



Illegal Wildlife Trade (IWT) Challenge Fund Final Report

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
Total IWT grant value	£195,600
Start/end dates of project	1 April 2016 – 31 March 2018
Project leader's name	Peter Knights
Project website/blog/social media	wildaid.org/pangolins
Report author(s) and date	Christina Vallianos, June 30, 2018, with contribution from Steve Blake, Michelle Zhang, Nhu Ho, Tung Tran and Nhi Thoi

1. Project Summary

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-classes are 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 was 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 aimed 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 also strengthened the capacity of local customs/enforcement agencies to intercept smuggled wildlife through training seminars.

Since China and Vietnam are the main markets for pangolin products, a reduction in demand for meat and scales will eventually 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 over the course of this project (and the longer-term campaign). Both entities brainstorm project ideas together, coming up with concepts for PSAs, social media, health sector outreach and other campaign activities, but the CHANGE team 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.

We'll continue to partner with CHANGE on an everyday basis, and likely with Save Vietnam's Wildlife on an activity by activity basis as we continue campaigning to save pangolins.

3. Project Achievements

3.1 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.

We distributed our 10 public service announcements and 10 billboards throughout China and Vietnam, exposing over 760 million airport travellers, subway passengers, pedestrians, shoppers and other members of the public to our pangolin messages that are designed to raise awareness about the poaching crisis and debunk the purported medicinal value of their scales. Our actual reach far exceeds our expected change, which had anticipated 4 million people reached through billboards and 10 million through PSAs, from a starting point of zero. The reach of our online campaign content (contests, blog posts, videos, etc) again exceeded our expected change (1 million views in 2016/2017, 4 million views in 2017/2018), achieving well over 100 million views. Our November 2017 follow-up attitudinal and awareness survey of 3,000 residents in 6 Chinese cities (Beijing, Shanghai, Guangzhou, Kunming, Nanning and Hangzhou) found that 74% of respondents had seen/heard campaign messages about protecting pangolins featuring celebrity ambassadors Jackie Chan, Angelababy, and "others". The majority (90%) had seen/heard these messages on "outdoor/graphic advertising", which is comprised of social media sites (47%), news programs (41%), newspapers, magazines, bus stops, subways, shopping centers and airports. Our March 2018 follow-up survey of 815 residents in the Vietnamese cities of Ho Chi Minh City, Hanoi and Da Nang found that 44% of

respondents had seen pangolin conservation messages, the majority online, in newspapers, magazines, TV news show, and billboards.

The PSAs feature hugely popular Asian stars, including actress Angelababy, actor and martial arts hero Jackie Chan, actor and singer Jay Chou, 2015 Miss Universe Vietnam, DreamWorks Animation's Po (of Kung Fu Panda), and more. In China, our PSAs aired on multiple TV networks including CCTV, CNTV, Shanghai Education TV, Beijing Documentary TV, Shanghai Documentary TV, Shenzhen TV, Chongqing TV and on over 100,000 screens in subways, airports, hospitals, shopping malls, government buildings, and grocery stores in over 37 cities, reaching over 700 million people. In Vietnam, our PSAs are being shown at the Tan Son Nhat airport 60 times/day on 7 screens at the international and domestic arrival and departure gates and 120 times per day on 15 screens in the baggage claim area, and in Noi Bai airport on 3 screens in the Terminal 1 and 2 departure gates and security screening areas 240 times/day. In addition, the ads in Vietnam are airing on 242 Chicilon Media LCD screens, on YanTV six times per day, as well as on VTV, VTC, HTV1 and HTV3, for a total of 5,186 screens in airports, hospitals, shopping centers, public buildings and chain restaurants, playing between 60-90 times a day in over 30 cities, with estimated viewership over 61 million (evidence provided in Annex 4).

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 August 2017, we launched our "Kung Fu Pangolin" pangolin campaign, produced in partnership with The Nature Conservancy, at a press conference in Beijing. More than 150 people attended the event, representing China's State Forestry Administration, China Wildlife Conservation Association and Customs Department, along with representatives from The Nature Conservancy, local donors, media, and volunteers. The live broadcast of the event reached viewers via Youku (234,912), Netease (58,377), Tencent (32,680), Phoenix (92,368) and Stormplayer (3,690). The PSA was viewed over 9.5 million times on Weibo immediately following the launch. Facebook posts by WildAid and Jackie Chan received over 3M views, over 130K likes, and 50k shares. The campaign garnered the interest of leading global research agency Kantar Millward Brown, who teamed up with Lightspeed Research to conduct a quick, pro bono survey of 450 residents in Beijing, Shanghai and Guangzhou to measure the effectiveness of the Jackie Chan ad. Their survey showed that 87% enjoyed watching the PSA and found it interesting, and 97% said the ad makes them less likely to buy products made from pangolins.

We placed 635 Jackie Chan billboards (3 different styles, up between September and December 2017 for a duration of at least 1 month each) in Beijing, Shanghai, Guangzhou, Shenzhen, Chongqing, Chengdu, Foshan, Nanning, Qingdao, Hangzhou, Suzhou, Jinan, Kunming and Changsha.

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 partnered with the Public Health Association to distribute a series of 5 print designs featuring well-respected doctors dissuading patients from using pangolin products, as well as messages highlighting the illegality of the trade and warning people of possible prison sentencing for engaging in the trade. The billboards, posters and table stands are up in 13 hospitals and 22 TCM clinics throughout Hanoi and Ho Chi Minh City for a period of 6-12 months, reaching up to 12.8 million people.

We also hired Vietnamese artists to transform the plain white walls at Pandora City shopping center in Ho Chi Minh City into beautiful wildlife murals, reaching thousands of people in person and through online promotion. The murals included artistic renderings of pangolins, rhinos,

tigers, elephants and many other endangered species and the online promotion reached 452,522 Facebook users, resulting in 32,105 interactions.

We collaborated with BBC Natural Films to include footage of our campaign work in China as part of efforts to reduce demand for pangolin products that were highlighted in the David Attenborough-narrated [Pangolins: The World's Most Wanted Animal](#). Campaign ambassador Angelababy was featured in the film along with her efforts with WildAid to raise awareness on pangolins in China, including a new two-minute video featuring Honey Bun, an orphaned pangolin. Our Angelababy video was posted by People's Daily, Angelababy, and over a dozen other major Weibo accounts starting on Dec 17, 2017. Within 24 hours there were 25 million views of the video on Weibo alone; viewership has now grown to over 39M views spread across 6 different online platforms. There have been 150,000 forwards, 50,000 comments, and 420,000 'likes' recorded on the two biggest accounts (People's Daily and Angelababy). The video and story of honey bun was also shown on a Jan 7th [CCTV 1](#) program variety show in China (pangolin content starts at 18:35, AB video starts at 22:52). The film itself was broadcast on May 17 on the BBC, reaching 1.5 million viewers and broadcast on PBS on May 26. BBC is currently trying to sell the film to a Chinese broadcaster.

In Vietnam, our social media pledge campaign microsite – BeTheScale.org – drew over 17,000 people who added their names and pledged to avoid consuming pangolin products. Our 2018 Lunar New Year holiday (Tết) campaign played on the Vietnamese word for pangolin (tê tê) and revolved around social media memes with tê tê giving advice on what people should and shouldn't do during the Tết holiday. The posts encouraged people not to consume pangolin and to tell others to save pangolins and promoted the idea that those who participated will be bestowed with good fortune for a whole year. Campaign reach hit 916,940, engaging 129,306, with 1,015 shares and 268 individuals participating. In China, we created 60 WeChat and Weibo pangolin posts, which received well over 100 million reads. Our online videos posted on various Chinese platforms were viewed 37 million times. Our press events were mentioned/highlighted in 295 Chinese press articles (including 12 TV, 163 online articles, 6 magazine articles, 25 social media posts, and 39 online video sites). Our US-run international social media accounts (Facebook, Twitter, Instagram) gained over 4 million impressions and generated over 18,000 likes and 8,000 shares of pangolin-related stories/content.

In Ho Chi Minh City, we educated 150 participants (thus hitting our expected change), including doctors of traditional and western medicine, sellers at TCM shops, medical school students, mothers (and soon to be moms), and 24 journalists about pangolins, the urgent need to protect the species, and 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 and the ecological damage Vietnam could face in response to dwindling pangolin populations and the subsequent explosions in ant and termite populations. 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)

In the second year we shifted gears away from traditional workshops to instead reach and educate a much larger audience through an online push. In March, we launched a [campaign](#) in Vietnam to address nursing mothers' use of pangolin scales (which are widely promoted for their supposed ability to increase milk supply and treat clogged milk ducts). As part of the campaign we worked with a lactation expert to produce a short video, hosted a livestream talk show with the expert on “Top Lactation Myths”, and ran an online contest around “moms and babies together saving pangolins.” In the [2-minute clip](#), Ms. Le Ngoc Anh Thy, the only Vietnamese doctor with an international certificate on breastfeeding, asked viewers not to let a mother's love be used to harm pangolins by those seeking to profit from illegal trade (video

viewed 74,570 times). In the 1.5-hour livestream talk show on Facebook, Ms. Le Ngoc Anh Thy answered questions and offered advice about how to breastfeed efficiently and avoid succumbing to rumored treatments like pangolin scales, which have no proven efficacy. Over 15,000 people tuned in to the [livestream](#) and the expert responded to over 70 live comments and questions from the audience. 500+ people participated in the Facebook contest, which asked moms to upload photos with their babies using a special pangolin frame and describe stories about their pregnancies stressing that you don't need to use pangolin scales. The online campaign reached 685,429 and had engagement of 64,840. Online banner ads helped expand the campaign's reach; support from Ureka Media got the message out on Skype and various websites, reaching 7.57 million.

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 USD534±138/kg and raw scales averaged USD501±155/kg. The TCM retail shops offered processed scales for an average of USD984±303/kg. The TCM prices are significantly higher than the USD600/kg found in 2015.

The researchers found 153 advertisements for pangolin scales on the 39 websites surveyed. Average scale prices were USD427±150/kg, while meat was advertised one time for USD180/kg. Our baseline for meat sold in Vietnamese restaurants was \$270-350/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 and follow-up 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 and again in November/December 2017 (China) and March 2018 (Vietnam), to measure the impact of our campaign 20 months after launching. In China we found that 10% of people had purchased pangolin products in 2015, 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 2017, 9% of respondents admitted to having purchased pangolin products, and 16% considered doing so. We found a slight increase in public awareness of the poaching crisis, with a 7 percentage point increase in Guangzhou. We found a significant decrease in the amount of people who believe pangolin scales have medicinal value, falling from 70% in 2015

to 50% now – a 28.5% decrease. Seven percent of residents had eaten pangolin meat, slightly lower than 2015. Seventy-nine percent of people now know eating pangolin meat is illegal, up from 74% in 2015, with regional 15% increases in Beijing and Guangzhou. The number of people thinking the sale of pangolin products is legal in China fell from 22% in 2015 to 12% in 2017. Slightly more people know pangolin poaching is common (63% vs 61%), 88% (vs. 82% in 2015) know pangolins are endangered, and 98% (vs 96% in 2015) say pangolins deserve to exist.

In Vietnam in 2015, we found that just 4% of people had purchased pangolin scales, while 10% had consumed pangolin meat. In 2018, we conducted a survey of the same cities, but using a different survey agency, as the prior company had gone through a buy-out. The results may have been impacted by a difference in the population sample accessed by each company. We found in 2018 that 8% of residents had purchased any pangolin products and 6% had eaten the meat. Believers in pangolins' medicinal effects fell from 72% to 61%, with the majority of these having heard of such properties but not knowing if they are true. Of the believed remedies, increased libido topped the list, followed by cures for skin diseases, rheumatism, asthma and detoxifying properties. Nearly all respondents (98% in 2015 and 97% in 2017) agree that pangolins deserve to exist on earth. In both 2015 and 2017, 7% percent of people said they would consider purchasing pangolin products in the future.

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, 2016/2017/2018 target=4), as well as target number of officers trained (baseline=0, 2016/2017/2018 target=100). We met our target of training 2 detector dogs, but the project was delayed indefinitely (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 306 officials directly trained, and to their city and provincial offices, reaching hundreds more.

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; with Beijing Capital Airport Customs for 50 customs and anti-smuggling police officers tasked with inspecting both cargo and passengers at Beijing airports; Shanghai Forestry Bureau to organize an enforcement training for 70 officers from the Forestry Bureau, Fisheries, Customs, Public Security and Border Inspection of Shanghai, Jiangsu and Zhejiang Province; and with China's CITES Management Authority Shanghai Office to train 80 customs officials and anti-smuggling police officers from Shanghai, Jiangsu and Zhejiang provinces. The purpose of the trainings 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. Experts from the Endangered Species Scientific Commission of China instructed officers on how to identify pangolin, elephant, rhino, tiger and lion products.

In Vietnam, 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 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. We also held a press conference/seminar in Hanoi to disseminate information about Vietnam's new penal code, educating people about the illegality of the trade and consumption of specific species, promoting understanding of the difficulties of law enforcement, as well as raising community awareness on the need for wildlife protection. The new regulations increase prison terms up to 15 years and fines up to 15 billion Vietnamese Dong. WildAid wildlife ambassadors Phan Anh, Pham Huong and Le Hang, Dr Pham Quy Ty (former Deputy Minister of Justice),

Mr. Nguyen Khanh Quang (Deputy Director of Investigation and Anti-Smuggling at Vietnam Customs), as well as high level representatives from the British Embassy, American Embassy and Canadian Embassy, the Supreme People's Procuracy, the Supreme People's Court and Vietnam Customs attended the event. We live streamed the event on Facebook to 25,000 viewers.

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. We're now working with the CITES MA Shanghai office and the Shanghai Natural History Museum to produce a 4m x 10m permanent exhibit to demonstrate information about CITES and the illegal wildlife trade.

In Vietnam, we distributed our training materials to 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.

3.2 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.*

In terms of 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 successful CITES Appendix I uplisting, we have achieved a great deal over the past two years (evidenced in section 3.1).

As far as indicators go, we had expected to see greater variance in our baseline and follow-up survey results in both China and Vietnam by the end of Year 2. We had originally hoped to raise awareness of the poaching crisis in China by 31% and Vietnam by 2%, decrease the belief in the medicinal value of scales by 35% in China and 37% in Vietnam, and increase willingness not to buy pangolin products in China by 20% and Vietnam by 2%. Our follow-up surveys found only a slight increase in public awareness of the poaching crisis in China: 63% now know pangolin poaching is common vs 61% in 2015, with a 7 percentage point increase in Guangzhou; 81% consider the crisis to be serious or severe (this was a new question in 2017) and 88% (vs. 82% in 2015) know pangolins are endangered. In 2015, 18% of participants said they would consider purchasing pangolin products in the future. In 2017, the number of participants considering doing so fell to 16% (an 11% decrease). We also found a significant decrease in the amount of people who believe pangolin scales have medicinal value, the amount falling from 70% in 2015 to 50% in 2017 – a 28.5% decrease. Seventy-four percent of respondents had seen/heard campaign messages about protecting pangolins featuring celebrity ambassadors Jackie Chan, Angelababy, and “others”.

In Vietnam, those who believe in pangolins' medicinal effects fell from 72% in 2015 to 61% in 2018, a 15.3% decrease, with the majority of respondents having “heard of such properties but not knowing if they are true.” Interestingly, only 67% of people in 2018 agreed that pangolin poaching is common (vs. 94% in 2015), yet 75% of all respondents think it's a serious or very serious problem. In both 2015 and 2017, 7% percent of people said they would consider purchasing pangolin products in the future. Forty-four percent of respondents had seen our pangolin conservation messages.

While some results show promise, due to measurement error and inconsistent survey methodology (a new company conducting the Vietnam survey), causal impacts from the materials are inconclusive. In Vietnam, Epinion, the company we had used to conduct our 2015 survey went through a buyout with Decision Lab during the course of our project. When we approached Decision Lab, the quote we received to conduct our follow-up survey was more expensive than expected. Instead, we elected to hire Asia Plus to conduct the survey, a new company established by the former Epinion research director. Thus, our follow-up survey was conducted by a different agency, which had their own unique population from which to pull our sample of 815 people. When comparing the two surveys, we noted that the proportion of respondents in each income bracket was somewhat skewed from one year to the next: for instance, in the first survey, 45% of respondents had monthly family incomes of 8.5M-13.5M VND vs. 19% in the second survey. Those making over 20M VND accounted for 18% in the 2015 survey vs. 37% in the 2018 survey. Perhaps this played a part in the variance seen across certain questions.

In China, as the government still allows the legal production, sale and use of patented TCM medicines containing pangolin scales, the message consumers receive is confusing. Perhaps this impacted the extent of change we saw in the follow-up survey. We know that we have exposed millions of viewers to positive messages that advocate for the protection of pangolins (evidence provided in 3.1), but without having the full support of the government when it comes to use of scales, we haven't been able to deliver the crystal-clear message that absolutely no pangolin products should be used. From Kantar Millward Brown's survey, we can at least see that there has been positive response to the materials created: 87% of those surveyed enjoyed the Jackie Chan PSA and 97% said it makes them less likely to buy products made from pangolins.

In addition to exposing millions to the pangolin issue, we have helped improve capacity in both Vietnam and China to intercept smuggled pangolin products. As described in 3.1, we held six 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. We also began working with the Supreme Court and National Prosecutors Office to help Vietnam begin to effectively implement the revised penal code, under which wildlife crime is considered a more serious offense, with penalties of up to 15 years in prison (evidence provided in 3.1 and 9).

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. During the second project year, over 27,400kg were seized in Vietnam and China, including major busts by Shenzhen Customs and Ho Chi Minh City Customs. In 2015, one individual was arrested, while in 2016, eight of those involved were arrested and another four were detained; in 2017, at least 4 individuals were arrested (evidence provided in Annex 4).

3.3 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 3.1, our project reached hundreds of millions of people in China and millions in Vietnam with our pangolin conservation messages. We successfully recruited influential celebrities and health practitioners to spread our messages to the public and leveraged relationships with media partners to get these voices heard by the widest audience possible. We 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. As we increase public knowledge of the poaching crisis and reduce demand for pangolin products, such changes will disrupt the market for pangolin products, the value of scales and meat will fall, risks of getting caught will 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.

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. At the CITES CoP17 in September 2016, 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. Unfortunately, however, China's government is insisting on moving forward efforts to breed pangolins in captivity to ensure a steady supply source for their production of patented TCM medicines. This has affected our campaign messaging and efforts overall as our materials now need to be approved by SFGA (who forced us to change the recorded script in our Jackie Chan PSA) in order for our NGO registration in China to remain in good standing. We are making a conscious effort to remain in SFGA's good graces and have taken on new projects at their requests (ie. a new campaign to save sea turtles) to generate good will and improve the relationship.

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. It remains too early to have seen significant change in price and 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 strong, and in Vietnam, we are continuing to work on and foster our relationship with customs officials. Due to a lack of interest/prioritization by some key customs groups, the detector dog program never got off the ground (evidence provided in section 9). However, in order to keep moving things forward, we shifted gears from pushing the detector dog program to assisting in the implementation of the new penal code which strengthens punishments for wildlife crime, engaging with Customs, Supreme Court, National Prosecutors Office, Environmental Police and National Assembly representatives on this issue.

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

Comments: Our 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. To reach a broader audience, in Year 2, we recruited a Vietnamese lactation specialist to take part in an online campaign designed to debunk the top myths around breastfeeding. The short video, live-streamed talk show, and Facebook contest reached some 600,000+.

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.

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. Over the course of the project we held 6 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 10 PSAs, 10 billboards and 2 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 responsibly 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 (as part of our ongoing multi-year campaign) aims to remove the biggest threat to pangolins' survival: poaching for their meat and scales. Thus far, we have seen positive change around the false belief in the medicinal value of pangolin scales, despite the sensitivity of this issue in China that has impacted our campaign messaging there. 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. 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.

As we continue to 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 megastars Angelababy – currently one of the most popular stars in the country – and Jackie Chan. Our PSAs, billboards and social media initiatives were seen by hundreds of millions throughout China, exposing viewers to 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.

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 doctor workshop held in Vietnam

described in section 3.1, 150 Vietnamese citizens learned about alternative, cheaper, and more effective ingredients that should be substituted for pangolin scales. We expanded this education with an online campaign (described in section 3.1) targeting nursing mothers to help debunk several common myths and offer sound medicinal advice for solving problems around breastfeeding. 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 3.3, 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. Thanks to the CITES Appendix I listing 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, we hope to see a decline in poaching incidences in pangolin range states.

Over the course of the project, 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 3.1, we also trained 306 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 70 female 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.
- Designed an entire social media campaign to educate women about lactation myths, offering advice for effective health strategies.
- 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. 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. Nevertheless, we continued to gather footage to produce a shorter (25-minute) documentary at a later stage, 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 unfortunately both out of our control.

Despite initial interest to implement a detector dog program back in 2015, we struggled to get Vietnamese Customs officials to help push the project forward, experiencing resistance among these stakeholders. Specifically, Customs was unwilling to provide the ongoing scent samples that are required for the dogs and throughout the project duration, which we feel is representative of a larger lack of enthusiasm for cooperation on the project. Last year, our director in Vietnam spent considerable time and effort arranging, traveling to, and engaging in meetings with customs officials in Hanoi to move this project forward (which exhausted our IWT line item budget in Year 1), but ultimately this has not proven successful. Though two dogs were trained for detection, they were subsequently released to a different project since Vietnam Customs continued to delay the establishment of the Hai Phong Port program. We spent considerable staff time engaging Customs, but in the second year switched gears from pushing the detector dog program to assisting in the implementation of the new penal code which strengthens punishments for wildlife crime. To this end, we hired an enforcement policy expert on a contractual basis to engage with senior level government enforcement agencies (e.g., Customs, Supreme Court, National Prosecutors Office, Environmental Police) and National Assembly representatives on this issue. At the request of Vietnam Customs, we are focused on assisting their Anti-smuggling and Investigation Department in planning (and eventually conducting) trainings and workshops for their officers that focus on improving their effectiveness in stopping the smuggling of pangolins as well as elephant ivory and rhino horn. We have already held a press seminar in Hanoi to help disseminate information about Vietnam's new penal code (evidence provided in section 3.1).

We knew from the get-go that monitoring the reach and success of our project activities/outputs would be challenging. Due to relatively small sample sizes, shortened measurement period (under 2 years from when the campaigns actually launched), and inconsistent survey methodology (due to a new agency), causal impacts from the materials are inconclusive. 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.

9.1 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 used these learnings to plan subsequent training sessions and to take a different approach to reaching nursing mothers – choosing instead an online campaign and talk show. We've also made an effort to compile seizure, arrest and prosecution data for pangolin related crimes, 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 course of this project 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 December 2017/March 2018 offered a look into how many people we reached with our campaign messaging and their attitudes and behaviour toward the consumption of pangolin products (evidence provided in section 3.1 and 3.2). Kantar Millward Brown, a leading global research agency specializing in advertising effectiveness, strategic communication, media and brand equity research, teamed up with Lightspeed Research to conduct survey of 450 residents in Beijing, Shanghai and Guangzhou to measure the effectiveness of our Jackie Chan ad, specifically. Their survey showed that 87% enjoyed watching the PSA and found it interesting, and 97% said the ad makes them less likely to buy products made from pangolins.

9.2 Actions taken in response to annual report reviews

In December, we received a request for additional information on the delay in the creation of the detector dog unit in Vietnam. As described in Lessons Learnt, despite investing in this activity in Year 1, we were not able to get it back on track after Vietnam Customs backed out of our MOU. Encountering this roadblock, we began to direct our efforts away from the detector dog unit toward assisting the Customs, Supreme Court, National Prosecutors Office and others with implementation of the new penal code, which strengthens penalties for wildlife crime. Activities included hiring a contracted enforcement policy expert and planning for trainings and workshops. We had inquired about returning the £ designated for the detector dog program in Year 2, or redirecting this amount to the workshop/seminar budget through a change request, but did not hear back from the IWT Fund team.

10. Other comments on achievements not covered elsewhere

A major difficulty we encountered in Project Year 2 was sensitivity around the use of pangolin scales in China. China's government is ardently attempting to establish and expand pangolin breeding programs within the country. Dozens of government-approved TCM medications contain scale derivatives, and around 25 tonnes of scales are reportedly allocated for this use

each year, making the scale issue an extremely sensitive one. Now that all eight pangolin species are listed on CITES Appendix I, China would only be able to [legally] replenish its stockpile with a domestic source of scales, thus leading to a push for farmed products. There are many vested interests in this industry, and China's State Forestry and Grassland Administration (SFGA) is a key supporter. China's new NGO law has required the registration of all foreign organizations, including WildAid. As we have navigated this challenging process over the past 10 months, we have been under increased scrutiny, particularly our messaging. As our good standing is dependent on their approval, China's SFGA successfully forced us to change the wording of our PSA with Jackie Chan (forcing us to say "never buy ILLEGAL pangolin products" since the agency is promoting use of farmed (and would be) legal scales). In light of the sensitivity, we were unable to produce materials for public distribution in China that focus on the medicinal issue: that pangolin scales are just keratin and have no medicinal value. All of this forced us to rethink our messaging and research other ways to influence the use and prevalence of scales from within the TCM community. To bring global attention and increasing pressure to the scale issue, we are preparing to host a workshop in Hong Kong in September with pangolin experts from around the world, leading TCM researchers and doctors, members of the TCM community and media (ie. bloggers, etc) to discuss alternative ingredients, difficulties of breeding/sourcing captive pangolins, and the pressing need to remove pangolin scales from the Chinese Pharmacopoeia.

11. Sustainability and legacy

All of the work accomplished and materials produced during this project have 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 first 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. In Vietnam, we were asked to assist Customs and the Supreme Court with trainings related to the implementation of the new penal code which strengthens punishments for wildlife crime, including pangolin trafficking (evidence provided in section 3.1).

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 TRAFFIC.

12. IWT Challenge Fund Identity

The IWT Challenge Fund and UK Government have been acknowledged in WildAid's 2016 and 2017 Annual Reports, and the fund was also recognized for its support of our program 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 Fund and UK Government, and submitted an "Impact to Date" article to the IWT Challenge Fund Newsletter.

13. OPTIONAL: Outstanding achievements of your project during the (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.

We filmed, produced and distributed 10 public service announcements and 10 billboards throughout China and Vietnam, exposing over 760 million airport travellers, subway passengers, pedestrians, shoppers and other members of the public to our pangolin messages that are designed to raise awareness about the poaching crisis and debunk the purported medicinal value of their scales.

The PSAs feature hugely popular Asian stars, including actress Angelababy, actor and martial arts hero Jackie Chan, actor and singer Jay Chou, 2015 Miss Universe Vietnam, DreamWorks Animation's Po (of Kung Fu Panda), and more. In China, our PSAs aired on multiple TV networks including CCTV, CNTV, Shanghai Education TV, Beijing Documentary TV, Shanghai Documentary TV, Shenzhen TV, Chongqing TV and on over 100,000 screens in subways, airports, hospitals, shopping malls, government buildings, and grocery stores in over 37 cities, reaching over 700 million people. In Vietnam, our PSAs are being shown on 25 of the largest screens at the Tan Son Nhat and Noi Bai airports up to 240 times/day, as well as on YanTV, VTV, VTC, HTV1 and HTV3, and a total of 5,186 screens in airports, hospitals, shopping centers, public buildings and chain restaurants in over 30 cities, with estimated viewership over 61 million.

Follow-up surveys in 6 Chinese and 3 Vietnamese cities found that 74% of respondents in China had seen/heard campaign messages about protecting pangolins featuring celebrity ambassadors Jackie Chan and Angelababy, while 44% of respondents in Vietnam had seen pangolin conservation messages. Conducting an examination of the effectiveness of our Jackie Chan "Kung Fu Pangolin" ad, leading global research agency Kantar Millward Brown surveyed residents in Beijing, Shanghai and Guangzhou and found that 87% of respondents enjoyed watching the PSA and found it interesting, and 97% said the ad makes them less likely to buy products made from pangolins.

14. Finance and administration

14.1 Project expenditure

Project spend (indicative) since last annual report	2017/18 Grant (£)	2017/18 Total actual IWT Costs (£)	Variance %	Comments (please explain significant variances)
Staff costs (see below)				
Consultancy costs				
Overhead Costs				
Travel and subsistence				
Operating Costs				
Capital items (see below)				
Others (see below)				
TOTAL				

Staff employed (Name and position)	Cost (£)
Peter Knights, Project Leader	
John Baker, Project Manager, Vietnam Director	
Gary Yip, Video Editor	
Andrew Wegst, Video Producer	
Alona Rivord, US Communications Manager	
Christina Vallianos, Campaign Assistant	
Hong Hoang, Project Leader, Vietnam	
Nhi Thoi, Program Manager	
Tung Tran, Communications Manager	
Nhu Ho, Project Manager (replaced Vy)	
Ngoc Huynh, Operations Manager	
TOTAL	

Capital items – description <i>Please detail what items were purchased with fund money, and where these will remain once the project finishes</i>	Capital items – cost (£)
TOTAL	

Other items – description <i>Please provide a detailed breakdown for any single item over £1000</i>	Other items – cost (£)
Billboard/print design, production Detector dog unit (coordination with Customs/Supreme Court) Market investigations Social media and online engagement Production and publication of reports/ID guides PSA Production Follow-up survey	
TOTAL	

14.2 Additional funds or in-kind contributions secured

Source of funding for project lifetime	Total (£)
The Eric and Wendy Schmidt Fund for Strategic Innovation	
The Nature Conservancy	
Tilia Fund	
Anonymous	
The David Shepherd Wildlife Foundation	
Mohamed Bin Zayed Species Conservation Fund	
Individuals	
IN-KIND media value	

TOTAL	
--------------	--

Source of funding for additional work after project lifetime	Total (£)
Tilia Fund	
The Eric and Wendy Schmidt Fund for Strategic Innovation	
The David Shepherd Wildlife Foundation	
Individuals	
TOTAL	

14.3 Value for Money

For this project, we recruited Asia’s top talent to produce meaningful and engaging PSAs, billboards and social media campaigns, knowing that they could attract higher viewership and be of greater interest to our numerous media partners in China and Vietnam who donate advertising space. Thanks to these high-production messages, which appeared on over 100,000 video screens and over 1,000 billboard spaces, our pangolin campaign garnered US(audited) in pro bono media placement throughout China and Vietnam.

Annex 1 Project’s original (or most recently approved) logframe, including indicators, means of verification and assumptions.

Note: Insert your full logframe. If your logframe was changed since your application and was approved by a Change Request the newest approved version should be inserted here, otherwise insert application logframe.

Project summary	Measurable Indicators	Means of verification	Important Assumptions
Impact:			
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: Increased awareness of pangolin crisis and support for conservation as medicinal value debunked. Focus countries have improved capacity to	- 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	- Commissioned survey results for China and Vietnam – 2015 baseline surveys and 2017 follow-up surveys; social media posts, views and shares will provide supplemental	- The governments of China and Vietnam maintain their commitment to support efforts to address the illegal wildlife trade. - Reduced consumer demand in

<p>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>	<p>target: 80%); increase awareness in Vietnam by 2% (2015 baseline survey level: 94%. 2017 target: 96%)</p> <ul style="list-style-type: none"> - 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%) - 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%). - 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). 	<p>evidence of increased awareness levels</p> <ul style="list-style-type: none"> - Commissioned survey results for China and Vietnam – 2015 baseline surveys and 2017 follow-up surveys - Commissioned survey results for China and Vietnam – 2015 baseline surveys and 2017 follow-up surveys <p>-Newspaper articles, Customs/police seizure and arrest records, CITES Management Authority reports</p>	<p>China and Vietnam reduces price and global market demand</p> <ul style="list-style-type: none"> - Decreased market demand results in a reduction in poaching - Reduced poaching leads to a higher number of pangolins
--	---	--	--

<p>Outputs:</p> <p>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.</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 & 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.</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>1.1 & 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 summarizing likes, views, shares</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>2. Strengthened understanding of current pangolin market demand and pangolin consumption trends in China and Vietnam, which will aid global</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</p>	<p>2.1, 2.2 & 2.3 – WildAid investigative reports; commissioned 2015 & 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</p>

<p>pangolin conservation efforts.</p>	<p>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= 28% (~10% have purchased, ~18% intend to purchase pangolin products); Vietnam 2015 baseline= 11% (4% have purchased, ~7% intend to purchase pangolin products)</p>		<p>relatively openly.</p>
<p>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.</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</p>	<p>3.1, 3.2, 3.3, & 3.4 – Reports and data from local Customs departments and CITES Management Authorities</p> <p>3.1, 3.3, & 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, & 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>

	seizure of smuggled products and arrests of suspected poachers and traffickers.		
--	---	--	--

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 publicly 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 2 Report of progress and achievements against final project logframe for the life of the project

Project summary	Measurable Indicators	Progress and Achievements
<p>Impact</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 3.3 for detail.</p>
<p>Outcome</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"> - 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%) - 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%) - 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 	<ul style="list-style-type: none"> - Slight increase in the awareness of the poaching crisis in China: 63% now know pangolin poaching is common vs 61% in 2015, with a 7 percentage point increase in Guangzhou; 81% consider the crisis to be serious or severe (this was a new question in 2017) and 88% (vs. 82% in 2015) know pangolins are endangered. In Vietnam, only 67% of people in 2018 agreed that pangolin poaching is common (vs. 94% in 2015), with variance possibly a result of inconsistent survey methodology; yet 75% of all respondents think it’s a serious or very serious problem (evidence provided in section 3.1 and 3.3). - In China, the number of people who believe pangolin scales have medicinal value fell from 70% in 2015 to 50% in 2017 – a 28.5% decrease. In Vietnam, this fell from 72% in 2015 to 61% in 2018, a 15.3% decrease, with the majority of respondents having “heard of such properties but not knowing if they are true” (evidence provided in section 3.1 and 3.3). - In China in 2015, 18% of participants said they would consider purchasing pangolin products in the future. In 2017, the number of participants considering doing so fell to 16% (an 11% decrease). In Vietnam, in both 2015 and 2017, 7% percent of people said they would consider purchasing pangolin products in the future (evidence provided in section 3.1 and 3.3). - 6 trainings conducted; seizure data obtained reveals an increase in the number of scales seized in Year 2: 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; During the second project year, over 27,400kg were seized in Vietnam and China, including major busts by Shenzhen Customs and Ho Chi Minh City Customs. In 2015, one individual was arrested, while in 2016, eight of those involved

	<p>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"> - 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). 	<p>were arrested and another four were detained; in 2017, at least 4 individuals were arrested (evidence provided in Annex 4).</p>
<p>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.</p>	<ul style="list-style-type: none"> - # 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. - # 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 	<ul style="list-style-type: none"> - An estimated 500 million viewers reached by our pangolin billboard and print ad messages in China and Vietnam (evidence provided in section 3.1 of report and Annex 4) - 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 3.1 of report and Annex 4).

	<p>many participants have seen WildAid ads.</p> <ul style="list-style-type: none"> - # 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) - # 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) 	<ul style="list-style-type: none"> - 1 doctor workshop held for 150 participants in Vietnam; Live streamed talk show with Vietnamese lactation expert viewed over 15,000 times (evidence provided in section 3.1 of report and Annex 4). - 60 WeChat and Weibo pangolin posts in China, which received well over 100 million reads; online videos in China viewed 37 million times; 4 million impressions, 18,000 likes, and 8,000 shares on US social media.
<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 10 TV public service announcements featuring actress Angelababy, Miss Universe Vietnam 2015 Pham Huong, comedian Tran Thanh, singer Thu Minh, singer Jay Chou, martial arts hero Jackie Chan and Kung Fu Panda's Po. Distributed the PSAs on CCTV, CNTV, Shanghai Education TV Beijing Documentary TV, Shanghai Documentary TV, Shenzhen TV, YanTV and on over 100,000 screens throughout China and Vietnam. The PSAs starring Po and Pham Huong (her 2nd PSA) will launch this summer (Evidence provided in section 3.1 and Annex 4).</p> <p>Produced and distributed 12 billboard and print ads (China: 2 featuring Angelababy, 3 featuring Jackie Chan; Vietnam: 1 featuring Pham Huong, 1 featuring Tran Thanh, 3 featuring TCM practitioners, 2 penalty ads) throughout airports, subways, shopping centers, and magazines. The Vietnamese Public Health Association billboards, posters and tables stands have been distributed in 13 hospitals and 22 TCM clinics throughout Hanoi and Ho Chi Minh City for a period of 6-12 months. (Evidence provided in section 3.1 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>Collaborated with BBC Natural Films to include footage of our campaign work in China as part of efforts to reduce demand for pangolin products that were highlighted in their 2018 documentary, Pangolins: The World's Most Wanted Animal. Celebrity ambassador Angelababy was featured in the film along with her efforts with WildAid to raise awareness on pangolins in China. Initial broadcast: May 17 on BBC, reaching 1.5 million viewers. (Evidence provided in</p>

	<p>section 3.1)</p> <p>We were originally scheduled to film with Angelababy at SVW (a pangolin rehabilitation center) in Vietnam in 2016, but had to cancel the trip due to her pregnancy. While in the process of securing different talent, our co-producer SMG decided they no longer 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 late 2016 they decided they only wanted to fund 5 of the films, and the pangolin film was cut.)</p> <p>We began filming for our own future documentary: secured footage of a pangolin poacher in Indonesia, markets/stores selling pangolin scales and medicines in Vietnam and Indonesia, and footage of rehabilitated pangolins at REST (Rare and Endangered Species Trust) in Namibia. We are still working to recruit a new celebrity and production partner to produce the film.</p>
<p>Activity 1.3</p> <p>Launch a social media campaign to engage the public more directly, asking participants to publicly 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 75+ 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 3.1)</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 3.1)</p> <p>Teamed up with numerous online sites to launch our Jackie Chan “Kung Fu Pangolin” ad. Video/content viewed over 13.8 million times (Evidence provided in section 3.1)</p> <p>Launched a campaign around the the Lunar New Year holiday (Tết) encouraging participants to help save pangolins, and in return, be bestowed with good fortune for the year. (Evidence provided in section 3.1)</p>
<p>Activity 1.4</p> <p>Organize and conduct 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. To reach more people than a traditional workshop, launched an online campaign with help of a Vietnamese lactation expert. (Evidence provided in section 3.1 and Annex 4)</p>
<p>Output 2.</p> <p>Strengthened understanding of current pangolin market demand and pangolin consumption trends in China and Vietnam, which will aid global pangolin</p>	<ul style="list-style-type: none"> - # of shops/stalls openly selling pangolin scales/price of scales in key Vietnamese and Chinese markets in 2016, 2017 (baseline=TBD, investigation partially complete) - 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 3.1 of report).

<p>conservation efforts.</p>	<ul style="list-style-type: none"> - # 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) - % of Vietnamese and Chinese pangolin product consumers identified by independent surveys. China 2015 baseline= 28% (~10% have purchased, ~18% intend to purchase pangolin products); Vietnam 2015 baseline= 11% (4% have purchased, ~7% intend to purchase pangolin products) 	<ul style="list-style-type: none"> - 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 3.1 of report). - Follow-up surveys found similar consumption levels: 9% of respondents in China in 2017 had consumed pangolin products and 16% intend to; in Vietnam, 8% had purchased pangolin products (6% had eaten the meat) and 7% intend to purchase in the future (evidence provided in section 3.1 of report).
<p>Activity 2.1</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>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 3.1)</p>
<p>Activity 2.2</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 3.1)</p>
<p>Activity 2.3</p> <p>Conduct 2 follow-up attitudinal and awareness surveys of consumers in the same</p>		<p>Completed. (Evidence provided in section 3.1)</p>

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>Output 3.</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"> - # 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. - # 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. - # 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) - # 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. 	<ul style="list-style-type: none"> - Project activity delayed. 2 dogs trained, but placed elsewhere. Began working another angle with Customs, the Supreme Court and other agencies to advance implementation of Vietnam's newly revised penal code (evidence provided in section 3.1 of report). - 4 training workshops held in China, 2 workshops held in Vietnam (evidence provided in section 3.1 of report). - 306 officers trained (250 in China, 56 in Vietnam) (evidence provided in section 3.1 of report). - 4+ posters, flyers and ID guides produced and distributed to 306 staff directly, with another several thousand materials distributed to various offices/provinces. Began planning for permanent educational exhibit at Shanghai Natural History Museum.
<p>Activity 3.1</p> <p>Organize at least 3 training workshops for >100 government officials (customs/border patrol staff) to improve the interdiction of smuggled wildlife. We</p>		<p>Conducted 6 training workshops for 250 officials in China and 2 workshops for 56 officials in Vietnam. (Evidence provided in section 3.1 and Annex 4)</p>

<p>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>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.</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 3.1 and Annex 4)</p>
<p>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.</p>	<p>Project activity delayed. 2 dogs trained, but placed elsewhere. Began working another angle with Customs, the Supreme Court and other agencies to advance implementation of Vietnam's newly revised penal code (evidence provided in section 3.1 of report, problem described in section 9).</p>

Annex 3 IWT Contacts

Ref No	IWT025
Project Title	Saving Pangolins by Reducing Demand in Vietnam and China
Project Leader Details	
Name	Peter Knights
Role within IWT Project	Project Leader
Address	
Phone	
Fax/Skype	
Email	
Partner 1	
Name	Hong Hoang
Organisation	CHANGE
Role within IWT Project	Vietnam Project Leader
Address	
Fax/Skype	
Email	
Partner 2 etc.	
Name	
Organisation	
Role within IWT Project	
Address	
Fax/Skype	
Email	

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

Checklist for submission

	Check
Is the report less than 10MB? If so, please email to IWT-Fund@itsi.co.uk putting the project number in the subject line.	
Is your report more than 10MB? If so, please discuss with IWT-Fund@itsi.co.uk about the best way to deliver the report, putting the project number in the subject line.	
Have you included means of verification? You need not submit every project document, but the main outputs and a selection of the others would strengthen the report.	
Do you have hard copies of material you want to submit with the report? 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.	