Illegal Wildlife Trade (IWT) Challenge Fund
Annual Report

To be completed with reference to the "Writing a Darwin Report" guidance:
(http://www.darwininitiative.org.uk/resources-for-projects/reporting-forms). It is expected that this report
will be a **maximum** of 20 pages in length, excluding annexes)
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IWT Challenge Fund Project Information

Project reference	IWT045
Project title	Research and pilot campaign to reduce demand for pangolins
Country/ies	China
Lead organisation	Zoological Society of London
Partner institution(s)	Eco-bridge Continental, TRAFFIC
IWT grant value	£386,944
Start/end dates of project	01/06/2017 – 31/03/2021
Reporting period (e.g. April 2018-Mar 2019) and number (e.g. Annual Report 1,2,3)	April 2018 – March 2019 Annual Report 2
Project leader name	Helen O'Neill
Project website/blog/social media	NA
Report author(s) and date	Helen O'Neill 30 April 2019

1.   Project rationale

Pangolins are the world's most trafficked mammals, with >1 million estimated to have been illegally traded over the past decade. All eight species are listed as threatened on the IUCN Red List (two CR and two EN in Asia; four VU in Africa) on the basis of population declines.

Demand from increasingly large and affluent Chinese urban populations for pangolin meat (eaten as a luxury dish), and scales (used in traditional Chinese medicine) is one of the primary drivers of trafficking. Illegal trade in pangolins is now taking place on a commercial scale from >16 ODA recipient countries (including 6 least-developed countries) in Africa and Asia. The large nature of recent seizures (e.g. 12,900kg of scales from Nigeria seized in Singapore), indicates the involvement of organised criminal trade syndicates.

Criminals undermine the rule of law, generating huge profits at relatively little risk, whilst exploiting the poorest and most vulnerable community members in pangolin range-states. Local poachers at the start of the trade chain risk arrest and injury/death but accrue minimal benefits. Communities adjacent to wild pangolin populations see their natural resources depleted, face compromised security and feel disempowered in the face of criminal elites.

Efforts to address the increasing market demand driving illegal wildlife trade are essential, yet have largely failed because they lack the in-depth and culturally sensitive understanding of both demand and the most appropriate interventions with which to change consumer behaviour.

Through piloting targeted and evidence-based behaviour change strategies, this project will measurably reduce demand for pangolins among key consumer groups in China. Focusing initially in Guangdong (population 107 million; one of China's main markets for pangolins), it will reduce the market opportunities to which criminal syndicates are responding, resulting in decreased pangolin poaching/trade and greater livelihood security for vulnerable communities in 6 low-income range-states.

Figure 1: Map of China with Guangdong Province highlighted in red.

2.   Project partnerships

Project partners Ecobridge-Continental and TRAFFIC have been fully engaged in all aspects of the project. Partners have provided input into all aspects of the project's work via email, Skype meetings and face-to-face meetings throughout the year.

Eco-bridge Continental: During this reporting period, EBC has been instrumental in the continued work on registering project. As previously described, in 2017 China brought in a new law which governs the work of foreign NGOs in the country. Under this law, international NGOs cannot undertake any project work, or transfer funds to a Chinese partner organisation, without being formally registered at the level of either the organisation or the individual project (see section 3.1 below for full details of progress towards registration of this project). EBC have been fully engaged with the design of qualitative and quantitative survey methods, the data from which will form the evidence baseline for the project's demand reduction campaign (Indicators 0.1, 1.1, 1.2, 1.3, 2.1, 2.2; Annexes 4 and 5). Collaboration and annual agreements for this project between ZSL and EBC were signed in the previous reporting period, and the annual agreement has now been renewed to cover the project's work over the coming year.

TRAFFIC: During this reporting period, TRAFFIC has continued to provide technical input into the project, particularly around the design of the research methodologies (Indicators 0.1, 1.1, 1.2, 1.3, 2.1, 2.2; Annexes 4 and 5). TRAFFIC has strong relationships with the demand reduction 'Community of Practice' which comprises experts in the field of behaviour change, many of whom will be engaged in campaign development and implementation following completion of the research phase of the project. TRAFFIC also has a strong relationship with

the China CITES Management Authority, which has expressed support for initiatives to reduce demand for pangolins, and the Traditional Chinese Medicine (TCM) Association, another key stakeholder for the campaign. As previously mentioned, a TRAFFIC-led collaboration, involving ZSL and WWF China successfully secured matched funding for the project from the European Union in January 2018. Approximately EUR was secured through this grant for work to reducing demand for pangolins in China, which will be used to augment the budget for our behavioural change campaign. This is part of a larger TRAFFIC-led proposal that also aims to increase the sustainability of rosewood trade. Work on this collaboration has continued through this reporting period.

University of Oxford: Diogo Verissimo, based at the Oxford Martin School at the University of Oxford, remains involved in the project as a technical specialist. He has had extensive technical input into the development of the methodologies for our baseline research, particularly with respect to the inclusion of sensitive question techniques (see Section 3.1 for further details).

USAID: The USAID Wildlife Asia programme has also been conducting research into the consumption of pangolin, and other wildlife, products and are developing a campaign to reduce demand for rhino horn, ivory, pangolin and tiger products. USAID have also worked with GlobeScan to conduct baseline consumer research, and they have shared their key findings with us to ensure that our research would extend, and not repeat, the work that they had already done. We are continuing to work with USAID to ensure that the demand reduction campaigns that are produced will work effectively in concert with each other when they are implemented.

NGO and SBCC Community: the project leaders have continued to engage with the wider Non-Governmental Organisation and Social and Behaviour Change Communications communities. This has included maintaining contact with other organisations that are conducting or planning campaigns in China, as well as attending and participating in demand reduction and SBCC workshops and conferences throughout the reporting period.

GlobeScan: an international market research agency with offices in London and Hong Kong, GlobeScan (https://globescan.com/) has extensive experience in conducting sensitive consumer research, including on illegal wildlife trade. In order that work could begin on this project despite the delays caused by registration we appointed GlobeScan to undertake the initial research phase of the project, which has now been completed (Indicator 0.1; Annexes 4 and 5).

3. Project progress

3.1 Progress in carrying out project Activities

Project Registration

As explained in our previous reports, this activity was not included in the funding proposal because it was not a requirement at the time that our application was submitted. In January 2017, the Government of China introduced a new foreign NGO law which made it a legal requirement that all foreign NGOs undertaking projects in China be registered with both the Beijing and relevant provincial Public Security Bureaus. Until registration is completed, projects are unable to undertake activities on the ground in China (e.g. recruiting, training and deploying research teams) and funds cannot legally be transferred to partner institutions. An initial lack of clarity on the specific government requirements for the registration process from the provincial and central Chinese Government bodies overseeing the process resulted in a significant delay in beginning the process of registering the project.

Chinese partner institutions (i.e. EBC) are responsible for submitting registration documents, including a project permission letter from the relevant Chinese overseeing authority (the SFA in the case of this project). As described in the previous annual report, EBC began liaising with the SFA about this project in October 2016 but due to the sensitive nature of the project, only managed to successfully obtain a formal letter of support at the end of March 2018. This meant that the project was, at that time, estimated to be approximately two weeks away from full registration. Unfortunately, within this window of time, there was a government restructure

during which the SFA ceased to exist, and was replaced by the NFGA, which meant that the project permission letter we had just obtained from SFA was no longer valid and we had to restart the process.

ZSL and our partners have continued to work towards registration of the project, however despite significant efforts, the project remains unregistered at this time. In December 2018, we submitted the paperwork to the Public Security Bureau (PSB) for consideration and received positive and constructive feedback. PSB requested some minor changes to our application, which we have worked with our partners to address. Our application for registration was resubmitted in March and is now being processed by the regional government. We expect to have a progress update within the next few weeks and are anticipating a successful outcome.

Activities for Output 1: Products and uses having the most detrimental impact on wild pangolin populations identified and broken down to their component behaviours and the various groups engaging in this use

In order to minimise the delays in progress towards our objectives caused by the delay in project registration we recruited a market research agency, GlobeScan, to conduct research into the drivers of use of pangolin products. ZSL can legally recruit an agency based outside of China to undertake the research whilst registering the project.

Over the course of this year, GlobeScan have undertaken qualitative and quantitative research into pangolin consumer behaviour and their use of pangolin products (the qualitative research is described below, under Activities for Output 2).

The methodology for the quantitative research was developed based upon the findings of the qualitative research and previous research conducted by TRAFFIC, USAID and others. As explained in our previous annual report, we expected that this research would be conducted and completed in time for us to convene the stakeholder workshop for designing the behaviour change campaign in September 2018. However, there due to the sensitive nature of the work, there were delays in conducting the quantitative surveys which in turn has delayed the stakeholder workshop. This is because research in China has to be approved by the government. As originally designed, the questionnaire included some questions which related to illegal behaviour, such as the consumption of pangolin meat; sensitive questioning techniques (the unmatched count technique) were used to minimise any chance of respondents admitting to personally engaging in illegal behaviour. Nonetheless, as there was a very small chance of a respondent acknowledging they definitely had consumed, for example pangolin meat, and even though the questionnaires were anonymous, we were not able to include these questions; this ultimately necessitated a full redesign of the questionnaire in order to obtain the information needed for the development of the demand reduction strategy. The exact framing of the questions is critical to obtaining robust results from quantitative surveys, thus it was vital to ensure that the most appropriate wording was used when redesigning the questionnaire. Therefore, a number of trials were carried out with native speakers to ensure that appropriate language was used throughout which also delayed the implementation of the survey. Nonetheless, this approach was vital in ensuring that no unintentional biases could have been introduced.

The quantitative survey was completed by 1035 respondents, who formed a demographically representative sample of residents in Guangdong province in January and February 2019 (Activity 1.1). In March the results of the survey were collated and analysed, and a report of the results produced (Activity 1.2; see Annex 5 for report). Some of the key results from the quantitative research are summarised below:

• 30% of respondents reported using pangolin scales within the last 12 months, with 34% of respondents saying they had ever used pangolin scales.

• Due to the legal restrictions in asking people about illegal behaviour, such as consuming pangolin meat and/or wine, it was not possible to ask questions about this behaviour directly; however, using the nominal technique, an estimate of 16% of respondents had consumed pangolin meat, and 18% had consumed pangolin wine in the previous 12 months.

• There was general confusion about the legal status of consuming pangolin products. Pangolin scales can be legally obtained from licenced outlets, such as state pharmacies, however it is illegal to consume other pangolin products. Despite this, almost half of

respondents (erroneously) thought it was legal to consume pangolin meat (45%) or wine (49%); with these figures even higher amongst self-identified pangolin scale consumers (meat: 58%; wine: 62%)

• Most respondents either agree or strongly agree that pangolin scales can cure illnesses (59%); most also believe that meat and wine can also cure illness (meat: 51%; wine: 56%). This aligns with responses users of pangolin products from our qualitative study who reported that meat and wine have medicinal effects (see Annex 4), but it is particularly interesting when compared to the responses from Traditional Chinese Medicine (TCM) practitioners who reported no medicinal benefits could be obtained from pangolin meat or wine.

• A clear majority (approx. 90%) of respondents support at least minor restrictions on the consumption of pangolin products, however most people also reported that they would consume pangolin products in the next 12 months if it were legal to do so. This is particularly concerning considering many people were unaware of the current legal situation.

We are now in the process of preparing the report for distribution to stakeholders (Activity 1.5) in preparation for the inception workshop. We plan to hold the workshop (Activity 1.3) in May, subject to the availability of relevant stakeholders. The expert working group (Activity 1.4) will be convened during and after the workshop.

Activities for Output 2: The most important factors influencing the behaviour of the different audience groups for each behaviour prioritised in Output 1 are identified and understood

The qualitative research, implemented by GlobeScan, comprised in-depth interviews (IDIs), eight of which were conducted with Traditional Chinese Medicine (TCM) practitioners, and focus group discussions (FGDs), four of which were conducted with recent (within the past 12 months) consumers of pangolin products (Activity 2.1). The research was undertaken in the cities of Guangzhou (the provincial capital) and Zhongshang to cover a mix of both urban and suburban districts. The qualitative research aimed to: (1) explore and understand the relationship between TCM and buying pangolin parts (scales) and products, and between prestige and consumption (meat); (2) understand the drivers of consumption in order to change behaviour; and (3) determine the most influential messages, messengers and channels to influence the target groups, and which messages and campaigns could change their behaviour. The research findings report (Activity 2.2) is attached in Annex 4 and some of the key findings are summarised below:

• Eight in-depth interviews (IDI) with TCM Practitioners, with a minimum of five years' experience, were conducted in Guangzhou and Zhongshan (four IDIs in each)

• TCM practitioners were aware that pangolins are protected species

• Pangolin scales were thought to be effective for treating a diverse range of issues, however most TCM respondents reported that the frequency with which scales were prescribed was decreasing due to recent legislation.

• TCM practitioners reported that legislation would be most effective in deterring people from consuming or prescribing pangolin products.

• Four focus group discussions (FGD) were held with people who had consumed pangolin products within the last 12 months in Guangzhou and Zhongshan (two FGDs in each).

• Consumers used scales for medicinal purposes, and some also thought meat had medicinal effects (contrary to the reports of TCM practitioners)

• Some consumers said they had used pangolin scales and had experienced an improvement in their condition, although others perceived no benefit

• Consumers did not always know they were buying medicine containing pangolin at the time of purchase.

• Having, using or consuming pangolin products, such as meat, were associated with feelings of prestige

• Consumers were aware of the status of pangolins as protected species and some viewed future consumption as a cruel act

• Some consumers said that if there were alternative products available with the same effects as pangolins they would stop their consumption

• Messages around pangolins' threatened status and developing an emotional connection were preferred, particularly among younger respondents. Older respondents were more affected by messages around legislation.

As described above, we plan to hold the workshop (Activity 2.3) in May and will distribute the research findings to stakeholders in advance of this (Activity 2.4). The results of the baseline research will also be written up for publication in an international peer-reviewed journal.

Activities for Output 3: Behaviour change models developed that can be practically applied to tackle specific triggers and drivers of pangolin consumption effectively, through highly targeted campaign messages

We will use the results obtained from the baseline research conducted under Outputs 1 and 2 to determine the most appropriate behaviour and audience to target for the demand reduction campaign (Activity 3.1). Using this information, we will evaluate which behavioural triggers the campaign should focus on in order to have the greatest impact on changing peoples' behaviour away from the purchase and consumption of pangolin products. This process will begin in anticipation of the inception workshop, in order for the identification of potential behaviour change models, which could be used in the campaign, to be fully discussed at the workshop. These will be done in collaboration with stakeholders who are also implementing, or are planning, demand reduction campaigns to ensure the campaigns are complementary (Activity 3.2).

Activities for Output 4: Social marketing framework developed that can be used to identify and set communication objectives for effective demand reduction campaign

The activities under Output 4 will be conducted after the stakeholder workshop in May.

Activities for Output 5: Demand reduction campaign package developed and implemented in >20 key locations across Guangdong province, having been piloted and shown to be effective in a representative city and/or rural area

Activities 5.1 and 5.2 will be conducted after the stakeholder workshop. The remaining activities under Output 5 are planned for Years 3 and 4.

3.2   Progress towards project Outputs

Output 1: Products and uses having the most detrimental impact on wild pangolin populations identified and broken down to their component behaviours and the various groups engaging in this use

The qualitative and quantitative research conducted has generated important insights into the pangolin products which are used in Guangdong Province (Indicator 1.1). The research has identified high levels of use of scales, with 30% of participants in the quantitative research saying they had used pangolin scales within the past 12 months. There were also high reported levels of the consumption of pangolin meat and pangolin wine, estimated at 18% and 16% respectively (Annex 5). Previous research has tended to group all pangolin products together when asking about consumption, so this level of detail regarding the patterns of consumption of specific products provides new insights into this behaviour which will enable a more targeted and robust demand reduction campaign to be designed.

The research also gave insights into the profile of consumer groups that consume pangolin (Indicator 1.2). Self-identified consumers of pangolin scales tended to be in the age range 40-49, with higher than average income and tended to live in smaller cities or towns, or to live in a more rural setting (Annex 5). Two of the key drivers which encourage pangolin consumption are the belief in its health benefits and its association with being of high status (Indicator 1.3). The belief in the health benefits of scales is, perhaps unsurprisingly, particularly high amongst people who have used pangolin scales within the past 12 months, with 76% of this group believing scales have medicinal effects. However, this belief was also wide spread with 59% of the general population reporting that they believe scales have a medicinal benefit (Annex 5). Pangolin products were generally believed to bring success, good luck and respect to

consumers, and consumption of these products is also believed to be a good way of building business relationships. The results of this research will now be written up as a scientific paper which will be submitted to an international peer-reviewed journal in the coming months. The expert working group (Indicator 1.4) will be convened at the stakeholder workshop which we plan to hold in May.

Output 2: The most important factors influencing the behaviour of the different audience groups for each behaviour prioritised in Output 1 are identified and understood

As described above, we have made substantial progress towards understanding the most important factors which influence and drive the consumption of pangolin products by different audience groups. The qualitative and quantitative research that has been conducted has identified the current social norms, socio-demographic and attitudinal aspects which exist around the consumption of pangolin products (Indicator 2.1; Annexes 4 and 5). These data also speak to the specific triggers and drivers of consumption, both for different types of consumers, and for the different types of pangolin products (Indicator 2.2). The results of these pieces of research will enable us to determine which will be the most appropriate audience segments to target with the demand reduction campaign, in order to have the highest levels of impact. The identification of potential target audiences has begun (Indicator 2.3), as part of the research conducted by GlobeScan, but the final audience segmentation approach will be finalised at the upcoming stakeholder workshop.

Output 3: Behaviour change models developed that can be practically applied to tackle specific triggers and drivers of pangolin consumption effectively, through highly targeted campaign messages

Due to its being dependent on the successful completion of Outputs 1 and 2, we have unfortunately not made substantial progress towards Output 3 as yet. The research we have conducted gives a strong evidence-base for the development of the behaviour change models which we will use to develop our demand reduction campaign. The development of these models will be a central focus of the upcoming stakeholder workshop.

Output 4: Social marketing framework developed that can be used to identify and set communication objectives for effective demand reduction campaign

No progress can be made on this project output until Output 3 has been completed.

Output 5: Demand reduction campaign package developed and implemented in >20 key locations across Guangdong province, having been piloted and shown to be effective in a representative city and/or rural area

No progress can be made on this project output until Output 4 has been completed.

3.3   Progress towards the project Outcome

Outcome: Measurable reduction in demand for illegally traded pangolin products in Guangdong province, China, achieved through developing and piloting an evidence-based approach to change consumer behaviour, which can subsequently be used as a model to reduce demand for pangolin products in additional key markets within China.

Progress towards the project outcome has been hampered by the delays in project implementation caused by the difficulties with project registration and the delay in conducting the quantitative research (see Section 3.1 for full details). Despite these challenges we have made significant progress in this project over the past year. We have a fully developed evidence baseline which we will use to develop robust behaviour change interventions (Indicator 0.1, Annexes 4 and 5). Now that this baseline has been established, we expect to have completed the development of the behaviour change action plan within the next few months (Indicator 0.2).

The delays that this project has experienced, have inevitably affected the project timeline. We will therefore be submitting a change request, which will include updated estimates of when we will be able to complete activities in light of these delays.

We believe that the project's outcome indicators are still adequate for measuring outcomes and we remain confident that, despite the delays, the project is likely to achieve the Outcome by the end of the funding period.

3.4   Monitoring of assumptions

Assumption 1: There remains high-level support from the Chinese government for addressing the illegal wildlife trade

This assumption holds true. The Government of China remains committed to combating the illegal wildlife trade, as demonstrated by their endorsement of the London Declaration (2018), which included a section about the importance of reducing demand for illegal wildlife products.

Assumption 2: The required stakeholders for implementation remain available and willing to engage

This assumption remains true. Project partners had already established strong partnerships with numerous relevant stakeholders (e.g. the demand reduction Community of Practice) before the start of this project and these relationships remain strong. These stakeholders include China's TCM Association, which made commitments in 2010 to reject the use of illegal wildlife. Since then, the association has encouraged major TCM manufacturers and practitioners to sign similar pledges.

Assumption 3: A 20% reduction in demand for pangolin products is a reasonable target based on previous campaigns

We believe that this is still a reasonable assumption. Diogo Veríssimo, who has conducted reviews of behaviour change initiatives relating to addressing the illegal wildlife trade advises that, whilst this is an ambitious target, it is achievable.

Assumption 4: Using sensitive questioning techniques and having a sufficiently large sample size ensures that data collected from the consumer research is representative and accurate

Evidence suggests that using sensitive questioning techniques is more likely to elicit honest responses when asking about illegal or sensitive activities, such as some forms of pangolin consumption, than when asking about such behaviour directly. The quantitative research used an adapted nominative technique (a sensitive questioning technique) in which people answer questions about these sensitive behaviours without directly implicating themselves in the behaviour. This research had a large sample size (n=1,035) which was demographically representative of Guangdong province. We believe therefore that these data should represent an accurate insight into consumptive behaviour patterns.

Assumption 5: The behaviour change models, developed from the consumer research, reflect reality

We have no reason to change this assumption at this stage. This assumption is likely to hold true providing assumption 4 holds true and we engage relevant experts in the development of the models.

4.   Impact: achievement of positive impact on illegal wildlife trade and poverty alleviation

Impact: Reduced demand for pangolin products in China leads to a reduction in pangolin poaching and illegal trade, and removal of associated negative socio-economic impacts in least-developed pangolin range states.

What contribution is your project making to a higher level impact on illegal wildlife trade?

Pangolins are the world's most trafficked wild mammal, and a central driver of this trafficking is the demand for pangolin products in China. There are well documented pathways which link the poaching of pangolins from at least 16 least-developed, low or lower middle-income countries in Asia and Africa to consumers in China. The large nature of many seizures,

together with the presence of ivory/other high value IWT products in shipments of pangolin scales, indicates involvement of organised criminal trade syndicates.

Our theory of change hypothesises that reducing demand for pangolin products in key Chinese markets will lower the market value of these products; this reduction in the financial rewards that are obtained from illegally trading pangolins will reduce the incentives for international criminal networks to engage in pangolin trafficking. This, in turn, will lead to less poaching and trafficking of pangolins as the international pathways through which pangolin products are trafficked will decrease, thereby allowing overexploited wild pangolin populations to recover, and provide tangible benefits to people living in low-income pangolin range states.

As the project has yet to implement the demand reduction campaign, it is too early to assess any higher level impact it is having on the illegal wildlife trade. However, through the work that has been done so far, we continue to draw attention to the illegal trafficking of pangolins to stakeholders and the wider public in China.

What contribution is your project making to a higher level impact on human development and wellbeing (poverty alleviation)?

Although it is currently too early to demonstrate any higher level impact on human development and wellbeing, we anticipate the project will have the following indirect impacts on communities in source countries:

Reduced exploitation: if the market value of pangolins decreases in the world's largest market, China, criminal syndicates will be less likely to exploit indigenous and rural communities, through incentivising or coercing them into poaching and trapping them in a cycle of poverty and crime.

Livelihood and food security: reduced poaching brought about by reduced demand will enable pangolin populations to recover. Pangolins provide key ecosystem services by maintaining healthy ecosystems through aerating the soil, improving nutrient quality and aiding the decomposition cycle. Healthy forest ecosystems provide food security for households between harvests, or in times of drought, flooding, crop failure and other types of emergency. Furthermore, healthy pangolin populations are a natural form of pest control which reduces the need for expensive and often destructive chemicals to treat and prevent termite infestations, saves money on repairing termite damage, and increases food security for crop-dependent communities in low income pangolin range states.

5. Project support to the IWT Challenge Fund Objectives and commitments under the London Declarations and Kasane Statement

Demand reduction was highlighted as a priority in the London Declarations (2014 and 2018), Kasane Statement, Hanoi Statement and at CITES CoP17, where a Resolution was adopted encouraging Parties to take action to reduce demand for IWT products through the development of evidence-based behaviour change strategies.

China is a signatory to the London Declarations and Kasane Statement and this project supports the following commitments:

- The London Declaration (2014): Eradicating the market for illegal wildlife products (I, IV, VII)

- The Kasane Statement: Eradicating the market for illegal wildlife products (2)

- The London Declaration (2018): Reducing Demand (19, 20)

The London Declaration (2014) emphasises the importance of actions being 'scientific and clearly evidence-based, building on research into users' values and behaviour, and form part of coherent demand and supply side reduction strategies'. This project is contributing to this objective through engaging experts in the field of behaviour change communications in the development of the research methodology that will underpin the behaviour change campaign.

The Kasane Statement highlights the importance of 'conduct[ing] and/or support[ing] research to improve understanding of market drivers, including monitoring the effectiveness of demand

reduction strategies and collating a portfolio of demand reduction good practice'. The research completed this year has enabled us to develop a thorough understanding of the drivers of the consumption of pangolin products and the markets that enable their use. The research methodologies were designed in collaboration with Dr Diogo Veríssimo, a Post-Doctoral research at the Oxford Martin School who has extensive experience in evaluating the impact of behaviour change campaigns. The data collected so far, not only provide a robust evidence base for the design of our demand reduction campaign, but also acts as an empirical baseline from which to evaluate its impacts. The lessons learned from this project will be shared with the demand reduction 'Community of Practice' in order to share knowledge with other practitioners and to inform the development of other behaviour change campaigns in the region.

The London Declaration (2018) acknowledges that, to date, demand reduction initiatives have received relatively few resources compared to other methods of combatting the illegal wildlife trade, despite the need for such work to be conducted. It emphasises that "it is imperative that any steps taken to tackle the demand for these products are based on evidence and built on best practice [and] recognise the need to tailor research to the specific drivers of illegal use of a species or product." The work undertaken by this project is fulfilling these objectives through developing a robust evidence baseline for the work we are undertaking, combined with plans for thorough monitoring and evaluation of the impacts of the campaign. The declaration also welcomes work "to understand and target specific drivers in demand reduction campaigns and commit to learning from these examples". The work conducted during this reporting period, and the ultimate outputs of this project, will contribute significantly to the evidence around the consumption of pangolin products in China, and the drivers behind this behaviour which will inform future demand reduction work.

6.   Impact on species in focus

All eight species of pangolin are listed as being threatened with extinction on the IUCN Red List, this is due to the species suffering substantial population declines primarily caused by poaching for the illegal wildlife trade. Population declines have historically been particularly severe amongst the four Asian species, but there is increasing evidence of large-scale inter-continental trade with shipments of the four African species being trafficked to fulfil demand for pangolin products, with China being one of the main destination countries for this trade. As explained in Section 4 above, our theory of change hypothesises that reducing demand in China will decrease the incentives for the trafficking of pangolins, thus leading to a reduction in poaching in pangolin source countries and eventual recovery of pangolin populations.

We remain confident that the assumptions in the theory of change hold true, however due to their biology and elusive natures, pangolins are difficult to study in the wild and thus there are few areas where it has been possible to develop robust long-term population estimates. Therefore, to demonstrate any impact this project has on pangolin populations in source countries would require a vastly expanded research program with multiple controls and years of study to be able to assess attribution with statistical rigor.

Whilst it is not possible within the remit of this project to monitor wild pangolin populations, we can and will evaluate the effectiveness of the behaviour change campaign in reducing demand for pangolin products (Indicator 0.4). Campaign effectiveness will be evaluated via attitudinal surveys conducted in campaign locations and control sites using a Before-After-Control-Impact (BACI) design. Attitudinal surveys are planned for Y3 and Y4 which will include Key Performance Indicators, enabling the effectiveness of the campaign to be reviewed during, as well as after, the campaign (Indicators 4.3 and 5.6).

7.   Project support to poverty alleviation

This project will indirectly benefit indigenous and rural communities across pangolin range states. As described in Section 4, many of the major pangolin source countries are least developed, low and lower-middle income countries and many of the people that are involved in pangolin poaching are from vulnerable communities, who may have been coerced into this

illegal behaviour. Although some individuals from these communities may get short-term financial gains from involvement in IWT networks, overall the situation leads to communities suffering from reduced and unpredictable access to resources and an increase in social ills and insecurity. The reduction in demand for pangolin will lead to reduced poaching and trafficking of pangolins from these countries, thereby increasing the stability of these vulnerable communities through a reduction in the influence of illegal wildlife trading networks. The resultant increases in pangolin populations will also help maintain more resilient natural ecosystems and faunas, due to the important role that pangolins have in providing ecosystem services.   Many indigenous and rural communities are directly reliant on the natural environment, and so ensuring the resilience of these areas, such that natural resources that local people depend upon for their survival and livelihoods will continue to be available, is key to long-term poverty alleviation.

8.   Consideration of gender equality issues

There have not been any direct gender equality impacts from the work conducted this year. Gender is one of the socio-demographic factors, which also include factors such as education level, relative income, age, ethnicity and marital status, by which the data collected through our research (Indicators 1.2, 1.3 and 2.1; Annexes 4 and 5) has been disaggregated. This enables us to develop an understanding of the impact that these factors may have on consumption of pangolin products. Different consumer groups use pangolin products differently, experience different barriers and benefits, and will be affected differently by changes in availability or perceptions of use. Understanding how these socio-demographic variables relate to consumption is essential for developing targeted messages that will be effective in changing behaviour. The project is highly sensitive to these differences and will design behaviour change interventions that not only lead to the best conservation outcomes, but also, where possible, promote equality between different population groups.

Whilst the work itself has not had a specific gender focus, we believe that this project is nonetheless having a positive impact on gender equality. China remains a male-dominated country; it was ranked 103rd out of the 149 countries in the World Economic Forum Global Gender Gap Report 2018. Through her work on this project, Becky Shu Chen, ZSL's China Project Coordinator, has had the opportunity to positively engage with the UK FCO in China and Chinese stakeholders. She has also had the opportunity to engage with the general public, and advocate for pangolin conservation on a wider stage than would otherwise be possible, thereby raising the profile of female conservation practitioners and scientists in China.

9.   Monitoring and evaluation

Monitoring and evaluation is key to successful behavioural change campaigns and as such has been fully integrated throughout every stage of the project plan. The majority of the M&E is focused on the progress and efficacy of the demand reduction campaign. The main M&E activities this year relate to the qualitative and quantitative research work, upon which the demand reduction campaign will be developed. As explained in Section 3.1, this work has been successfully completed through the appointment of a market research agency, GlobeScan. This research forms the empirical baseline for the campaign, to which future M&E can be compared. We will be developing Key Performance Indicators (KPI) in concert with the demand reduction campaign itself, which will be used to monitor the effect that the campaign is having throughout its deployment, as well as after the initial pilot period.

10.   Lessons learnt

As described above, the main challenges for the project in this reporting period have been the continued delays to project registration. Although by the time of the previous annual report, we had been able to determine the requirements and the process for registration, and were on the verge of completing the process, a government restructuring meant that key documents which we had spent the previous year obtaining were no longer valid. This was obviously a major disappointment, but one that it was not possible to foresee or prevent.

Another delay was caused by some of the key questions in the original design of the quantitative survey. In the original design of the survey, we ensured that there were no questions that directly asked respondents whether they had engaged in illegal behaviour (i.e. the consumption of pangolin products other than scales), instead we used sensitive questioning techniques in particular the unmatched count technique. However, even using these techniques and ensuring the anonymity of respondents, it was considered that there was still too high a risk that people could potentially admit they had engaged in illegal behaviour. As a result, these questions had to be removed, necessitating a full redesign in order that it would still be possible to obtain the required data. The questionnaire was designed in collaboration with project partners and GlobeScan, who have extensive experience in conducting similar surveys in China, however this was not recognised as a potential issue until after the questionnaires had already been finalised and were about to be deployed. Although we were of course aware of the sensitive nature of the research we were conducting, we had not fully appreciated how conservative the interpretation of the questionnaires would be, and the application of the restrictions on asking about illegal behaviour seem to have been particularly strict in this case. This has given an insight into the level of abstraction that must be employed when asking people about their consumption habits, which is valuable for both this project and other similar projects. In addition, although this has caused delays to the project, it does mean that we can ensure that the M&E that will be conducted during and after the demand reduction campaign will fully align with the baseline data as the questionnaire is now very robust and it will be possible to repeat in future years, without risk of any further issues.

11.   Actions taken in response to previous reviews (if applicable)

We would firstly like to thank the reviewer for their in-depth and helpful feedback on our previous Annual Report. We sincerely appreciated the recognition that although progress towards our objectives had been slow, due to the challenges around the registration process in China, that we had made progress nonetheless. There were several comments which we are requested to address in this Annual Report which we believe we have done, as detailed below:

Comment 1 concerned the funding which ZSL had received for pangolin demand reduction activities as part of a TRAFFIC-led collaboration. This additional funding was received from the EU and totals approximately EUR over two years. These additional funds will be used to augment the work of this project. The co-financing covers additional staff time and will be used to cover the remaining costs of the market research work, completed by GlobeScan, to develop the evidence baseline. The remaining funds will also enable us to spend more on the design and implementation of the demand reduction campaign itself. This will mean that the campaign will reach a greater number of potential consumers thereby increasing its impact and magnifying the reduction in demand for pangolin products. We have highlighted in the log frame where joint funds have been, and will be, used.

Comments 2 and 5 concerned the project's exit strategy, which we discuss in Section 13.

Comment 3 related to the development of the evidence-baseline for the demand reduction campaign. As discussed in Section 3.1, the qualitative and quantitative research which forms this baseline has now been completed and the GlobeScan reports of the results of this research can be seen in Annexes 4 and 5.

In comment 4 the reviewer observed that there are currently no gender specific indicators in the log frame. We intend to submit a change request in which we will seek to update the log frame in light of the delays to project implementation, at which point we will look at including this additional indicator.

12.   Other comments on progress not covered elsewhere

13.   Sustainability and legacy

We have continued to work to increase the profile of this project within China over this reporting period. A key focus for ZSL China's outreach efforts has been the illegal wildlife trade and have therefore promoted the project wherever possible. This outreach work has included taking part in a series of public events entitled "End Wildlife Crime 地球有你才美丽：停止消费

它们的生命" which were organised in several major cities across China by the UK FCO after the London IWT Conference. We also organised two public events in Kunming, Yunnan; one of the most important transboundary ports for the pangolin trade, to raise public awareness to combat the illegal trade. As part of ZSL's outreach events surrounding World Pangolin Day in February 2019, a blog was published on the ZSL website, written by Becky Shu Chen, about ZSL's pangolin conservation work in China (https://www.zsl.org/blogs/conservation/saving-pangolins-from-extinction-in-china). Internationally, we have remained engaged with the demand reduction Community of Practice, and the IUCN SSC Pangolin Specialist Group membership.

We continue to be committed to increasing in-country SBCC capacity in China to ensure the long-term sustainability of the project's results. This capacity building will include ensuring that our partners at EBC remain fully involved with all stages of the development, implementation, monitoring and evaluation of the demand reduction campaign to ensure there is development of in-house SBCC skills and experience. Through the participatory approach we are taking towards the development of the demand reduction campaign, and the high levels of engagement with government and other stakeholder groups, we will ensure that the is continuing support for the campaign and its overall aim. We remain committed to sharing lessons learnt and success factors on the Wildlife Consumer Behaviour Change Toolkit (www.changewildlifeconsumers.org) which will provide insights into the value of SBCC approaches in effecting change in China.

We believe our planned exit strategy, through the development of in-country SBCC capacity and support for demand reduction, remains valid and that it will ensure that the project has an important long-term impact. We will continue to review progress towards these goals, and we maintain ZSL's long-term commitment towards this initiative and will continue to provide ongoing technical and fundraising support as required.

14. IWT Challenge Fund Identity

We have continued to acknowledge the support of the IWT Challenge Fund in all workshops, meetings, and presentations relating to the project both in China and the UK. As described in Section 13, ZSL has been involved in events, across China during this reporting period where the project has been discussed, and the funding we have received from the UK Government has been fully acknowledged throughout.

We will continue to fully recognise the UK Government as the funder of this project in all future publications, workshops and presentations. Planned events over the next year include the upcoming stakeholder workshop, where the demand reduction campaign strategy will be developed. ZSL is also collaborating with the British Embassy in China, who will be focussing their IWT related activities on pangolins over the coming year. In addition, the project leader has been invited to participate in a symposium which focusses on demand reduction campaigns at the International Congress for Conservation Biology in July 2019. This will be an opportunity to publicise the project and its work on an international stage, where the UK Government's IWT Challenge Fund will be fully acknowledged.

15. Project expenditure

Table 1: Project expenditure <u>during the reporting period</u> (April 2018-March 2019)

Project spend (indicative) since last annual report	2018/19 Grant (£)	2018/19 Total actual IWT Costs (£)	Variance %	Comments (please explain significant variances)
Staff costs (see below)				

Consultancy costs				
Overhead Costs				
Travel and subsistence				
Operating Costs				
Capital items (see below)				
Others (see below)				
TOTAL				

16.   OPTIONAL: Outstanding achievements of your project during the reporting period (300-400 words maximum). This section may be used for publicity purposes

I agree for the IWT Secretariat to publish the content of this section (please leave this line in to indicate your agreement to use any material you provide here)

Annex 1:   Report of progress and achievements against Logical Framework for Financial Year 2018-2019

Project summary	Measurable Indicators	Progress and Achievements April 2018 - March 2019	Actions required/planned for next period
Impact Reduced demand for pangolin products in China leads to a reduction in pangolin poaching and illegal trade, and removal of associated negative socio-economic impacts in least-developed pangolin range states.		By drawing attention to the plight of pangolins to stakeholders in China, including the national government, British and EU Embassies, TCM Association and NGO community, the project has continued to work towards increasing support for interventions and possibly even policy reform to reduce consumption of pangolin products in China and associated poaching/illegal trade.	
Outcome Measurable reduction in demand for illegally traded pangolin products in Guangdong province, China, achieved through developing and piloting an evidence-based approach to change consumer behaviour, which can subsequently be used as a model to reduce demand for pangolin products in additional key markets within China.	0.1 Evidence-baseline developed for targeted behaviour change interventions in Guangdong Province by month 8 0.2 Behaviour change action plan developed by month 18 0.3 Demand reduction campaign being implemented in >20 locations within Guangdong province by month 32 0.4 20% reduction in demand for pangolin products in Guangdong province by end Y4 compared to pre-campaign baselines	0.1 The research conducted by GlobeScan (Annexes 4 and 5) has established an evidence baseline 0.2 The behaviour change plan will be developed during the stakeholder workshop. We anticipate this being achieved by month 26. 0.3 Y3 indicator 0.4 Y4 indicator	Development of behaviour change action plan and draft campaign strategy. Implementation of demand reduction campaign.
Output 1. Products and uses having the most detrimental impact on wild pangolin populations identified and broken down to their component behaviours and the various groups engaging in this use	1.1 Pangolin products in prevalent use in identified by month 6 1.2 Consumer groups using different pangolin products identified by month 6	1.1 Identified through research conducted by GlobeScan, evidence provided in Section 3.1 and Annexes 4 and 5. The initial 60% advance of the cost of this research was funded by this grant in the previous FY; the remaining balance will be funded by co-financing through the TRAFFIC-led EU grant. 1.2 Identified through research conducted by GlobeScan, evidence provided in Section 3.1 and Annexes 4 and 5 (see above for funding info)	

Project summary	Measurable Indicators	Progress and Achievements April 2018 - March 2019	Actions required/planned for next period
	1.3 Behaviours encouraging the use of pangolin products identified by month 6 1.4 Expert working group convened to advise on campaign implementation by month 7	1.3 Identified through research conducted by GlobeScan, evidence provided in Section 3.1 and Annexes 4 and 5 (see above for funding info) 1.4 Key members of expert working group have been identified. Membership will be finalised at the stakeholder workshop.	
Activity 1.1 Pilot and conduct questionnaires in urban and rural areas in Guangdong, documenting key pangolin products in prevalent use, behaviours encouraging their use, and uses being employed in different consumer groups. Combine with desk-based research and data on pangolin markets and consumption collected by TRAFFIC, Wild Aid and others.		Completed (see section 3.1 and Annexes 4 and 5)	
Activity 1.2 Data analysis and synthesis of key findings, including identification of key behaviours on which to focus during campaign.		Completed (see section 3.1 and Annex 5)	
Activity 1.3 Inception workshop to introduce the demand reduction initiative and present research findings to project partners, government and other key stakeholders. These are likely to represent diverse interests (e.g. behavioural science, social research, behavioural economics, advertising, marketing, communications, public relations, governmental policy and wildlife conservation). The workshop will facilitate an 'enabling environment' for initiative delivery and empower government officials to take a leadership role in the project. Workshop discussion will confirm the most appropriate approach and initiative implementation process.		It was not possible to hold the workshop until Activities 1.1 and 1.2 were completed	The workshop is planned for May 2019. This will be primarily financed by this grant, with additional travel costs co-financed if required
Activity 1.4 Convene a working group of relevant experts drawn from stakeholders engaged through the inception workshop to advise on the implementation of the programme. Discussion will be convened and coordinated by the Project Co-ordinator.			Working group membership and ToR to be finalised following the stakeholder workshop.
Activity 1.5 Prepare and publish report for distribution to stakeholders and other interested parties.		It was not possible to do this Activity until Activities 1.1 and 1.2 were completed	The report will be made available to stakeholders ahead of the workshop.
Output 2. The most important factors influencing the behaviour of the different audience groups for each behaviour prioritised in Output 1 are identified and understood	2.1 Social norms, socio-demographic, attitudinal and other aspects of target audience profile analysed by month 6 2.2 Specific triggers and drivers of target behaviours identified by month 6	2.1 Identified through research conducted by GlobeScan, evidence provided in Section 3.1 and Annexes 4 and 5 2.2 Identified through research conducted by GlobeScan, evidence provided in Section 3.1 and Annexes 4 and 5 2.3 The most appropriate audience segmentation approach will be defined at the stakeholder workshop.	

Project summary	Measurable Indicators	Progress and Achievements April 2018 - March 2019	Actions required/planned for next period
	2.3 Most appropriate audience segmentation approach defined by month 9		
Activity 2.1 Undertake in-depth interviews and focus groups in urban and rural areas in Guangdong province to document social norms, socio-demographic, attitudinal and other aspects of target audience profiles and gain insight into the specific triggers and drivers of pangolin consumption.		Completed (see section 3.1 and Annex 4)	
Activity 2.2 Data analysis and synthesis of key findings.		Completed (see section 3.1 and Annex 4)	
Activity 2.3 Workshop to present research findings to government, expert group and other stakeholders. Workshop discussion will confirm the most appropriate audience segmentation approach for the selected behaviour(s). Note this workshop will now be combined with the inception/behaviour identification workshop (1.3)		It was not possible to hold the workshop until Activities 2.1 and 2.2 were completed	The workshop is planned for May 2019
Activity 2.4 Report preparation and publication. Report will also be distributed to key stakeholders and other interested parties.		It was not possible to do this Activity until Activities 2.1 and 2.2 were completed	The report will be made available to stakeholders ahead of the workshop
Output 3. Behaviour change models developed that can be practically applied to tackle specific triggers and drivers of pangolin consumption effectively, through highly targeted campaign messages	3.1 Behaviours, influencing factors, target audiences and key influencers on which to focus the campaign prioritised by month 9 3.2 Behaviour models to show how behaviours, influencing factors, target audiences and key influencers interact and the outcome of these interactions developed by month 10 3.3 Outcomes most likely to deliver key behaviour changes sought identified by month 10	3.1 These factors will be prioritised in April and May. 3.2 Behaviour models will be developed by the working group which will be established under Activity 1.4. 3.3 Outcomes will be identified in May.	
Activity 3.1 Working in collaboration with selected experts, analyse the behaviour identification and audience segmentation research in order to identify behaviour change models which can be practically applied to tackle specific triggers and drivers effectively through highly targeted campaign messages.		It was not possible to do this Activity until Activities 1.1, 1.2, 2.1 and 2.2 were completed	The working group will analyse the results of Outputs 1 and 2 to identify the most appropriate behaviour change models for the campaign.

Project summary	Measurable Indicators	Progress and Achievements April 2018 - March 2019	Actions required/planned for next period
Activity 3.2 Preparation of proposed behavioural change models. Models will be shared with key stakeholders planning or implementing on-going demand reduction activities to assist them with their work.		It was not possible to do this Activity until Activities 1.1, 1.2, 2.1 and 2.2 were completed	The behaviour change models will be developed in May.
Output 4. Social marketing framework developed that can be used to identify and set communication objectives for effective demand reduction campaign	4.1 Strategy for engaging key influencers and 'champions' in campaign developed by month 12 4.2 Behaviour change action plan or marketing brief developed for each of the agreed behaviour models by month 18 4.3 Key Performance Indicators (KPIs) developed to monitor progress of campaign by month 18	4.1 The strategy will be written up following the stakeholder workshop. 4.2 The action plan will be developed following the stakeholder workshop 4.3 The action plan will be developed following the stakeholder workshop	
Activity 4.1 Identify and recruit relevant marketing experts to develop marketing brief and, where appropriate, behaviour change action plans for "Influencing the Influencers".		It is not possible to do this Activity until after the workshop has been held	Marketing experts will be recruited following the stakeholder workshop.
Activity 4.2 Where appropriate, identify key influencers and 'champions' to advise and assist in developing and implementing the marketing briefs and behaviour change action plans.		It is not possible to do this Activity until the workshop	Key influencers and champions will be identified during and after the stakeholder workshop.
Activity 4.3 Develop marketing brief or behaviour change action plan for each of the agreed behaviour models.		It is not possible to do this Activity until after the workshop has been held	These will be developed after the stakeholder workshop.
Activity 4.4 Review of proposed marketing briefs or behaviour change action plans by expert groups.		It is not possible to do this Activity until after the workshop has been held	These will be developed after the stakeholder workshop.
Activity 4.5 Theoretical and practical mapping with focus groups.		It is not possible to do this Activity until after the workshop has been held	These will be conducted after Activity 4.5 is completed.
Activity 4.6 Preparation and publication of proposed marketing briefs or behaviour change action plan		It is not possible to do this Activity until after Activity 4.5 has been completed	These will be completed after Activity 4.5 is completed.
Output 5. Demand reduction campaign package developed and implemented in >20 key locations across Guangdong province, having been piloted and	5.1 Communication and campaigning experts identified and recruited by month 20	5.1 These will be identified after the stakeholder workshop 5.2 These will be developed by the experts identified in 5.1 5.3 Y3 indicator	

Project summary	Measurable Indicators	Progress and Achievements April 2018 - March 2019	Actions required/planned for next period
shown to be effective in a representative city and/or rural area.	5.2 Campaign package developed based on marketing briefs by month 24 5.3 Campaign team identified and convened by month 30 5.4 Communication tools and products developed and piloted by month 30 5.5 Campaign package implemented in >20 key locations in Guangdong province by month 48 5.6 Positive change in KPIs determined in Output 4 (e.g. attitudinal surveys of target consumer groups show 20% decrease in desire to consume pangolin products compared to pre-campaign baselines) by month 48	5.4 Y3 indicator 5.5 Y4 indicator 5.6 Y4 indicator The additional co-financing from the TRAFFIC-led EU grant will be used to increase the budget for the development and implementation of the demand reduction campaign. This additional funding will ensure that the campaign message is widely disseminated thus reaching the largest segment possible of the target audience.	
Activity 5.1 Identify and recruit relevant communication and campaigning experts to develop campaign package.		It is not possible to do this Activity until after the workshop has been held	These will be identified after the stakeholder workshop
Activity 5.2 Design and develop campaign package based on the marketing briefs.		It is not possible to do this Activity until after the workshop has been held	These will be developed after the stakeholder workshop.
Activity 5.3 Workshop to present campaign proposal to government and other stakeholders and decide on agreed campaign package.		It is not possible to do this Activity until after the workshop has been held	The workshop will be held after Activity 5.2 is completed
Activity 5.4 Identify and convene campaign team.		Y3 activity	
Activity 5.5 Develop and pilot communications tools and products to support implementation of the campaign package.		Y3 activity	
Activity 5.6 Implement campaign package in at least 20 locations in Guangdong.		Y3 activity	
Activity 5.7 Pre-intervention attitudinal surveys for impact evaluation.		Y3 activity	
Activity 5.8 Ongoing campaign implementation, monitoring and evaluation.		Y3 & 4 activity	
Activity 5.9 Post-intervention attitudinal surveys and report production.		Y4 activity	

Annex 2: Project's full current logframe as presented in the application form (unless changes have been agreed)

N.B. if your application's logframe is presented in a different format in your application, please transpose into the below template. Please feel free to contact IWT-Fund@ltsi.co.uk if you have any questions regarding this.

Project summary	Measurable Indicators	Means of verification	Important Assumptions
Impact: Reduced demand for pangolin products in China leads to a reduction in pangolin poaching and illegal trade, and removal of associated negative socio-economic impacts in least-developed pangolin range states.			
Outcome: Measurable reduction in demand for illegally traded pangolin products in Guangdong province, China, achieved through developing and piloting an evidence-based approach to change consumer behaviour, which can subsequently be used as a model to reduce demand for pangolin products in additional key markets within China.	0.1 Evidence-baseline developed for targeted behaviour change interventions in Guangdong Province by month 8 0.2 Behaviour change action plan developed by month 18 0.3 Demand reduction campaign being implemented in >20 locations within Guangdong province by month 32 0.4 20% reduction in demand for pangolin products in Guangdong province by end Y4 compared to pre-campaign baselines	0.1 Completed questionnaires, interview records, focus group reports; workshop reports and open source peer-reviewed publication 0.2 Behaviour change action plan publication 0.3 Campaign products and tools (e.g. media articles, PSAs) and records from events (e.g. conference proceedings) 0.4 Analysis of data collected using Before-After-Control-Impact framework plus raw data	There remains high-level support from the Chinese government for addressing the illegal wildlife trade The required stakeholders for implementation remain available and willing to engage A 20% reduction in demand for pangolin products is a reasonable target based on previous campaigns
Output 1 Products and uses having the most detrimental impact on wild pangolin populations identified and broken down to their component behaviours and the various groups engaging in this use	1.1 Pangolin products in prevalent use in identified by month 6 1.2 Consumer groups using different pangolin products identified by month 6 1.3 Behaviours encouraging the use of pangolin products identified by month 6 1.4 Expert working group convened to advise on campaign implementation by month 7	1.1 Raw data (completed questionnaires), data analysis and report 1.2 Raw data (completed questionnaires), data analysis and report 1.3 Raw data (completed questionnaires), data analysis and report 1.4 Contact details of working group members	Using sensitive questioning techniques and having a sufficiently large sample size ensures that data collected from the consumer research is representative and accurate

Project summary	Measurable Indicators	Means of verification	Important Assumptions
Output 2 The most important factors influencing the behaviour of the different audience groups for each behaviour prioritised in Output 1 are identified and understood	2.1 Social norms, socio-demographic, attitudinal and other aspects of target audience profile analysed by month 6 2.2 Specific triggers and drivers of target behaviours identified by month 6 2.3 Most appropriate audience segmentation approach defined by month 9	2.1 Raw data (completed questionnaires, interview records, focus group reports), data analysis and report 2.2 Raw data (completed questionnaires, interview records, focus group reports), data analysis and report 2.3 Workshop report	Using sensitive questioning techniques and having a sufficiently large sample size ensures that data collected from the consumer research is representative and accurate
Output 3 Behaviour change models developed that can be practically applied to tackle specific triggers and drivers of pangolin consumption effectively, through highly targeted campaign messages	3.1 Behaviours, influencing factors, target audiences and key influencers on which to focus the campaign prioritised by month 9 3.2 Behaviour models to show how behaviours, influencing factors, target audiences and key influencers interact and the outcome of these interactions developed by month 10 3.3 Outcomes most likely to deliver key behaviour changes sought identified by month 10	3.1 Workshop report 3.2 Reports containing behaviour models 3.3 Workshop reports and publications	The behaviour change models, developed from the consumer research, reflect reality
Output 4 Social marketing framework developed that can be used to identify and set communication objectives for effective demand reduction campaign	4.1 Strategy for engaging key influencers and 'champions' in campaign developed by month 12 4.2 Behaviour change action plan or marketing brief developed for each of the agreed behaviour models by month 18	4.1 Stakeholder engagement strategy 4.2 Behaviour change action plan publication, marketing briefs 4.3 Monitoring and evaluation plan	Key influencers and 'champions' can be incentivised to join the campaign through non-monetary means

Project summary	Measurable Indicators	Means of verification	Important Assumptions
	4.3 Key Performance Indicators (KPIs) developed to monitor progress of campaign by month 18		
Output 5 Demand reduction campaign package developed and implemented in >20 key locations across Guangdong province, having been piloted and shown to be effective in a representative city and/or rural area.	5.1 Communication and campaigning experts identified and recruited by month 20 5.2 Campaign package developed based on marketing briefs by month 24 5.3 Campaign team identified and convened by month 30 5.4 Communication tools and products developed and piloted by month 30 5.5 Campaign package implemented in >20 key locations in Guangdong province by month 48 5.6 Positive change in KPIs determined in Output 4 (e.g. attitudinal surveys of target consumer groups show 20% decrease in desire to consume pangolin products compared to pre-campaign baselines) by month 48	5.1 Contact details of experts 5.2 Campaign package document 5.3 Contact details of campaign team 5.4 Communication tools and products (e.g. PSAs, media articles); reports from pilot focus groups 5.5 Campaign products and tools (e.g. media articles, PSAs) and records from events (e.g. conference proceedings) 5.6 Analysis of data collected using Before-After-Control-Impact framework plus raw data	Consumers respond to campaign as predicted in models and sufficient time has been allocated for tweaking communication tools and products as necessary prior to roll out to additional locations

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)

Behaviour identification
1.1 Pilot and conduct questionnaires in urban and rural areas in Guangdong, documenting key pangolin products in prevalent use, behaviours encouraging their use, and uses being employed in different consumer groups. Combine with desk-based research and data on pangolin markets and consumption collected by TRAFFIC, Wild Aid and others.
1.2 Data analysis and synthesis of key findings, including identification of key behaviours on which to focus during campaign.
1.3 Inception workshop to introduce the demand reduction initiative and present research findings to project partners, government and other key stakeholders. These are likely to represent diverse interests (e.g. behavioural science, social research, behavioural economics, advertising, marketing, communications, public relations,

Project summary	Measurable Indicators	Means of verification	Important Assumptions
governmental policy and wildlife conservation). The workshop will facilitate an 'enabling environment' for initiative delivery and empower government officials to take a leadership role in the project. Workshop discussion will confirm the most appropriate approach and initiative implementation process. 1.4 Convene a working group of relevant experts drawn from stakeholders engaged through the inception workshop to advise on the implementation of the programme. Discussion will be convened and coordinated by the Project Co-ordinator. 1.5 Prepare and publish report for distribution to stakeholders and other interested parties. **Audience segmentation** 2.1 Undertake in-depth interviews and focus groups in urban and rural areas in Guangdong province to document social norms, socio-demographic, attitudinal and other aspects of target audience profiles and gain insight into the specific triggers and drivers of pangolin consumption. 2.2 Data analysis and synthesis of key findings. 2.3 Workshop to present research findings to government, expert group and other stakeholders. Workshop discussion will confirm the most appropriate audience segmentation approach for the selected behaviour(s). Note this workshop will now be combined with the inception/behaviour identification workshop(1.3) 2.4 Report preparation and publication. Report will also be distributed to key stakeholders and other interested parties. **Behaviour modelling** 3.1 Working in collaboration with selected experts, analyse the behaviour identification and audience segmentation research in order to identify behaviour change models which can be practically applied to tackle specific triggers and drivers effectively through highly targeted campaign messages. 3.2 Preparation of proposed behavioural change models. Models will be shared with key stakeholders planning or implementing on-going demand reduction activities to assist them with their work. **Social marketing framework development** 4.1 Identify and recruit relevant marketing experts to develop marketing brief and, where appropriate, behaviour change action plans for "Influencing the Influencers". 4.2 Where appropriate, identify key influencers and 'champions' to advise and assist in developing and implementing the marketing briefs and behaviour change action plans. 4.3 Develop marketing brief or behaviour change action plan for each of the agreed behaviour models. 4.4 Review of proposed marketing briefs or behaviour change action plans by expert groups. 4.5 Theoretical and practical mapping with focus groups. 4.6 Preparation and publication of proposed marketing briefs or behaviour change action plans. **Campaign development, pilot and broad-scale implementation** 5.1 Identify and recruit relevant communication and campaigning experts to develop campaign package. 5.2 Design and develop campaign package based on the marketing briefs. 5.3 Workshop to present campaign proposal to government and other stakeholders and decide on agreed campaign package. 5.4 Identify and convene campaign team. 5.5 Develop and pilot communications tools and products to support implementation of the campaign package. 5.6 Implement campaign package in at least 20 locations in Guangdong. 5.7 Pre-intervention attitudinal surveys for impact evaluation. 5.8 Ongoing campaign implementation, monitoring and evaluation. 5.9 Post-intervention attitudinal surveys and report production.			

Annex 3 Standard Measures

In future years it is our intention to develop a series of standard measures in order to collate some of the quantitative measures of activity, input and output of IWT projects. These will not be measures of the impact or effectiveness of IWT projects but will contribute to a longer term dataset for Defra to draw upon. The collection of standard measures data will be important as it will allow us to understand the combined impact of all the UK Government funded Challenge Fund projects. This data will therefore provide useful information for the Defra Secretariat and for Defra Ministers regarding the Challenge Fund.

The standard measures for the IWT Challenge Fund are currently under development and it is therefore not necessary, at present, to complete this Annex. Further information and guidance about the IWT standard measures will follow.

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

Checklist for submission

	Check
Is the report less than 10MB? If so, please email to IWT-Fund@ltsi.co.uk putting the project number in the subject line.	Y
Is your report more than 10MB? If so, please discuss with IWT-Fund@ltsi.co.uk about the best way to deliver the report, putting the project number in the subject line.	NA
Have you included means of verification? You need not submit every project document, but the main outputs and a selection of the others would strengthen the report.	Y
Do you have hard copies of material you want to submit with the report? If so, please make this clear in the covering email and ensure all material is marked with the project number. However, we would expect that most material will now be electronic.	N
Have you involved your partners in preparation of the report and named the main contributors	Y
Have you completed the Project Expenditure table fully?	Y
Do not include claim forms or other communications with this report.	