



## Illegal Wildlife Trade (IWT) Challenge Fund Half Year Report



(due 31<sup>st</sup> October 2017)

**Project reference:** 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 (e.g. HYR1):** HYR2

**Project website/blog/social media etc:** wildaid.org/pangolins

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

Activity 1.1 ( – Finalized production and began distributing a TV public service announcement (PSA) starring actor, director, producer and martial arts hero, Jackie Chan (filmed in February). “[Kung Fu Pangolin](#)” features Chan training the scaly anteaters to protect themselves from poachers using kung fu, but he finds that curling up is the only thing they are able to do. But behind Chan's back the pangolins develop ninja-like skills to defend against a would-be poacher, thanks in part to the international trade ban approved under the UN CITES treaty, which took effect at the beginning of the year. To accompany the video, we produced a billboard ([EN](#) & [CH](#)) pairing Jackie with one of the animated pangolins, encouraging viewers to protect pangolins by not buying their products.



We released the English and Mandarin versions of the PSA and accompanying billboards, produced in partnership with The Nature Conservancy, at a press conference in Beijing on August 22<sup>nd</sup>.

#### Highlights from the August 22<sup>nd</sup> launch:

- ~150 people attended the press conference, 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.
- Live broadcast audience #s: Youku (234,912), Netease (58,377), Tencent (32,680), Phoenix (92,368), Stormplayer (3,690)
- PSA viewed ~9,500,000 times on Weibo
- MC's Weibo received 850,000 views
- WildAid FB: 59,000 views, 3,081 likes, 1,424 shares (as of 10/18)
- Jackie Chan's FB: 3,027,453 views, 128,288 likes, 47,685 shares (as of 10/18)

In total, 635 billboards have been placed (up between September and December for a duration of at least 1 month each) in Beijing, Shanghai, Guangzhou, Shenzhen, Chongqing, Chengdu, Foshan, Nanning, Qingdao, Hangzhou, Suzhou, Jinan, Kunming and Changcha. The PSA is airing on over 100,000 outdoor screens in shopping malls, government buildings, hospitals, subways and airports across 37+ Chinese cities. According to advertiser-estimated viewership of each location, the ads will reach hundreds of millions of people.

- You can view photos of the launch event and placed media [here](#).
- You can view news stories about the launch event [here](#).

We were also fortunate enough to garner the interest of 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 our Jackie Chan ad. The survey showed 87% enjoyed watching the PSA and found it interesting, and 97% said the ad makes them less likely to buy products made from pangolins.

Activity 1.2 Coordinated with BBC to feature our public awareness campaign in their upcoming film about pangolins. We secured an interview with campaign ambassador Angelababy that will be featured in the film. Through these connections, we hired a Botswana-based film crew to visit REST (Rare and Endangered Species Trust) to film the rehabilitated pangolins that live at that center. We are still working to recruit a new celebrity and production partner to produce our own pangolin documentary, but will have this footage ready for the piece when the time comes.

Activity 2.3 Drafted & finalized survey questionnaires for follow-up surveys in China (Beijing, Shanghai, Guangzhou, Kunming, Hangzhou and Nanning) and Vietnam (Hanoi, Da Nang, Ho Chi Minh City). In China, Intage began conducting the survey this month. In Vietnam, Epinion will begin conducting the survey next month. Findings will be summarized in a formal report in the coming six-month period.

**2a. Give details of any notable problems or unexpected developments/lessons learnt 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.**

China’s government is ardently attempting to establish and expand pangolin breeding programs within the country. The use of pangolin scales is pervasive in Traditional Chinese Medicine: Dozens of government-approved medications contain scale derivatives, and around 25 tons 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 Administration (SFA) 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, Chain’s SFA successfully forced us to change the wording of our latest PSA with Jackie Chan (forcing us to say “never buy ILLEGAL pangolin products” since the agency is promoting use of farmed (would be) legal scales). Because of the sensitivity, at this time we are unable to produce any 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 has forced us to rethink our messaging and research other ways to influence the use and prevalence of scales from within the TCM community. As a result, we may not see the shift we’d hoped for in the Chinese public’s view of the medicinal value of pangolin scales (based on our upcoming survey).

**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
Formal change request submitted:	Yes/No
Received confirmation of change acceptance	Yes/No

**3a. Do you currently expect to have any significant (e.g. 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.** 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, please submit a rebudget Change Request as soon as possible. There is no guarantee that Defra will agree a rebudget, so please ensure you have enough time to make appropriate changes if necessary.

**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.

**If you were asked to provide a response to this year's annual report review with your next half year report, please attach your response to this document. Additionally, if you were funded under R3 and asked to provide further information by your first half year report, please attach your response as a separate document.**

**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 Victoria Pinion at [IWT-Fund@itsi.co.uk](mailto:IWT-Fund@itsi.co.uk). The report should be between 2-3 pages maximum. **Please state your project reference number in the header of your email message e.g. Subject: IWT001 Half Year Report.**