.
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.
Activity 2.3	Engage top corporations and strategic industries in the design and implementation of behavioral change campaigns to make ivory undesirable.

Output 3	
Activity 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.
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; <i>and</i> 5) opportunities for more sustainable Chinese investment in Africa.
Activity 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.

22. Provide a project implementation timetable that shows the key milestones in project activities. Complete the following table as appropriate to describe the intended workplan for your project.

Activity	No of Months	FY 1	FY 2				FY 3				FY 4			
		Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Output 1	64		X	X	X	X	X	X	X	X	X	X		
1.1	9		X	X	X	X	X	X	X	X	X			
1.2	30		X	X	X	X	X	X	X	X	X	X		
1.3	20				X	X	X	X	X	X	X			
1.4	5		X		X		X		X		X			
Output 2	50		X	X	X	X	X	X	X					
2.1	21		X	X	X	X	X	X	X					
2.2	8		X	X	X	X								
2.3	21		X	X	X	X	X	X	X					
Output 3	52		X	X	X	X	X	X	X	X	X	X		
3.1	10			X		X		X		X	X			
3.2	27		X	X	X	X	X	X	X	X	X			
3.3	15			X		X		X		X		X		

23. Monitoring and evaluation plan (M&E)

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

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

(Max 250 words)

The Project Lead will track the progress of activities and evaluate their impacts across the grant period, with support from Yonglin Wang for Output 1, Xu Zhang for Output 2, and Feng Yin and Li Zhang for Output 3.

A set of commonly used tools and metrics will be used to monitor the traffic on our websites and social media pages that contribute to Output 1. These include analytical tools from Google and Baidu identifying the number of page views, time spent on each website, the level of visitor interaction, and the origin and destination of web traffic flow. Tracking tools provided by Weibo social media platform and other third parties will be used to identify and track the level of interaction between netizens and WCS-managed pages, and to monitor the spread of our content across social media. CIC social media auditing company will be a valuable consultant to support our monitoring and evaluation efforts, whose data collected in 2013 are used as baselines.

For Output 2 we will track the monetary value of in-kind donations of advertisement space we secure to identify the outreach and exposure levels of our behavioral change campaigns, as well as the audience of on-the-ground behavioral change campaigns within the project period.

For Output 3 we will track the number of analyses and policy recommendations that pass a peer-review and are successfully published in national and international publications, as well as those that are reported in mainland Chinese-language media (online, broadcast and print).

FCO notifications

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

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

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

Certification

On behalf of the trustees/company* of Wildlife Conservation Society
(*delete as appropriate)

I apply for a grant of £ 238,891 in respect of **all expenditure** to be incurred during the lifetime of this project based on the activities and dates specified in the above application.

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

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

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

Name (block capitals)	JOE WALSTON
Position in the organisation	Vice President for Field Conservation

Signed

Date:

6 August 2014

Checklist for submission

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

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

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

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