

Illegal Wildlife Trade



Application form for Illegal Wildlife Trade Challenge Fund 2015

Please read the [guidance notes](https://www.gov.uk/government/collections/illegal-wildlife-trade-iwt-challenge-fund) (available at <https://www.gov.uk/government/collections/illegal-wildlife-trade-iwt-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:127

1. Name and address of lead organisation

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

Applicant Organisation Name:	WildAid
[Redacted]	[Redacted]
[Redacted]	[Redacted]
[Redacted]	[Redacted]
Project Leader name:	Peter Knights
[Redacted]	[Redacted]
[Redacted]	[Redacted]

2. Project title

Title (max 10 words) IWT025: Saving Pangolins by Reducing Demand in Vietnam and China

3. Project dates, and budget summary

Start date: 1 April 2016	End date: 31 March 2018	Duration: 2 yrs 0 mths	
2015/16	2016/17	2017/18	Total request
£	£ 97800	£ 97800	£ 195600
Proposed (confirmed and unconfirmed) co-financing as % of			

total Project cost:		
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4. Summary of Project

Please provide a brief summary of your project, its aims, and the key activities you plan on undertaking.

(max 80 words)

The world's pangolin species are at risk of extinction due to Asian demand for their meat and scales. Our 2-year project will dissuade Vietnamese and Chinese consumers from purchasing pangolin products by debunking the false medicinal value of their scales and making the consumption of pangolin meat socially unacceptable, and also build capacity for more effective enforcement of trade bans. Reducing the main markets for meat and scales will decrease the illegal trade, alleviating poaching pressure on pangolin populations.

5. 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 24 here).

(max 50 words)

Increased awareness of pangolin crisis and support for conservation as medicinal value debunked. Focus countries have improved capacity to intercept smuggled pangolin products and effectively enforce poaching and wildlife trafficking laws. This disrupts poaching networks and reduces demand in consuming nations, leading to reduced poaching and increased range state biodiversity.

6. Country(ies)

(See Guidance notes 3.3 and 4.3)

Which eligible country(ies) will your project be working in?

Country 1: Vietnam	Country 2: China
Country 3:	Country 4:
Additional Countries	

7. 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 checked="" type="checkbox"/>
3. Reducing demand for the products of the illegal wildlife trade	<input checked="" type="checkbox"/>

7b. Which of the commitments made in the London Conference Declaration and / or the Kasane Statement does this project support? Please provide the number(s) of the relevant commitments: there is no need to include the text from the relevant commitment.

(See Guidance note 3.1)

This project supports I, II, II, IV, VII, X, XI, XIII, XV, XVI, XIX, XX and XXIV of the London Conference Declaration commitments. The project also supports the following Kasane Statement commitments: 1, 2, 7, 8, and 13.

8. About the lead organisation:

What year was your organisation established/ incorporated/ registered?	2000
What is the legal status of your organisation?	NGO Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Government Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> University Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> Other (explain)
How is your organisation currently funded?	(Max 100 words) WildAid receives the majority of its funding from private foundation grants, non-institutional major donors and the Board of Directors. A smaller portion of funding

	comes from a wide group of one-time or recurring individual donors.
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"/>

8b. 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	Reducing Demand for Shark Fin
Contract Value/ Project budget	£ [REDACTED] per year
Duration	9 years, ongoing
Role of organisation in project	Planned, developed and implemented all activities
Brief summary of the aims, objectives and outcomes of the project.	WildAid's demand reduction campaign aims to reduce the driving force behind shark finning and overfishing of sharks by massively reducing the consumption of shark fin in China and Southeast Asia, and ultimately securing a ban on the sales of shark fin in China, Hong Kong, Malaysia and Taiwan. We use celebrity endorsement and reverse advertising to persuade people not to buy shark fin. When we began the campaign with Yao Ming in 2006, knowledge of the problem was negligible; surveying showed 75% of Chinese were unaware that shark fin soup came from sharks (the dish translates to 'fish wing soup'). Today, after our continuous campaign it is common knowledge across China with individuals, celebrities, corporations and even the government shunning the soup. Media and trade sources estimate a 50-70% decline in consumption of shark fin in China since 2011, and many of the traders and consumers interviewed cite the "Yao Ming campaign" and the subsequent government

	<p>ban on shark fin at state banquets as a primary reason for the decline. Major shark fin traders have said they are planning to leave the shark fin business because it is no longer profitable. Our campaign has resulted in demand and prices dropping so low that fishermen in West Africa and Indonesia have stopped hunting sharks. Subsequent trade bans in Hong Kong, Malaysia and 10 US states have followed.</p> <p>We have released dozens of shark TV public service messages and billboards since 2006 and in 2014, secured more than 2,500 airings across 13 TV channels in China with a pro bono broadcast value of £ [REDACTED]</p>
<p>Client/Project Manager contact details (Name, e-mail, address, phone number).</p>	<p>Peter Knights [REDACTED] [REDACTED] [REDACTED]</p>

<p>Contract/ Project 2 Title</p>	<p>Reducing Demand for Elephant Ivory</p>
<p>Contract Value/ Project budget</p>	<p>£ [REDACTED] per year</p>
<p>Duration</p>	<p>2.5 years, ongoing</p>
<p>Role of organisation in project</p>	<p>Project lead</p>
<p>Brief summary of the aims, objectives and outcomes of the project.</p>	<p>In April 2013, WildAid launched a multi-year campaign to reduce elephant ivory demand in China. In 2015, we expanded our campaign to focus on China, Thailand and Hong Kong, three regions where demand for ivory is highest. The campaign aims to raise awareness of the elephant poaching crisis, reduce the demand for elephant ivory in China, Hong Kong and Thailand, and support Chinese, Hong Kong and Thai lawmakers in banning ivory sales. Modeled after our shark fin campaign, we use celebrity endorsement and reverse advertising to persuade people not to buy ivory.</p> <p>We have released more than 15 elephant ivory TV public service announcements and 20 billboards since 2013</p>

featuring some of the world's biggest stars, including The Duke of Cambridge - Prince William, David Beckham, Yao Ming, actress Li Bingbing, and Chinese concert pianist Lang Lang. In 2014, we secured more than [REDACTED] in pro bono media placement in China, reaching an audience of 15.2 million people with our airport billboard campaign in the single month of June 2015.

In January 2014, China's government demonstrated its support for elephant conservation by crushing over 6 tons of their confiscated ivory stockpile. In discussions with China's State Forestry Administration staff after the crush, they indicated that WildAid's campaign featuring Yao Ming and other celebrities had helped to make the ivory destruction event possible.


In November 2014, after two years of campaigning, we replicated our 2012 survey of residents in Beijing, Shanghai and Guangzhou to assess changes in awareness, attitudes and behavior regarding ivory consumption and the poaching crisis, and to ascertain the reach of WildAid's campaign messages. We found significant improvement in overall knowledge and recognition of today's poaching crisis, as well as awareness of how ivory is obtained. Over 70% of participants now view elephant poaching as a problem, compared to just 46% in 2012. Awareness that elephants are poached for their tusks rose 44% among respondents. Ninety-five percent of residents agree that the Chinese government should impose a ban on the ivory trade as a way to stop poaching. Of the 56% of participants who had seen WildAid's elephant PSAs featuring ambassadors Yao Ming or Li Bingbing, 90% said they would not buy ivory after viewing them.

On September 25, 2015 President Barack Obama and President Xi Jinping agreed to end commercial ivory sales in the United States and China. The announcement marks the first public commitment by President Xi to end ivory sales in China, the world's largest market, and follows a pledge made by Chinese officials in May to phase out the domestic trade.

The agreement represents the culmination of WildAid's ongoing campaign and the efforts of other NGOs urging the US and Chinese governments to take a stronger stand against the ivory trade. This is a huge step forward for China, whose government has long supported the ivory trade, but is now taking strides to end the trade while also taking steps to support elephant conservation.

Client/Project Manager contact details (Name, e-mail, address, phone number).	Peter Knights ████████████████████ ██ ██ ████████████████████
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Contract/ Project 3 Title	Reducing Demand for Rhino Horn
Contract Value/ Project budget	£██████████ per year
Duration	2.5 years
Role of organisation in project	Project Lead
Brief summary of the aims, objectives and outcomes of the project.	<p>In 2013, WildAid launched a multi-year campaign to reduce demand for rhino horn in China and Vietnam. The campaign aims to raise awareness in Vietnam and China of the rhino poaching crisis, support Vietnamese lawmakers in banning rhino horn sales and increasing enforcement efforts there and in China, and measurably reduce demand for rhino horn in Vietnam and China. Using the same strategy as our shark fin campaign, we harness the power of celebrity endorsement and widespread media placement to dissuade people from consuming rhino horn.</p> <p>Since 2013, we have released over 18 rhino TV public service messages and billboards featuring numerous respected and influential figures, including Jackie Chan, The Duke of Cambridge - Prince William, David Beckham, Yao Ming, actress Maggie Q, Sir Richard Branson, and Vietnamese pop stars Thu Minh and Thanh Bui. In 2014, we secured more than 6,520 airings across 24 TV channels in China and 14 channels in Vietnam with a pro bono broadcast value of £17 million. Our rhino PSAs were broadcast over 33 million times throughout Vietnam on 4,709 Chicilon LCD screens in airports, hospitals, supermarkets, offices and banks in 2014.</p> <p>We were encouraged to see improvements in awareness of the poaching crisis among Chinese citizens two years after starting the campaign. Our 2014 consumer awareness and attitudinal survey showed awareness</p>

	<p>levels had increased dramatically in China since November 2012: awareness that horns come from poached rhinos increased by 51.5% to 50% in 2014 (up from 33% of respondents in 2012). A corresponding online survey showed that 54% of participants knew that rhino horns come from poached wild rhinos. In 2014, we found that more than 90% of interviewees think poaching poses a serious or very serious threat to rhinos, compared to 74% in 2012. The increase was most pronounced in Beijing, where awareness of the seriousness of poaching grew from 6.1% to 54%. The online survey also showed that 61% of residents interviewed had watched WildAid PSAs, and 98% of those believe public service announcements play a role in persuading people to refuse to buy rhino horn products.</p>
<p>Client/Project Manager contact details (Name, e-mail, address, phone number).</p>	<p>Peter Knights </p>

9. 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:	WildAid
Website address:	www.wildaid.org

<p>Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)</p>	<p>WildAid’s mission is to end the illegal wildlife trade in our lifetimes by reducing demand through public awareness campaigns. WildAid is the only organization to focus exclusively on reducing demand, with the strong and simple message: “When the buying stops, the killing can too.”</p> <p>WildAid (including the US and China teams) will be the project lead, responsible for campaign strategy, development, implementation and project reporting, and will have the final say on all aspects of the project.</p>
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<p>Partner Name:</p>	<p>CHANGE</p>
<p>Website address:</p>	<p>https://www.facebook.com/CHANGEvn http://www.wildaidvietnam.org/</p>
<p>Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)</p>	<p>CHANGE (Center of Hands-on Actions and Networking for Growth and Environment) is a Vietnamese NGO using communications to raise public awareness and change behaviour on environmental priorities such as wildlife conservation and climate change. CHANGE helps design, plan and implement project activities in Vietnam, securing media partners and distribution outlets, public attendance at seminars, workshops and press events, and all local on-the-ground coordination efforts with celebrities, production teams, media partners and government agencies.</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>Website address:</p>	

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

10. 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?
Peter Knights	Project Leader	10	Yes x <input type="checkbox"/> No <input type="checkbox"/>
John Baker	Project Manager/Vietnam Director	15	Yes x <input type="checkbox"/> No <input type="checkbox"/>
May Mei	China Director	20	Yes x <input type="checkbox"/> No <input type="checkbox"/>

11. Species project is focusing on

(see Guidance note 4.2)

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

1.Chinese Pangolin	2.Sunda Pangolin
3.Philippine Pangolin	4.Indian Pangolin
Other species Temminck's Ground Pangolin, Tree Pangolin, Giant Ground	

12. 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. Please also explain which communities are affected by this issue, and how this aspect of the illegal trade in wildlife relates to poverty or efforts of people and/or states to alleviate poverty

(Max 300 words)

An estimated one million pangolins have been taken from the wild in the past decade for their meat and scales, making them the most illegally traded wild mammal in the world. Pangolin meat is considered a delicacy in Asia, while scales are used in traditional medicine and falsely believed to cure ailments from arthritis to cancer.

The Chinese Pangolin population fell by over 94% in China and its border regions since the 1960s. In 2000, 25,000-50,000 remained, but populations in Guangdong and Hunan provinces have since dropped to as low as 10% of that estimate. In response to these declines, demand shifted toward the Sunda Pangolin. However, the Sunda Pangolin has suffered an ~80% decline over the last 21 years primarily due to hunting for medicinal purposes. As these populations decline, pangolins are sourced from the Philippines, India and, increasingly, from Africa to meet Asia's demand. All eight are threatened: Chinese and Sunda pangolins are classified as *Critically Endangered*, the Indian and Philippine as *Endangered*, and all African species as *Vulnerable*.

Vietnam and China's rapidly emerging middle-class is believed to be driving the illegal trade. Pangolin meat has become a luxury item and status symbol. Meanwhile, people spend their life savings on scales, hoping to cure their ailments. People lack knowledge about pangolins and are largely unaware of the poaching crisis impacting populations locally and throughout the world.

We will educate the public about this crisis and dispel myths about any curative properties, thus reducing demand for pangolin products and alleviating poaching pressure in range states. We will strengthen capacity of local enforcement agencies through training seminars and the establishment of wildlife trafficking detector dog programs at key ports. Through these efforts, we will help safeguard biodiversity and lessen wildlife trafficking-associated corruption in pangolin range states.

13. 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 750 words)

Despite being the most heavily trafficked wild mammal in the world, virtually nothing has been done to raise awareness of the pangolin poaching crisis or to reduce the demand for pangolin meat and scales in Vietnam or China. The vast majority of people around the world have never even heard of a pangolin. The few existing pangolin initiatives are mainly rooted in research (population studies, trade routes, etc.) and rehabilitation (including rescue, release). Yet, history shows that unless demand - the root cause of wildlife trafficking - is addressed, the threats from the illegal trade will continue. If demand in China and Vietnam remains unchecked, pangolin populations in Asia and Africa may face extinction.

Effective on-the-ground enforcement efforts are also lacking: Despite local and international legislation meant to protect pangolins, poachers and traders rarely get more than a slap on the wrist. In some countries, live animals that are confiscated from poachers or traders can be immediately sold back into the trade: Until 2013, it was legal for authorities in Vietnam to auction off live pangolins following a seizure.

No one has ever attempted a high production mass media campaign to reduce demand for pangolin products through targeted messaging designed to change both individual and societal attitudes and behavior in an effort to reduce this animal's risk of extinction. We intend to do just that, thus addressing several priority actions identified in the IUCN SSC Pangolin Special Group's 'Scaling Up Pangolin Conservation' Action Plan.

We will educate the public, prioritizing China and Vietnam – the largest consumer markets for pangolin products – about pangolins and the threats they face, while disproving the purported health benefits of their scales, meat, fetuses and blood. We will use well-known, respected celebrities and other figures, and powerful messaging to persuade consumers to stop using pangolin products. Our project will bring tremendous international press coverage to an issue that has largely been ignored. We will build a groundswell of public and political support for pangolin conservation through social media and traditional media campaigning, and in doing so, make the consumption of their meat and scales socially unacceptable.

At the First Pangolin Range States meeting held in Vietnam in June 2015, the majority of the 29 range states in attendance voiced concerns about current enforcement, identifying the need for: education programs for law enforcement agencies, including customs officials and wildlife agencies, that teach the importance of pangolin conservation and clarify the laws governing pangolin trade; methods for identifying and determining the species in trade; and innovations in detection techniques at ports and airports. We will collaborate with WildAid's team in China, our partner organization CHANGE, China and Vietnam's CITES offices, wildlife authorities and local

governments to build capacity for more effective enforcement of national and international legislation and commercial trade bans, by providing training on current laws and effective identification techniques that up until this point, have been lacking. Working with Montana-based Working Dogs for Conservation and Vietnam's Customs Department, we will establish the first detector dog unit at Hai Phong sea port tasked with monitoring shipments for pangolin products, rhino horn and ivory.

WildAid has an internationally recognized track record of successfully developing a highly leveraged mass media campaign model in China, primarily focusing on shark fin, which has led to dramatic improvements in awareness, legislation and demand reduction. We will apply these methodologies and campaign strategies developed over the past 10 years in Asia to our pangolin campaign, basing our strategy on findings from our November 2015 consumer awareness surveys of key consumer cities in China and Vietnam (Beijing, Shanghai, Guangzhou, Kunming, Nanning, Hangzhou, Hanoi, HCMC and Da Nang). Our active management model affords us the flexibility to adapt our campaign to focus on the most effective components, incorporate new partners and celebrity ambassadors as interests align, and leverage media distribution partnerships to garner pro bono support upwards of ██████████ in placed media (billboard, TV, print, video screens in subways, bus stops, taxis, etc.), reaching an estimated 300 million people per year with our pangolin messages.

WildAid's Executive Director, Peter Knights, and Managing Director, John Baker, will oversee all project components, including campaign design and planning. May Mei of WildAid China and Hong Hoang of CHANGE will manage project execution in China and Vietnam, respectively. They will lead their teams in developing relationships with media partners, working with local authorities to design educational trainings and workshops, amass community support, and implement all on-the-ground campaign activities.

14. Beneficiaries

Who will benefit from the work outlined above, and in what ways? How will this contribute to sustainable development for the reduction of poverty? Is it possible to quantify how many people are likely to benefit from this intervention e.g. number of households, and how do you intend to 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)

Millions of residents in China and Vietnam will learn about the poaching crisis impacting pangolin populations locally and around the world. They'll learn that pangolin scales, fetuses and blood have no medicinal value and that money should not be wasted on

these products (and be encouraged to seek effective medical treatment). Our project will build capacity for interdicting smuggled wildlife products at Hai Phong seaport in 2016, and pending success of this pilot detector dog unit, expand to other key transit ports and airports in 2017. Customs officials and border patrol staff will be trained on pangolin identification methods, providing a more solid foundation for adequately seizing illegal products and justifying arrests.

Over the past decade, pangolin poaching has become professionalized and commercialized due to the lucrative trade in meat and scales. The animals are trafficked in the tons: recent seizures have consisted of 2.2 tons of scales in Hong Kong (representing ~4,280 pangolins) and 5 tons of frozen pangolins in Indonesia. There has recently been an increase in the number of seizures of pangolin scales, as well as whole pangolins, both live and frozen. Overwhelming evidence from government seizures of poached pangolins indicates that pangolin trafficking follows some of the same routes from Africa to Asia as ivory and rhino horn. Some of the same criminals profiting from these trades are now shipping tons of frozen pangolins and their scales to Asia. These criminal organizations foster corruption in source, transit and market countries, undermining efforts to regulate legal wildlife trade or impose penalties for illegal activities. By reducing demand for pangolin products and building capacity for more effective enforcement among Chinese and Vietnamese officials, we will disrupt poaching networks that are thriving from this trade and undermining conservation efforts in Vietnam and China.

Our awareness campaigns are known to generate significant press around issues that have previously been ignored. In addition, we consistently recognize governments and countries that take action to end the illegal wildlife trade and support conservation. Through this project we'll bring attention to the pangolin poaching crisis, and as we work alongside the governments and local communities of China and Vietnam to end the illegal trade, we will also shine a positive light on local efforts to raise awareness and reduce demand. This will create positive press around these nations and may serve to boost ecotourism through increased global attention and broad viewership.

By raising awareness of the crisis, debunking the myth of pangolins' medicinal value and making the consumption of meat and scales socially unacceptable, the project will dissuade consumers from purchasing pangolin products. Since China and Vietnam are the main markets, a reduction in demand for meat and scales will disrupt the entire trade and ensure it's no longer profitable to poach and trade in pangolins. Poaching for these animals will decline throughout the 48 range states (17 African, 31 Asian), helping to eliminate one source of conflict in these nations. Removing the direct threat of poaching will allow pangolin populations to rebound, helping to ensure range states maintain current levels of biodiversity.

Pangolin conservation can contribute to poverty alleviation in range states by balancing ecosystems and keeping crop-damaging pest populations in check. A single pangolin consumes up to 70 million insects annually and helps aerate soil as they dig for ants and termites. As agriculture is the main source of income for Africa's rural population, crop losses contribute to rural poverty and food insecurity. Pangolins offer a biological

control method for pest termites, lessening the need for destructive chemicals and preventing potential catastrophic crop losses caused by infestations. Deforestation and ecosystem deterioration in Uganda is linked with increased termite damage to vegetation: a depletion of termite food resources and declining predator-prey interactions (pangolins) triggers the proliferation of termite populations. Farmers in Uganda, Kenya and Zambia (pangolin range states) report significant termite damage to rice, maize, groundnut and sugarcane crops, particularly during droughts, times when crops are already stressed and susceptible to lower yields. Maize is a staple for over 1.2 billion people in sub-Saharan Africa. As poaching continues to cause pangolin declines, Africa's poor are at increased risk of losing their livelihoods, as the potential for crop losses caused by pest infestations grows.

15. Gender

Under the International Development (Gender Equality) Act 2014, all applicants must consider whether their project is likely to contribute to reducing inequality between persons of different gender. Explain how your project will collect gender disaggregated data and what impact your project will have in promoting gender equality.

(Max 300 words)

Consumption of illegal wildlife products for their purported health benefits takes money away from other household needs while also not addressing any specific ailments, prolonging illness. As family health care responsibilities fall disproportionately on women in China and Vietnam, continued reliance on beliefs regarding the medicinal effects of pangolin products may affect women disproportionately. By increasing their awareness on the lack of medical efficacy, the project aims to alleviate this burden on women and also improve household finances, health and wellness.

Evaluation surveys of campaign effectiveness will include gender-segregated interviews on awareness, attitudes and behaviour which will enable us to measure the changes for women.

16. Impact on species in focus

How will the species named in Question 11 above benefit from the work outlined above? What do you expect the long-term impact on the species concerned to be?

(Max 200 words)

Pangolins face several localized threats: habitat loss, pesticides, electric fences and local hunting for the bushmeat trade. However, the biggest threat to pangolins' survival is poaching for the international trade in their meat and scales. Poaching has become professionalized and commercialized due to the lucrative trade in these products. Pangolins are particularly vulnerable to poaching pressures because of their slow

reproductive rate, their sensitivity to capture-induced stress and their instinct to curl into a ball when threatened, instead of running away from poachers.

Most people lack knowledge about pangolins and are largely unaware of the poaching crisis impacting their populations throughout Asia and Africa. Actions to educate the public about pangolins, threats they face, and impacts of the illegal trade on global pangolin populations, while debunking the purported medicinal value of their scales, fetuses and blood, will reduce pangolin product demand in the two countries where it's highest. Eliminating the main markets for meat and scales, and subsequently profits from the illegal trade, will remove poachers' incentive to poach pangolins. By eradicating the biggest threat to pangolins' survival, we will give Asian and African pangolins the best chance at recovering. Once poaching ends, experts expect populations will rebound and stabilize.

17. 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)

Our awareness campaign will continue beyond the project period with additional funding from new partnerships, individual donors and foundation grants. At the end of the second project year, much of the campaign collateral (PSAs, billboards, videos, pledges) will have already been created and can continue to be used across China and Vietnam. Without the initial high production costs, the project can be maintained on a lesser budget going forward. By this point, we will have reached millions of people and gained Vietnamese and Chinese participation, encouraging donors and influential figures to get involved. This involvement should cover the project's maintenance costs. We recognize that for our awareness campaign to be most effective, we must continue to educate and spread our conservation message for as long as it takes for the pangolin trade to be completely eradicated. WildAid's China and Vietnam teams' ongoing work with both the Chinese and Vietnamese governments to address wildlife trade issues will enable us to continue project activities as required.

18. Funding

18a) Is this a new initiative or a development of existing work (funded through any source)? Please give details

(Max 200 words):

Over the past several months, WildAid has begun laying the groundwork to launch its

pangolin demand reduction campaign in March 2016. We conducted consumer awareness surveys in 9 major cities in China and Vietnam to establish and strengthen the evidence base to support and inform a targeted awareness and demand reduction campaign. We have begun investigating wildlife markets, traditional medicine shops and restaurants in Vietnam and China that sell pangolin products to document consumption trends and further understand the scope of the trade. We have begun producing campaign materials including an animated educational short video for distribution on social media and a public service announcement for TV with our own unrestricted funds. We will officially launch the campaign in March 2016 and seek funding to produce additional campaign materials in the first and second year, including PSAs, billboards, a documentary and ID guides for wildlife authorities; support our partner organization in Vietnam; and conduct trainings for wildlife and customs officials, and workshops for patients who may be using pangolin scales for treatment.

18b) 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:

18c) 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.

We have applied for funding from The Nature Conservancy for Year 1 and have been told we have a 90% chance of being successfully funded for 2016-2017. If our request to TNC is successful (we expect to hear from them in November/December) we will ask for a renewal grant for 2017-2018. We have also applied for a smaller grant from the Prince Bernhard Nature Fund and expect to hear back in December 2015. We are in discussion with Shanghai Media Group about producing a pangolin documentary as part of a seven part, seven species series. Pending success of our joint tiger documentary currently underway, SMG will contribute [REDACTED] for the production of the pangolin documentary. We will also continue to seek funding from other major donors in the coming two years.

Funding and budget

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

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.

19. Co-financing

19a) 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)

WildAid Unrestricted Funds £ [REDACTED]

Individual Donors £ [REDACTED]

19b) 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
1 September 2015	The Nature Conservancy	£ [REDACTED] (if granted, will apply for same amount in Year 2)	In discussion with TNC for funding 2016 – 2017 and have been told it is 90% confirmed. If successful, we will request Year 2 funding as well.

1 September 2015	Prince Bernhard Nature Fund	£ [REDACTED]	Applied for 1 year grant, 2016-2017
TBD	Shanghai Media Group	£ [REDACTED]	Pending success of tiger documentary, SMG will fund a documentary series, including one pangolin 50-minute feature film
TBD	Individual & Other Major donors	£ [REDACTED]	We will seek funding from existing and new major donors.

19c) Justification

If you are not proposing co-financing, please explain why.

(max 150 words)

20. Capital items

If you plan to purchase capital items with IWT funding, please indicate what you anticipate will happen to the items following project end. If you are requesting more than 10% capital costs, please provide your justification here.

(max 150 words)

IWT funding will not be used to purchase capital items.

21. 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)

Almost nothing has been done to raise awareness of the poaching crisis or reduce demand for pangolin meat and scales. Yet, we've seen that once people are aware of the cruelty afflicting endangered animals and possible extinction risks, there is often overwhelming support for conservation.

WildAid developed a highly leveraged mass media campaign model in China, primarily on shark fin, leading to dramatic changes in awareness, legislative action and demand reduction. On a program budget of ██████████ we secured over £██████████ in donated broadcast airtime and media placement for our campaigns in 2014, per an independent audit. With a media distribution network built up over the past decade in China and two years in Vietnam, our campaigns to reduce demand for shark fin, elephant ivory and rhino horn reach up to 300 million people every year with support of state-owned and private media. In 2014, media partner Chicilon aired our rhino PSAs over 33 million times on 4,709 LCD screens at venues throughout Vietnam. In 2015, our 138 Ivory Free billboards placed in 8 Chinese airports reached over 15.2 million people in the single month of June.

We will distribute our pangolin PSAs and billboards via these same media outlets and will reach, educate and influence millions of people in China and Vietnam – the two largest markets - to cease consumption of pangolin products. We will use our unique and innovative approach to save pangolins and leverage IWT funds into more than ██████████ in the first year.

22. Ethics

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

(See Guidance Note 5.4)

(Max 250 words)

Our project will meet each of the IWT's key principles for ethics. We will collaborate with and consult multiple entities within Vietnam (including local nonprofit CHANGE, the Vietnam CITES Management Authority, the Biodiversity Conservation Agency, and media partners including VTV, VTC and Chicilon) and China (including the State Forestry Administration, media partners such as state-owned CCTV and Universe Media) prior to and during campaign activities, and will attempt to engage Ministerial levels to ensure these stakeholders' perspectives and interests are properly addressed. In Vietnam, our project has been endorsed by Vietnam's CITES Management Authority and we have an existing MOU in place with the Customs Department for the establishment of a detector dog program at Hai Phong sea port.

23. 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 fund this.

(See Guidance Note 5.5)

(Max 250 words)

This project is a public awareness campaign and so at every step we make a concerted effort to disseminate all information to the public (in the form of TV public service announcements, online videos, billboards, ads, pledges and reports).

We will consolidate and publish independent survey data and investigative findings in formal reports and disseminate these in English, Mandarin and Vietnamese. We will continually post and update project accomplishments and key learnings on our website.

This data can be used to replicate or expand demand reduction campaigns for other endangered species in Asia or other parts of the world.

24. 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)

A reduction in pangolin poaching, allowing the Asian and African species populations to rebound. This improves/maintains biodiversity in each range state and helps eliminate corruption stemmed by illegal wildlife trafficking.

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 12, 13 and 14. (You may copy and paste the same answer as provided in Question 5 here).

(Max 50 words)

Increased awareness of pangolin crisis and support for conservation as medicinal value debunked. Focus countries have improved capacity to intercept smuggled pangolin products and effectively enforce poaching and wildlife trafficking laws. This disrupts poaching networks and reduces demand in consuming nations, leading to reduced poaching and increased range state biodiversity.

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 just insert a row(s).

Indicator 1	Increased awareness of the pangolin poaching crisis in China and Vietnam: increase awareness in China by 31% by end of 2017 (2015 baseline survey level: 61%. 2017 target: 80%); increase awareness in Vietnam by 2% (2015 baseline survey level: 94%. 2017 target: 96%)
Indicator 2	Decrease in the belief that pangolin scales cure disease and various ailments in China and Vietnam: decrease medicinal belief in China by 35% (2015 baseline survey level: 70%. 2017 target: 45%); decrease medicinal belief in Vietnam by 37% (2015 baseline survey level of all those who consider scales to have medicinal value [including those who “have heard of but don’t know for sure”]: 72%. 2017 target: 45%)
Indicator 3	Reduced demand for pangolin products in China and Vietnam as measured by increased willingness to not purchase products in the future: increase willingness to not purchase pangolin products in China by 20% (2015 baseline survey level: 75%. 2017 target: 90%); increase willingness to not purchase pangolin products in Vietnam by 2% (2015 baseline survey level: 93%. 2017 target: 95%)

Indicator 4	Poaching and trafficking of pangolins and other wildlife in China and Vietnam reduced through capacity building among local officials and strengthened enforcement of current legislation (no baseline information available, but we will compile all arrest, seizure and prosecutions data for Vietnam and China going forward and compare statistics at start and end of Year 1 and Year 2).
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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	Commissioned survey results for China and Vietnam – 2015 baseline surveys and 2017 follow-up surveys; social media posts, views, and shares will provide supplemental evidence of increased awareness levels
Indicator 2	Commissioned survey results for China and Vietnam – 2015 baseline surveys and 2017 follow-up surveys
Indicator 3	Commissioned survey results for China and Vietnam – 2015 baseline surveys and 2017 follow-up surveys
Indicator 4	Newspaper articles, Customs/police seizure and arrest records, CITES Management Authority reports

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	The governments of China and Vietnam maintain their commitment to support efforts to address the illegal wildlife trade.
Assumption 2	Reduced consumer demand in China and Vietnam reduces price and global market demand
Assumption 3	Decreased market demand results in a reduction in poaching
Assumption 4	Reduced poaching leads to a higher number of pangolins

Outputs

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

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

Output 1	Vietnamese and Chinese citizens (as well as global citizens following WildAid social media) educated about pangolins, the poaching crisis, impacts of the illegal trade and the falsity of all pangolin scale/fetus/blood medicinal claims.
Output 2	Strengthened understanding of current pangolin market demand and pangolin consumption trends in China and Vietnam, which will aid global pangolin conservation efforts.
Output 3	Hai Phong Customs department and regional enforcement officers are better able to detect smuggled pangolin products and justify seizures, leading to more arrests and successful prosecutions.

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	# of people in China and Vietnam reached by pangolin billboard messages (Baseline= 0. Target= 2 million in 2016, 4 million in 2017). To be calculated by number of billboards placed and estimated daily/monthly audience for billboard locations – airports, subways, bus stops, etc. 2017 attitudinal and awareness survey will ask how many participants have seen WildAid ads.
Indicator 2	# of people in China and Vietnam reached by pangolin TV & video screen PSA messages (Baseline= 0. Target= 5 million in 2016, 10 million in 2017). To be calculated by number of PSA broadcasts, number of channels broadcasted on, and media outlets' estimated audience for each network. 2017 attitudinal and awareness survey will ask how many participants have seen WildAid ads.
Indicator 3	# of doctor workshops (and # of people attending) held in China and Vietnam with TCM practitioners dispelling the myth of pangolin scale, blood and fetus medicinal properties in 2016, 2017 (Baseline= 0. Target= 2 workshops/100 attendees in 2016, 1 workshop/50 attendees in 2017)
Indicator 4	# of views and shares of WildAid pangolin content (video, infographic, blog posts, tweets, etc) globally (2015 baseline= 217,000 FB views for first pangolin video. Target= 1 million views in 2016, 4 million views in 2017)

Output 2	
Indicator 1	# of shops/stalls openly selling pangolin scales/price of scales in key Vietnamese and Chinese markets in 2016, 2017 (baseline=TBD, investigation partially complete)
Indicator 2	# of restaurants selling pangolin meat/ price of meat in key Vietnamese

	and Chinese markets in 2016, 2017 (restaurant baseline=TBD, investigation partially complete; price baseline= \$270-\$350/kg in Vietnam)
Indicator 3	% of Vietnamese and Chinese pangolin product consumers identified by independent surveys. China 2015 baseline= 25% (~10% have purchased, ~16% intend to purchase pangolin products); Vietnam 2015 baseline= 11% (4% have purchased, ~7% intend to purchase pangolin products)

Output 3	
Indicator 1	# of Customs officials trained and employed as wildlife detector dog handlers in Vietnam (baseline= 0, 2016 target= 2); # of detector dogs trained to identify pangolin products and placed at Hai Phong sea port (baseline= 0, 2016 target= 2). Training ongoing 2016-2018.
Indicator 2	# of training workshops for case officers/customs/border patrol staff in 2016, 2017 (baseline= 0, 2016 target= 2, 2017 target= 1-2) on national and international pangolin legislation, appropriate penalties and techniques for identifying illegal pangolin products.
Indicator 3	# of case officers/customs/border patrol staff trained (at workshops) in identification of pangolin products and knowledge of pangolin legislation (baseline= 0, 2016 target= 50, 2017= 50)
Indicator 4	# of pangolin product identification sheets, posters, guides distributed to wildlife crime case officers, customs/border patrol staff (baseline= 0, 2016 target= 2+ materials produced, distributed to 500+ staff) to aid in the seizure of smuggled products and arrests of suspected poachers and traffickers.

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	Media monitoring reports: independent CTR report for Chinese media, individual media partner reports for Vietnam, reports on PSA and billboard distribution (including number of channels pangolin PSAs are broadcast on, number of placed ads, locations of placed ads, estimated audience figures for location/channel/network) – Output 1, Indicators 1 & 2
Indicator 2	Social media reports summarizing likes, views, shares – Output 1, Indicator 4
Indicator 3	WildAid investigative reports; commissioned 2015 & 2017 survey results – Output 2, Indicators 1, 2, 3
Indicator 4	Reports and data from local Customs departments and CITES Management Authorities – Output 3, Indicators 1, 2, 3, 4
Indicator 5	Quality and quantity of inspections at Hai Phong sea port and other key ports/airports/borders - Output 3, Indicators, 1, 3, 4
Indicator 6	Reports and assessments from trainings and doctor workshops – Output 1, Indicator 3; Output 3, Indicators 1, 2, 3, 4

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	Officers receiving training continue working in their respective roles.
Assumption 2	Relationships with celebrity figures featured in the campaign, media partners distributing our messages and customs officials remain positive for ongoing collaboration.
Assumption 3	Public is receptive to new information from doctor workshops.
Assumption 4	Surveys are representative of broader Chinese and Vietnamese attitudes toward and consumption of pangolin products; investigators find vendors and restaurants selling pangolin products relatively openly.

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	Film, produce and distribute at least 5 culturally-appropriate TV public service announcements (PSAs) and 3 billboards with Chinese, Vietnamese and international icons to demonstrate the impact that the illegal trade is having on global pangolin populations and show that their scales and meat have no proven medicinal benefits. Ads will be distributed via TV, social media, magazines, and video screens and ad space in airports, train stations, subways, taxis, bus stops, hospitals.
Activity 1.2	Film and produce a 50-minute pangolin documentary for global distribution to educate people about pangolins and the illegal trade decimating their populations, and build significant support for their protection. The film will be produced in collaboration with Shanghai Media Group (SMG).
Activity 1.3	Launch a social media campaign to engage the public more directly, asking participants to publically pledge to never knowingly purchase pangolin products and to spread the message of the need to protect pangolins. Compose and post new pangolin content throughout 2016, 2017, 2018.
Activity 1.4	Organize and conduct at least 3 doctor-led workshops for patients at hospitals in HCMC, Hanoi and China who are currently using or considering using pangolin products to treat their ailments. We will

	show that scales are composed of keratin and have no scientifically proven medicinal benefits.
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Output 2	
Activity 2.1	Conduct an investigation of markets, traditional medicine shops and restaurants in Vietnam and China that sell both pangolin scales and meat to document consumption trends, further understand the scope of the trade and obtain footage for our PSAs and upcoming documentary.
Activity 2.2	Conduct 2 baseline attitudinal and awareness surveys of consumers in China (6 cities – Beijing, Shanghai, Guangzhou, Kunming, Nanning, Hangzhou) and Vietnam (Hanoi, Da Nang, Ho Chi Minh City), against which we can measure campaign efficacy (these will be funded separately and conducted in November/December 2015 and used to inform campaign strategy).
Activity 2.3	Conduct 2 follow-up attitudinal and awareness surveys of consumers in the same 6 cities in China and 3 cities in Vietnam (as surveyed in the baseline/Activity 2.2) to measure changes in awareness and behaviour. Findings will allow up to measure campaign reach and efficacy over the first 2 years of the project.

Output 3	
Activity 3.1	Organize at least 3 training workshops for >100 government officials (customs/border patrol staff) to improve the interdiction of smuggled wildlife. We will work with local government offices in both countries to conduct workshops focusing on accurate identification of pangolin products, clarification and implementation of both international and local regulations and trade bans.
Activity 3.2	Produce and provide campaign materials (flyers, posters, identification sheets) to local CITES offices in Guangdong, Guangxi, Yunnan, Hanoi and Ho Chi Minh City, that they can easily refer to in the field to determine whether a specimen is illegal and should be seized and whether an arrest is warranted.
Activity 3.3	Establish and maintain a detector dog program at the Hai Phong seaport, beginning with 2 dogs and 2 trained Customs dog handlers to improve the interdiction of smuggled wildlife, including pangolin meat and scales. If successful, we aim to establish a second unit at Noi Bai International Airport in Hanoi in 2017.

25. 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			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Output 1	24	x	x	x	x	x	x	x	x
1.1	24	x	x	x	x	x	x	x	x
1.2	18		x	x	x	x	x	x	
1.3	24	x	x	x	x	x	x	x	x
1.4	3	x	x	x		x			
Output 2	5	x			x				x
2.1	3	x			x				x
2.2									
2.3	2							x	
Output 3	24	x	x	x	x	x	x	x	x
3.1	3	x	x			x			
3.2	3	x	x						
3.3	24	x	x	x	x	x	x	x	x
3.4									
Output 4									
4.1									
4.2									
4.3									
4.4									
4.5									
Output 5									
5.1									
5.2									
5.3									
5.4									

26. 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)

Throughout the project period the WildAid team will monitor and evaluate our success with feedback from social media, news articles, anecdotal information and third party media audit consultancies. We will work with CTR Market Research to enhance quarterly monitoring of PSA distribution among major television networks in China, as well as conduct online monitoring and tracking to measure their reach and exposure. We will request distribution statistics and pro bono broadcast/placement value for billboards and PSAs from each partner in China and Vietnam. We will measure pangolin-specific social media/website content views, shares and engagement and adapt content over the course of the project to maximize viewer interest.

We will use the findings of our commissioned baseline surveys of Chinese and Vietnamese citizens (conducted November/December 2015) and results of our November/December 2017 follow-up surveys of the same locations to look at changes in consumer awareness and attitudes toward pangolin products and conservation, and to measure the reach and efficacy of our project. We will also monitor changes in price of scales/meat to see how the market is responding. We will publish these findings in a formal report.

We will produce reports summarizing attendance and receptivity to trainings and doctor workshops and use these to adapt and improve future sessions. We will examine seizures, arrests and prosecutions in China and Vietnam, particularly in Hai Phong sea port and regions where our trainings take place/where trained authorities patrol. We will monitor all legislative changes and government actions taken toward ending the pangolin trade.

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 WILDAID
(*delete as appropriate)

I apply for a grant of £195,600 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.

Name (block capitals)	JOHN BAKER
Position in the organisation	Managing Director

Signed



Date:

9 October 2015

If this section is incomplete the entire application will be rejected. You must provide a real (not typed) signature. You may include a pdf of the signature page for security reasons if you wish. Please write PDF in the signature section above if you do so.

Checklist for submission

	Check
Have you read the Guidance Notes (guidance for applicants, financial information, schedule of terms and conditions)?	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 10, including the Project Leader?	x
Have you included a letter of support from the main partner(s) organisations identified at Question 9?	x
Have you included a signed copy of the last 2 years annual report and accounts for the lead organisation?	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 12th October 2015 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.