Department for Environment, Food and Rural Affairs

Application form for Illegal Wildlife Trade Challenge Fund Round 3
Stage Two

July 2016

Please read the guidance notes before completing this form. Where no word limits are given, the size of the box is a guide to the amount of information required. The guidance notes are available at:

https://www.gov.uk/government/collections/illegal-wildlife-trade-iwt-challenge-fund

1. Name and address of lead organisation

Notification of results will be by email to the Project Leader

Applicant Organisation Name:	TRAFFIC International
Address:	
City and Postcode:	
Country:	
Project Leader name:	Xu Ling, TRAFFIC Senior Programme Officer, China
Email:	
Phone:	

2. Stage 1 reference and project title

Stage 1 Ref: 289	Title (max 10 words): Combatting Global Wildlife Cybercrime: Building on Success in China

3. Project dates, and budget summary

Start date: 1 July 2017	End date: 30 June 2019	Duration :24 months		
2017/18 £142,533	**2018/19** £193,644	**2019/20** £27,686	**2020/21** £0	**Total request:** £363,863

Proposed (confirmed and unconfirmed) co-financing as % of total Project cost	%

4. Summary of Project

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

> (max 80 words)
>
> This project will reduce threats to wild species and rural livelihoods posed by growing wildlife cybercrime, by expanding use of successful approaches to tackling cybercrime in China. Activities include: research; working with social media, e-commerce and courier/logistics companies in China, Viet Nam, Cameroon and Tanzania to develop and implement Standard Operating Procedures (SOPs) to deter and prevent illegal wildlife trade; supporting SOP uptake; strengthening collaborations with enforcement agencies; and events with industry and government stakeholders to develop global best practices.

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. **This should be the same as the outcome statement given in Question 24.**

> (max 50 words)
>
> By equipping social media/e-commerce/courier/logistics companies and law enforcement agencies with tools to break links between illegal wildlife buyers and sellers and increasing enforcement and industry capacity in China, Viet Nam, Cameroon and Tanzania, the project will increase detection and action against cybercrime, thereby reducing associated threats to people and wildlife.

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

6.a Put an X in all that apply

(See Guidance Note 3.1)

1. Developing sustainable livelihoods for communities affected by illegal wildlife trade	

2. Strengthening law enforcement and the role of the criminal justice system	X
3. Reducing demand for the products of the illegal wildlife trade	

6b. 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 Notes 4.1 and Annex A)

Commitments made in the London Conference Declaration: IV, XIII, XV, XVI

Commitments made in the Kasane Statement: 1, 8

Commitments from the Hanoi Statement: Action C, Annex A (China), Annex B (Cameroon and China), Annex C (Cameroon, China and Viet Nam), Annex D (China)

---

7. Country(ies)

(See Guidance Notes 3.4 and 4.4)

Which eligible country(ies) will your project be working in? You may copy and paste this table if you need to provide details of more than four countries.

Country 1: China	**Country 2: Viet Nam**
Country 3: Tanzania	**Country 4: Cameroon**

8. About the lead organisation:

What year was your organisation established/ incorporated/ registered?	**Registered in 1999 (first established in 1976)**	
What is the legal status of your organisation?	NGO	Yes
	Government	No
	University	No
	Other (explain)	

How is your organisation currently funded?	(Max 100 words)
	TRAFFIC recognizes two general categories of funding – unrestricted and restricted funds. Unrestricted funding may be used for any purpose within the charitable objectives of TRAFFIC International and approved by the Board of Trustees. Main sources of unrestricted funding include WWF and IUCN as well as project support fees, and contributions from trusts and foundations, corporate and individual donors. Restricted funding is allocated to specific activities and outputs, normally agreed under the terms of a specific project contract with attached budget. Restricted funds are received from a variety of sources including WWF and IUCN, governments, multi-lateral agencies and foundations.
Have you provided the requested signed audited/independently examined accounts? **Note that this is not required from Government Agencies**	Yes

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	Reducing Tiger Trade Between South Asia and China
Contract Value/ Project budget	
Duration	July 2013 – June 2016
Role of organisation in project	Project Lead

Brief summary of the aims, objectives and outcomes of the project.	*Aim: To make a significant contribution to protecting wild Tiger populations through securing a major reduction in trade of Tiger products within and to China by 2016* Objectives 2 and 3 are relevant to wildlife cybercrime and capacity building within/out of China: *1. Mobilize China's Government, private sector and civil society (consumer base) to act against and ultimately eliminate trade and use of Tiger products.* ⌈L⌉⌊SEP⌋ *2. Mobilize and empower governments in countries with wild Tiger populations and/or those being used as transit points for smuggling Tiger parts* Outcomes: *Enforcement departments in western China provinces have enhanced ability to combat illegal trade in Tiger and other endangered species; Increase in wildlife detector dogs are working against wildlife smuggling; Increase in law enforcement efforts against illegal trade in Tiger and other endangered species products.* ⌈L⌉⌊SEP⌋*Seventeen leading courier/logistics companies operating in China, including EMS, DHL, FedEx, TNT and SF Express, made a public declaration pledging their zero tolerance towards illegal wildlife trade; Online training on online illegal trade of endangered spices in relation to courier/logistics companies; TRAFFIC Report: "Moving targets: Tracking online sales of illegal wildlife products in China" was released in March 2015 indicating the new trend of online illegal wildlife trade to social media platform based trade. WeChat (the most popular social media app in China) posted a notification on the punishment and management on the illegal wildlife trade through its platform, which delivered a clear message against illegal wildlife trade.*
Client contact details (Name, e-mail, address, phone number).	Funded by WWF UK, WWF contact: Rebecca May

Contract/ Project 2 Title	Demand Reduction, Enforcement and Policies supporting the conservation of Elephants and Rhinos - DETER
Contract Value/ Project budget	

Duration	1 September 2015 to 30 April 2017
Role of organisation in project	Project Lead
Brief summary of the aims, objectives and outcomes of the project.	- Coordinating initiatives to reduce the demand for elephant ivory in China and rhino horn in Viet Nam by 30%. This is achieved through the convening, guiding and facilitating of government, commercial and civil society leadership in targeted behaviour change activities, thereby driving change from within society amongst key consumer groups. - Increasing stakeholder understanding around elephant ivory and rhino horn trade dynamics: through physical and online market monitoring and research, and the provision of critical intelligence and other assistance to law enforcement officials in key countries. - Enhancing the knowledge, skills and abilities of those in a position to take action to mitigate the trafficking of elephant ivory and rhino horn products in key countries; through a capacity building programme directed at government regulators and law enforcers. - Supporting, guiding and facilitating collaborative law enforcement relationships between select countries in **Africa** and **Asia** with national, regional or international counterpart authorities; through the identification of synergies and other opportunities to stimulate and/or strengthen integrated approaches; as well as through the provision of actionable and/or technical information, in order to inform the efficient and effective execution of joint operations
Client contact details (Name, e-mail, address, phone number).	Funded by German Development Agency GIZ. Contact: Klemens Riha

Contract/ Project 3 Title	Starving the Supply – Interventions to curb illegal trade from Southeast Asia into Southern China
Contract Value/ Project budget	
Duration	July 2014 – Jun 2016
Role of organisation in project	Project Lead

| Brief summary of the aims, objectives and outcomes of the project. | Sharing of illegal wildlife trade information facilitates intelligence-led law enforcement approaches among Chinese government agencies at provincial, national and international levels.

Innovative approaches are developed, deployed and promoted to combat wildlife crimes in China and Southeast Asian countries using wildlife detector dogs.

Capacity of enforcement officials is enhanced by participating in targeted inter-agency training events and through support to inter-agency enforcement actions.

Trans-boundary collaboration to combat cross-border wildlife smuggling between China and Viet Nam/Laos/Myanmar is strengthened.

Supply of and demand for illegal wildlife products are reduced by conducting trainings, awareness raising and social marketing campaigns. |
|---|---|
| Client contact details (Name, e-mail, address, phone number). | Funded by : Critical Ecosystem Partnership Fund

Contact: Jack Tordoff, Managing Director, |

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. **Details on roles and responsibilities in this project must be given for the Lead Organisation and all project partners**.

Lead Organisation name:	**TRAFFIC International**
Website address:	**www.traffic.org**

| Details (including roles and responsibilities and capacity to engage with the project): (max 200 words) | TRAFFIC's mission is to ensure that trade in wild animals and plants is not a threat to the conservation of nature. TRAFFIC works through a network of regional offices co-ordinated by TRAFFIC International in Cambridge, UK. TRAFFIC offices in Tanzania, Viet Nam, Cameroon, Hong Kong and China will be involved in this project, making full use of the network's expertise, and ensuring synergies with ongoing work which compliments this project.

TRAFFIC combines research, analysis, targeted communications, advocacy, capacity building and other approaches to reduce illegal and unsustainable trade, collaborating with governments, businesses, inter-governmental organisations, traditional medicine associations, NGOs and others.

TRAFFIC's work on wildlife cybercrime in China spans over 10 years, including: regular monitoring of online trade in illegal wildlife products in Chinese-based websites and social media platforms; real-time information sharing with enforcement agencies and e-commerce companies; training for e-commerce companies to improve their capacity on deterring illegal wildlife trade; a detailed analysis of trade dynamics in China and pledge events on zero-tolerance towards illegal wildlife trade in e-commerce platforms and the transportation industry. To date, TRAFFIC's work on wildlife cybercrime focused on China, the understanding of wildlife cybercrime in other countries and related partnerships remain limited. |
| --- | --- |

Partner Name:	Tencent
Website address:	www.tencent.com

Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)	Tencent is a leading Internet platform in China and has brought together China's largest Internet community to meet the various user needs including communication, information, entertainment and financial services. Users of WeChat (mobile text and voice messaging communication service developed by Tencent) in 2016 have reached 806 million. Many problems are emerging on the platforms, including the advent of illegal wildlife trade on the platform. Tencent has been working closely with TRAFFIC on combating wildlife cybercrime, particularly through information sharing, capacity building and consumer awareness raising – e.g. the "Taking a Byte out of Wildlife Cybercrime" event. Tencent and TRAFFIC have signed a strategic MoU to jointly tackle illegal wildlife trade. In this project, Tencent will be engaged in developing a SOP manual on preventing and detecting online illegal wildlife trade, co-hosting a review workshop to finalise the manual and a training event for itself and other e-commerce companies on how to integrate the finalised SOP manual in their daily work. They will also be participating in global cybercrime events to share experiences, and co-organising a training event for e-commerce companies from Viet Nam, Cameroon and Tanzania to improve their capacity on preventing and detecting illegal wildlife trade online.
Have you included a Letter of Support from this organisation?	Yes

Partner Name:	SF-Express
Website address:	http://www.sf-express.com

Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)	SF-Express is a leading courier company in China which has committed to improving service quality and infrastructure, developing IT technologies and equipment, and automating its operations. SF-Express now services every corner of mainland China. In addition, it owns 30 all-cargo aircrafts and with Shenzhen and Hangzhou as dual hubs, SF-Express has established an airline network covering the entire country. Meanwhile, SF-Express has been expanding its Worldwide Express Services in Viet Nam, Singapore, Malaysia, Thailand, USA, Japan, South Korea, Australia and Mongolia. In the past two years, SF-Express has been working with TRAFFIC to increase staff capacity to detect illegal wildlife products during transportation.
	For the proposed project, SF-Express will be engaged in developing a SOP manual on detecting and deterring illegal wildlife products for the transportation sector, co-hosting a review workshop to finalise the manual and a training event for itself and other e-commerce companies on how to use the manual in their daily operations. They will also participate in relevant global events to share experiences, as well as co-organising a training event for courier/logistics companies from Southeast Asia and Africa to improve their capacity in tackling wildlife trafficking.
Have you included a Letter of Support from this organisation?	Yes

Partner Name:	China CITES Management Authority
Website address:	http://bwwz.forestry.gov.cn

| Details (including roles and responsibilities and capacity to engage with the project): (max 200 words) | China's CITES Management Authority is responsible for dealing with issues relating to the import and export of CITES-listed species, products and derivatives. Its division for Enforcement & Training is responsible for capacity building and coordinating wildlife enforcement with other departments in China at national and provincial levels, as well as externally other countries.

Building on its mutual trust-based collaboration with TRAFFIC on multiple facets of wildlife trade over many years (including capacity building for law enforcement and CITES implementation), China's CITES MA will work together with TRAFFIC, internet companies, source and transit countries, and related experts to develop best practices to improve domestic measures and international co-operation targeting wildlife cybercrimes. Specific activities include supporting the development of SOPs for social media, e-commerce and courier/logistics companies, organising an international training event for law enforcement agencies from transit and source countries, and sharing China's experience in combating wildlife cybercrime at relevant international conferences. |
|---|---|
| Have you included a Letter of Support from this organisation? | Yes |

Partner Name:	Criminal Science and Technology Department, Nanjing Forest Police College
Website address:	http://xsjsx.forestpolice.net

Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)	The Nanjing Forest Police College was established in 1994 as the only university in China to train forest police officers. It is jointly managed by the State of Forestry Administration and Ministry of Public Security. As the training centre for wildlife law enforcement officials in China, the Nanjing Forest Police College has a very strong team of experts for education, research and training. The department of Criminal Science & Technology operates a National Wildlife Judicial Identification Centre and provides vital support to enforcement agencies through the development and use of technologies for wildlife detection, and for tackling new and emerging types of wildlife crime. In the proposed project, the Nanjing Forest Police will be involved in conducting research on combating wildlife cybercrime together with the National Forest Police Bureau and key social media and e-commerce companies; helping to develop separate SOP manuals for social media and e-commerce companies and courier/logistics companies on detecting and combating illegal wildlife trade; co-hosting domestic training events for social media, e-commerce and courier/logistics companies and enforcement officials, as well as regional/international training for global social media, e-commerce and courier/logistics companies.
Have you included a Letter of Support from this organisation?	Yes

Partner Name:	Cameroon CITES Management Authority
Website address:	http://www.minfof.gov.cm/

Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)	The CITES Management Authority (MA) in Cameroon is the Ministry of Forestry and Wildlife. The MA therefore has the remit for protecting and enforcing both national wildlife laws and relevant international agreements on biodiversity and especially protected and endangered species. The CITES MA will provide the framework and enabling environment for the effective implementation of the proposed project. The MA will be responsible for convening and chairing the meetings of the project stakeholders and will be one of the key beneficiaries of the project's training component. It is hoped that the MA will be encouraged to institutionalise wildlife cybercrime monitoring as an additional mechanism for the fight against IWT as a result of its involvement in the project.
Have you included a Letter of Support from this organisation?	No. The process has been initiated but since the letter will need to be signed by the minister himself, it will require at least one month for the process to be completed.

Partner Name:	DHL eCommerce
Website address:	http://www.dhl-usa.com/en/ecommerce.html

Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)	DHL eCommerce, a division of the world's leading logistics company, Deutsche Post DHL Group, provides domestic and international standard parcel services for business customers as well as e-commerce logistics and facilitation services globally, and has also announced plans to grow its overall presence in China by over 50% as online retail and the corresponding demand for quality logistics solutions continues to soar. As part of this, the company has opened its new DHL eCommerce Shenzhen Distribution Center, and will also expand existing distribution centres in Shanghai and Hong Kong to support the growth of online retailers. DHL has been a partner of TRAFFIC since early 2015. The key objective of collaboration is to enhance the ability of DHL staff to detect shipments of illegal wildlife. In addition, DHL is one of the signatories of the United for Wildlife Transport Taskforce Buckingham Palace Declaration. DHL can be considered to be a sectoral champion in combating wildlife trafficking. DHL will provide its in-house expertise and will share lessons learnt in the review process of the SOP. Potential opportunities for distributing the project's tools through their global network will be pursued as well.
Have you included a Letter of Support from this organisation?	Yes

Partner Name:	Viet Nam E-commerce Association (VECOM)
Website address:	www.vecom.vn/en

Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)	Viet Nam E-commerce Association (VECOM) is a non-governmental organisation, established by Ministry of Home Affairs on 25 June 2007. Its membership includes e-commerce companies, including those that provide e-commerce services as one part of their operations, as well as individuals and organisations that conduct research and advisory services. VECOM aims to provide a fair and safe platform for its members, and to promote the development of e-commerce in Viet Nam. In the proposed project, VECOM will provide their support to review and localize the SOP manual for social media and e-commerce companies, as well as to promote its adoption and use in Viet Nam. In addition, VECOM will also help organise representatives from local online companies to attend training events in China on preventing and detecting illegal wildlife trade online, and to participate in a study tour in China where they can engage with enforcement officials, social media and e-commerce champions in China.
Have you included a Letter of Support from this organisation?	Yes

Partner Name:	Viet Nam Automobile Transport Association (VATA)
Website address:	http://www.hiephoivantaioto.vn/

Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)	Viet Nam Automobile Transport Association (VATA) is a voluntarily professional association with members from the freight transportation services sector. Since the establishment of VATA, its membership has reached over 1,500, with up to 50 provincial sub-units. The association aims to gather and unite all members, providing legal support and assistance in growing their business in Viet Nam. In the proposed project, VATA will be engaged in reviewing and localising the SOP for courier/logistics companies, as well as promoting the adoption and use of the SOP in Viet Nam. Meanwhile, VATA will be sending representatives from Viet Nam to SOP training events in China, and to participate in a study tour in China where they will engage with enforcement officials and courier/logistics champions in China.
Have you included a Letter of Support from this organisation?	Yes

Partner Name:	The Tanzania Truck Owners Association (TATOA)
Website address:	www.tatoa.co.tz

Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)	The Tanzania Truck Owners Association (TATOA) is a voluntary business membership based association of truck owners involved in cargo freighting business in and outside the United Republic of Tanzania. Its members also cover the whole of Tanzania, but emphasis lies in transit cargo transportation within the Great Lakes region and SADC countries encompassing DRC (Katanga, North & South Kivu Provinces), Zambia, Malawi, Zimbabwe, Rwanda, Burundi, Uganda, and South Sudan. In the proposed project, TATOA will be engaged in reviewing and localising the SOP for courier/logistics companies, as well as promoting the adoption and use of the SOP in Tanzania. Meanwhile, TATOA will be sending representatives from Tanzania to SOP training events in China, and to participate in a study tour in China where they will engage with enforcement officials and courier/logistics champions in China.
Have you included a Letter of Support from this organisation?	Yes

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?
Xu Ling	Project Leader, responsible for coordinating the work in China, Viet Nam, Cameroon and Tanzania	30%	Yes
Yannick Kuehl	M&E leader, responsible for monitoring and evaluating the project's implementation	10%	Yes

Zhou Fei	Project implementation, working closely with the government in China	10%	Yes
Xiao Yu	Project implementation, working closely with the government, training college, and courier/logistics companies in China	50% year 1, 40% year 2	Yes
Guan Jing	Project implementation, working closely with social media and e-commerce companies in China	50% year 1, 40% year 2	Yes
Nguyen Tuyet Trinh	Project implementation, responsible for coordinating all related work in Viet Nam	5% year 1, 20% year 2	Yes
William CROSSMARY	Project implementation, responsible for coordinating all related work in Tanzania	5% year 1, 20% year 2	Yes
Kpwang Abessolo Francois	Project implementation, responsible for coordinating all related work in Cameroon	5% year 1, 20% year 2	Yes

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. Tiger	2. Elephant
Panthera tigris	*Loxodonta africana*

	Elephas maximus
3. Rhino *Ceratotherium simum* *Diceros bicornis* *Dicerorhinus sumatrensis* *Rhinoceros unicornis* *R. sondaicus*	**4. Hawksbill turtle** *Eretmochelys imbricata*
5. Leopards *Panthera pardus* *P. uncia* *Neofelis nebulosa*	**6. Pangolin** *Manis crassicaudata* *M. culionensis* *M. javanica* *M. pentadactyla* *Phataginus tetradactyla* *P. tricuspis* *Smutsia gigantea* *S. temminckii*
7. Saiga antelope *Saiga tatarica*	**8. Helmeted hornbill** *Rhinoplax vigil*

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) This project will address the increasing threats to wildlife posed by wildlife cybercrime associated with markets in China. TRAFFIC's monitoring work has shown that the illegal wildlife trade in China has shifted from physical markets to e-commerce platforms, and is now moving towards social media platforms – with a worrying trend in the scale of illegal wildlife trade on Chinese social media. The size of illegal online wildlife trade in Viet Nam, Cameroon and Tanzania is largely undocumented, but there is a need to start monitoring these online activities and to work on preventing this illegal trade. By learning from China, these source countries can be effectively supported to combat such crimes.

Through direct access to the goods, courier/logistics companies are in a good position to stop illegal wildlife trade. The logistics industry is crucial link between e-commerce buyers and sellers. Wildlife cybercrime, where products are trafficked by courier/logistics companies, has unique characteristics, including the anonymity offered to senders and receivers. This remains a fundamental challenge for law enforcement.

The proposed project is therefore vital in enabling the project partners to prevent, detect and combat wildlife crime, given the rapidly changing modalities of illegal trade – through the application of standardized procedures (SOPs). Taking advantage of TRAFFIC's insights into the illicit flow of wildlife globally, the main beneficiaries of this project will be government authorities, the e-commerce, social media and logistics sectors. Drawing from China's experience in tackling wildlife cybercrimes, the proposed project will make use of established industry relationships to influence monitoring and enforcement efforts in key range, transit and consumption countries. The project will help e-commerce/logistics industries to increase needed capacity to detect and deal with suspected wildlife products and cooperate with enforcement agencies for further investigation.

Specifically, the project will involve training for social media, e-commerce and courier/logistics companies, and enforcement officials in China, Viet Nam, Cameroon and Tanzania. The SOPs developed for the e-commerce and logistics sector will be shared with relevant stakeholders, also in other countries and through international partners.

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 Section 3, before answering this question.

(Max 750 words - this may be a repeat from Stage 1, but you should update or refine as necessary. Tracked changes are **not** required.)

TRAFFIC has been monitoring and working to combat illegal wildlife trade online in China for over 10 years. Regular information exchange and training for website managers and enforcement agencies have prompted China's major e-commerce and social media companies to increase its vigilance, in terms of efforts to continuously remove advertisements and to take enforcement actions. This has led to a dramatic reduction in advertisements for suspect wildlife products: the most recent monitoring results indicate a 15% reduction in advertisements for ivory products from 2015 to 2016.

Despite this, around 10,000 new advertisements per month continue to be posted on monitored websites. Sellers have been found to move to new, less regulated online marketplaces; they are also increasingly using social media platforms, where it is easy to remain anonymous when conducting illegal transactions. This indicates that the current information exchange does not yet address wildlife cybercrime effectively.

In 2014, TRAFFIC signed a strategic Memorandum of Understanding (MoU) with Alibaba, in order to better combat wildlife cybercrime and educate consumers, as well as a MoU with Tencent to combat illegal wildlife trade on WeChat.

Products sold online are typically shipped using courier/logistics companies. On World Wildlife Day in March 2015, as part of a joint initiative by the China CITES MA, China Postal Bureau and TRAFFIC, representatives of 17 leading courier companies made a public declaration pledging their zero tolerance towards illegal wildlife trade.

TRAFFIC has also developed awareness raising materials for members of The Viet Nam Automobile Transport Association (VATA) in order to minimise the risk for local courier/logistics companies in transporting illegal wildlife products.

TRAFFIC is currently partnering with various air transport companies, as part of the USAID funded Reducing Opportunities for Unlawful Transport of Endangered Species (ROUTES) partnership, to reduce the unwitting carriage of illegal wildlife products.

This proposed project builds on the reach and depth of the ROUTES partnership, by providing a system for strengthening and replicating model approaches from China. Partnership engagement will be expanded to target the social media and courier/logistics sectors, as well as law enforcement agencies in Viet Nam, Cameroon and Tanzania. The specific methodologies to undertake and manage the work of this project will include:

1. Research

Identifying suspected illegal trade via online communities in China, Vietnam, Cameroon and Tanzania: Automated screening methods used to monitor over 30 e-commerce websites in China and identified websites in the other three key countries along the supply chain of illegal wildlife products linking to the China market; activity on a further

100 suspected social media accounts in China will be monitored manually.

Identifying key players, platforms and countries, forming links to online illegal trade chains involving China: collaborative research by TRAFFIC and the Nanjing Forest Police College.

Illuminating key characteristics and *modus operandi* of wildlife cybercrime: Collaborative research by TRAFFIC, Nanjing Forest Police College, e-commerce companies and associations to document international wildlife cybercrime patterns and practices.

Research will be shared directly with relevant government agencies and inter-governmental organsations including CITES, INTERPOL, WCO and UNODC to support enforcement actions. Analyses will also be published to inform government and private sector actions at local, regional and global levels. Research will also inform development of SOPs and training materials.

2. Tool development

TRAFFIC will work with Tencent, VECOM and other e-commerce partners to develop a SOP manual on deterring wildlife cybercrimes; and with NFPC, DHL eCommerce, SF-Express, VATA and other courier/logistics partners to develop a separate SOP manual on detecting illegal wildlife products during shipment. Through the SOPs trainings (see below), courier companies will understand and implement laws & regulations, will be better able to assess the likely legality of wildlife products in transportation and will know how to work with enforcement agencies for further investigation of suspect shipments. In addition, through the application of standardized procedures, awareness of illegal wildlife trade in courier companies will be increased – on management and operational level.

TRAFFIC and partners will convene workshops and consult with respective experts from enforcement agencies and companies in China and other target countries to review and refine the SOP manuals. Finished products will be produced in Chinese, English, Vietnamese, Kiswahili and French, and will be distributed for use in these sectors in target countries, and internationally. The Chinese government suggested that the SOPs might be integrated into future relevant governmental regulations in China.

3. Training

TRAFFIC and NFPC will design and deliver training to law enforcement agencies in China, to increase awareness of and capacity to detect and combat wildlife cybercrime. In cooperation with China's CITES MA, TRAFFIC and partners will organise similar training workshops for law enforcement agencies from Viet Nam, Cameroon and Tanzania.

Multi-country training events for e-commerce and courier/logistics companies from China, Viet Nam, Cameroon and Tanzania will be held in collaboration with

Tencent/Alibaba and SF-Express/DHL. These training events will also enable to companies to use, apply and adapt the SOPs – even after project end.

Actions listed above will complement and be coordinated with other initiatives.

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.

If your project is focused on demand reduction, it can be harder to make a direct link between your project and beneficiaries in low income countries. Demand reduction projects should clearly demonstrate their indirect links to poverty reduction, for example, by identifying the source countries for the products concerned.

(Max 750 words)

This project will benefit people living in low-income countries that are being subjected to poaching and trafficking of endangered species and their products, at the source of the trafficking chain. An escalation of poaching in Southeast Asia and Africa to meet China's markets for wildlife products affects local communities in many ways. It can impact negatively on livelihoods as security threats from poachers and traffickers has an adverse effect on tourism, as well as a devastating effect on wildlife populations and wider economic losses. The associated job opportunities arising from tourism would also be compromised. Communities that reside in areas of where the poaching and trafficking of wildlife takes place are often disproportionately affected, often to the detriment of the majority. Illegal wildlife trade has been linked to weapon proliferation and violence in local communities, and the undermining of local governance structures and social stability. Women and children, which are particularly vulnerable in such situations, would be prime beneficiaries if the project outcomes are achieved.

There are other trickle-down benefits to reducing market demand and availability of illegal wildlife products, particularly in terms of a reduced financial and manpower burden on law enforcement in range countries, e.g. Cameroon and Tanzania.

This project will have wide-reaching impact on various different groups within China. Primary beneficiaries in China are the social media, e-commerce and the courier/logistics sectors as well as respective companies involved in the illegal transport of wildlife products out of China. The project helps to promote legal and transparent supply chains, and ultimately sustainable business development and corporate social responsibility, and may eventually help to foster good practices in transit and source countries as well.

A key outcome of the project is the enhancement of wildlife law enforcement capacity and overall compliance of law and regulations concerning the online trade in wildlife products. In this regard, the project will be assisting governments in China, Viet Nam, Cameroon and Tanzania to carry out its commitment to the new CITES decision on 'Combating Wildlife Cybercrime', which was adopted during CITES CoP17.

Through the development of the SOPs, the project seeks to assist and support the corporate sector (social media, e-commerce and courier/logistics companies) in tackling the illegal wildlife trade through an innovative model that is integrated into their everyday operations, boosting their capacity to comply with the law, and – thus – their capacity to increase detection of illegal wildlife trade. This project will also provide a much needed understanding of the scope of wildlife cybercrime in Viet Nam, Cameroon and Tanzania. This project will directly support efforts by social media and e-commerce companies in China, Viet Nam, Cameroon and Tanzania, to reduce the availability of endangered species products in online platforms.

This project will likely support and drive investments in law enforcement actions that can more effectively address illegal wildlife trade in the project's target countries. This is achieved by taking a more holistic and collaborative approach in combating illegal

wildlife trade from a cross-national perspective.

Project activities will also support existing efforts on-ground and in-country, including efforts conservation and civil society groups that are working to protect endangered species in Asia and Africa. For example, the project will also be embedded in TRAFFIC's work to strengthen Tanzania's judiciary (prosecutors and magistrates) on combating wildlife crime, identifying the involvement of the e-commerce and transport sector within this proposed project is a key step in that process.

The proposed project will also create new and needed partnerships to combat illegal wildlife trade partnerships. For example, in Tanzania where there is currently no partnership between the transport industry and wildlife conservation stakeholders (e.g., CITES MA). The proposed project will provide government agencies in Cameroon with capacity and tools to combat wildlife cybercrime – which they would not have without this proposed project. After project end, TRAFFIC plans to continue to engage and promote partnerships with involved governments and businesses to continue to combat wildlife cybercrime. Lessons learned from the project will also be disseminated to a number of other key audiences, including representatives from source countries, other current consumer markets and conservation groups, enabling the building of knowledge amongst key partners and stakeholders in conservation.

In general, the proposed project will help to break links between illegal wildlife buyers, sellers and poachers. Through increasing law enforcement and industry capacity and willingness to detect and respond to illegal wildlife trade in China, Viet Nam, Cameroon and Tanzania, the project will contribute to reducing that trade, and thereby make a significant contribution to wider combined efforts to reduce poaching and associated risk to wildlife and security and livelihoods for local communities.

15. Gender

(See Guidance Note 3.5)

Under the International Development (Gender Equality) Act 2014, all applicants must consider whether and how their project will 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)

TRAFFIC has a non-discrimination policy in relation to gender; project staff includes a proportional balance of both women and men. A gender sensitive approach will be taken in designing research activities, and in the design and delivery of the SOPs and associated training materials. TRAFFIC will strive to achieve gender balance with regards to participation in and leadership/facilitation of project meetings, workshops and other events in order to promote gender equality. The requirement on gender equality will be specifically noted in the invitation letters of all workshops, study tours and training events, particularly international training events for enforcement officials, social media, e-commerce and courier/logistics companies. TRAFFIC includes a gender perspective within its assessment of project impact. This assessment will be done in cooperation with partners and other organisations working in source and transit countries.

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)

All species listed in Section 11 are classified as Threatened on the IUCN Red List due to population declines. Poaching and trafficking to supply Chinese markets is one of the major factors in their decline. Through this project, China, together with Viet Nam, Cameroon and Tanzania will be supported to scale-up efforts and collaborate to crack illicit supply chains, and reduce the availability of endangered wildlife products in the online platforms of these four countries. This will also directly assist these countries in their commitment towards ratifying the new CITES Decision "Combating Wildlife Cybercrime," and then ultimately influence the conservation of CITES-listed species, particularly the endangered species in this proposed project.

The long term impact of this project will be a reduction in the incentives that drive poaching to supply illegal wildlife markets in Asia, and thereby reduce poaching levels overall. This will in turn support the stabilization, and then recovery, of the identified species populations, reducing a major threat to their native ecosystem. Hence it will support the restoration of the ecological balance of respective habitats.

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)

To ensure sustainable outcomes and impacts, the SOPs will be widely mobilised and adopted by e-commerce/logistics industry in China, Viet Nam, Cameroon, Tanzania and possibly other countries. The project will aim to catalyse governments to allocate additional resources in combatting wildlife cybercrime, and work with businesses to provide long-term support to increase compliance. From TRAFFIC's work to date, it is clear that the government and related industries have a need and interest for these SOPs, and will have a strong interest in maintaining and updating them as necessary following the project's conclusion.

For example, during the World Wildlife Day on 3 March 2017, the Chinese government recommended that the SOPs form not only part of a Code of Conduct for the e-commerce/logistics industry. Further, the Chinese government has indicated that the SOPs might be integrated into relevant government regulations in China and likely in other target countries, particularly those trade with China. The translated versions will be localised and distributed through local TRAFFIC offices. Through the involvement of industry associations, the global network of private sector partners (e.g. DHL and SF-Express) as well as related global initiatives (e.g. ROUTES) the project will ensure that outputs will be used on a wider scale after the project ends. Partners have already committed to support this.
Funding from other sources continue to be sought, with the aim of increasing the number of companies and countries in which the approaches and methodologies will be used.

18. Funding

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

(Max 200 words):

TRAFFIC has obtained sporadic funding for online monitoring and general training of enforcement officials and courier/logistics companies. This has been targeted at identifying the trends of illegal wildlife trade – e.g. the move from traditional 'physical' markets to e-commerce and social media platforms in China, Japan, Malaysia and elsewhere. Ongoing monitoring and engagement with key actors is needed to support governments and businesses to effectively reduce wildlife cybercrime. This includes the development of a specific SOP manual to guide their daily operations.

There are several creative and unique aspects in this project, including:

- In-depth knowledge of supply chains connecting African and Southeast Asian countries with Chinese end-use market consumption
- Joint efforts on combating wildlife cybercrimes by enforcement agencies, private sectors and NGOs
- Bridging critical gaps in the understanding of wildlife cybercrime in Viet Nam, Cameroon and Tanzania
- SOP manuals for the e-commerce and logistics sectors in China, Viet Nam, Cameroon and Tanzania
- Viet Nam, Cameroon and Tanzania will benefit from experience in China and exchange insights

Although these activities are new, TRAFFIC has laid a firm foundation to ensure successful delivery through its excellent relationships with all project partners and an experienced implementation team – even after project end.

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

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?

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.

Funding and budget

Please complete the separate Excel spreadsheet which provides the Budget for this application. Some of the questions earlier and below refer to the information in this spreadsheet.

https://www.gov.uk/government/collections/illegal-wildlife-trade-iwt-challenge-fund

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 "Financial Information for IWT" and Guidance Note 3.4)

Confirmed:

China CITES MA and **Forest Police** officials will cover their own travel costs to national enforcement events in Y1 and Y2. Chinese government agencies do not normally provide direct financial support to activities of international NGOs, but they are willing to provide in-kind support to the proposed project. Their reimbursement standard of their hotel cost per night is around GBP, and the average transport fee (flight or train) is about GBP per round-trip, so for a 2-day training with 40 participants, the cost to be covered by the government is per training. For two of the training events, the total cost contributed by the government is GBP.

WWF UK: GBP through the "Creating Missing Links in Reducing Tiger Trade in China" project towards reducing trade in Tiger products within China by at least one-third by 2019. WWF UK will provide needed co-financing for aspects of online monitoring of illegal wildlife trade in China, developing Chinese SOP manuals for social media, ecommerce and courier/logistics companies, and promoting the wider use among the private sector in China.

Project Dates: July 2016 – June 2019

USAID:, (confinancing for workshops) and a further (to be confirmed) in kind contribution through the ROUTES project towards disrupting wildlife trafficking by reducing the use of illegal transportation supply chains, including the improvement of capacity, empowerment and sensitization of transport sector personnel through the provision of trainings and training tolls that can be institutionalized to meet the needs of companies and support changes in policy. ROUTES will contribute in kind for reviewing and distributing SOP manuals and protocols for courier/logistics companies in China, Viet Nam, Cameroon and Tanzania, as well as directly supporting international training events for the transport industry. The ROUTES support will allow the proposed project to leverage additional potentials and to extend impacts beyond its original countries and project partners.

Project Dates: October 2015 -September 2020

The Arcadia Fund:, through the "Reducing trade threats to Africa's wild species and ecosystems (RETTA)" project towards strengthened knowledge and action in Africa and beyond. The Arcadia Fund will provide co-financing for additional staff from Africa to attend on-line monitoring training in China and support to undertake one off online surveys in Cameroon and Tanzania.

Project Dates: October 2016 – September 2020

Several of the project partners have confirmed that they will support this project through in-kind contributions (see letters of support). At this stage, the scale of their contribution cannot be quantified. Even though these partners will actively contribute to achieving the impacts of this project, DEFRA IWTCF will not need to cover their staff cost expenses.

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)

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)

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)

This proposed project will result in needed additional outcomes, beyond the already funded work. Through co-financing the scope and reach of these projects will be widened. Partners and the ROUTES project are providing in kind contributions, so staff costs of project partners will not need to be covered by DEFRA IWTCF. TRAFFIC has policies and systems in place to ensure financial efficiency at all levels. An important priority for TRAFFIC is to identify key cost drivers and examine the ways in which we could minimise these without compromising on quality. For TRAFFIC, cost drivers are staff time, meetings and travel costs and consultant fees. TRAFFIC's strategically distributed network of offices deployed in key wildlife trading areas of the world is facilitated by its overseas hosting arrangements with WWF and IUCN. The hosted approach allows TRAFFIC to minimise its overhead costs as it does not need to duplicate systems already in place by the host. TRAFFIC has been working with enforcement agencies and the private sector in combatting wildlife crimes for many years and staff from the regional offices will bring in experience and partnerships. Competitive pricing will be sought for all purchases and to ensure VfM in travel, travel is planned well in advance where possible and staff are aware that any travel should be kept to a minimum. All TRAFFIC travellers are expected to use the lowest available airfare in economy class on all trips with in-country and international travel being approved in advance by the TRAFFIC Regional Director.

22. Ethics and human rights

Outline your approach to meeting the IWT's key principles for ethics as outlined in the guidance notes. Additionally, if there are any human rights and/or international humanitarian law risks in relation to your project? If there are, have you carried out an assessment of the impact of those risks, and of measures that may be taken in order to mitigate them?

(See Guidance Notes 5.4 and 6.1)

(Max 250 words)
This project will meet all legal and ethical obligations in China, Viet Nam, Cameroon and Tanzania, as well as Defra's all seven key principles for ethics.

The project will respect the rights, privacy, and safety of participants as well as both direct and indirect beneficiaries. The Project Leader will ensure that any concerns from project participants and their organisations are understood and addressed, that any research approaches used are credible, and that all information gathered is accurately recorded and carefully verified. The Prior Informed Consent (PIC) principle will be adopted where relevant, and steps will be taken to ensure that all project participants are aware of the purposes of the project and understand how information provided will be used.

The Project Leader and organisations involved will also take steps to protect the health and safety of all staff working full and part time on the project, and ensure that the same rigorous standards for assessing health and safety risks are applied to all individuals engaged in this project, regardless of gender, nationality or ethnicity.

TRAFFIC's anti-corruption and bribery policy will be applied in our dealings with external stakeholders. TRAFFIC staff take a zero-tolerance approach to bribery and corruption and are committed to acting professionally, fairly and with integrity in all business dealings and relationships. TRAFFIC remains bound by the laws of the UK, including the Bribery Act 2010, in respect of our conduct both at home and abroad.

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)

This project will align with DEFRA's open access policy, which is aimed at removing price barriers of research outputs, in order to improve their availability and visibility to the public. TRAFFIC is committed to applying donors' funds according to the highest standards of accountability and using the best available scientific information to address issues, and to critically evaluate and inform the approaches taken in this project. As such, TRAFFIC will ensure that project outputs are open source, where feasible, and ensure that due acknowledgements are given.

This range of tangible project outputs generated through the project will be published on TRAFFIC's websites for sharing with all direct and indirect beneficiaries, especially social media, e-commerce and courier/logistics companies in China, Viet Nam, Cameroon and Tanzania. Meanwhile, the project outputs will be widely delivered by TRAFFIC and partners at all relevant meetings or workshops, particularly those organised by CITES MA and enforcement agencies in all four countries. Industry associations, as well as individual e-commerce and logistics companies involved in this project will also help distribute the outputs through their respective (global) networks – even after project is completed. The links to other related initiatives (such as ROUTES) will also allow the project outputs to reach stakeholders beyond those targeted in this project.

The Project Lead will work with project partners to ensure that outputs are circulated on their own websites, where it is feasible and practical. DEFRA will be acknowledged for its support on all materials produced

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.

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

Project summary	Measurable Indicators	Means of verification	Important Assumptions
Impact: Significant reduction in wildlife cybercrime in China, especially for species from Viet Nam, Cameroon, Tanzania, will lead to reduced poaching, as well as increases in security and wildlife-based livelihood opportunities for rural communities (Max 30 words)			

| Outcome:
(Max 50 words)
By equipping social media/e-commerce/courier/logistics companies and law enforcement agencies with tools to break links between illegal wildlife buyers and sellers and increasing enforcement and industry capacity in China, Viet Nam, Cameroon and Tanzania, the project will increase detection and action against cybercrime, thereby reducing associated threats to people and wildlife. | 0.1 A decline of 30% or more from the baseline of combined online advertisements for products of identified species, including elephant, rhino, tiger, leopard, hawksbill, pangolin, saiga antelope and helmeted hornbill in 31 websites and one social media platform in China by 2019 (baseline to be determined by TRAFFIC and reported in TRAFFIC's online report to be published in March 2017 – not be funded through DEFRA IWT)

0.2 A decline of 10% or more from the baseline of online advertisements for identified illegal wildlife species in each countries of Viet Nam, Cameroon and Tanzania (baseline to be determined by first online surveys in late 2017)

0.3 An increase of 30% or more from the baseline of seizures of wildlife offered for online sale in China, by 2019 (baseline to be determined by TRAFFIC, and reported in by TRAFFIC's Wildlife Enforcement Digest in January 2017)

0.4 Ten or more social media, e-commerce and courier/logistics companies in China, and five or more companies in Viet Nam, Cameroon and Tanzania will adopt the use of SOP manuals and protocols developed | 0.1 and 0.2 TRAFFIC's online monitoring results/reports, feedback from targeted social media and e-commerce companies

0.3 Seizure data provided to TRAFFIC by forest police, Customs, CITES and other government reports; media reports, inter-agency meeting minutes

0.4 Feedback from social media, e-commerce and courier/logistics companies | Chinese leadership has strong political will to realise China's development of an "Ecological Civilization", particularly Customs, forest police and other relevant government agencies who will continue to place a high priority on tackling wildlife crime, including cybercrimes.

E-commerce and social media remain willing to make good on their commitments to combat wildlife cybercrime and show a willingness to participate in trainings.

Law enforcement agencies are willing to respond to, and able to report back on results of investigations linked to intelligence packages provided by TRAFFIC and industry partners.

Courier/logistics companies remain willing to make good on their commitments to combat wildlife trafficking and show a willingness to participate in trainings, etc. |

	through this project by 2019		
Outputs: **1.** Understanding of, and commitments to cracking down on wildlife cyber-crimes in, and linked to, markets in China, Viet Nam, Cameroon and Tanzania, including key locations and trade routes.	1.1 Improved capacity of TRAFFIC offices in Viet Nam, Cameroon and Tanzania in monitoring and detecting wildlife cybercrime after training by TRAFFIC China. 1.2 Five reports on illegal online wildlife trade released by TRAFFIC at project end (two annual reports in China, one online survey report each in Viet Nam, Cameroon and Tanzania) 1.3 One analysis report on the characteristics (including trade routes) and combating techniques of wildlife cybercrime linked to China markets by the end of 2017 (no comprehensive analysis exist) 1.4 Methodology developed to reduce cybercrime and transport of illegal wildlife products in China shared for pilot implementation with companies and government staff in Viet Nam, Cameroon and Tanzania by project end (no company and government staff is applying the methodology at present)	1.1 TRAFFIC's online monitoring data and reports 1.2 Availability of analysis report and media reports 1.3 E-mail exchanges, call or meeting minutes	Viet Nam, Cameroon, Tanzania and other countries are interested and engaged in the project and in monitoring online wildlife trade.

| 2. Improved law enforcement commitments and efforts to combat wildlife cybercrime in China, Viet Nam, Cameroon and Tanzania | 2.1 Five or more law enforcement actions in China and at least one each in Vietnam, Cameroon and Tanzania triggered by reports generated through this project every year from 2017 until the end of project (baseline two seizures in China In 2016 based on TRAFFIC's intelligence)

2.2 Ten or more enforcement officials from Viet Nam, Cameroon, Tanzania and/or other countries visit China to participate in training with the goal of improving law enforcement and efforts to combat wildlife cybercrime

2.3 Chinese experience on combating wildlife cybercrime shared by law enforcement officials at a minimum of two global events to improve global cooperation by the end of the project | 2.1 Government reports and inter-agency meeting minutes, and media reports

2.2 Media reports/exposures and meeting minutes

2.3 Media reports and feedback from China government | Law enforcement officials in China continue to prioritise actions to combat increasing global illegal wildlife trade online, and are willing to cooperate with TRAFFIC, social media companies and e-commerce companies to combat wildlife cybercrime

Law enforcement officials in Viet Nam, Cameroon, Tanzania and/or other countries show interest and are willing to learn from China on combating wildlife cybercrime |

3. Enhanced capacity to prevent and detect illegal wildlife trade by owners/operators of e-commerce and social media platforms in China, Viet Nam, Cameroon and Tanzania	3.1 The SOP manual on detecting and combating illegal online wildlife trade accepted[1] by at least ten e-commerce and social platforms in China and 2 platforms each in Viet Nam, Cameroon and Tanzania by the end of the project (none of the e-commerce companies are currently using SOP manuals on preventing wildlife cybercrimes) 3.2 SOP Manual shared with at least 10 international partners or at two international conferences by the end of project (e.g. CITES, UNODC, WCO, INTERPOL) (No SOP manual on preventing illegal wildlife trade online is currently available in China) 3.3 A decline of 30% or more in online advertisements for products of identified species from the baseline in China by 2019 and a decline of 10% or more from baseline in Vietnam, Cameroon and Tanzania by 2019 (baselines to be determined by TRAFFIC China's online monitoring; report to be published in March 2017 and other countries' online survey report in late 2017) 3.4 Five or more enforcement actions in China and at least one each in Vietnam, Cameroon and Tanzania triggered by	3.1 SOP manual for e-commerce and social media platforms 3.2 Meeting reports and media reports 3.3 TRAFFIC monitoring results 3.4 Government reports and feedback from enforcement agencies	BAT (Baidu, Alibaba and Tencent) continue to pay attention to increasing global illegal wildlife trade online, and are dedicated to cooperating with TRAFFIC and enforcement agencies to combat wildlife cybercrime. Supported by other TRAFFIC offices, e-commerce companies and social media platforms in other priority countries also commit to combating wildlife cybercrime. Law enforcement agencies are able to report back on results of investigations linked to intelligence packages provided by TRAFFIC and industry partners.

---

[1] 'Accepted' can mean that they incorporate it, implement it or plan to implement it.

Defra – July 2016

	reports from this project every year from 2017 until end of project (baseline to be determined and reported in TRAFFIC's Wildlife Enforcement Digest in January 2017)		

4. Enhanced capacity to deter wildlife trafficking by courier/logistics companies in China, Viet Nam, Cameroon and Tanzania.	4.1 At least three key locations and three trade routes for wildlife trafficking along the supply chain of China, Viet Nam, Cameroon and Tanzania are identified and shared with target companies by TRAFFIC's online wildlife trade analysis and ROUTES research results at the start of the project 4.2 The SOP manual on detecting and dealing with illegal wildlife products sold via online platforms accepted by at least 10 courier/logistics companies in China and 2 companies each in Viet Nam, Cameroon and Tanzania by project end 4.3 The SOP manual shared with at least 10 international partners/ or at two international conferences by end of project (e.g. CITES, UNODC, FIATA, IATA, WCO) 4.4 Five or more enforcement actions triggered by reports from courier/logistics companies in China every year from 2017 until the end of project (no seizure triggered by reports from these countries in China at present, based on information from China's National Forest Police Bureau)	4.1 TRAFFIC's online trade analysis data and report for trade involving China 4.2 SOP manual for courier/logistics companies 4.3 Meeting reports and media reports 4.4 Government reports and feedback from enforcement agencies	Courier/logistics companies, particularly the Top 10 who made a pledge to reject illegal wildlife trade (e.g. SF-Express) commits to combating illegal wildlife trafficking. The SOP manual on detecting and combating illegal wildlife products during transportation will be accepted and implemented by courier/logistics companies in China and identified priorities countries. Supported by other TRAFFIC offices, courier/logistic companies in other priority countries also commit to combating wildlife trafficking.

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)

Output 1

1.1 Undertaking desktop research to identify key industry stakeholders with links to China in Viet Nam, Cameroon and Tanzania
1.2 Conducting a comprehensive training for TRAFFIC staff from Viet Nam, Cameroon and Tanzania to standardize monitoring methodologies for online wildlife trade;
1.3 Conducting monthly online monitoring of availability of illegal wildlife products in China;
1.4 Completing and releasing two reports on China's annual online monitoring;
1.5 Conducting two rounds of one-off online monitoring on the availability of illegal wildlife products in Viet Nam, Cameroon and Tanzania;
1.6 Completing and releasing the one-off online monitoring briefings for Viet Nam, Tanzania and Cameroon;
1.7 Cooperating with Nanjing Forest Police College to carry out an analysis on the characteristics and combating techniques of wildlife cybercrime in China and globally;
1.8 Releasing and widely sharing analysis report on the global wildlife cybercrime.

Output 2

2.1 Timely sharing of online monitoring results with enforcement agencies and website manager for their follow-up;
2.2 Cooperating with the National Forest Police Bureau to facilitate two domestic training events for law enforcement agencies to improve their capacity on combating wild-life cybercrime (based on analysis in Activity 1.6);
2.3 Cooperating with the China CITES MA to facilitate an international training event with study tours for law enforcement agencies from Viet Nam, Cameroon, Tanzania and/or other countries to improve their capacity on combating wildlife cybercrime;
2.4 Supporting China's law enforcement officials to participate in global cybercrime events and sharing of experiences.

Output 3

3.1 Engaging China's leading online companies (e.g. Tencent, Alibaba and Baidu), VECOM in Viet Nam and other partners to develop a SOP manual on preventing and detecting wildlife cybercrime;
3.2 Organising a review workshop to finalise the wildlife cybercrime manual;
3.3 Translating the Chinese language wildlife cybercrime SOP manual into English, Vietnamese, Kiswahili and French for distribution in China, Viet Nam, Cameroon, Tan-zania and other countries, as well as with international partners, e.g. UNODC, WCO, INTERPOL, CITES Secretariat and through private sector networks;
3.4 Facilitating a training event for China's online companies on how to use the wildlife cybercrime SOP manual in their daily operations, and thus minimise risk to their business posed by trading illegal wildlife products;
3.5 Working with Tencent or other leading online Chinese companies to facilitate a training event for social media and e-commerce companies from Viet Nam, Cameroon, Tanzania and/or other countries to improve their capacity on preventing and detecting wildlife cybercrime;
3.6 Conduct a study tour for private sector representatives from Tanzania, Cameroon and Viet Nam under Activity 3.5 to learn and apply the wildlife cybercrime SOP, and exchange with enforcement officials and social media/e-commerce champions from China;
3.7 Supporting China's e-commerce and social media companies to participate in global cybercrime events and share experiences.

Output 4

4.1 Conducting desktop review to identify key locations and trade routes for wildlife trafficking relating to China, Viet Nam, Cameroon and Tanzania;

4.2 Working with partners (e.g. DHL, SF-Express and VATA in Viet Nam) to develop a SOP manual on detecting and dealing with illegal wildlife products for the logistics/courier sector;

4.3 Organising a review workshop to finalise the logistics/courier sector manual;

4.4 Translating the Chinese language logistics/courier sector SOP manual into English, Viet Namese, Kiswahili and French for distribution in China, Viet Nam, Cameroon, Tanzania and other countries, as well as with international partners, e.g. CITES, UNODC, WCO, FIATA, IATA and through private sector networks;

4.5 Facilitating a training event for China-based courier/logistics companies on how to use the logistics/courier sector SOP manual in their daily operations, and thus minimise risk to their business posed by transporting illegal wildlife products;

4.6 Working with DHL, SF-Express and other partners to facilitate a training event for courier/logistics companies from Viet Nam, Cameroon, Tanzania and/or other countries to improve their capacity on detecting and dealing with illegal wildlife products;

4.7 Conduct a study for private sector representatives from Tanzania, Cameroon and Viet Nam under Activity 4.6 to learn about how the SOP can be applied, and exchange with enforcement officials and courier/logistics champions from China;

4.8 Supporting courier/logistics companies with branches in China to participate in global events and share experiences.

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. Please add/remove columns to reflect the length of your project. For each activity (add/remove rows as appropriate) indicate the number of months it will last, and fill/shade only the quarters in which an activity will be carried out. The workplan can span multiple pages if necessary.

Activity	No of months	Year 1			Year 2				Year 3
		Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
Output 1									
1.1	3	▓							
1.2	3	▓							
1.3	24	▓	▓	▓	▓	▓	▓	▓	▓
1.4	6			▓				▓	
1.5	3	▓							
1.6	3		▓						
1.7	3	▓							
1.8	6	▓	▓	▓					
Output 2									
2.1	24	▓	▓	▓	▓	▓	▓	▓	▓
2.2	6		▓				▓		
2.3	6				▓	▓			
2.4	18			▓	▓	▓	▓	▓	
Output 3									

			1	2	3	4	5	6	7	8
3.1		6	■	■						
3.2		9	■	■	■					
3.3		4				■	■			
3.4		3			■					
3.5		3						■		
3.6		3						■		
3.7		18			■	■	■	■	■	■
Output 4										
4.1		3	■							
4.2		6	■	■						
4.3		9	■	■	■					
4.4		6				■	■			
4.5		3			■					
4.6		3							■	
4.7		3							■	
4.8		18			■	■	■	■	■	■

25. 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. Additionally, please indicate an approximate budget and level of effort (person days) to be spent on M&E (see "Financial Information for IWT")

(Max 250 words)

A comprehensive monitoring and evaluation plan will be created at the start of the project based on the IWT Challenge logical framework. M&E processes will be an integral part of project activities. Project progress will be monitored by measurable indicators, which have been identified for the outcome and outputs. Intermediate results for each Output indicator will be established to be measured at the end of year one; with final results delivered at the end of year two.

Outcome indicators will be measured on a 6-monthly basis with established intermediate planned results and planned final results by the end of the project completion.

The following elements will feature within the monitoring and evaluation plan, and will ensure a 'real-time' approach to project adaptive management processes:

- A dedicated M&E Leader is part of the Project Implementation Team;
- Weekly review calls between the internal Project Implementation Team;
- Monthly calls between the wider Project Partnership Team providing a 'Steering Group' function;
- Quarterly monitoring for all project activities against the plan;
- Six monthly technical progress assessments and reports;
- An Annual Report at the end of Year 1, which will in effect be a project mid-term review, and thus include any recommendations for adaptive management, to strengthen the pace, quality or quantity of project implementation during Year 2. Under TRAFFIC's regular project review system, this project will be reviewed by senior staff – in terms of timeliness on deliverables, effectiveness of external relationships, impact to conservation and expected outcomes, project legacy and sustainability and budget efficiency.

Total project budget for M&E (this may include Staff and Travel and Subsistence Costs)	
Number of days planned for M&E	34
Percentage of total project budget set aside for M&E	%

26. FCO notifications

Please put an X in 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) | X | **Yes, advice attached** | | **No** |

27. Certification

On behalf of the trustees of TRAFFIC
International
I apply for a grant of £363,383 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)	STEVEN BROAD
Position in the organisation	EXECUTIVE DIRECTOR

| Signed | | Date: | 7TH December 2016 |

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.

28. Checklist for submission

	Check
Have you **read the Guidance Notes** (guidance for applicants, financial information, schedule of terms and conditions)?	X
Have you read, and can you meet, the current **Terms and Conditions** for this fund?	X
Have you provided **actual start and end dates** for your project?	X
Have you provided your **budget based on UK government financial years** i.e. 1 April – 31 March and in GBP?	X
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?	X
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)	**X**
Have you included a **1 page CV for all the Project Staff** identified at Question 10, including the Project Leader?	X
Have you included a **letter of support from the main partner(s) organisations** identified at Question 9?	X
Have you included a signed **copy of the last 2 years annual report and accounts** for the lead organisation?	X
Have you **checked the IWT website on GOV.UK** immediately prior to submission to ensure there are no late updates?	**X**

Once you have answered the questions above, please submit the application, not later than midnight GMT on Monday 12 December 2016 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 (e.g. whether the e-mail is 1 of 2, 2 of 3 etc.). You are not required to send a hard copy.

OGL