

**Important note:** To be completed with reference to the Reporting Guidance Notes for Project Leaders: it is expected that this report will be about 10 pages in length, excluding annexes

**Submission Deadline: 30<sup>th</sup> April 2017**

### **IWT Challenge Fund Project Information**

Project reference	IWT025
Project title	Saving Pangolins by Reducing Demand in Vietnam and China
Country/ies	Vietnam/China
Contract holder Institution	WildAid
Partner institution(s)	CHANGE
IWT grant value	£195,600
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Project website	wildaid.org/pangolins
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#### **1. Project rationale**

An estimated one million pangolins have been taken from the wild in the past decade for their meat and scales, making them the most heavily trafficked 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.

This project is designed to 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 aim to dissuade Vietnamese and Chinese consumers from purchasing pangolin products by debunking the false medicinal value of their scales (and encouraging them to seek effective medical treatment) and making the consumption of pangolin meat socially unacceptable. We are also strengthening the capacity of local customs/enforcement agencies to intercept smuggled wildlife through training seminars and the creation of a wildlife detector dog program in Vietnam.

Since China and Vietnam are the main markets for pangolin products, 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 51 range states (32 African, 19 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 safeguard range state biodiversity and lessening wildlife trafficking-associated corruption in range states.

## **2. Project partnerships**

WildAid and CHANGE began partnering together to reduce demand for rhino horn in Vietnam in 2014. Following a successful two years of working together on that campaign, in 2016, we expanded the collaboration to include the campaign to reduce pangolin consumption in Vietnam, one of the two countries where demand for its products is highest.

Working with most of the same team members, and employing a few new faces, we have had much success during the first year of the campaign. Both entities brainstorm project ideas together, coming up with concepts for PSAs and other campaign activities, but CHANGE acts more as on the ground implementers, local celebrity recruiters, and media relationship builders, while WildAid holds most decision-making power.

In Vietnam, we also recruited the help and guidance of local NGO Save Vietnam's Wildlife, led by Thai Van Nguyen. Thai helped provide footage and expertise used in campaign materials, including billboards, PSAs and documentary planning. We also hired Thai, an expert on pangolin trafficking, identification and care, to lead the two training sessions for wildlife rangers and enforcement officers held in 2016.

In China, we work with our team based in Beijing to recruit talent (Angelababy & Jackie Chan), implement local activities and trainings, and secure media placement throughout the country.

## **3. Project progress**

### **3.1 Progress in carrying out project Activities**

#### **Output 1**

1.1 We filmed and produced 7 public service announcements (2 China-specific, 3 Vietnam-specific, 2 international). We began distributing five of the PSAs on Chinese and Vietnamese television and video screens throughout the countries in 2016, including two featuring incredibly popular Chinese actress and model Angelababy, one PSA featuring Taiwanese singer and actor Jay Chou, one PSA featuring Vietnamese model and former Miss Universe Vietnam, Pham Huong, and the fourth featuring highly popular Vietnamese comedian Tran Thanh. (Evidence provided in Annex 4)

In February, we filmed a sixth PSA starring actor, director, producer and martial arts hero, Jackie Chan. The PSA is currently in post-production, with animators working to develop CGI pangolins for the piece, which will be produced in English, Vietnamese and Mandarin. We'll launch the PSA in July 2017. In March, we filmed our seventh PSA in Vietnam starring pop star, Thu Minh.

We produced two billboards featuring Angelababy and distributed the ads throughout China. In Vietnam, we produced and distributed print ads starring Pham Huong and Tran Thanh in magazines and on 13 websites. We shot stills of Jackie Chan during the February shoot and will launch a billboard in July. (Evidence provided in Annex 4)

1.2 We began scouting and shooting the pangolin documentary in June 2016, filming a pangolin poacher hunting the animals and visiting TCM shops in Indonesia. We planned to feature actress Angelababy in the film and were scheduled to take her to visit a pangolin rehabilitation center in Vietnam in June, but had to postpone the trip when we found out she was pregnant. Following this delay, Shanghai Media Group, the media partner who had agreed to produce the 7-part documentary series (the pangolin film being 1 of 7), decided they wanted to instead produce just 5 films. The pangolin film was dropped. We still plan to recruit a new star and produce a film using the footage we've obtained to date, along with future field footage, but will be seeking a new partner in Vietnam for a shorter, 25-minute film.

1.3 We produced a social media pledge campaign microsite – BeTheScale.org - in Vietnamese and English. We continue to post pangolin content on our social media platforms in the US, China and Vietnam. (Stats detailed in section 3.2)

1.4 We conducted our first doctor-led workshop in Ho Chi Minh City in March 2017 (detailed in section 3.2).

## Output 2

2.1 Collaborated with TRAFFIC to conduct an investigation of physical and online wildlife markets in mainland China in June/July 2016. The investigation visited 209 stalls selling animal products in 8 major TCM wholesale markets, 110 retail TCM shops in 19 cities and 51 restaurants in 12 cities, in addition to monitoring 39 China-based e-commerce websites for online offers.

We also collaborated with on-the-ground partners at Save Vietnam's Wildlife who completed a volunteer-led survey of 15 cities/provinces in Vietnam in 2015/2016, interviewing 8,313 people and visiting 75 restaurants and 41 TCM hospitals.

Prior to the start of the project, we investigated several restaurants in Vietnam to gauge availability and prices of pangolin meat.

2.2 We conducted baseline attitudinal and awareness surveys of residents in six Chinese (Beijing, Shanghai, Guangzhou, Kunming, Nanning and Hangzhou) and three Vietnamese cities (Hanoi, Da Nang and Ho Chi Minh City) in November/December 2015, against which we can measure campaign efficacy.

2.3 We will conduct follow-up attitudinal and awareness surveys in the same Chinese and Vietnamese cities in December 2017 to measure changes in awareness and behavior.

## Output 3

3.1 Conducted two training workshops in Vietnam (for officers from 10 Northern and Central provinces) and two workshops in China (Fuzhou and Beijing) to improve the interdiction of smuggled wildlife. (Evidence provided in Annex 4)

3.2 Produced 50,000 flyers for the CITES Management Authority (MA) Guangdong office and plan to produce an ID guidebook in China this year. We also produced and distributed 4 posters/ID sheets/handbooks to officials from 13 provinces in Vietnam. (Evidence provided in Annex 4)

3.3 Unfortunately, the detector dog program has encountered lengthy delays. Although we've had an MOU in place with Vietnam's Customs Department and Working Dogs for Conservation (the dog outfitters) since 2015, the Customs Department is being uncooperative in helping us secure scent samples, likely as a means of delaying the project for other reasons. The dogs require an ongoing supply of scent samples for training purposes and without Customs' help, we are unable to provide this. We are hopeful that in the coming months we can renew the original level of cooperation and get the project going. In the meantime, we have held multiple meetings with relevant department officials and paid the dog outfitter to train the dogs.

## **Additional activities beyond those proposed:**

On May 17<sup>th</sup>, we launched our pangolin campaign in Beijing with a press conference attended by campaign ambassador and popular Chinese model and actress, Angelababy. We released our [first pangolin PSA](#) featuring the actress and an accompanying billboard, while detailing the plight of the pangolins for the press. Representatives from 32 media outlets attended the event, resulting in over 120 articles and 2.9 million views of campaign content (blog and video) on China's Youku, Tencent, Meipai and Weibo sites and apps (in addition to over 1 million "likes").

We launched the campaign in Vietnam on July 29<sup>th</sup> at a news conference in Hanoi with the debut of 3 PSAs starring actress Maggie Q, Miss Universe Vietnam 2015 Pham Huong and comedian Tran Thanh.

In the lead up to the CITES CoP in September, where proposals to uplist all 8 pangolin species had been submitted by 19 nations, we wrote, designed and published a [comprehensive report](#) on the state of pangolins in an attempt to build support for the uplisting.

### 3.2 Progress towards project Outputs

**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.*

Over 760 million viewers in China and Vietnam were exposed to our pangolin campaign messages designed to raise awareness about the poaching crisis and debunk the false medicinal beliefs surrounding their scales:

We filmed and produced 7 public service announcements (2 China-specific, 3 Vietnam-specific, 2 international) [baseline=0]. We began distributing five of the PSAs on Chinese and Vietnamese television and video screens throughout the countries in 2016, including two featuring incredibly popular Chinese actress and model Angelababy, one PSA featuring Taiwanese singer and actor Jay Chou, one PSA featuring Vietnamese model and former Miss Universe Vietnam, Pham Huong, and the fourth featuring Vietnamese comedian Tran Thanh. In China, the Angelababy PSAs aired on multiple TV networks including CCTV, CNTV, Shanghai education TV, Beijing Documentary TV, Shanghai Documentary TV, Shenzhen TV, and on over 67,500 screens in subways, airports, hospitals, shopping malls, government buildings, and grocery stores in over 37 cities, reaching over 700 million people. In Vietnam, the Tran Thanh and Pham Huong PSAs aired on YanTV six times per day, as well as on 5,190 screens in airports, hospitals, shopping centers, public buildings and chain restaurants, playing over 456 times a day in over 30 cities, with estimated viewership over 61 million. (Evidence provided in Annex 4)

In February, we filmed a sixth PSA starring actor, director, producer and martial arts hero, Jackie Chan. The PSA is currently in post-production, with animators working to develop CGI pangolins for the piece, which will be produced in English, Vietnamese and Mandarin. We'll launch the PSA in July 2017. In March, we filmed our seventh PSA in Vietnam starring pop star, Thu Minh.

We also launched our 3-minute video infographic (produced in 2015) on social media on World Pangolin Day in February 2016 (just prior to the project start date) to educate viewers about pangolins and the threats they face. We teamed up with China-based Guokr, a popular mobile and web-based community for science and technology education, to expand the reach. The article was viewed 600,000 times on Guokr's WeChat account and another 115,000 times on other WeChat accounts, while the video itself was viewed over 1 million times in the first 3 days.

We produced two billboards featuring Angelababy and distributed 359 of the ads throughout China, reaching an estimated 480 million people. Placement included screens in the Beijing, Guangzhou, Chengdu and Shanghai Hongqiao airports, Beijing's busy Wangfujing walkway, subway stations in Beijing, Shanghai, Kunming and Guangzhou, and on big outdoor LED screens in business/shopping centers in Guangzhou, Hangzhou and Chongqing. We also placed 39 Angelababy print ads in 11 Chinese magazines and newspapers, reaching an estimated 22 million people. (Evidence provided in Annex 4)

In Vietnam, we produced and distributed print ads starring Pham Huong and Tran Thanh in Le Media magazines (The Thao Van Hoa Dan Ong and Doanh Nhan), and distributed them digitally as banners on 13 websites, gaining 9.8 million impressions and over 18,700 clicks. We shot stills of Jackie Chan during the February shoot and will launch a billboard in July.

Our pangolin campaigns in China and Vietnam garnered (audited) in pro-bono media placement.

We produced a social media pledge campaign microsite – BeTheScale.org - in Vietnamese and English. Over 17,000 people added their names and pledged to avoid consuming pangolin products. We continue to post pangolin content on our social media platforms in the US, China and Vietnam. In China, we created 30 WeChat and Weibo pangolin posts, which received 77 million reads. Our online videos posted on various Chinese platforms were viewed 37 million times. Our work was mentioned/highlighted in 161 Chinese press articles (5 TV, 124 online articles, 6 magazine articles, 19 social media posts, and 7 online video sites). Our US-run international social media accounts (Facebook and Twitter) gained 2.3 million impressions and generated over 13,000 likes and 6,000 shares of pangolin-related stories/content. In Vietnam, our Tran Thanh and Pham Huong PSAs were viewed over 19,500 times on YouTube and reached over 11,700 people on Facebook.

We conducted our first doctor-led workshop in Ho Chi Minh City in March 2017, with 150 participants, including doctors of traditional and western medicine, sellers at TCM shops, medical school students, mothers (and soon to be moms), and 24 journalists in attendance, learning factual information about pangolins, the urgent need to protect the species, and about the national and international trade laws currently in place. Participants heard from Dr. Le Hung, Chairman of the HCMC Traditional Medicine and Acupuncture Hospital, who stressed the fact that scales are simply made of keratin and should not be considered a “magic” treatment. Dr. Nguyen Thi Bay, former Director of Traditional Medicine Faculty at University of Medicine and Pharmacy in HCMC discussed the lack of scientific evidence for the medicinal value of scales and advised attendees to use alternative ingredients, including herbs and medicinal leaves. Dr. Le Thi Thu Ha, head of the Postnatal Department at Tu Du Obstetrics Hospital discussed alternative ways new mothers can cure lactation problems without using pangolin scales. Participants also heard from Tran Quang Phuong, Program Manager at Save Vietnam’s Wildlife, about the possible negative health impacts from consuming pangolins (related to the potential risk of spreading disease or consuming chemicals often found in confiscated pangolins) and the ecological damage Vietnam could face in response to dwindling pangolin populations and the subsequent explosions in ant and termite populations. Dr. Le Truong Glang, Director of the HCMC Department of Health closed the workshop, calling on participants’ action to save the pangolins. The workshop resulted in 30 media reports, including online articles and live news coverage on Vietnam’s government TV channel (Truyền hình quốc hội Việt Nam). (Evidence provided in Annex 4)

**Output 2:** *Strengthened understanding of current pangolin market demand and pangolin consumption trends in China and Vietnam, which will aid global pangolin conservation efforts.*

In an effort to avoid duplication of work, we helped fund TRAFFIC’s investigation of physical and online pangolin markets in mainland China in June/July 2016. The investigation visited 209 stalls selling animal products in 8 major TCM wholesale markets, 110 retail TCM shops in 19 cities and 51 restaurants in 12 cities, in addition to monitoring 39 China-based e-commerce websites for online offers. The survey revealed 74 animal medicine wholesalers (35%) and 67 TCM retail shops (61%) selling pangolin scales, and two restaurants openly offering pangolin meat. Prices for processed scales in wholesale markets averaged /kg and raw scales averaged USD/kg. The TCM retail shops offered processed scales for an average of USD/kg. The TCM prices are significantly higher than the /kg found in 2015.

The researchers found 153 advertisements for pangolin scales on the 39 websites surveyed. Average scale prices were /kg, while meat was advertised one time for /kg. Our baseline for meat sold in Vietnamese restaurants was /kg.

We helped TRAFFIC publish this data in a report released in September 2016.

We also collaborated with on-the-ground partners at Save Vietnam's Wildlife who completed a volunteer-led survey of 15 cities/provinces in Vietnam in 2015/2016, interviewing 8,313 people and visiting 75 restaurants and 41 TCM hospitals. Sixty-one percent of restaurants visited sold pangolin meat, while 44% of TCM shops visited sold pangolin scales. Prices for meat ranged from VND5-6 million/kg, while scales averaged VND8-25 million/kg.

Prior to the start of the project, we investigated several restaurants in Vietnam to gauge availability and prices of pangolin meat. We published this information, along with our survey data, in a formal report, entitled *Pangolins: On the Brink*, which was released internationally in September 2016. In this way, we made sure that our data was available and easily accessible to others working on pangolin conservation.

We conducted baseline attitudinal and awareness surveys of residents in six Chinese (Beijing, Shanghai, Guangzhou, Kunming, Nanning and Hangzhou) and three Vietnamese cities (Hanoi, Da Nang and Ho Chi Minh City) in November/December 2015, against which we can measure campaign efficacy. In China we found that 10% of people had purchased pangolin products, while another 18% considered doing so. Seventy percent of respondents believe pangolin products have medicinal value, believing scales treat rheumatism, skin disorders, wound infections and cancer. Of the 8% of residents who had consumed pangolin meat, half did so to show off "advanced status" or because pangolins are rare wild animals, and others for medicinal properties, out of curiosity or to make an impression during a business transaction. Sixty-one percent of people believed pangolin poaching was common. Yet the majority, 82%, knows pangolins are endangered and 96% believe they deserve to exist on earth. Seventy-five percent of participants said they would not purchase pangolin products in the future.

In Vietnam we found that just 4% of people had purchased pangolin scales, while 10% had consumed pangolin meat. Only 8% of residents believe pangolins have medicinal properties, but a further 64% identified as undecided, noting they had heard of such properties but weren't sure if they were true. Of the believed remedies, increased libido topped the list, followed by cures for rheumatism, asthma and detoxifying properties. Ninety-four percent of people know poaching is common and that the animals are endangered, and nearly all (98%) agree that pangolins deserve to exist on earth. Ninety-three percent of people said they would not purchase pangolin products in the future.

We plan to conduct follow-up surveys in the same Chinese and Vietnamese cities this coming December.

**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.*

We exceeded our target for number of training workshops held (baseline=0, target=2), as well as target number of officers trained (baseline=0, target=50). We met our target of training 2 detector dogs, but the project was held up (see Section 3.1) and so we did not meet our target for number of customs officials trained. We also exceeded our target for pangolin ID sheets, posters and guidebooks produced (baseline=0, target=2) and distributed these materials to the 156 officials directly trained, and to their city and provincial offices, reaching hundreds more.

In late June, we collaborated with Fujian Customs and Fuzhou CITES MA to host a training workshop for 50 customs officers and anti-smuggling police officers from Fuzhou (Fujian province) and Xiamen Customs in China, who are tasked with inspecting both cargo and passengers at the airports. The purpose of the training was to help the officers learn to quickly identify products from CITES-listed wildlife including ivory, rhino horn, pangolin meat and scales, manta ray gill rakers, shark fin and totoaba bladders. Dr. Zeng Yan led the training session. In August we held a similar training with Beijing Capital Airport Customs for 50 customs and anti-smuggling police officers tasked with inspecting both cargo and passengers at Beijing airports. Here, Director Meng Zhibin, senior expert from the Endangered Species

Scientific Commission of China instructed officers on how to identify pangolin, elephant, rhino, tiger and lion products.

We teamed up with Save Vietnam's Wildlife, whose team are experts in pangolin rescue and rehabilitation, and consequently the illegal trade, and held two training workshops in November for 56 Vietnamese government officers including rangers, environmental police and customs officers from 10 provinces. The objectives were to: increase understanding about pangolin conservation, illegal trade, consumption and law enforcement action at an international, regional and local level, taking into account the new CITES Appendix I listing for all pangolin species; build capacity for local enforcement agencies in dealing with confiscated pangolins; strengthen working relationships and facilitate cooperation among law enforcement agencies.

For the China enforcement trainings, we shared the information via a PowerPoint presentation and produced 50,000 flyers for the CITES Management Authority (MA) Guangdong office, which include legislation information for several protected species, including pangolins, sharks, elephants, rhinos, tigers and manta rays. This CITES MA office is in charge of three offices in Guangdong Province, Guangxi Province, and Hainan Province, all of which are major wildlife consumption regions. CITES MA officials distributed 25,000 flyers to four Customs offices in Guangdong Province, including Shenzhen, Guangzhou, Gongbei and Hainan. This year, we will work with the CITES MA Shanghai office to produce an ID guidebook for each of these protected species, to distribute throughout Shanghai, Jiangsu and Zhejiang.

In Vietnam, we produced and distributed several training materials to the rangers, Customs and enforcement officers in 13 provinces. Materials included a poster outlining procedures for handling and placing confiscated pangolins, an exhaustive handbook describing in detail procedures for handling and placing confiscated pangolins, a pangolin identification poster and a pangolin fact sheet. These materials were distributed to the 56 officials attending the workshop and sent to their respective offices, reaching hundreds of authorities.

### 3.3 Progress towards the project Outcome

**Outcome:** *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.*

We believe we are making very good progress and are on track to achieve our project Outcome, but due to the nature of our project activities and outputs, and the fact that we are working on a two-year timeline, it is difficult for us to measure our actual impact as it relates to increased awareness at this point. Three of the four Outcome indicators rely on results from our follow-up survey, which will be conducted in December 2017, so it is impossible to state with certainty how significantly we have raised awareness of the poaching crisis, decreased the false belief in the medicinal value of pangolin scales, or reduced demand for pangolin products. If we are to look at how many successful campaign materials (PSAs, billboards, social media content, articles, etc.) we have produced, how many people we have reached with those messages, and the positive government and public attention to pangolin issues demonstrated by recent news stories and the CITES Appendix I uplisting, we can hypothesize that we have already made a great deal of progress toward each of our late 2017/early 2018 goals (raising awareness of the poaching crisis in China by 31% and Vietnam by 2%; decreasing belief in medicinal value of scales by 35% in China and 37% in Vietnam; and increasing willingness not to buy pangolin products in China by 20% and Vietnam by 2%).

We are well on our way toward improving capacity in both Vietnam and China to intercept smuggled pangolin products. As described in 3.2, we held four training workshops for rangers, customs officials and enforcement officers in China and Vietnam to help equip them with the knowledge and skills required to effectively enforce national and international trade bans and identify and seize illegal products. In the coming months, we expect to see the departments and provinces where these individuals work intercept a greater number of smuggled pangolin

products, as they are more acutely aware of the illegality of products and protection level of pangolin species.

In order to develop a baseline number for smuggling cases in Vietnam and China, we pulled seizure data from internet news articles. In 2015, over 7,700kg of scales/carcasses were seized in Vietnam and China. In 2016, at least 1,700kg of scales/carcasses were seized in Vietnam and China. In 2015, one individual was arrested, while in 2016, eight of those involved were arrested and another four were detained (evidence provided in Annex 4). Because not all arrest and prosecution data is readily available online, we will make an effort in the coming year to request this data from law enforcement officials, and compile more thorough records dating back to 2015.

### **3.4 Monitoring of assumptions**

#### **Outcome Assumptions**

**Assumption 1:** The governments of China and Vietnam maintain their commitment to support efforts to address the illegal wildlife trade.

**Comments:** Both governments have shown a strong will to crack down on the illegal pangolin trade over the past several months. At the CITES CoP17 in September, Vietnam was a major proponent of listing all 8 pangolin species on Appendix I (barring all international trade). Meanwhile, the Chinese government demonstrated the seriousness of its commitment to crack down on illegal activity with the formal launch of an investigation into a pangolin feast which took place at a government function years before, but from which incriminating photos recently surfaced on social media.

**Assumption 2:** Reduced consumer demand in China and Vietnam reduces price and global market demand.

**Comments:** China and Vietnam are still the main consumers of pangolin products, and so reducing demand in these regions should drastically reduce the global market demand.

**Assumption 3:** Decreased market demand results in a reduction in poaching

**Comments:** Demand for pangolin scales and meat remains the main reason for poaching and is the main threat to pangolins throughout their range states. Thus a reduction in this demand will reduce the occurrence of poaching.

**Assumption 4:** Reduced poaching leads to a higher number of pangolins

**Comments:** Poaching remains the main threat to pangolins. Thus, lessening this threat will result in a great number of pangolins.

#### **Output Assumptions**

**Assumption 1:** Officers receiving training continue working in their respective roles.

**Comments:** We have not seen any evidence of significant turnover since the trainings took place.

**Assumption 2:** Relationships with celebrity figures featured in the campaign, media partners distributing our messages and customs officials remain positive for ongoing collaboration.

**Comments:** We have been able to recruit several very high profile celebrities for the project, and this, in combination with our solid relationships with media partners, has allowed us to distribute our materials (PSAs, billboards, print ads) widely throughout China and Vietnam. Our relationships with various enforcement agencies in China remains very strong, and in Vietnam, we are continuing to work on and foster our relationship with the customs officials who would be collaborators on the detector dog program. We have certainly run into delays with that activity from a lack of interest/prioritization on the customs side.

**Assumption 3:** Public is receptive to new information from doctor workshops

**Comments:** Our first doctor workshop in Vietnam was well attended, with 150 participants. We were able to recruit influential and well-respected doctors to address attendees and over 30 national news pieces resulted from the workshop, including a live TV broadcast on the government's TV channel.



Assumption 4: Surveys are representative of broader Chinese and Vietnamese attitudes toward consumption of pangolin products; investigators find vendors and restaurants selling pangolin products relatively openly.

Comments: Our surveys were conducted using trusted methodologies to ensure a random, representative sampling of Chinese and Vietnamese residents. Investigators were able to find scales and scale derivatives openly sold relatively frequently, but fewer instances of pangolin meat.

#### **4. Impact: achievement of positive impact on illegal wildlife trade and poverty alleviation**

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

Our project is working to end the illegal trade of pangolin products through raising awareness of the crisis, reducing demand for the products by making them socially unacceptable to consume, and strengthening enforcement efforts in the countries where demand and trafficking are highest as a way of increasing the associated risks involved to deter criminals from smuggling and trading pangolins. As detailed in section 3.2, in its first year, our project has already reached hundreds of millions of people in China and millions in Vietnam with our pangolin conservation messages. We have successfully recruited influential celebrities and health practitioners to spread our messages to the public and have leveraged our relationships with media partners to get these voices heard by the widest audience possible. We have used our collaborative relationship with the governments of China and Vietnam to conduct effective training sessions to better prepare and inform customs and enforcement officials of relevant national and international laws and penalties to aid arrests and prosecutions, as well as employ them with handling skills to minimize the loss of life associated with live pangolin confiscations. By the end of Year 2, we expect to see drastic increases in public knowledge of the poaching crisis and reductions in demand for pangolin products. As these attitudinal and behavioural changes disrupt the market for pangolin products, the value of scales and meat will fall, while risks of getting caught continue to rise (thanks to improved enforcement capacity) and the trade will no longer be lucrative for the poachers and traders involved. Pangolins are currently the most heavily trafficked mammals in the world, and so ending this trade will be a huge win in the fight to end the entire global illegal wildlife trade. The criminal organizations involved with this trade 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

A reduction in poaching – the main threat to pangolin species globally – will ensure their populations can stabilize. This is incredibly important as pangolins are some of the best natural pest controllers in the world. Each individual consumes some 70 million ants and termites each year, keeping these populations in check while aerating the soil and providing a huge (free) eco-service to each of its 51 range states. If pangolins disappear from the ecosystem, explosions in pest populations are certain to occur, and these insects can wreak havoc on food and commodity crops. In countries like Uganda, Kenya and Zambia (pangolin range states), farmers have reported significant termite damage to maize, rice, groundnut and sugarcane crops – the first of which is a staple for over 1.2 billion people in sub-Saharan Africa. We are already seeing enormous shipments (in the tonnes) of pangolin scales and carcasses leaving Africa, destined for markets in China and Vietnam. If these range states lose their pangolin populations and resulting unchecked insect populations devastate crops, millions of people will suffer from lack of food resources and/or livelihoods. This project aims to ensure range states retain or rebuild their pangolin populations to healthy levels, safeguarding biodiversity and their economic futures.

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

Our project is working to reduce the demand for pangolin products, a species recognized as the most heavily trafficked mammal in the world. Through high profile media campaigns and on-the ground training workshops in Vietnam and China, we are dissuading 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 building capacity for more effective enforcement of trade bans through direct work with customs and enforcement agencies. This year we held 4 trainings in China and Vietnam to strengthen enforcement capacity, 1 doctor workshop in Vietnam to debunk the myth surrounding medicinal value of pangolin scales, and distributed 5 PSAs, 2 billboards and 4 print ads to raise awareness about the pangolin crisis and discourage people from consuming pangolin products.

The project aligns with I, II, III, IV, VII, X, XIII, XV, XVI, XIX, and XXIV of the London Conference Declaration commitments (supporting targeted actions to eradicate demand for illegal wildlife products; endorsing Government destruction of seized products; renounce use of products from threatened species; urging private sector to act responsible and adopt zero tolerance policies; opposing use of misleading information; facilitating law enforcement to combat trade; investing in capacity building to strengthen law enforcement; support full range of investigative techniques; strengthen regional cooperation; strengthen collaborative partnerships among local, regional, national and conservation agencies; assessments of markets and dynamics of illegal wildlife trade).

The project also aligns with 1, 2, 7 and 13 of the Kasane Statement commitments (strengthening partnerships through regional collaboration to reduce demand for illegal wildlife products; conduct/support research to improve understanding of market drivers and monitoring effectiveness of demand reduction strategies; support strengthening regional wildlife enforcement networks; support work by organizations identifying where actions at the local level reduce the illegal wildlife trade).

## 6. Impact on species in focus

In the long-term, our project aims to remove the biggest threat to pangolins' survival: poaching for their meat and scales. We expect to see significant progress toward this goal by the end of Project Year 2, as the Vietnamese and Chinese public learns about the poaching crisis, discovers that scales have no medicinal value, and is persuaded not to purchase pangolin meat/products as such items become socially unacceptable to consume. Our activities, particularly our publication of *Pangolins: On the Brink*, lobbied for international support for the uplisting of all 8 pangolin species to CITES Appendix I – a critical step to offering international protection for the species.

As we work toward this end goal, our project has helped to bring about more immediate benefits to pangolins. In Vietnam, 25 rangers, 21 environmental police, and 8 customs officers and leaders from 13 Northern and Central provinces where pangolin confiscations are frequent, learned adequate knowledge, skills and techniques to better understand pangolin conservation, illegal trade, and law enforcement actions at international, regional and local levels. The trainees also learned (and practiced) how to deal with confiscated pangolins, including how to appropriately identify, handle and care for the animals, to maximize the chance of survival for seized, live animals.

In China, our campaigns drew significant attention to the pangolin poaching crisis through the involvement of megastar Angelababy – currently one of the most popular stars in the country. Our two PSAs, infographic video and billboards were seen by hundreds of millions throughout China, increasing knowledge of the problem, encouraging conservation action, and discouraging harmful consumption behaviour. The attention generated by our media campaign, in combination with constant communication and successful collaboration with the government on two training courses with enforcement officials, helped set the tone for the nation to become acutely aware of and dedicated to addressing the pangolin crisis. Further demonstration for China's commitment to the problem came in February 2017 when photos surfaced of people consuming pangolin meat at a government function two years prior. The photos went viral,

drawing criticism and outrage from both citizens and the government, the latter of which launched a formal investigation into those involved with the illegal act.

At the CITES CoP17, we saw the commitment of China and Vietnam's governments to save pangolins in action, as both parties supported (or abstained from) the uplisting of all 8 pangolin species to Appendix I. This action demonstrates recognition of the seriousness of the poaching crisis, international support for pangolin conservation, and effectively bans all international commercial trade in pangolin products, offering new protection to all African pangolin species.

## **7. Project support to poverty alleviation**

Through the messages conveyed by our project, millions of residents in China and Vietnam are learning about the poaching crisis impacting pangolin populations locally and around the world, and discovering that pangolin scales, fetuses and blood have no medicinal value and that money should not be wasted on these products. At the first doctor workshop held in Vietnam described in section 3.2, 150 Vietnamese citizens learned about alternative, cheaper, and more effective ingredients that should be substituted for pangolin scales. This kind of education can alleviate the burden of costly, ineffective ingredients purchased by residents of Vietnam (a Lower Income country).

Our awareness campaigns have already generated significant press around the pangolin issue. As China and Vietnam begin to take steps toward ensuring the protection of pangolins, we shine a positive light on local efforts at both the government and community level to address this issue. This will create positive press around these nations (both of which have a negative history in regards to wildlife protection and welfare) and may serve to boost ecotourism in the long run through increased global attention and broad viewership.

As described in section 4, pangolin conservation can contribute to poverty alleviation in range states by balancing ecosystems and keeping crop-damaging pest populations in check. 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. If poaching continues unchecked, Africa's poor are at increased risk of losing their livelihoods, as the potential for crop losses caused by pest infestations grows. By the end of Year 2, we expect to see a decrease in pangolin poaching (as measured by range state population surveys/anecdotal evidence and a decline in smuggling cases) as a result of extensive public education about the crisis and strengthened on-the-ground capacity to intercept and seize smuggled products in the major consuming nations (leading to higher risk and lower reward associated with the trade).

Over the past year, we have employed and fostered professional growth and development for individuals in both China and Vietnam who are working on the project. In Vietnam, we employed five people (4 women, 1 man) at our partner organization, CHANGE, to run the project, locally. These individuals are developing project management, reporting, media relation, campaign strategy, and leadership skills as they conceptualize and implement all countrywide activities. We also facilitated a learning exchange between our team at CHANGE and two staff from local Vietnamese NGO (and pangolin rehabilitation center) Save Vietnam's Wildlife. CHANGE staff was rewarded with in-depth knowledge about national pangolin legislation, intricacies of the illegal trade, and how to care for pangolins – all of which formed a strong foundation for running our campaign. In exchange, the staff from SVW learned about effective media strategies, how to foster media relations, and how to develop and run a communications campaign, which will help them raise the profile of their organization in their effort to save pangolins.

As described in section 3.2, we also trained 156 customs and enforcement officials across Vietnam and China, outfitting them with the knowledge to perform their jobs more effectively. As these and future trainees become more effective at interdicting smuggled wildlife, both Vietnam and China can benefit from a reduction in organized crime and the corruption it cultivates.

## 8. Consideration of gender equality issues

Our project has made sure to employ a majority of female staff on our US, Vietnam and China teams, with several in project management positions. In the US, both the Communications Manager and Program Manager are women; in China, 4 of the 5 project staff are women, including the Project Manager, Project Coordinator, Operations Manager and Media Coordinator; and in Vietnam, 4 of the 5 CHANGE staff are women, including the Project Leader, Campaign Managers, Communications Officer and Admin. These appointments to the project team have fostered career development for these 11 team members.

Outside of direct employment, our campaign activities have educated and included female customs and enforcement agents in trainings in China and Vietnam, as well as prospective pangolin scale users in Vietnam. In China, Dr. Zeng Yan (female) led the 50-person enforcement training for Fujian Customs enforcement officers and anti-smuggling police officers. Our training at the Beijing Customs office was attended by (and the event facilitated by) two female chiefs of Division in the Customs office.

- Trained 5 female customs/enforcement officials in Vietnam
- Trained 25 customs/enforcement officials in China
- Educated 83 women that pangolin scales are not an effective medicine at the hospital workshop in Vietnam; as women are largely responsible for family health care in Vietnam, this activity helps reduce the burden of wasting money on ineffective treatment, and encourages these women to seek effective medical alternatives.
- Fostered career development for 4 staff in Vietnam, leading the project and facilitating media relations
- Fostered career development for 4 staff in China, leading the project and facilitating media relations
- Fostered career development for 2 staff in the US, leading the project and facilitating media relations

## 9. Monitoring and evaluation

In order to understand the reach of our campaign, we relied on distribution statistics (of billboards, print ads, PSAs) and estimated viewership figures provided by our media partners (whether they be number of subway riders or hospital visitors), as well as actual view, share and like statistics from our social media platforms. These partners, on their own or through CTR Market Research, a third party monitoring consultant, provided us with broadcast figures as well as pro-bono value of such media placement.

We produced reports on attendance and actions of our enforcement trainings, as well as doctor workshop, and will use these learnings to plan subsequent training sessions and workshops. We've also made an effort to compile seizure, arrest and prosecution data for pangolin related crimes over the past year, but have found it challenging to fill in all of the data gaps, as arrest/prosecution data is not often openly shared. We've also followed (and been closely involved with) the introduction of new legislation to protect pangolins, including the CITES Appendix I uplisting. Such a positive action resulted from the ongoing efforts made largely by the NGO community to build a groundswell of support for pangolin conservation among key stakeholders, including the Vietnamese and Chinese governments. Over the past year we've seen Vietnam step forward as a proponent of international protection for pangolins (at the CITES CoP17, they introduced the proposal to uplist the Sunda and Chinese pangolins), China condemn the consumption of pangolin meat (social media/news uproar and launch of formal investigation into culprits following the circulation of photos showing a pangolin feast), and tremendous overall interest in the pangolin crisis (millions of shares and views of campaign content in China, Vietnam and internationally).

In terms of longer-term evaluation, our follow-up surveys in November/December 2017 will offer a look into how many people we reached with our campaign messaging and whether the messages resonated with viewers to change their attitudes or behaviour toward the consumption of pangolin products.

## **10. Lessons learnt**

The Chinese celebrity we had in mind for our pangolin documentary had to back out of the project at the last minute because she found out she was pregnant. In the following months, our partner for the film – Shanghai Media Group – decided they only wanted to produce 5 of the 7 proposed documentaries, and cut funding for the pangolin film. As we had already begun gathering b-roll footage for the film, we still hope to produce a shorter (25-minute) documentary in the coming year, but will need to identify a new media distribution partner as well as a celebrity ambassador. We are always aware that our work is largely dependent on and subject to the availability of celebrity ambassadors, and these two factors together were both unfortunate and out of our control.

Over the past 1+ year, we have struggled to get Vietnamese Custom's officials to help push forward our detector dog program. After first showing a desire to implement the program back in 2015, over the past year we have experienced a lot of resistance among these stakeholders. It's unclear if they just aren't willing to prioritize the issue, or if corruption is rampant within these departments. Specifically, Customs has been unwilling to provide the ongoing scent samples that are required for the last step of the training process for the dogs and throughout the project duration, but we feel this is simply representative of a larger lack of enthusiasm for cooperation on the project. As the activity is already underway (with two dogs already trained), we don't want to simply scrap these efforts. We will still work toward achieving this goal in the coming year, hoping to make new contacts at varying levels within multiple departments to get this project going.

We knew from the get-go that monitoring the reach and success of our project activities/outputs would be challenging, until we're able to see and compare the results of the follow-up survey in November/December 2017. In the meantime, we were able to get estimated viewership figures from many of our Chinese media partners, but the numbers provided are astronomical and tough to justify (thus we've used much lower estimates within this report). It is simply the nature of our mass media work that makes this evaluation process difficult.

Similarly, over the past year we analysed seizure, arrest and prosecution data to the best of our ability using openly available resources, which are limited – either prosecutions are rare or kept quiet. As we continue to conduct trainings over the course of the next year, we expect to see an increase in interdiction rates as more officials learn about national and international legislation and identification techniques. During this time we will make a concerted effort to check in with the various Customs and enforcement departments to get more detailed analysis of specific cases.

## **11. Actions taken in response to previous reviews (if applicable)**

N/A

## **12. Other comments on progress not covered elsewhere**

N/A

## **13. Sustainability and legacy**

All of the work accomplished and materials produced in this first year has been widely promoted throughout China and Vietnam, as well as internationally via our international social media and newsletter presence/updates. As the project is a public awareness campaign, we have made a concerted effort to disseminate all information/project materials to the public in the form of PSAs, billboards, print ads, a pledge campaign and formal published report, as well as through social media, celebrity-attended press events, and resulting media coverage.

Following the Appendix I uplisting of all 8 pangolin species in October, CNN published an article featuring our campaign, including one of the Angelababy PSAs. WildAid China shared

the post and positive news on Weibo, reaching 38.5 million viewers with the help of Angelababy, UNEP and other KOL reposts, demonstrating tremendous interest and shareability of the project. In February 2017, when photos surfaced on Chinese social media of a two-year-prior pangolin feast involving government officials, China's CCTV ran our Angelababy PSA on all of their channels every day for one week, once again demonstrating the usefulness of our work in mitigating a highly controversial issue, which had drawn significant outrage from the country. In the aftermath of the viral feast photos and story, the WildAid China team shared the pangolin infographic along with the Angelababy and Jay Chou PSAs, accumulating 2.38 million views. People's Daily, the State Forestry Administration, Sina Charity and New Weekly shared the posts, securing 20 million views.

Following the two trainings we held for customs and anti-smuggling enforcement officers in China, we were asked to co-host with the CITES Management Authority, a training session in June 2017 for officials from Customs, market inspectors and forest policemen of Zhejiang and Jiangsu Province – two of the most affluent provinces in China. This demonstrates our trainings are both welcomed and needed in China.

Our exit strategy remains the same at this stage. We plan to continue the project beyond the grant period to ensure demand for pangolin products is fully eradicated in China and Vietnam, and will do so through new and expanded partnerships (and funding) with organizations such as The Nature Conservancy.

#### 14. IWT Challenge Fund Identity

The IWT Challenge Fund and UK Government have been acknowledged in WildAid's 2016 Annual Report, and the fund was also recognized for its support in our pangolin report publication (*Pangolins: On the Brink*), as well as in the associated blog post which launched the report.

We also wrote a blog post for the FCO blogsite outlining the work we have accomplished with the support of the IWT Challenge Fun and UK Government.

#### 15. Project expenditure

**Table 1: Project expenditure during the reporting period (April 2016-March 2017)**

<b>Project spend (indicative) since last annual report</b>	<b>2016/17 Grant (£)</b>	<b>2016/17 Total actual IWT Costs (£)</b>	<b>Variance %</b>	<b>Comments (please explain significant variances)</b>
Staff costs (see below)				
Overhead Costs				
Travel and subsistence				
Conferences, workshops, seminars				
Documentary film				
Billboard/print design, production				
Detector dog unit				
Market investigations				
Social media and online engagement				
Production and publication or				

reports/ID guides				
PSA Production				
Campaign Launch				
<b>TOTAL</b>				

**16. OPTIONAL: Outstanding achievements of your project during the reporting period (300-400 words maximum). This section may be used for publicity purposes**

I agree for the IWT Secretariat to publish the content of this section (please leave this line in to indicate your agreement to use any material you provide here)

Our project is designed to educate the public about the pangolin poaching crisis and dispel myths about curative properties associated with their scales in an effort to reduce demand for pangolin products and alleviate poaching pressure in range states. We aim to dissuade Vietnamese and Chinese consumers from purchasing pangolin products by debunking the false medicinal value of their scales (and encouraging them to seek effective medical treatment) and making the consumption of pangolin meat socially unacceptable.

In our first year, we filmed, produced and distributed five public service announcements throughout China and Vietnam, reaching over 760 million viewers with our campaign messages designed to raise awareness about the pangolin poaching crisis and debunk the false medicinal beliefs surrounding their scales. Ads featuring incredibly popular Chinese actress and model Angelababy, Taiwanese singer and actor Jay Chou, Vietnamese model and former Miss Universe Vietnam, Pham Huong, and Vietnamese comedian Tran Thanh. In China, the Angelababy PSAs aired on multiple TV networks including CCTV, CNTV, Shanghai Education TV, Beijing Documentary TV, Shanghai Documentary TV, Shenzhen TV, and on over 67,500 screens in subways, airports, hospitals, shopping malls, government buildings, and grocery stores in over 37 cities, reaching over 700 million people. In Vietnam, the Tran Thanh and Pham Huong PSAs aired on YanTV six times per day, as well as on 5,190 screens in airports, hospitals, shopping centers, public buildings and chain restaurants, playing over 456 times a day in over 30 cities, with estimated viewership over 61 million.

We distributed 359 billboards featuring Angelababy throughout China, reaching an estimated 480 million people. Placement included screens in the Beijing, Guangzhou, Chengdu and Shanghai Hongqiao airports, Beijing's busy Wangfujing walkway, subway stations in Beijing, Shanghai, Kunming and Guangzhou, and on big outdoor LED screens in business/shopping centers in Guangzhou, Hangzhou and Chongqing. We also placed 39 Angelababy print ads in 11 Chinese magazines and newspapers, reaching an estimated 22 million people.

## Annex 1: Report of progress and achievements against Logical Framework for Financial Year 2016-2017

Project summary	Measurable Indicators	Progress and Achievements April 2016 - March 2017	Actions required/planned for next period
<p><b>Impact</b></p> <p>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.</p>		<p>Have reached hundreds of millions of viewers to date with our pangolin conservation messages aimed at raising awareness and persuading people not to purchase pangolin products, as we work toward removing the poaching incentive and thus ensure pangolin populations rebound in their range states. See section 4 for detail.</p>	
<p><b>Outcome</b></p> <p>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.</p>	<ul style="list-style-type: none"> <li>- 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%)</li> <li>- 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%)</li> <li>- Reduced demand for pangolin products in China and Vietnam as measured by willingness to not purchase products in the future: increase willingness to not</li> </ul>	<ul style="list-style-type: none"> <li>- In progress, actual increase in awareness to be determined by follow-up survey conducted in December 2017 (evidence provided in section 3.2 and 3.3)</li> <li>- In progress, actual decrease in medicinal belief to be determined by follow-up survey conducted in December 2017 (evidence provided in section 3.2 and 3.3)</li> <li>- In progress, actual increase in willingness not to purchase pangolin products to be determined by follow-up survey conducted in December 2017 (evidence</li> </ul>	<ul style="list-style-type: none"> <li>- Conduct follow-up survey in December 2017 to assess changes in awareness. Produce and distribute at least 1 additional PSA and billboard; produce 25-minute documentary; produce new social media content; conduct 2 additional doctor-led trainings; conduct 2 additional enforcement workshops; restart detector dog program.</li> <li>- Conduct follow-up survey in December 2017 to assess changes in medicinal beliefs</li> <li>- Conduct follow-up survey in December 2017 to assess changes in demand</li> </ul>



	<p>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%).</p> <ul style="list-style-type: none"> <li>- 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 compare 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).</li> </ul>	<p>provided in section 3.2 and 3.3)</p> <ul style="list-style-type: none"> <li>- Have conducted 4 training courses and expect to see increases in seizures and arrests in the coming months. Seizure, arrest and prosecution record analysis in progress. (See detail in section 3.2 and 3.3)</li> </ul>	<ul style="list-style-type: none"> <li>- Expect to see an increase in seizures and arrests in Vietnam and China in the months following our enforcement trainings, later followed by a decline as demand for pangolin products drops. We will compile records for seizures, arrests and prosecutions dating back to 2015 in the coming period.</li> </ul>
<p><b>Output 1.</b></p> <p>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.</p>	<ul style="list-style-type: none"> <li>- # 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.</li> <li>- # of people in China and Vietnam reached by pangolin TV &amp; 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’</li> </ul>	<ul style="list-style-type: none"> <li>- An estimated 500 million viewers reached by our pangolin billboard and print ad messages in China and Vietnam (evidence provided in section 3.2 of report and Annex 4)</li> <li>- An estimated 760 million viewers reached by our pangolin PSAs in China and Vietnam through TV, online and video screen distribution (evidence provided in section 3.2 of report and Annex 4).</li> </ul>	

	<p>estimated audience for each network. 2017 attitudinal and awareness survey will ask how many participants have seen WildAid ads.</p> <ul style="list-style-type: none"> <li>- # 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)</li> <li>- # of view and shares of WildAid pangolin content (video, infographic, blog posts, tweets, etc.) globally (2015 baseline=217,000 FB views for the first pangolin video. Target= 1 million views in 2016, 4 million views in 2017)</li> </ul>	<ul style="list-style-type: none"> <li>- 1 doctor workshop held for 150 participants in Vietnam (evidence provided in section 3.2 of report and Annex 4).</li> <li>- 30 WeChat and Weibo pangolin posts in China viewed 77 million times; online videos in China viewed 37 million times; 2.3 million impressions, 13,000 likes, and 6,000 shares on US social media; 19,500 video views and 11,700 Facebook impressions in Vietnam (evidence provided in section 3.2 of report).</li> </ul>
<p>Activity 1.1</p> <p>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 and hospitals.</p>		<p>Filmed and produced 7 TV public service announcements featuring actress Angelababy, Miss Universe Vietnam 2015 Pham Huong, comedian Tran Thanh, singer Thu Minh, singer Jay Chou and martial arts hero Jackie Chan. Distributed the PSAs on CCTV, CNTV, Shanghai Education TV Beijing Documentary TV, Shanghai Documentary TV, Shenzhen TV, YanTV and on over 70,000 screens throughout China and Vietnam. Also distributed a 3-minute pangolin infographic video. (Evidence provided in section 3.2 and Annex 4)</p> <p>Produced and distributed 4 billboard and print ads (2 featuring Angelababy and 2 in Vietnam featuring Pham Huong and Tran Thanh) throughout airports, subways, shopping centers, and magazines. Shot stills for an upcoming Jackie Chan billboard. (Evidence provided in section 3.2 and Annex 4)</p>
<p>Activity 1.2</p> <p>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).</p>		<p>We began filming for the documentary, including recording footage with a pangolin poacher in Indonesia, and investigating/securing footage of markets/stores selling pangolin scales and medicines in Vietnam and Indonesia.</p> <p>We were originally scheduled to film with Angelababy at SVW (a pangolin rehabilitation center) in Vietnam last spring, but had to cancel the trip when we discovered that she was pregnant. We were in the process of securing a different Chinese celebrity to be featured in the film when SMG decided they no longer</p>

	<p>wanted to make the film. The company had approached us in 2015 with the idea for a 7-part series, each film featuring a different species: pangolins, lions, tigers, rhinos, sharks, mantas and vaquitas. In October, they decided they only wanted to fund 5 of the films, and pangolins were cut.</p> <p>We still plan to recruit a new star and produce a film using the footage we've obtained to date, along with future field footage, but will be seeking a new partner in Vietnam for a shorter, 25-minute film.</p>
<p><b>Activity 1.3</b></p> <p>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.</p>	<p>We launched 50+ articles, blog posts, Facebook/Instagram/Sina Weibo posts, reports and infographics featuring pangolins on our US, China and Vietnam websites and social media accounts, reaching millions of viewers. (Evidence provided in section 3.2)</p> <p>Launched a social media pledge website in Vietnam – bethescale.org – to encourage visitors to support pangolins by adding a scale (their pledge) to the campaign. (Evidence provided in section 3.2)</p>
<p><b>Activity 1.4</b></p> <p>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.</p>	<p>Conducted 1 doctor-led workshop in HCMC. (Evidence provided in section 3.2 and Annex 4)</p>
<p><b>Output 2.</b></p> <p>Strengthened understanding of current pangolin market demand and pangolin consumption trends in China and Vietnam, which will aid global pangolin conservation efforts.</p>	<ul style="list-style-type: none"> <li>- # of shops/stalls openly selling pangolin scales/price of scales in key Vietnamese and Chinese markets in 2016, 2017 (baseline=TBD, investigation partially complete)</li> <li>- # 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)</li> <li>- % 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%</li> </ul> <ul style="list-style-type: none"> <li>- 74 TCM wholesalers, 67 TCM retail shops selling pangolin scales in China, for average prices of USD501 – 984/kg 18 TCM shops selling scales in Vietnam, for VND 8-25 million/kg (evidence provided in section 3.2 of report).</li> <li>- 2 restaurants selling pangolin meat in China, 1 online retailer, priced at USD180/kg 45 restaurants in Vietnam selling meat, VND5-6 million/kg (evidence provided in section 3.2 of report).</li> <li>- Baseline remains the same. Will assess change using follow-up survey in December 2017 (evidence provided in section 3.2 of report).</li> </ul>

	have purchased, ~7% intend to purchase pangolin products)	
<p><b>Activity 2.1</b></p> <p>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.</p>		<p>Last year a WildAid investigator visited several restaurants selling pangolin meat in Hanoi and Hai Phong, Vietnam. We found pangolin meat and blood was advertised on the main menu and offered a number of ways. Restaurant managers referred to their clientele as “high ranking officers from the city” and specifically named a company of the Ministry of Defense. WildAid investigators visited TCM shops in Indonesia and found medicines containing pangolin scales said to be imported from China readily available. More recently, our undercover investigator found a trader in Mong Cai, Vietnam (on the border of China) who claimed he had a ready supply of African pangolins that he could get “whenever” we wanted.</p> <p>Collaborated with TRAFFIC to investigate 8 major TCM wholesale markets and 110 retail TCM shops in 19 Chinese cities; 51 restaurants in 12 Chinese cities; and monitoring of 39 China-based e-commerce sites.</p> <p>Collaborated with SVW to obtain data from a survey of 75 restaurants and 41 TCM hospitals in 15 Vietnamese cities/provinces.</p> <p>(Evidence provided in section 3.2)</p>
<p><b>Activity 2.2</b></p> <p>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 (there will be funded separately and conducted in November/December 2015 and used to inform campaign strategy).</p>		<p>Completed. (Evidence provided in section 3.2)</p>
<p><b>Activity 2.3</b></p> <p>Conduct 2 follow-up attitudinal and awareness surveys of consumers in the same 6 cities in China and Vietnam (as surveyed in the baseline/Activity 2.2) to measure changes in awareness and behaviour. Findings will allow us to measure campaign reach and efficacy over the first 2 years of the project.</p>		<p>Scheduled to take place in the final 6 months of the project (surveys will be conducted in November/December 2017)</p>
<p><b>Output 3.</b></p> <p>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.</p>	<ul style="list-style-type: none"> <li>- # 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-</li> </ul>	<ul style="list-style-type: none"> <li>- Project activity delayed. 2 dogs trained, but not yet placed (evidence provided in section 3.1 of report).</li> </ul>

	<p>2018.</p> <ul style="list-style-type: none"> <li>- # 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.</li> <li>- # 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)</li> <li>- # 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.</li> </ul>	<ul style="list-style-type: none"> <li>- 2 training workshops held in China, 2 workshops held in Vietnam (evidence provided in section 3.2 of report).</li> <li>- 156 officers trained (100 in China, 56 in Vietnam) (evidence provided in section 3.1 of report).</li> <li>- 4+ posters, flyers and ID guides produced and distributed to 156 staff directly, with another several thousand materials distributed to various offices/provinces.</li> </ul>
<p>Activity 3.1</p> <p>Organize at least 3 training workshops for &gt;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.</p>	<p>Conducted 2 training workshops for 100 officials in China and 2 workshops for 56 officials in Vietnam. (Evidence provided in section 3.2 and Annex 4)</p>	
<p>Activity 3.2</p> <p>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.</p>	<p>To accompany the enforcement training workshops, we produced 4+ identification posters and handbooks and distributed these to CITES and customs offices in China and Vietnam. (Evidence provided in section 3.2 and Annex 4)</p>	
<p>Activity 3.3</p> <p>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</p>	<p>The detector dog program has encountered lengthy delays. Although we've had an MOU in place with Vietnam's Customs Department and Working Dogs for</p>	

<p>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.</p>	<p>Conservation (the dog outfitters) since early 2015, the Customs Department is being uncooperative in helping us secure scent samples, likely as a means of delaying the project for other reasons. The dogs require an ongoing supply of scent samples for training purposes and without Customs' help, we are unable to provide this. We are hopeful that in the coming months we can renew the original level of cooperation and get the project going. In the meantime, we have held multiple meetings with relevant department officials and paid the dog outfitter to train the dogs.</p>
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## Annex 2: Project's full current logframe as presented in the application form (unless changes have been agreed)

*N.B. if your application's logframe is presented in a different format in your application, please transpose into the below template. Please feel free to contact [IWT-Fund@ltsi.co.uk](mailto:IWT-Fund@ltsi.co.uk) if you have any questions regarding this.*

Project summary	Measurable Indicators	Means of verification	Important Assumptions
<p><b>Impact:</b> 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.</p>			
<p><b>Outcome:</b> 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.</p>	<ul style="list-style-type: none"> <li>- 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%)</li> <li>- 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</li> </ul>	<ul style="list-style-type: none"> <li>- 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</li> <li>- Commissioned survey results for China and Vietnam – 2015 baseline surveys and 2017 follow-up surveys</li> </ul>	<ul style="list-style-type: none"> <li>- The governments of China and Vietnam maintain their commitment to support efforts to address the illegal wildlife trade.</li> <li>- Reduced consumer demand in China and Vietnam reduces price and global market demand</li> <li>- Decreased market demand results in a reduction in poaching</li> <li>- Reduced poaching leads to a higher number of pangolins</li> </ul>

	<p>medicinal value [including those who “have heard of but don’t know for sure”]: 72%. 2017 target: 45%)</p> <ul style="list-style-type: none"> <li>- Reduced demand for pangolin products in China and Vietnam as measured by 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%).</li> <li>- 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 compare 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).</li> </ul>	<ul style="list-style-type: none"> <li>- Commissioned survey results for China and Vietnam – 2015 baseline surveys and 2017 follow-up surveys</li> <li>-Newspaper articles, Customs/police seizure and arrest records, CITES Management Authority reports</li> </ul>	
<p><b>Output 1</b></p> <p>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.</p>	<p>1.1 # 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.</p> <p>1.2 # of people in China and Vietnam reached by pangolin TV &amp; video screen PSA messages (Baseline=0. Target=5 million in 2016, 10 million in 2017). To</p>	<p>1.1 &amp; 1.2 – 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)</p> <p>1.3 - Reports and assessments from trainings and doctor workshops</p> <p>1.4 – Social media analytics</p>	<p>Relationships with celebrity figures featured in the campaign and media partners distributing our messages remain positive for ongoing collaboration</p> <p>Public is receptive to new information from doctor workshops</p>

	<p>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.</p> <p>1.3 # 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)</p> <p>1.4 # of view and shares of WildAid pangolin content (video, infographic, blog posts, tweets, etc.) globally (2015 baseline=217,000 FB views for the first pangolin video. Target= 1 million views in 2016, 4 million views in 2017)</p>	<p>summarizing likes, views, shares</p>	
<p><b>Output 2</b></p> <p>Strengthened understanding of current pangolin market demand and pangolin consumption trends in China and Vietnam, which will aid global pangolin conservation efforts.</p>	<p>2.1 # of shops/stalls openly selling pangolin scales/price of scales in key Vietnamese and Chinese markets in 2016, 2017 (baseline=TBD, investigation partially complete)</p> <p>2.2 # 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)</p> <p>2.3 % 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)</p>	<p>2.1, 2.2 &amp; 2.3 – WildAid investigative reports; commissioned 2015 &amp; 2017 survey results</p>	<p>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.</p>



<p><b>Output 3</b></p> <p>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.</p>	<p>3.1 # 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.</p> <p>3.2 # 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.</p> <p>3.3 # 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)</p> <p>3.4 # 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.</p>	<p>3.1, 3.2, 3.3, &amp; 3.4 – Reports and data from local Customs departments and CITES Management Authorities</p> <p>3.1, 3.3, &amp; 3.4 – Quality and quantity of inspections at Hai Phong sea port and other key ports/airports/borders</p> <p>3.1, 3.2, 3.3, &amp; 3.4 - Reports and assessments from trainings and doctor workshops</p>	<p>Officers receiving training continue working in their respective roles</p> <p>Relationships with customs officials remain positive for ongoing collaboration</p>
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**Activities** (each activity is numbered according to the output that it will contribute towards, for example 1.1, 1.2 and 1.3 are contributing to Output 1)

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 and 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.

#### 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 (there 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 Vietnam (as surveyed in the baseline/Activity 2.2) to measure changes in awareness and behaviour. Findings will allow us to measure campaign reach and efficacy over the first 2 years of the project.

#### 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.

### **Annex 3 Standard Measures**

In future years it is our intention to develop a series of standard measures in order to collate some of the quantitative measures of activity, input and output of IWT projects. These will not be measures of the impact or effectiveness of IWT projects but will contribute to a longer term dataset for Defra to draw upon. The collection of standard measures data will be important as it will allow us to understand the combined impact of all the UK Government funded Challenge Fund projects. This data will therefore provide useful information for the Defra Secretariat and for Defra Ministers regarding the Challenge Fund.

The standard measures for the IWT Challenge Fund are currently under development and it is therefore not necessary, at present, to complete this Annex. Further information and guidance about the IWT standard measures will follow.

**Annex 4 Onwards – supplementary material (optional but encouraged as evidence of project achievement)**

**Checklist for submission**

	Check
<b>Is the report less than 10MB?</b> If so, please email to <a href="mailto:IWT-Fund@ltsi.co.uk">IWT-Fund@ltsi.co.uk</a> putting the project number in the subject line.	
<b>Is your report more than 10MB?</b> If so, please discuss with <a href="mailto:IWT-Fund@ltsi.co.uk">IWT-Fund@ltsi.co.uk</a> about the best way to deliver the report, putting the project number in the subject line.	
<b>Have you included means of verification?</b> You need not submit every project document, but the main outputs and a selection of the others would strengthen the report.	
<b>Do you have hard copies of material you want to submit with the report?</b> If so, please make this clear in the covering email and ensure all material is marked with the project number.	
Have you involved your partners in preparation of the report and named the main contributors	
Have you completed the Project Expenditure table fully?	
Do not include claim forms or other communications with this report.	