

Illegal Wildlife Trade



Application form for Illegal Wildlife Trade Challenge Fund 2015

Please read the [guidance notes](https://www.gov.uk/government/collections/illegal-wildlife-trade-iwt-challenge-fund) (available at <https://www.gov.uk/government/collections/illegal-wildlife-trade-iwt-challenge-fund>) before completing this form. Where no word limits are given, the size of the box is a guide to the amount of information required.

Office use only Date logged: Logged by: Application ID:180

1. Name and address of lead organisation

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

Applicant Organisation Name:	Environmental Investigation Agency (UK) Limited
██████████	████████████████████
██████████████████	██████████████
██████████	██████████████
Project Leader name:	Mary Rice
██████████	██████████████████████████████████████
██████████	████████████████████

2. Project title

Title (max 10 words) IWT030: Combating illegal ivory trade: training film to aid enforcement officers

3. Project dates, and budget summary

Start date: 1 April 2016	End date: 31 March 2018	Duration: 2 yrs	mths
2015/16	2016/17	2017/18	Total request
£	£ 108057	£ 26689	£ 134745
Proposed (confirmed and unconfirmed) co-financing as % of			

total Project cost: 0	
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4. Summary of Project

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

(max 80 words)

The project aims to produce a film and supplementary material to encourage more effective enforcement activities applicable throughout the ivory trade chain to better detect, disrupt and prevent elephant poaching and ivory trafficking. The film will share best practice related to a strong criminal justice response to address poaching and illegal ivory trade and will be produced and distributed in collaboration with key stakeholders such as World Customs Organisation, INTERPOL, the CITES Secretariat, and national enforcement agencies.

5. What will be the outcome of the project?

(See Guidance notes 3.1 and 4, and Annex B - guidance on developing a logframe)

This should be an action orientated statement e.g. training provided to the judiciary results in increased successful prosecutions of poaching. (You may copy and paste the same answer as provided in the outcome section of Question 24 here).

(max 50 words)

More effective detection and enforcement against elephant poaching and ivory trafficking results in increased seizures, arrests and prosecution; disruption of criminal networks; improved governance; better protection of elephant populations allowing them to recover and the ecosystem to thrive; improving the well-being of communities through support for strengthened institutional frameworks.

6. Country(ies)

(See Guidance notes 3.3 and 4.3)

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

Country 1: Vietnam and/or Thailand	Country 2: Kenya
Country 3: Zambia and/or Malawi	Country 4: Cameroon [tbc]
Additional Countries	
Country 5: Uganda	
Country 6: UK	

Country 7: Belgium

Note:

The main participants need to represent source, transit and consuming countries and across these countries EIA will aim to have a balanced regional representation. Other countries than those listed will be invited as funds allow.

7. Which of the three key IWT Challenge Fund objectives will your project address?

(See Guidance note 3.1)

Tick all that apply.

1. Developing sustainable livelihoods for communities affected by illegal wildlife trade	<input type="checkbox"/>
2. Strengthening law enforcement and the role of the criminal justice system	<input checked="" type="checkbox"/>
3. Reducing demand for the products of the illegal wildlife trade	<input type="checkbox"/>

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

(See Guidance note 3.1)

London Conference Declaration

B. Ensuring Effective Legal Frameworks and Deterrents. X, XI.

C. Strengthening Law Enforcement. XIII, XIV, XV, XVI

Kasane Statement:

A. Eradicating the market for illegal wildlife products. 3

B. Ensuring Effective Legal Frameworks and Deterrents. 5

C. Strengthening Law Enforcement. 7, 9

8. About the lead organisation:

<p>What year was your organisation established/ incorporated/ registered?</p>	<p>EIA Ltd was established as a non-profit company in 1984. EIA was registered as a charity in 1994 (number 1040615).</p> <p>Following a restructuring in 2012 EIA in the UK was separated into two entities:</p> <p>Environmental Investigation Agency Trust Ltd (EIA Trust) is a charity registered with the Charity Commission (number: 1145359) and replaced EIA Charitable Trust (1040615). EIA Trust is also a private limited company by guarantee (number: 7844550).</p> <p>Environmental Investigation Agency (UK) Limited is a not-for-profit limited by guarantee company (Company number: 7752350).</p>
<p>What is the legal status of your organisation?</p>	<p>NGO Yes <input checked="" type="checkbox"/> No <input type="checkbox"/></p> <p>Government Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>University Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>Other (explain)</p>
<p>How is your organisation currently funded?</p>	<p>(Max 100 words)</p> <p>A combination of individual donations, grants from private trusts and foundations and Statutory funding.</p>
<p>Have you provided the requested signed audited/independently examined accounts?</p> <p>Note that this is not required from Government Agencies</p>	<p>Yes <input checked="" type="checkbox"/> No <input type="checkbox"/></p>

8b. Provide detail of 3 contracts/projects previously undertaken by the lead organisation that demonstrate your credibility as an organisation and provide

track record relevant to the project proposed. These contacts should have been held in the last 5 years and be of a similar size to the grant requested in your IWT Challenge Fund application.

Contract/ Project 1 Title	Tackling Environmental Crime with Intelligence – Enhancing EIA’s Investigations Unit
Contract Value/ Project budget	Euro [REDACTED]
Duration	3-years. 2010 - 2013
Role of organisation in project	Lead Organisation
Brief summary of the aims, objectives and outcomes of the project.	<p>Objective: A more effective investigations unit enables EIA to increase public and political support for greater efforts and resources to tackle environmental crime, and to directly assist enforcement agencies and civil society groups in curbing such crimes.</p> <p>Outcomes:</p> <p>Regular, robust information on environmental crime trends and methodologies provided to decision-makers and enforcement agencies</p> <p>Increased awareness of environmental crime amongst decision-makers and public</p> <p>Expanded network of contacts with enforcement agencies</p> <p>Provision of capacity building for enforcement agencies and civil society groups</p> <p>Effectiveness of EIA’s Investigative Unit increased by deployment of specialist databases, intelligence analysis systems and investigative equipment.</p>
Client/Project Manager contact details (Name, e-mail, address, phone number).	Floris van Hest, [REDACTED]

Contract/ Project 2 Title	Combating wildlife crime to secure the future of elephants, rhinos, big cats and other endangered species.
Contract Value/ Project budget	£ [REDACTED]
Duration	1 Year, 2014
Role of organisation in project	Lead organisation
Brief summary of the aims, objectives and outcomes of the project.	<p>Objectives: 1) Stop Stimulating Demand, 2) Increase Effective Enforcement, 3) Increase and Develop EIA's Capacity</p> <p>Outputs:</p> <p>EIA research, investigations, analysis and documentation provide compelling arguments to feed into CITES, CCPCJ, GTRP and national decision making processes</p> <p>Enhanced range state civil society participation in CITES Decision-making processes</p> <p>Comprehensive reports and information generated by research, analysis and investigations</p> <p>Materials and information generated by research, analysis and investigations used to influence opinion in China.</p> <p>Outcomes: Detailed information on incidence of wildlife crime aids enforcement, policy-making and consumer outreach.</p> <p>Increased political and financial commitment to improve institutional commitment, regulatory frameworks and enforcement to combat wildlife crime</p> <p>Expanded cooperation with government agencies and civil society organisations to tackle wildlife crime</p>
Client/Project Manager contact details (Name, e-mail, address, phone number).	Simon Mickleburgh, The Rufford Foundation [REDACTED]

Contract/ Project 3 Title	Combating the Asian big cat trade - a film guide for enforcement officers
Contract Value/ Project budget	£ [REDACTED]
Duration	2 years. 2011 - 2013
Role of organisation in project	Lead Organisation
Brief summary of the aims, objectives and outcomes of the project.	<p>Goal: to produce a new version of the 2006 enforcement training film to reflect the shifting trade in Asian Big Cat parts and derivatives.</p> <p>Objectives: to complement training of enforcement officials in tiger range countries through a film guide to improve enforcement activity against the illegal ABC trade. Specifically,</p> <ul style="list-style-type: none"> • Encourage forest / environment officers to focus on the people perpetrating the crimes rather than the victims of them. • Improve cooperation between authorities in key countries, leading to a regular exchange of intelligence on criminals and disruption of their networks. • Highlight practical and proactive measures that officers from different agencies could take to increase their chances of detecting and preventing poaching and trafficking, and to enhance the gathering, collation, analysis and dissemination of intelligence on the individuals involved in the trade at both national and international level.
Client/Project Manager contact details (Name, e-mail, address, phone number).	Primary funder: Fred Bagley, U.S. Fish & Wildlife Service [REDACTED]

9. Project partners

Please list all the partners involved (including the Lead Organisation) and explain their roles and responsibilities in the project. Describe the extent of their involvement at all stages, including project development. This section should illustrate the capacity of partners to be involved in the project, and how local institutions, local communities, and technical specialists are involved as appropriate. Please provide

written evidence of partnerships. Please copy/delete boxes for more or fewer partnerships.

Lead Organisation name:	EIA
Website address:	www.eia-international.org
Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)	As the Lead Organisation EIA will be responsible for project development, management and evaluation. The project will require involvement from key campaigns and communications staff.

Partner Name:	CITES Secretariat
Website address:	www.cites.org
Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)	Endorsement, development and guidance, interviews, distribution.
Have you included a Letter of Support from this organisation?	Yes x No <input type="checkbox"/>

Partner Name:	Interpol
Website address:	www.interpol.int
Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)	Endorsement, development and guidance, interviews, distribution.
Have you included a Letter of Support from this organisation?	Yes x No <input type="checkbox"/>
Partner Name:	Interpol
Website address:	www.interpol.int

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

Partner Name:	WCO
Website address:	www.wcoomd.org
Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)	Endorsement, development and guidance, interviews, distribution.
Have you included a Letter of Support from this organisation?	Yes x No <input type="checkbox"/>

Partner Name:	Lusaka Agreement Task Force (LATF)
Website address:	www.lusakaagreement.org
Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)	Endorsement, development and guidance, interviews, distribution.
Have you included a Letter of Support from this organisation?	Yes x No <input type="checkbox"/>

Partner Name:	Botswana Ministry of Environment, Wildlife and Tourism
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Website address:	www.mewt.gov.bw
Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)	Endorsement, development and guidance, interviews, distribution.
Have you included a Letter of Support from this organisation?	Yes x No

Partner Name:	Government of India Wildlife Crime Control Bureau
Website address:	http://wccb.gov.in/
Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)	Endorsement, development and guidance, interviews, distribution.
Have you included a Letter of Support from this organisation?	Yes x No

Partner Name:	Malawi Department of National Parks and Wildlife
Website address:	
Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)	Endorsement, development and guidance, interviews, distribution.
Have you included a Letter of Support from this organisation?	Yes x No

Partner Name:	DEFRA UK
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Website address:	www.gov.uk/defra
Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)	Endorsement.
Have you included a Letter of Support from this organisation?	Yes <input checked="" type="checkbox"/> No

Partner Name:	Philippines Department of Environment and Natural Resources
Website address:	www.pawb.gov.ph
Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)	Endorsement, development and guidance, interviews, distribution.
Have you included a Letter of Support from this organisation?	Yes <input checked="" type="checkbox"/> No

Partner Name:	US Fish and Wildlife Service
Website address:	www.fws.gov
Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)	Funder of initial stages of film, endorsement, distribution.
Have you included a Letter of Support from this organisation?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>

10. Project staff

Please identify the core staff on this project, their role and what % of their time they will be working on the project. Please provide 1 page CVs for these staff. Please include more rows where necessary.

Name (First name, Surname)	Role	% time on project	1 page CV attached?
Mary Rice	Project Leader (Oversight and liaison with external consults, revision of script, interviews/travel, logistics with translators)	15%	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Shruti Suresh	Wildlife Campaigner (Oversight and liaison with external consults, revision of script, interviews/travel, logistics with translators)	25%	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Charlotte Davies	Intelligence Analyst (Revision of script, research and preparation of example intelligence analysis products such as sanitised criminal association charts, commodity flows and trafficking maps)	15%	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Alexander Watt	Visual Communications Coordinator (Film production)	30%	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

11. Species project is focusing on

(see Guidance note 4.2)

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

1.African Elephants	2.
3.	4.

12. Problem the project is trying to address

What specific aspect(s) of the illegal trade in wildlife will your project address? Please describe the level of threat to the species concerned. Please also explain which communities are affected by this issue, and how this aspect of the illegal trade in wildlife relates to poverty or efforts of people and/or states to alleviate poverty

(Max 300 words)

African elephant populations are under massive pressure from poaching, particularly in Eastern, Central and West Africa, where some populations are facing the very real threat of local extinction.

Transnational organised criminal syndicates are fuelling this crisis. Enforcement efforts at the national and international level are not commensurate with the level of criminality involved. This is underpinned by legislative impediments, corruption, lack of investigative capacity, failure to prioritize wildlife crime by enforcement authorities, failure or inability to conduct intelligence-led enforcement operations, and lack of inter-agency and international cooperation between source, transit and destination countries. The sophistication and scope of organised criminal syndicates far outweighs the capacity and resources of many enforcement agencies. As a result, large scale ivory consignments are being moved worldwide at unprecedented rates and criminals are rarely pursued effectively, with enforcement activity consisting of isolated seizures that are not followed up with effective investigations or prosecutions. Whilst political attention accorded to wildlife crime is increasing, these fundamental gaps undermine efforts to combat illegal wildlife trade and it is such gaps that the project will address and seek to overcome through improving capacity and knowledge.

The project will support sustainable development and poverty alleviation by contributing to Goal 15 of the Sustainable Development Goals, which recognises the need to take urgent action to end poaching and trafficking of protected species of flora and fauna and address both demand and supply of illegal wildlife products. The Project will support improving the well-being of communities through strengthening institutional frameworks to tackle serious organised crime such as wildlife trafficking, improving the capacity of local enforcement agencies, and improving governance through support for the investigation of money laundering and implementation of anti-corruption measures. Increased enforcement helps to alleviate poverty for local communities that depend on wildlife for tourism revenue and related employment opportunities.

13. Methodology

Describe the methods and approach you will use to achieve your intended outcomes and impact. Provide information on:

- How you have analysed historical and existing initiatives and are building on or taking work already done into account in project design
- How you will undertake the work (materials and methods)
- How you will manage the work (roles and responsibilities, project management tools etc.).

Please make sure you read the Guidance Notes, particularly Sections 3.1 and 3.2, before answering this question.

(Max 750 words)

EIA will build on previous films for improving enforcement capacity. EIA has produced enforcement films on ODS and Asian big cats which have been very well received. These films have been widely distributed to enforcement personnel globally including enforcement agencies worldwide, national CITES Management Authorities and wildlife departments, the CITES Secretariat, WCO, UNODC and INTERPOL. In 2004 EIA produced a pilot film endorsed by the CITES Secretariat that was a capacity building tool for enforcement agencies to combat illegal ivory trade, and based on feedback, in 2006 EIA produced the current version of the film, with funding from the USFWS. The film remains widely used as a training tool by several countries and international bodies, including the CITES Secretariat, WCO and INTERPOL. The ICCWC Wildlife and Forest Crime Analytic Toolkit recommends the film for “improving training of wildlife enforcement officers.” The CITES Secretariat has also publicized the film and distributed it during several key events (See SC53 Doc. 20.1 (2005), <https://www.cites.org/sites/default/files/eng/com/sc/53/E53-20-1.pdf>).

Changes in the nature and dynamics of illegal ivory trade means that there is an urgent need for a revised version of the film to incorporate current trends and best practice to combat the organised criminal syndicates involved in such trade.

EIA has substantial experience in evidence gathering and documentation, and producing broadcast quality award-winning films for different audiences, including on combating ivory trade. Based on previous experience and knowledge of the issue, a draft story board is in development and will be revised over time as interviews are obtained for the film. Working closely with stakeholders, EIA has already visited a number of participating countries to acquire footage and interviews such as in the Philippines, South Africa, and Botswana, with plans to conduct further filming in Belgium, the UK, Thailand and Vietnam. Permission to film in other jurisdictions is in process.

EIA will consult with relevant national enforcement authorities and international bodies and conduct interviews to explore knowledge, skills and best practice to support a proactive, intelligence-led enforcement approach and provide the best opportunity for prosecution. The film will include interviews of experts from a variety of organisations such as national enforcement agencies, WCO, UNODC, INTERPOL, CITES Secretariat, and other stakeholders such as forensic experts, prosecutors, judges, and financial crime analysts.

EIA will obtain and edit footage and imagery and develop the final version of the film.

Supporting factsheets will be produced in-house to provide more information on each segment covered in the film.

The original narrative will be in English and will be translated to French, Spanish, Mandarin, Portuguese, Swahili, Thai and Vietnamese in order to ensure access by enforcement agencies in key source, transit and destination countries in Africa and Asia. Copies of the film in all languages will be produced on DVD and memory sticks. All content can be accessible on a dedicated and password protected website which will be built to ensure that the content is displayed in an interactive way. Supplementary chapters will be developed to expand on specific enforcement action within the main body of the film to provide a more detailed focus, for example, on DNA sampling or crime scene management. There is also potential to create a simple phone app to have material sent directly to individual phones and would be a mixture of written, video and interactive content.

EIA will ensure that the film reaches the correct audiences. The contact list for distributing previous films will be updated and used for distributing the new film. Further, previous enforcement films produced by EIA have been uploaded by the CITES Secretariat on the CITES Virtual College and the CITES Enforcement Authorities forum and also distributed by the Secretariat at key meetings and events for enforcement personnel. The film will also be distributed at the CITES COP in 2016. Distribution of the film to correct audiences is also enabled through the strong Customs and police networks of WCO, INTERPOL and LATF – these organisations support the production of the film.

Initially, EIA expects to distribute 500 copies of the film whilst retaining the capacity to produce more copies for phased distribution at future international meetings and bilateral electronic distribution. In summary, reference information will be available for a range of working environments and technology availabilities.

EIA will be responsible for overall project management in close collaboration with partners. EIA is experienced managing multi-year grants from the EU and DFID and will use the same logical framework system for this project, to capture outcomes, outputs, activities and indicators.

14. Beneficiaries

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

If your project is working in an Upper Middle Income Country, please explain how benefits will be delivered to people living in poverty in Low and/or Low Middle Income countries. Include, where possible, information on whether and how there are ways to support the most vulnerable communities, including women.

(Max 750 words)

Enforcement and wildlife authorities, responsible for the protection of African elephants, and those combating poaching and the illegal ivory trade will benefit directly from the project.

The film intends to complement and build upon existing training to increase the capacity of rangers and officers, and to police and customs officers for whom wildlife crime is not a high priority and which is rarely on the national academy curriculum. The film will raise awareness about the more effective enforcement activities applicable throughout the trade chain which better detect, disrupt and prevent elephant poaching and ivory trafficking. Successful deployment of such methods will ultimately benefit the survival of African elephants.

The film is a cost-effective training tool that will particularly benefit under-resourced enforcement authorities in low income countries since the use of the film is inexpensive and can be used multiple times either as a new course for first-time audience or as a remedial tool for those who have already used it or are familiar with the global landscape. Given the transnational nature of ivory trafficking the film it may also need to reach enforcement agencies in Upper Middle Income countries such as Botswana and South Africa that are involved in the trade.

Distribution of the film in eight languages maximises accessibility world-wide including in French and Portuguese speaking Africa which is dealing with large-scale poaching, and in Mandarin, Thai and Vietnamese speaking destination countries.

Given the gravity of this situation, up-to-date comprehensive and practical training of enforcement officers is necessary not only to carry out their duties in protecting wildlife and natural resources but also in defending themselves and other enforcement officers. Over the years several rangers have been killed in the line of action when targeting elephant poaching and ivory smuggling. The film will contain interviews of rangers advising the audience on challenges and best practices in combating poachers and smugglers which will inform enforcement officers in the frontline in range countries on the appropriate enforcement tactics. In this way it is hoped that the security of rangers will also be alleviated.

Since it is a global tool for the enforcement community it is difficult to quantify the number of beneficiaries. However, the film will be distributed to all 181 CITES parties and through INTERPOL, CITES Secretariat and WCO for further distribution. We will monitor the benefits they accrue through communication with enforcement personnel who receive the film and through INTERPOL, CITES Secretariat and WCO.

Better protection of wildlife resources will also contribute to tourism and local community and economic development. Better enforcement and sharing of best practices can increase the security of natural resources and protected areas, benefit localised governance and promote economic development through ensuring security for tourism activities, which in turn provides employment opportunities for communities

that live in marginalised areas or in areas adjacent to wildlife.

Such training will also have the added benefit of equipping enforcement personnel in combating other forms of wildlife crime and other criminal activities.

The project will support sustainable development and poverty alleviation by contributing to Goal 15 of the Sustainable Development Goals. The Project will support improving the well-being of communities through strengthening institutional frameworks to tackle serious organised crime such as wildlife trafficking, improving the capacity of local enforcement agencies, and improving governance through support for the investigation of money laundering and implementation of anti-corruption measures. Increased enforcement helps to alleviate poverty for local communities that depend on wildlife for tourism revenue and related employment opportunities.

15. Gender

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

(Max 300 words)

EIA will aim to ensure gender equality in the development and distribution of the film. We will aim to ensure that women and men are equally represented in the film where possible and that the film is equally accessible to men and women in the enforcement community. . The film will ensure that all information presented is applicable and sensitive to gender. EIA works only with partners such as the South African Wildlife College that have equal opportunities policies. EIA recently underwent a due diligence assessment as part of the process of applying for a grant under the Forest Governance Markets and Climate funding stream from DFID and we are cognisant of the importance of gender.

16. Impact on species in focus

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

(Max 200 words)

Ultimately, the goal of the film is to encourage more effective enforcement activity, relevant to individual stakeholders, which can be applied throughout the trade chain. It provides best practice guidance and examples on how to better detect, disrupt and

prevent elephant poaching and ivory trafficking.

A reduction in such activities will ultimately reduce one of the key threats to African elephants and contribute to the recovery of elephant populations. Since elephants are keystone species, support for the survival of elephants in the wild will also have wider ecological impacts.

In addition, since elephants are one of the “big five” African species, drawing tourists internationally, protection of elephants and securing protected areas will also contribute to tourism and local community and economic development, and the revenue generated through such means could be reverted back to conservation of elephants and their habitat.

17. Exit strategy

State how the project will reach a stable and sustainable end point, and explain how the outcomes will be sustained, either through a continuation of activities, funding and support from other sources or because the activities will be mainstreamed in to “business as usual”. Where individuals receive advanced training, for example, what will happen should that individual leave?

(Max 200 words)

The film is not a standalone tool and can be effective as part of a broader training programme. It is a valuable tool for contextualising enforcement best practice throughout the ivory trade chain. It has been endorsed repeatedly by CITES and ICCWC as the film addresses complex issues related to serious organised wildlife crime and presents the solutions to tackle such problems in a simple, time efficient and accessible manner. The film can be used repeatedly with different audiences over a period of years.

It is hoped that through targeted, sustained and coordinated enforcement efforts at national and international level the key offenders and criminal syndicates implicated in the ivory trade will be apprehended and that the current low risk high profit ratio of ivory trade trafficking is reversed.

EIA will continue to monitor and seek feedback on trends in poaching, ivory trade and enforcement tactics to identify next steps for either continuing to encourage enforcement authorities to use the film or to amend the film as appropriate.

18. Funding

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

(Max 200 words):

The current version of the film (produced in 2006) was funded by the U.S. Fish and Wildlife Service. The film continues to be endorsed and used by national and international agencies worldwide, however it has not been further developed since 2007. The proposed, updated film, takes into account changes in the nature and dynamics of poaching and the trade in illegal ivory, and feedback from stakeholders familiar with the original film. It is also informed by changes in the technical and communication world and the need to make it more accessible across a number of different platforms.

18b) Are you aware of any other individuals/organisations/projects carrying out or applying for funding for similar work?

Yes x **No**

If yes, please give details explaining similarities and differences, and explaining how your work will be additional to this work and what attempts have been/will be made to co-operate with and learn lessons from such work for mutual benefits:

18c) Are you applying for funding relating to the proposed project from other sources?

Yes **No**

If yes, please give brief details including when you expect to hear the result. Please ensure you include the figures requested in the Budget Spreadsheet as Unconfirmed funding.

We will continue to seek funds for the film until we hear the outcome of this application from trusts and statutory donors.

Funding and budget

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

NB: Please state all costs by financial year (1 April to 31 March) and in GBP. Budgets submitted in other currencies will not be accepted. Use current prices – and include anticipated inflation, as appropriate, up to 3% per annum. The IWT Challenge Fund cannot agree any increase in grants once awarded.

19. Co-financing

19a) Secured

Provide details of all funding successfully levered (and identified in the Budget) towards the costs of the project, including any income from other public bodies, private sponsorship, donations, trusts, fees or trading activity, as well as any your own organisation(s) will be committing.

(See Guidance note 4.4)

Confirmed:

19b) Unsecured

Provide details of any co-financing where an application has been submitted, or that you intend applying for during the course of the project. This could include co-financing from the private sector, charitable organisations or other public sector schemes.

Date applied for	Donor organisation	Amount	Comments

19c) Justification

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

(max 150 words)

EIA received a grant from the US Fish and Wildlife Service in September 2014 that has contributed to trips by EIA staff to Botswana and South Africa to gather footage and interviews for the enforcement film and which will be used to produce a rough cut of the film for the CITES SC meeting in January 2016. EIA's expenditure under the grant will end prior to 1 April 2016 and therefore we have not included it as cofinancing. Together with the USFWS grant and the funds being applied for no additional funding is needed to produce the film which is the reason why EIA has not sought co financing.

20. Capital items

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

(max 150 words)

There are no capital items included.

21. Value for money

Please describe why you consider your application to be good value for money including justification of why the measures you will adopt will secure value for money.

(Max 250 words)

EIA's reputed use of films and imagery means it is uniquely placed to carry out this project. EIA works extremely efficiently, relying on significant experience and existing, long-standing networks to further develop the film.

The film presents an opportunity to develop a visual narrative to convey complex issues in a digestible, easily accessible format – evidenced by the success of previous versions of the film. It is an extremely cost effective tool that can be incorporated easily into existing enforcement training.

The film will facilitate the participation of multiple stakeholders; whilst face to face training can be time consuming and costly, film has the potential to reach many people, particularly through remote access.

It can be distributed cost effectively by a variety of different means, determined by the requirements of the target audience and it can be continuously referred to – and where resources allow – updated over time.

Film allows for complex information gathered from multiple sources in source, transit and destination countries to be easily shared across and within stakeholder groups that would not otherwise have the opportunity to share information and experiences.

While trends in ivory smuggling (such as concealment methods) may change, time-tested methods of enforcement remain relevant. The film will focus on best practice required for successfully combating illegal ivory trade and will include enforcement actions that have been used for years in combating other forms of organised crime including intelligence-led enforcement.

22. Ethics

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

(See Guidance Note 5.4)

(Max 250 words)

The project is endorsed by a number of the countries taking part in it, as well as by national and international agencies working for the benefit of countries involved in and affected by elephant poaching and the trade in illegal ivory.

Based on feedback from a range of stakeholders, including those who have used the current version of the film, EIA will continue to consult with relevant national enforcement authorities and international bodies and conduct interviews to explore

knowledge, skills, challenges and best practice exercised in partner countries.

The film will include interviews with individuals across range, transit and end user countries, discussing their experience and valuing their local view. The information outlined in the film is designed to be easily shared across and within stakeholder groups that would not otherwise have the opportunity to share information and experiences.

All interviewees will give their written consent before taking part in the film and will be given the opportunity to view the film before it is finalised and shared more widely.

All consideration will be given to the health and safety of EIA staff and participants when travelling to the filming location or taking part in the production of the film.

Participants will be free to express their own experiences and opinions without influence from EIA. When information is presented as personal opinion this will be made clear and where information reflects EIA or third party research and analysis it will be referenced and validated.

23. Outputs of the project and Open Access

Please describe the project's open access plan and detail any specific costs you are seeking from the IWT Challenge Fund to fund this.

(See Guidance Note 5.5)

(Max 250 words)

The films will be supplied on branded memory sticks with content that has been programmed to allow navigation in a modular manner, in the same way that a DVD can be played on a computer, with menus and chapter navigations. There will also be additional written material.

All content will be accessible online on a dedicated and protected website. This will also be designed to ensure that the material can be viewed in an interactive manner with supporting written material.

EIA will create a simple phone app to have material sent directly to participants' phones. This will also be a mixture of written, video and interactive content.

Access is an important element of the project, and budget will be specifically allocated to the production and distribution of access materials. The film will be produced, distributed and made available to participants for free.

24. Project monitoring and evaluation

Logical framework

IWT Challenge Fund projects will be required to monitor (and report against) their progress towards their expected outputs and outcomes. This section sets out the expected outputs and outcomes of your project, how you expect to measure progress against these and how we can verify this.

This section uses a logical framework (logframe) approach. This approach is a useful way to take a logical approach to tackling complex and ever-changing challenges, such as tackling the illegal wildlife trade. In other words, it is about sensible planning.

Annex B in the Guidance Notes provides helpful guidance on completing a logical framework.

Impact

The Impact is not intended to be achieved solely by the project. This is a higher-level situation that the project will contribute towards achieving. All IWT Challenge Fund projects are expected to contribute to tackling the illegal wildlife trade and supporting poverty alleviation in developing countries.

(Max 30 words)

Reduction in poaching and illegal ivory trade and improvements in governance leads to recovery of African elephant populations, contributing to the ecological integrity of ecosystems and sustainable livelihood opportunities for local communities

Outcome

There can only be one Outcome for the project. The outcome statement is the overarching objective of the project you have outlined. That is, what do you expect to achieve as a result of this project? The Outcome should identify what will change, and who will benefit.

There should be a clear link between the outcome and the impact.

This should be a summary statement derived from the answer given to Questions 12, 13 and 14. (You may copy and paste the same answer as provided in Question 5 here).

(Max 50 words)

Better informed and equipped enforcement and prosecution communities in priority African Elephant range states, transit and ivory demand countries. Promotion of best practice positively influences criminal justice efforts in tackling elephant poaching and illegal ivory trade in priority countries, thereby reducing the impact of this threat to elephant populations.

Measuring outcomes - indicators

Provide detail of what you will measure to assess your progress towards achieving this outcome. For each indicator, you should be able to state:

- What is the starting point
- What is the expected change
- What the end point will be
- When the change will be achieved

You may require multiple indicators to measure the outcome – if you have more than 3 indicators please just insert a row(s).

Indicator 1	Increase by 80% by April 2018 in knowledge, confidence, and capacity of film participants in applying a range of techniques to better combat poaching and illegal trade such as: application of financial investigations to ivory cases, development of anti-poaching operations and inter-agency and international communication and cooperation regarding ivory cases.
Indicator 2	By April 2018 this training tool will have been embedded/integrated and institutionalised into at least 10 training programmes provided by CITES, INTERPOL, World Customs Organisation (WCO) and other

	relevant organisations, and a minimum of 25 national enforcement agencies.
Indicator 3	The adoption of methodologies covered in the film increases by April 2018 in focal countries. Measured by an increase in reported use of large-scale ivory consignments detected by controlled deliveries in line with legislation from a baseline of zero in 2015 to a target of two or more by April 2018 and an increase in reported use of risk assessments to identify illegal consignments from baseline of one country in 2015 to four countries or more by 2018.
Indicator 4	Number and diversity of multi-agency activities increases by April 2018: the types of activities include MoUs between ministries, multi-agency committees, dedicated operational units and short-term directed operations. Increase in the use of international alerts and notice systems for suspects, fugitives and criminal methodologies in relation to the illegal ivory trade to encompass input by all priority countries of one per year, each year 2017 and 2018.
Indicator 5	The adoption of financial investigation techniques (including anti-money laundering) in ivory trade or poaching related cases will increase in focal countries (to at least one case per year in both 2017 and 2018). We also anticipate an increase in prosecutions as a result of the project, although this increase is expected to be observed beyond the project timeframe due to the length of time it may take for a conclusion of a case to be reached.

Verifying outcomes

Identify the source material the IWT Challenge Fund (and you) will use to verify the indicators provided, and the progress made towards achieving them. These are generally recorded details such as publications, surveys, project notes, reports, tapes, videos etc. You should submit evidence of these with your annual reports.

Indicator 1	Participant surveys adapted from previous surveys used by EIA to gauge the impacts of enforcement training films and similar materials. Pre- and post-film assessments will take the form of semi-structured interviews, online questionnaires and bi-lateral discussions during follow-up outreach.
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Indicator 2	Structured feedback will be sought from key stakeholders such as WCO, INTERPOL, CITES and relevant national ministries. Official endorsements after final film is released, feedback forms sent by EIA to CITES Secretariat for dissemination, and feedback forms and online survey provided at training sessions.
Indicator 3	Information from Governments, law enforcement and prosecution agencies, NGO and specialist groups and media reports, with corroboration which involves several processes. EIA has a rigorous and tested method for tracking seizures of wildlife products, the enforcement methods used and for determining case outcomes. This method includes the analysis of official government figures and statements, media reports from reputable sources in multiple languages and civil society reports. All information is inputted into a database with all references cross-checked for consistency. Any discrepancies identified are verified by contacting the primary source directly and/or by using EIA's extensive network of on-the-ground informants.
Indicator 4	MoUs signed by different government and non-governmental stakeholders and agencies with an enforcement mandate. Verification of the establishment of multi-agency operations, committees etc will be achieved through analysis of government reports, CITES Standing Committee reports and EIA's informant network. Monitoring of INTERPOL website for international alerts and notices.
Indicator 5	EIA court case tracking in specific priority countries, reports from ICCWC members, reports and correspondence with law enforcement personnel, NGO and media reports. All references and reports will be cross-checked for consistency. Any identified discrepancies will then be verified through EIA's extensive on-the-ground informant network, including use of our own investigative unit.

Outcome risks and important assumptions

You will need to define the important assumptions, which are critical to the realisation of the *outcome and impact* of the project. It is important at this stage to ensure that these assumptions can be monitored since if these assumptions change, it may prevent you from achieving your expected outcome. If there are more than 3 assumptions please insert a row(s).

Assumption 1	EIA is given access in target countries to interview officials and film in key locations.
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Assumption 2	Enforcement community and related stakeholders remain committed to using and endorsing the film and Governments sustainably apply relevant resources for agencies to more effectively undertake and deliver mandates.
Assumption 3	Application of best practice and guidance provided in the film will be fully applied and lead to more effective wildlife crime law enforcement resulting in apprehension of offenders, disruption of criminal syndicates and prevention of elephant poaching and illegal trade in ivory.
Assumption 4	The film will facilitate increased awareness across all sectors leading to improved cooperation, awareness and understanding of a greater range of measures and interventions available to better combat poaching and illegal trade.

Outputs

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

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

Output 1	Production of authoritative and up-to date enforcement training film with supplementary chapters to combat elephant poaching and ivory smuggling along with relevant written material such as factsheets.
Output 2	Dissemination of training film to national and international law enforcement agencies in a variety of user languages and providing access through a variety of methods.
Output 3	Endorsement of the film by key agencies and widespread utilisation in government enforcement training courses.

Measuring outputs

Provide detail of what you will measure to assess your progress towards achieving these outputs. You should be able to state:

- What is the starting point
- What is the expected change
- What the end point will be
- When the change will be achieved

You may require multiple indicators to measure each output – if you have more than 3 indicators please just insert a row(s).

Output 1	
Indicator 1	Minimum of ten key stakeholders to take part in interviews for the film to include national governments and Intergovernmental organisations.
Indicator 2	Filming permitted in a minimum of four different jurisdictions.
Indicator 3	Minimum of three case studies covering all aspects of the enforcement chain included in the film.
Indicator 4	Stakeholder feedback received throughout development and production of the film to tailor to target audiences.

Output 2	
Indicator 1	Translated into a minimum of six languages.
Indicator 2	A minimum of 500 copies distributed either in DVD format or electronically.
Indicator 3	Film downloaded a minimum of 500 times from secure website, subject to access availability.
Indicator 4	Events held at a minimum of four relevant meetings to socialise the film.

Output 3	
Indicator 1	Number of agencies willing to endorse the final film production.
Indicator 2	Number of countries where the government agrees to include the film in training curricula.
Indicator 3	Engagement of countries expands upon existing, original version of the film.

Verifying outputs

Identify the source material the IWT fund (and you) can use to verify the indicators provided. These are generally recorded details such as publications, surveys, project notes, reports, tapes, videos etc.

Indicator 1	Formal acceptance letters and agreement with participants. The final production of the film.
Indicator 2	The final film production. Internal records of where and to whom the film has been distributed too. Website download reports. Participation at side events held at national and international meetings to socialise the film.
Indicator 3	Written endorsement letters. Written confirmation from stakeholders that the film has been used. Feedback forms and online survey

Output risks and important assumptions

You will need to define the important assumptions, which are critical to the realisation of the achievement of your outputs. It is important at this stage to ensure that these assumptions can be monitored since if these assumptions change, it may prevent you from achieving your expected outcome. If there are more than 3 assumptions, please insert a row(s).

Assumption 1	Participating governments and stakeholders remain committed to engaging in the production and dissemination process.
Assumption 2	Greater socialisation of the product leads to greater awareness and actionable results, supported by provision of sustainable resources by Governments.
Assumption 3	Timely access to relevant stakeholders, interviewees and on site filming opportunities

Activities

Define the tasks to be undertaken by the project to produce the outputs. Activities should be designed in a way that their completion should be sufficient and indicators should not be necessary. Risks and assumptions should also be taken into account during project design.

Output 1

Activity 1.1	Filming in Africa, Europe, and Asia
Activity 1.2	Scripting the film and supplementary chapters and developing the storyboard.
Activity 1.3	Production of graphics to visualise key facts and figures and written material such as factsheets.
Activity 1.4	Editing the film.
Activity 1.5	Collate and incorporate feedback on the rough cut of the film to incorporate stakeholder comments in final version.

Output 2	
Activity 2.1	Language translations.
Activity 2.2	Primary contacts within national and international agencies identified.
Activity 2.3	Creation of secure password-protected website to download the film.
Activity 2.4	Distribution at relevant meetings (INTERPOL, CITES SC, CTOC, WCO, UNODC, CCPCJ).
Activity 2.5	DVD and USB copies of the film distributed.
Activity 2.6	Supporting and reference materials distributed in accompanying fact sheets

Output 3	
Activity 3.1	Communication with agencies to seek endorsement and involvement.
Activity 3.2	Feedback on the use and relevance of the film collated from users.
Activity 3.3	Communication with enforcement agencies to confirm that the film has been adopted into training programmes.

25. Provide a project implementation timetable that shows the key milestones in project activities. Complete the following table as appropriate to describe the intended workplan for your project.

Activity	No of Months	FY 1				FY 2			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Output 1									
1.1	2	X	X						
1.2	2	X	X	X					
1.3	2	X	X	X					
1.4	2.5	X	X						
1.5	.5	X							
Output 2									
2.1	1	X	X						
2.2	.25		X						
2.3	.25			X					
2.4	1			X	X	X	X	X	
2.5	1			X	X	X	X		
2.6	1			X	X	X	X		
Output 3									
3.1	.25				X	X	X	X	
3.2	1.5				X	X	X	X	X
3.3	.5				X	X	X	X	

26. Monitoring and evaluation plan (M&E)

Describe, referring to the indicators above, how the progress of the project will be monitored and evaluated, making reference to who is responsible for the projects M&E.

IWT Challenge Fund projects will need to be adaptive and you should detail how the monitoring and evaluation will feed into the delivery of the project including its management. M&E is expected to be built into the project and not an 'add' on. It is as important to measure for negative impacts as it is for positive impact.

(Max 250 words)

Managed by the Campaigner, with input from the Intelligence Analyst, M&E is a key component of the project with specific associated activities that include consultation and evaluation prior to development of the final film. We plan to hire a consultant to assist us in determining behavioural change indicators that can be measured to assess impact.

Distribution of the film (500 in user languages) will be closely monitored through documenting and recording a comprehensive distribution list including the names, designation and contact details of those who have been provided with the film which can be used to verify the range and scope of impact of the film.

Feedback (feedback forms provided) from users of the film will be captured throughout Yr 1 and Yr2 and beyond. Every 6 months will be an email to everyone who has been sent the film for feedback.

Secure electronic password-protected website link to the film will be provided at the time of distribution. The number of visits to the password protected website containing the film will also be monitored and recorded.

Endorsements by national and international agencies, either by including the film into their curriculum on wildlife trade and law enforcement, or by referring to it in formal documents presented, for example, at CITES, will be recorded and monitored.

Law enforcement activities (where appropriate) and seizures will be recorded and documented to monitor improved enforcement efforts and increased cooperation and communication amongst enforcement agencies and stakeholders at national and international levels.

FCO notifications

Please check the box if you think that there are sensitivities that the Foreign and Commonwealth Office will need to be aware of should they want to publicise the project's success in the IWT Fund in the host country.

Please indicate whether you have contacted your Foreign Ministry or the local embassy or High Commission (or equivalent) directly to discuss security issues (see Guidance Notes) and attach details of any advice you have received from them.

Yes (no written advice) **Yes, advice attached** **No** **x**

Certification

On behalf of Directors of

Environmental Investigation Agency (UK) Limited

I apply for a grant of £134745 in respect of **all expenditure** to be incurred during the lifetime of this project based on the activities and dates specified in the above application.

I certify that, to the best of our knowledge and belief, the statements made by us in this application are true and the information provided is correct. I am aware that this application form will form the basis of the project schedule should this application be successful.

(This form should be signed by an individual authorised by the applicant institution to submit applications and sign contracts on their behalf.)

- I enclose CVs for project principals and letters of support.
- Our most recent signed audited/independently verified accounts and annual report are also enclosed.

Name (block capitals)	MARY RICE
Position in the organisation	Executive Director

Signed

A rectangular box containing a solid black square, indicating that the signature has been redacted.

Date:

12/10/2014

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

Checklist for submission

	Check
Have you read the Guidance Notes (guidance for applicants, financial information, schedule of terms and conditions)?	
Have you provided actual start and end dates for your project?	
Have you provided your budget based on UK government financial years i.e. 1 April – 31 March and in GBP?	
Have you checked that your budget is complete , correctly adds up and that you have included the correct final total on the top page of the application?	
Has your application been signed by a suitably authorised individual? (clear electronic or scanned signatures are acceptable, but not the use of a script font)	
Have you included a 1 page CV for all the Project Staff identified at Question 10, including the Project Leader?	
Have you included a letter of support from the main partner(s) organisations identified at Question 9?	
Have you included a signed copy of the last 2 years annual report and accounts for the lead organisation?	
Have you checked the IWT website on GOV.UK immediately prior to submission to ensure there are no late updates?	

Once you have answered the questions above, please submit the application, not later than midnight GMT on 12th October 2015 to IWT-Fund@LTSI.co.uk using the first few words of the project title **as the subject of your email**. If you are e-mailing supporting documentation separately please include in the subject line an indication of the number of e-mails you are sending (eg whether the e-mail is 1 of 2, 2 of 3 etc). You are not required to send a hard copy.

DATA PROTECTION ACT 1998: Information supplied in the application form, including personal data, will be shared between the Department and LTS for administration, evaluation and monitoring purposes. Some information, but not personal data, may be used by the Department when publicising the IWT Challenge Fund including project details (usually title, lead organisation, location and total grant value) on the GOV.UK and other websites. Personal data may be used by the Department and/or LTS to maintain and update the IWT Challenge Fund mailing list and to provide information to British Embassies and High Commissions so they are aware of UK Government-funded projects being undertaken in the countries where they are located.

ENVIRONMENTAL INFORMATION REGULATIONS 2004 and the FREEDOM OF INFORMATION ACT 2000: Information (including personal data) relating to the project or its results may also be released on request, including under the Environmental Information Regulations 2004 and the Freedom of Information Act 2000. However, Defra will not permit any unwarranted breach of confidentiality nor will we act in contravention of our obligations under the Data Protection Act 1998.