

## Illegal Wildlife Trade: Half Year Report

(due 31 October)

**Project Ref No** IWT025

**Project Title** Saving Pangolins by Reducing Demand in Vietnam and China

**Country(ies)** Vietnam, China

**Lead Organisation** WildAid

**Collaborator(s)** CHANGE

**Project Leader** Peter Knights

**Report date and number (eg HYR1)** HYR1

**Project website** www.wildaid.org

### 1. Outline progress over the last 6 months (April – Sept) against the agreed baseline timetable for the project (if your project has started less than 6 months ago, please report on the period since start up to end September).

**Output 1.** Activity 1.1 – Filmed, produced and distributed 3 TV public service announcements; filmed and produced a 4<sup>th</sup> PSA, which will be distributed later this fall. 2 of the PSAs feature [incredibly popular Chinese actress and model Angelababy](#) and are being/will be distributed throughout China online, on TV via CCTV, CNTV, Shanghai Education TV, Beijing Documentary TV, Shanghai Documentary TV and Shenzhen TV, and on over 8,000 indoor screens in Beijing (in government buildings, banks, shopping centers, etc). 2 additional PSAs were produced for Vietnam and feature Vietnamese model Pham Huong and well-known MC Tran Thanh. We produced and began distributing 3 billboards: 1 in China featuring Angelababy and 2 in Vietnam featuring Pham Huong and Tran Thanh. The Angelababy billboard has been placed in the Beijing airport (17 billboards), Guangzhou airport (14), Shanghai Hongqiao airport (12), Chengdu airport (10), Beijing’s busy Wangfujing walkway, on Beijing, Shanghai and Guangzhou subway lines (including two transit stops big screens), Guangzhou business center and Hangzhou big outdoor LED screens.



The message incorporates a Chinese play on words, translating roughly to: “The biggest threat to pangolins is / Humans / (only) can help save pangolins. Consumption of their meat and scales has led to around 100,000 pangolins being killed each year. Even the Chinese pangolin is now critically endangered. Please say no to pangolin products.”

Activity 1.2 – Began filming for our documentary: recorded footage with a pangolin poacher in Indonesia and investigated/secured footage of markets/stores selling pangolin scales and medicines in Vietnam and Indonesia. We planned to film with Angelababy at a pangolin rehabilitation center in Vietnam, but had to cancel the trip when we discovered she was pregnant. We are now looking to secure a different Chinese celebrity to be featured in the film.

Activity 1.3 – We launched 50+ articles, blog posts, Facebook/Instagram/Sina Weibo posts, reports and infographics featuring pangolins on our US, China and Vietnam websites and social media accounts, reaching millions of viewers. Next month we will launch a new website in Vietnam – bethescale.org – to encourage visitors to support pangolins by adding a scale (their pledge) to the campaign.

Activity 1.4 – We prioritized the production of PSAs, billboards, reports and other campaign content for our launch during the first 6 months of the project. We plan to hold doctor workshops in the coming 12-month period.

**Output 2.** Activity 2.1 – Last year a WildAid investigator visited several restaurants selling pangolin meat in Hanoi and Hai Phong, Vietnam. We found pangolin meat and blood was advertised on the main menu and offered a number of ways. Restaurant managers referred to their clientele as “high ranking officers from the city” and specifically named a company of the Ministry of Defense. WildAid investigators visited TCM shops in Indonesia and found medicines containing pangolin scales said to be imported from China readily available. More recently, our undercover investigator found a trader in Mong Cai, Vietnam (on the border of China) who claimed he had a ready supply of African pangolins that he could get “whenever” we wanted. We are working with Save Vietnam’s Wildlife, a local Vietnamese NGO, to analyse the data they collected from interviews with poachers, traders and staff at restaurants and traditional medicine shops in 15 provinces in Vietnam. Data will be analysed in the coming months.

Activity 2.2 – Completed. In October 2015 we surveyed residents in Beijing, Shanghai, Guangzhou, Hangzhou, Nanning and Kunming to measure awareness of the pangolin poaching crisis and gauge attitudes toward conservation. We found: 10% of people had purchased pangolin products, 18% considered doing so. Of consumers, 66% purchased prescription medicines containing scales or consumed pangolin liquor. 70% 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, 52% did so to show off “advanced status”, 51% because pangolins are rare wild animals, and others for medicinal properties, out of curiosity or to make an impression during a business transaction. 63% of people believe products come from farmed pangolins. But the majority, 82%, know pangolins are endangered and 96% believe they deserve to exist on earth.

In December 2015, we surveyed residents in Hanoi, Ho Chi Minh City and Da Nang. We found: 4% of people had purchased pangolin products (an additional 7% is considering doing so), while 10% had consumed pangolin meat. The most common answers for why pangolins are consumed were because they have medicinal value, are expensive and show prestige, and it is rare, wild meat. Only 8% of residents believe pangolins have medicinal properties, but a further 64% identified as undecided, noting they had heard of such properties but weren’t sure if they were true. Of the believed remedies, increased libido topped the list, followed by cures for rheumatism, asthma and detoxifying properties. 75% knew scales are sourced from wild pangolin populations and most agree that selling (93%) and purchasing (90%) pangolin products is illegal. 94% think pangolin poaching is common and that the animals are endangered. 98% think pangolins deserve to exist on earth.

Activity 2.3 – Scheduled for final 6 months of project.

**Output 3.** Activity 3.1 – In late June, we collaborated with Fuzhou Customs and Fuzhou CITES MA to host a training workshop for 50 customs officers and anti-smuggling police officers from Fuzhou and Xiamen Customs in China, who are tasked with inspecting both cargo and passengers at the airports. The purpose of the training was to help the officers learn to quickly identify products from CITES-listed wildlife including ivory, rhino horn, pangolin meat and scales, manta ray gill rakers, shark fin and totoaba bladders. Professor Hou Senlin of the Nanjing Forest Police College led the training session. In August we held a similar training with Beijing Capital Airport Customs for 50 customs and anti-smuggling police officers tasked with inspecting both cargo and passengers at Beijing airports. Here, Director Meng Zhibin, senior expert from the Endangered Species Scientific Commission of China instructed officers on how to identify pangolin, elephant, rhino, tiger and lion products.

We teamed up with Save Vietnam’s Wildlife, whose team are experts in pangolin rescue and rehabilitation, and consequently the illegal trade, to begin planning and developing the agenda and educational materials to host two training workshops in November for 66 Vietnamese government officers including rangers, environmental police and customs officers from 10 provinces. The objectives are 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.

Activity 3.2 – In preparation for the workshop, WildAid and SVW are designing ID sheets and other educational materials for the workshop attendees. These will be finalized next month.

Activity 3.3 – The detector dog program has encountered lengthy delays. Although we’ve had an MOU in place with Vietnam’s Customs Department and Working Dogs for Conservation (the dog outfitters) since early last year, the Customs Department is now being uncooperative in helping us secure scent training samples, likely as a means of delaying the project for other reasons. The dogs require an ongoing supply scent samples for training purposes and without Customs’ help, we are unable to provide this. We are hopeful that in the coming months we can renew the original level of cooperation and get the project going.

**Additional progress:** Officially launched the campaign in Beijing on May 17<sup>th</sup> – held a press conference with Angelababy and released 1 PSA and billboard. Representatives from 32 media outlets attended the event, resulting in over 120 articles and 2.9 million views of campaign content (blog and video) on China’s Youku, Tencent, Meipai and Weibo sites and apps (in addition to over 1 million “likes”).

In the lead up to the CITES CoP, where 4 proposals to uplist all 8 pangolins species had been submitted by 19 nations, we wrote, designed and published a [comprehensive report](#) on the state of pangolins in an attempt to build support for the uplisting.

At the CITES CoP 17 last month, pangolins finally received the level of protection they deserve: an Appendix I listing for all 8 species. CNN published a story about the uplisting, which heavily featured WildAid’s campaign, including our PSA with Angelababy. WildAid China posted about the uplisting on Weibo, reaching 38.5 million viewers. Reposts from Angelababy, UNEP as well as many other KOLs helped make the post and video go viral.

**2a. Give details of any notable problems or unexpected developments that the project has encountered over the last 6 months. Explain what impact these could have on the project and whether the changes will affect the budget and timetable of project activities.**

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. We’ve struggled to find a replacement, in part because the majority of filming will take place in Vietnam and there is some tension between the two countries around the South China Sea, but also because we are waiting to find someone with the same level of popularity as Angelababy. In the meantime, we have gathered b-roll footage for the film and are confident we will find a replacement soon, and thus the problem will not affect the budget or timetable.

**2b. Have any of these issues been discussed with LTS International and if so, have changes been made to the original agreement?**

Discussed with LTS:	Yes/No
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Formal change request submitted:	Yes/No
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Received confirmation of change acceptance	Yes/No
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**3a. Do you currently expect to have any significant (eg more than £5,000) underspend in your budget for this year?**

Yes  No  Estimated underspend: £

**3b. If yes, then you need to consider your project budget needs carefully as it is unlikely that any requests to carry forward funds will be approved this year.** Please remember that any funds agreed for this financial year are only available to the project in this financial year.

If you anticipate a significant underspend because of justifiable changes within the project and would like to talk to someone about the options available this year, please indicate below when you think you might be in a position to do this and what the reasons might be:

**4. Are there any other issues you wish to raise relating to the project or to IWT challenge Fund management, monitoring, or financial procedures?**

No.

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

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