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, University of Oxford
IWT grant value	£386,944
Start/end dates of project	01/06/2017 – 31/03/2021
Reporting period (e.g. April 2019-Mar 2020) and number (e.g. Annual Report 1, 2, 3)	April 2019 – March 2020 Annual Report 3
Project Leader name	Carly Waterman / Helen O'Neill
Project website/blog/social media	N/A
Report author(s) and date	Carly Waterman, Shu Chen, Eileen Larney 30 April 2020

1.   Project summary

Pangolins are the world's most trafficked wild 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 (three CR and one EN in Asia; two EN and two 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. 6 tonnes of African pangolin scales seized in Malaysia on 1st April 2020), 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 aims to measurably reduce demand for pangolins among key consumer groups. The project aims to 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.

The original focus of this project was Guangdong (population 111 million; one of China's main markets for pangolins). However, regrettably, ZSL has been unable to successfully register this project in China, meaning that the project team could not legally progress beyond outputs 1 and 2. As of January 2020, therefore, the project location has shifted to Thailand (please see Jan 2020 project change request for detailed background and rationale for changing the location; also summarised in section 3.1).

Thailand, a significant source and transit country for trafficked pangolins, is one of the most popular destinations for Chinese tourists to visit. ZSL Thailand has led *in situ* conservation of important pangolin populations in Thailand since 2015 and our team is part of the country's demand reduction community of practice. Consumer research conducted under the auspices of this project indicated that that pangolin consumers are more likely to travel outside mainline China than the general representative population, and Thailand was perceived by respondents to be one of the main sources of purchase of pangolin products (outside of mainland China). Furthermore, a large proportion, estimated at up to 14%, of the population in Thailand are of Chinese heritage; the second largest ethnic group. Cultural practices, such as the use of Traditional Chinese Medicine (TCM), has remained important to many Thai people of Chinese heritage and the availability of TCM practitioners within Thailand has long been reported; it is likely that this availability is a key reason that Thailand was named as a place where Chinese tourists could obtain pangolin products. The use of pangolin products in any form (scales, meat and wine) is illegal in Thailand; working with key stakeholders to counter the illegal trade is important to ensure the survival of remaining wild pangolin populations, both in Thailand and further afield in Asia and Africa.
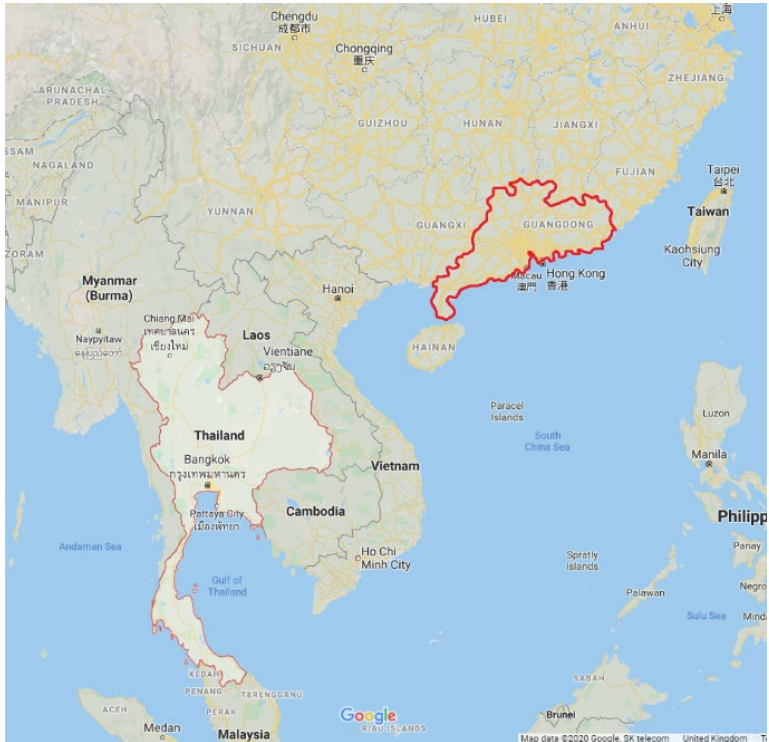

Figure 1: Map showing Guangdong Province (original location) and Thailand (new location) both highlighted in red.

The overall aim and objectives of the project remains the same; however, instead of targeting Chinese consumers of pangolin products in China, the focus is on Chinese consumers of pangolin products in Thailand.

2.   Project partnerships

Project partners Eco-bridge Continental (EBC) and TRAFFIC have been fully engaged in all aspects of the project. Partners have provided input into the project via email, telephone, Skype and face-to-face meetings.

Eco-bridge Continental: EBC and ZSL worked closely on the project design, consumer research report and project registration. However, further opportunities for working together on project outputs have been limited due to the project not being registered under China's foreign NGO law (see section 3.1 for details). During this reporting period, EBC continued to liaise with the State Forestry and Grassland Administration (SFGA), and Beijing Environmental Bureau in order to obtain a governmental letter of endorsement for the project. EBC and ZSL project staff also jointly attended several meetings with the British Embassy in Beijing to provide project updates and communicate barriers. However, despite our efforts, it became clear that the letter of support would not be forthcoming within the remaining timeframe of the project. EBC and ZSL therefore jointly agreed to discontinue attempts to register the project in China.

It takes time for international NGOs to establish trust with policy makers in China. EBC's continuous endorsements of ZSL during its engagement with central/provincial governments have increased awareness of ZSL and enhanced its credibility in China, which should help with obtaining support for future projects. Unfortunately, as EBC does not have branches in Thailand we are no longer able to work directly with them on future project outputs. However, the experience of partnering on this project has helped build relationship between the two organisations. We shall continue to communicate project outputs to EBC, and explore the possibility of collaborating on other projects, including future pangolin ecological research and monitoring in southwest China.

TRAFFIC: TRAFFIC and ZSL continued to work closely during this reporting period to ensure delivery of project outputs within the constraints of foreign NGO law. This includes the provision of technical support, discussion of key findings and organising a workshop to share the results of the consumer research. TRAFFIC has strong relationships with the global demand reduction 'Community of Practice' which comprises experts in the field of behaviour change, many of whom have been engaged in this project. TRAFFIC also has a good relationship with both the China and Thailand CITES Management Authorities, which have expressed support for initiatives to reduce demand for pangolins, and the Traditional Chinese Medicine (TCM) Association, another key stakeholder for the campaign.

As mentioned in previous reports, a TRAFFIC-led collaboration, involving ZSL and WWF China successfully secured matched funding for this project from the European Commission in January 2018. Approximately EUR was secured through this grant for work to reduce demand for pangolins in China under the project 'China's Champions of Change: addressing the demand for illegal wildlife products' (hereafter 'Champions of Change'). The matched funding has been used to support a participatory workshop on pangolin policy and demand, at which ZSL presented the results of the consumer research, and develop a campaign brief and video targeting consumers of pangolin meat in Guangdong, Guangxi and Yunnan provinces. The campaign brief and video were informed by the consumer research undertaken by this project, together with findings from physical market surveys undertaken by TRAFFIC under the EC-funded project.

TRAFFIC staff have been kept informed of progress on project registration and were consulted on the decision to move the geographical focus of the project to Thailand. TRAFFIC recently secured Global Environment Facility funding in Thailand, via UNDP, to manage a suite of activities to reduce consumer demand for illegal wildlife products as Thailand's Department of National Parks, Wildlife and Plant Conservation's (DNP) implementing partner. We are currently exploring synergies between the two projects to maximise impact and value for money. Depending on the outcome of these discussions, and initial prospective work in

Thailand, this may necessitate further amendments to our proposed activities as we seek to ensure maximum use of conservation resources.

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), and is leading on the development of a scientific paper, which will be submitted to an open-access international peer-reviewed journal in the next 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 consumer research, which was completed during the last project period. During this project period, GlobeScan finalised the consumer research report and assisted with interpreting and presenting the results at the pangolin policy and demand workshop organised by TRAFFIC.

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 NGOs that are conducting or planning campaigns in China (e.g. WildAid, IFAW, WCS and WWF), sharing results from our consumer research and sharing campaign materials. In Thailand, ZSL engages with an expert working group, convened by USAID Wildlife Asia, that co-ordinates among projects implementing consumer demand reduction initiatives across Thailand. These include a network of cross-sector representatives from DNP, USAID Wildlife Asia, USAID's Bangkok-based Regional Development Mission for Asia (RDMA), TRAFFIC, UNDP, WildAid, WWF, Freeland, World Animal Protection, Seub Nakhasathien Foundation, Nature Play and Learn Club, Love Wildlife Foundation, Bird Conservation Society Thailand, Thai Airways, Minor Hotels, International Air Transport Association, and Thai Airways International.

From this working group and consultation with experts, the project team has identified a core group of key national collaborators to serve as an advisory council to facilitate the identification of demand reduction priorities for this project. These include: CITES Management Authority, ZSL/TRAFFIC, USAID Wildlife Asia, WWF, and WildAid. Representatives from each of these organizations have been engaged since December 2019 and are currently providing baseline data to identify gaps in knowledge, existing networks, and prioritization of project activities. Activities in Thailand will build on knowledge and insights gained from the China component of the project and engage other key demand reduction working group partners (e.g., WWF Mekong program, which are working in key areas frequented by Chinese tourists wanting to purchase illegal wildlife products) to achieve maximum impact and achieve mutually beneficial goals.

3.   Project progress

3.1   Progress in carrying out project Activities

Project Registration

As outlined in previous reports (and detailed in the Jan 2020 project change request), the implementation of this project has been subject to delays as a result of a new foreign NGO law introduced by the Government of China in January 2017. The law requires that all foreign NGOs undertaking projects in China be registered with both the Beijing and relevant provincial Public Security Bureaus. Registration can be either at the level of the organisation (an extremely lengthy process) or at the project level. Until registration is completed, projects are unable to undertake activities on the ground in China and funds cannot legally be transferred to Chinse partner institutions. The registration process was not included in the original timetable as it was not a requirement at the time of application.

As of the end of the last reporting period this project remained unregistered under the new NGO law. During this reporting period ZSL and EBC continued working towards project registration. In June and October 2019, EBC resubmitted our paperwork to the National Forestry and Grassland Administration (NFGA) and Beijing Environmental Bureau to obtain a letter of governmental endorsement to replace one provided in 2018 by the State Forestry Administration (the SFA has now ceased to exist, having been replaced by the NFGA during a 2018 government restructure). Each application had been edited in line with feedback received during the previous submission, which suggested only minor amendments were necessary; however, we were again unsuccessful.

The use of pangolin products is a highly sensitive issue in China; although international commercial trade in pangolin products is illegal under CITES, China has a legal domestic trade which allows for the use of licenced pangolin scales in Traditional Chinese Medicine. The Government of China is very supportive of TCM and is protective of its right to maintain its legal domestic trade in some pangolin products; it is also sensitive to the prospect of demand reduction interventions which may impact on legal trade. Due to these sensitivities we have sought to find solutions which would be satisfactory to all parties – specifically focusing on illegal trade and associated activities; however at our last submission of project registration documents to the PSB, EBC was informed that the Government would not support a foreign NGO to conduct interventions to reduce demand for pangolin products in China.

Having explored other avenues for registration, including working with additional local partners, and liaising directly with government officials on acceptable messaging for a campaign, we were unfortunately unable to make any further progress. We therefore submitted the project change request to move the location to Thailand in order to capitalise on insights gained from the work we have conducted so far, and to utilise our remaining resources to maximise the impact that the project can have on reducing demand for pangolin products. The request was formally approved in January 2020.

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

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.

During the previous reporting periods, we worked with GlobeScan to undertake qualitative and quantitative research into pangolin consumption in Guangdong province. The qualitative research comprised in-depth interviews (IDIs) and focus group discussions (FGDs; 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 served to fill gaps in knowledge on the underlying reasons, opinions and motivations for consuming pangolins. It aimed to explore and understand the relationship between TCM and buying pangolin parts (scales) and products, as well as between prestige and consumption. Once an understanding of these relationships was developed, the results were quantified in the next phase through an online survey. The quantitative survey was completed by 1,035 respondents, who formed a demographically representative sample of residents in Guangdong province (Activity 1.1). The survey was conducted towards the end of the last reporting period (Jan - Feb 2019).

Activity 1.2 Data analysis and synthesis of key findings, including identification of key behaviours on which to focus during campaign.

During this reporting period we edited and finalised the bilingual report on the quantitative research, which provided insights into pangolin use in Guangdong province and drivers and deterrents of pangolin consumption (Annex 4). Among the total representative sample, a specific sample of 'Past 12 Months Consumers' of pangolin scales was identified for detailed analysis. This sample allowed for the uncovering of the motivations, drivers, and inhibitors of

wildlife users and/or product buyers. The analysis was also conducted among other sub-groups of respondents i.e., by consumption intent, gender, age, city, etc.

Activity 1.3 Inception workshop to introduce the demand reduction initiative and present research findings to project partners, government and other key stakeholders.

We had planned to hold the inception workshop upon successful registration of the project under the foreign NGO law. Since the project remained unregistered, we were not able to host the workshop as planned. However, the research findings were presented at a strategic workshop on pangolin policy and demand, convened by TRAFFIC on 5th August 2019 as part of the EC-funded 'Champions of Change' project. This workshop was attended by representatives from organisations including the NFGA, Forest Police, China Customs, China Wildlife Conservation Association (CWCA), China Association of Traditional Chinese Medicine (CATCM), academia, professional creative agencies, and social media companies. A report of some of the key aspects of the workshop is attached (Annex 5) and summarised below:

The workshop began with presentations from NFGA, TRAFFIC, CATCM, CWCA and ZSL. The presentation from NGFA focused on the legal and conservation status of pangolins in China including the legal situation of the domestic trade in pangolin scales, and also emphasised the cultural importance of TCM, which includes the use of pangolin scales. TRAFFIC reported on a legislation review and market surveys they have conducted into pangolin products. CATCM also emphasised the cultural importance of TCM. They suggested that medicines should use products from farmed sources and that farming of pangolins should be promoted. They felt that the current licensing system has been effective, but that stricter enforcement may be required. CWCA emphasised the importance of also looking at international travellers and workers.

In the afternoon, workshop participants split into working groups to discuss the information presented earlier in the day and to begin developing ideas for the demand reduction campaign. Messaging around the legality of purchasing and consuming pangolin products was identified as key by all working groups, and social media was deemed to be an effective way of transmitting the messages.

Activity 1.4 Prepare and publish report for distribution to stakeholders and other interested parties.

The reports on the consumer research have been shared with project partners/collaborators. We have also begun preparing the results of the research for publication in the scientific literature. This work is being done in collaboration with Dr Diogo Verissimo and Dr Dan Challender (both at University of Oxford) and involves conducting some additional analyses on the raw data collected, as described under Activity 1.2, and preparing the manuscript for submission to an open access peer reviewed journal. Insights from the consumer research were also reported at the International Congress for Conservation Biology (ICCB) meeting in July 2019 as part of a dedicated symposium on reducing demand for illegal wildlife products through evidenced-based behaviour change interventions.

Activity 1.5 Pilot and conduct questionnaires in Bangkok, documenting key pangolin products in prevalent use and behaviours encouraging their use

A literature review and stakeholder consultation are currently underway to collate existing evidence on the consumption of pangolins in Thailand. Depending on the findings of this work, further research, e.g. questionnaires and/or physical market surveys, may be required to fill in gaps in knowledge on the behaviour of consumers in Thailand. We also plan to re-analyse the raw data collected through the quantitative surveys in China, including only the subset of respondents who said they travelled abroad. Together, the results of these pieces of work will provide a stronger basis for the development of interventions in Thailand. This work will be undertaken in the next project period, conditions permitting.

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

Activities 2.1-2.4

The consumer research undertaken in China served to provide insights into factors influencing the behaviour of consumers of different pangolin products. The activities relating to this output are the same as those described under Output 1 i.e., the qualitative and quantitative research, the workshop, report preparation and the production of a scientific paper, as described above.

Activity 2.5 Undertake in-depth interviews and focus groups in Bangkok 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 product purchase and consumption.

As described under Activity 1.5, further research is required to determine the best mechanisms for changing the behaviour of the target audience in Thailand. In-depth interviews and focus group discussions will take place during the next project period, once Covid-19 related restrictions on travel and social gatherings have been lifted.

Activity 2.6 Workshop to present findings from the additional research conducted in Bangkok and begin to develop the behaviour change models and messaging approach for the campaign.

The stakeholder workshop will introduce the demand reduction campaign in Thailand, present research findings to project partners, government and other key stakeholders, and provide an enabling environment for delivery of the initiative. This activity will take place as soon as possible after completion of activity 2.5 (providing restrictions on travel and social gatherings have been lifted).

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

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.

The results obtained from the baseline research conducted under Outputs 1 and 2 provided a strong basis for selecting the most appropriate behaviour and audience to target for a demand reduction campaign in China. Using this information, project stakeholders evaluated 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. At the August workshop, participants developed several options for campaign messages, using the "Message-Messenger-Mechanism (including communication channels)" framework. These were considered, along with relevant models and theories from behavioural science, in the development of the demand reduction campaign under the EC-funded 'Champions of Change project'.

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.

Several behaviour change models, frameworks and theories (e.g. the theory of planned behaviour, Vlek et al.'s 'needs opportunities abilities' model, and Roger's diffusion of innovation theory) were considered in the context of reducing demand for pangolin meat and/or scales in China. As described above, this work in China is now being undertaken under the auspices of the EC-funded 'Champions of Change' project and is therefore not reported on in detail here.

With regards to the project in Thailand, further investigation is required (Activities 1.5 and 2.5) before we can begin to identify which models can be best applied to change the motivations and preferences of the target audience.

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

The social marketing framework for the campaign in China has been developed through the 'Champions of Change' project and is therefore not reported on here. However, it will be used to inform the development of the social marketing framework in Thailand, along with the results of the additional research described under Activities 1.5 and 2.5.

Activities for Output 5: Demand reduction campaign package developed and implemented in Bangkok, having been piloted and shown to be effective

Activities associated with Output 5 will be undertaken following the completion of Output 4 (note these activities can only be completed once the Covid-19 movement restrictions have been lifted).

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 that 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 4). 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 has enabled more targeted and robust demand reduction initiatives to be designed.

The research also gave insights into the profile of consumer groups that consume pangolin (Indicator 1.2). Consumer profiles were broadly similar in age, gender and education across the difference products and compared to the general population. However, 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 4).

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 widespread with 59% of the general population reporting that they believe scales have a medicinal benefit. Belief in the health benefits of meat and wine was lower than that for scales, but over 50% of the general population (and 67-69% of pangolin consumers) also believed that these products had medicinal value, despite TCM practitioners reporting in the 2018 qualitative study, that pangolin meat did not have health benefits. Pangolin products were primarily believed to relieve the symptoms of rheumatism, detoxify and release heat, and to be good for health in general.

The illegal aspects of much of the trade, however, act as a significant deterrent for many people, though knowledge of the current laws is low. Pangolin scales can only be used as prescription medicine from licenced hospitals with specific certification or as ingredients of drugs with permits of production. All other forms of consumption of pangolin scales, wine, meat and other products in China are illegal. However, around half of the respondents erroneously thought it was legal to consume pangolin products. As well as the links to illegal activity, the

cruelty and possible extinction of pangolins were seen as strong deterrents and broadly, people considered the deterrents to be a stronger motivating factor than the drivers for pangolin trade.

Overall, pangolin products are thought to have been bought in pharmacies or hospitals, but online purchase is also believed to be prevalent. Compared to the general population, consumers of pangolin scales are significantly more likely to consider private hospitals, chain pharmacies, and state-run hospitals or clinics as purchase channels for pangolin products.

Following the change of project location, further research is required into the pangolin products in prevalent use among Chinese nationals in Thailand (Indicator 1.1), and behaviours encouraging the purchase of pangolin products by Chinese tourists visiting Thailand (Indicator 1.4). The literature review, stakeholder consultation and research described under Activities 1.5 and 2.5 will provide a strong basis for the design of the demand reduction campaign in Thailand.

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 in China 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; Annex 4). 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 insights gained from the consumer research provide the basis for determining appropriate audience segments to target with the demand reduction campaign in China, in order to have the highest levels of impact (Indicator 2.3). Consumers of pangolin products can be divided into three audience segments:

1. Predisposed ('diehard consumers') representing 11% of consumers. They actively seek pangolin products, have the highest consumption in the past 12 months and are most likely to consume pangolin products in the future. Predisposed consumers are most commonly aged 40-49 years old. Their strongest driving beliefs are those surrounding the health benefits, beauty, and social utility of pangolin products. As opposed to the other segments, the illegality of much of the trade does not inform the decisions of the Predisposed group.

2. Indifferent, representing 59% of consumers. They have no strong opinions on pangolins and are not concerned about them. They do consume pangolin scales and meat, although their consumption incidence is lower than Predisposed and do not actively seek these products. Indifferent consumers are younger on average than the other segments and have a particularly high share of millennials aged 18-29. They indicate a wide range of influencing factors for consuming pangolin products. The strongest opinions of Indifferents are centred around deterrents, particularly the welfare and extinction aspects of the trade, and its association with illegality, suggesting that campaign messaging around these themes would be most effective.

3. Opposers, representing 30% of consumers. They have the lowest consumption incidence and are the lowest priority for the campaign. They are the only firm rejectors of health benefits associated with pangolin products.

The majority (>70%) of all three consumer segments travel outside of China occasionally or regularly. While these insights provide a strong basis for campaign development in China, further research and analyses (Activities 1.5 and 2.5) are required to ascertain to degree to which the consumer segment profiles summarised here (and presented in more detail in Annex 4) can be used to inform a demand reduction campaign targeting Chinese nationals in Thailand (Indicator 2.3).

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

The insights we have gained from the consumer research provided a strong evidence-base for the selection of relevant behaviour change models showing how behaviours, influencing factors, target audiences and key influencers interact, and the outcome of these interactions, in China. Work to develop these models was led by TRAFFIC under the auspices of the 'Champions of Change' project and therefore not reported on here.

Development of behaviour change models for the initiative in Thailand will take place during the next reporting period.

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 Bangkok, having been piloted and shown to be effective

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

3.3 Progress towards the project Outcome

Progress towards the original project outcome has been hampered by the delays in project implementation caused by the difficulties with project registration. Despite these challenges we have made significant progress in this project to date. We have collected the most detailed dataset around pangolin consumption for any country, anywhere in the world, and the fact that it has been achieved in China – one of the largest markets for pangolin products globally – in spite of all the barriers encountered is testament to the determination and perseverance of the project team. We are pleased to report that our fully developed evidence baseline (Indicator 0.1, Annex 4), which has been made available to project partners and collaborators, has already been used to inform the development of a campaign brief and subsequent social media campaign video led by TRAFFIC/WWF China under the 'Champions of Change' project.

We are, of course, disappointed that we were unable to register the project in China, and thus unable to deliver a demand reduction campaign in Guangdong under this grant. However, we are nevertheless pleased that the work undertaken to date has been used to inform urgently needed initiatives in China and are excited by the prospect of developing complementary initiatives in Thailand. The ongoing involvement of ZSL and TRAFFIC, which have a presence in both countries, means that lessons learned from China can be shared, and outputs refined and adapted where relevant, for the project in Thailand.

Inevitably, some additional research is required to inform the precise nature of the demand reduction campaign in Thailand. We are conscious that much of this cannot be undertaken until the Covid-19 movement restrictions have been lifted. Thailand has extended its Emergency Decree until 31st May, restricting public gatherings, travel between provinces and banning all foreign nationals from entering or transiting in Thailand except in certain limited circumstances. Although we have made good progress to date (hiring staff, conducting desk-based research and undertaking a stakeholder consultation remotely), the movement restrictions are preventing us from undertaking critical project activities (e.g. stakeholder workshop, designing and delivering the campaign, which targets Chinese tourists). Given it is likely to be many months before the restrictions are fully lifted, it is looking increasingly unlikely that we will be able to complete all of the stated outputs within the original project timeframe. We will therefore be submitting a change request for a 12-month extension to the project to account for the delays to date and allow time for this additional research to be undertaken. We believe that the project's outcome indicators are still adequate for measuring outcomes and we are confident that the project is likely to achieve the Outcome, should the extension be granted.

3.4   Monitoring of assumptions

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

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. However, as explained above, this unfortunately did not result in support for project registration, despite the SFA providing a letter of support for the project in Year One.

On a more positive note, there is high-level support from the Government of Thailand for this project, as demonstrated by the letter of support in Annex 6 (a letter with an extended end date is in the process of being issued). Thailand is committed to combating the illegal wildlife trade and looks to various in-country partners to achieve greater impact. Under current Global Environmental Facility funding, the Department of National Parks, Wildlife and Plant Conservation's (DNP) work targets priority actions to reduce the illegal trade of ivory, rhino horn, tiger and pangolin. As mentioned, TRAFFIC is an implementing partner for market surveys and demand reduction activities and ZSL an advisor for pangolin-specific work. ZSL has been active in supporting DNP to advance priority actions to fill knowledge gaps and coordinate pangolin-specific activities that lay the groundwork to develop a Pangolin National Action Plan. Understanding and disrupting pangolin trade from source to destination has been a key component in establishing national pangolin priorities, which include reducing any demand for pangolins or pangolin products. ZSL is also in discussions with DNP to house a DNP staff member specifically for pangolins that would be mentored by ZSL's pangolin specialists, facilitate intra-agency coordination, and ensure sustainability of ongoing work; our expectation is that this individual would be involved in the proposed project work. In October 2019, ZSL was granted DNP seed funding and the role as DNP's Wildlife Division's implementing partner to expand the existing pangolin monitoring framework to a second priority landscape in Thailand (Dong Phayayen-Khao Yai Landscape, a World Heritage Site). The CITES Management Authority has also enlisted ZSL to guide them in the establishment of a law enforcement dog detection unit. While this unit will benefit the detection of multiple illegally traded species along key border locations, their interest in such a unit is mainly due to the fact that pangolin trade, in particular, has shifted from trucks moving large numbers of pangolins to more discrete transport in multiple personal vehicles to remain under the radar. In addition, ZSL is also supporting DNP's capacity to build pangolin-specific IWT genetic mapping, being tasked with sourcing wild samples.

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

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. However, despite government representatives in China willing to engage in the project, and even attending the August 2019 strategic workshop on pangolin policy and demand, we were not able to secure the governmental letter of support required for project registration.

The team has prioritized engaging in-country expert consultation from key demand reduction partners in Thailand since the inception of the change request. In addition to the CITES Management Authority, representatives from organisations with complementary interests and initiatives (e.g., USAID, USAID Wildlife Asia, WWF, WildAid, UNDP) have already signalled their support for the implementation of a demand reduction campaign for pangolin products in Thailand. In addition to ZSL/TRAFFIC and DNP, USAID Wildlife Asia, WWF and WildAid and will form a participatory advisory council to assist in identifying priority actions, themes, networks and campaigns as a foundation to build on. Through regular information dissemination, consultation (individually and as a group) and workshops, partners will remain

engaged in a consultative manner throughout the various phases of the project. Utilising existing relationships and networks, particularly relevant to pangolins and (Chinese) tourism, the team will involve cross-sector stakeholders through participatory consultation (surveys and workshops) to gain diverse and country-specific input to further design a campaign that they think would be effective, critically assess the utility of the campaign, and evaluate various outputs at the close of the project.

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 in the province. However, we are aware that these data cannot be solely relied upon to inform the development of a campaign in Thailand, which is why we plan to undertake additional research (literature review, stakeholder consultation, additional analyses on a subset of the raw dataset, coupled with further consumer research and physical market surveys, where necessary) in order to fully understand the consumers whose behaviour we seek to change.

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.

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

Impact: Reduced demand for pangolin products by Chinese nationals 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 by Chinese nationals. 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 among Chinese nationals 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 under this project, we have drawn attention to the illegal trafficking of pangolins to stakeholders in China and Thailand, and the wider public in China.

4. 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 University of Oxford's 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 to date, and the ultimate outputs of this project, have contributed significantly to the evidence around the consumption of pangolin products in China, and the drivers behind this behaviour, and is already informing robust, targeted demand reduction work.

5.   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 from Chinese nationals 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 programme 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 surveys conducted in campaign locations and control sites using a Before-After-Control-Impact (BACI) design. Surveys 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).

6.   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.

7.   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; Annex 4) 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.

8.   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 to date 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.

9.   Lessons learnt

As described above, the main challenges for the project in this reporting period have been the continued delays to project registration. Although during the first reporting period, 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 China.

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

We would like to thank the reviewer for their in- 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 two comments which we are requested to address, as detailed below:

1. 'It is not clear from the reporting and evidence provided that the project will actually measure *demand*, rather the consumer attitudes towards *consumption*. If this is the case, then there is an important assumption linking these two aspects, that has to be stated and evidenced'.

It is difficult to measure demand, which is why the majority of demand reduction campaigns focus on self-reported indicators such as knowledge or attitudes. However, these are often poor proxies for the behaviour change they seek to achieve (Kennedy et al., 2009; Kormos and Gifford, 2014), particularly when the behaviour in question is sensitive (e.g. illegal consumption of pangolins). To evaluate the impact of the campaign, this project will therefore use techniques, such as the Nominative Technique (Miller, 1985) or the Randomized Response Technique (Warner et al. 1965), which have been developed specifically to measure changes in sensitive behaviours. Surveys will be conducted using sensitive questioning techniques to assess changes in Key Performance indicators (KPIs) developed as part of the campaign planning process. These surveys will be conducted in both campaign locations and control sites using a Before-After-Control-Impact (BACI) so that any change in behaviour can be properly attributed to the intervention rather than other societal changes.

Refs:

Miller, J.D., 1985. The nominative technique: a new method of estimating heroin prevalence., in: Rouse, B.A., Kozel, N.J., Richards, L.G. (Eds.), Self-Report Methods of Estimating Drug Use: Meeting Current Challenges to Validity. NIDA - National Institute on Drug Abuse, pp. 104–24.

Warner, S.L., 1965. Randomized response: a survey technique for eliminating evasive answer bias. J. Am. Stat. Assoc. 60, 63–69.

Kennedy, E. H., T. M. Beckley, B. L. McFarlane, and S. Nadeau. 2009. Why we don't" walk the talk": Understanding the environmental values/behaviour gap in Canada. Human Ecology Review:151-160.

Kormos, C., and R. Gifford. 2014. The validity of self-report measures of proenvironmental behavior: A meta-analytic review. Journal of Environmental Psychology 40:359-371.

2. 'It is suggested that the original timelines are reconsidered to take account of the 12 month or so delay'.

We agree that our ambitious timeline needs to be reconsidered to take account of the delays caused by the project registration requirement and change of location, especially given that the current Covid-19 restrictions are severely restricting our ability to plan and undertake critical project activities (i.e. the additional consumer research and stakeholder workshop). Furthermore, the target audience for the demand reduction campaign is Chinese tourists in Thailand. More than 10 million Chinese tourists visited Thailand last year. However, the tourism industry is being particularly hard hit by impact of the Covid-19 pandemic, with some experts predicting that the industry may not recover until 2021. Given the significant impact of the Covid-19 pandemic on this project, we intend to submit a change request for a 12-month extension to the timeline. We will continue to closely monitor the situation, whilst simultaneously investigating the best approach for taking the project forwards at this difficult time.

11.   Other comments on progress not covered elsewhere

We are extremely disappointed not to be able to implement the demand reduction in China as planned but fortunate that work can continue through matched funding obtained in Year One. The research conducted through this project has been crucial to informing the development of the pangolin consumer demand campaign, now ongoing in China. We are grateful to the IWT Challenge Fund for their understanding of the delays and flexibility in allowing us to adapt our activities in order to achieve the project outcome. ZSL will continue to liaise with the multiple NGOs who are implementing pangolin demand reduction campaigns in China; our China Projects Co-ordinator, Becky Shu Chen, will continue to participate in meetings and discussions

to provide advice and share insights gained through this project. We envisage that project activities in Thailand will complement active demand reduction campaigns within China and that existing partnerships and collaborations will lead to joint programmes of work covering broader geographic regions to increase the impact of these campaigns.

12.   Sustainability and legacy

We have continued to work to increase the profile of this project within China and, more recently Thailand, over this reporting period. As described above, EBC's ongoing engagement with the central and provincial government has increased awareness of the magnitude of illegal consumption of pangolin products in Guangdong province, and the need to reduce demand through social and behaviour change communications, in addition to strengthening enforcement. The August 2019 pangolin policy and demand workshop provided further opportunities to increase the profile of the project, share the results of the consumer research and engage government stakeholders in the design of the demand reduction campaign. We have also shared the results of the consumer research with other NGOs conducting pangolin-focused demand reduction campaigns in China, including IFAW, WildAid, WCS and WWF. The results of the research are currently being written up as a scientific paper, which will be submitted to an open access international peer-reviewed journal in the next reporting period. We also 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 and Thailand.

During this reporting period ZSL organised a workshop entitled 'Transboundary Biodiversity Conservation in Southwest China', which gathered 80 stakeholders and experts from 48 different institutions working in the region between China and Lao, Myanmar, Vietnam, and Nepal. These are important pangolin range countries, and also locations where pangolins are heavily trafficked and consumed. Ms. Magge He, a demand reduction expert from WCS, presented a project entitled' Understanding Illegal Wildlife Consumption among Chinese Migrant Communities in Uganda: the Behavior Science Approach', which led to participants exploring new opportunities and collaborations for incorporating SBCC approaches in their projects. A strong transboundary working group was built, which could serve as a platform to replicate or expand our pangolin demand reduction project in this region.

Although we have implemented out exit strategy in China earlier than anticipated, we have endeavoured to ensure that our research findings are being used to inform ongoing dialogue with government and multiple NGO campaigns seeking to reduce demand for illegal pangolin products. Insights from beyond the conservation sector suggest that a 'twin track' approach is effective for changing consumer behaviour. One track involves efforts, activities and communications around implementing a societal behavioural control (e.g. ensuring the laws are appropriate, perceived to be an adequate deterrent and effectively enforced) or restricting consumer choice (i.e., by retailers removing products from sale, or manufacturers using alternatives). The other track involves messaging issued by those influential with consumer groups and other target audiences, to help inspire and shape individual motivation. Providing a robust evidence base for determining campaign messaging and key influencers to reduce consumption of pangolins is particularly timely as China moves to ban the trade and consumption of wildlife in the wake of the Covid-19 pandemic.

During the Thailand feasibility assessment in the latter part of 2019, Thai governmental and NGO colleagues were made aware of proposed work, and again through various communications and meetings since the funding re-allocation was approved in January, After funding approval, key governmental and NGO partners were more formally informed, a letter of support was secured from the CITES Management Authority, and plans were made to more formally outline next steps and secure participatory involvement of the various stakeholders to maintain transparency and consensus to inform priority actions from the onset. A partner workshop was planned for March; however, due to the Covid-19 restrictions, this was postponed and gathering of baseline data and meetings are being conducted virtually. However, partners have shown heightened interest for the pangolin-specific demand reduction work, especially due to gaps in knowledge on pangolins and in light of the Covid-19 pandemic, with further interest in data available and lessons learned from the foundational work conducted

through surveys in China to inform initiatives in Thailand and regionally. As the project is being implemented under the Thai government and in consultation with key demand reduction partners in country, the project is setting up a foundation for capacity building and filling knowledge gaps to support sustained pangolin and IWT work nationally that has broader applications for other pangolin range countries. As the project also maintains a link with Chinese demand, information dissemination will be prioritized for a much broader impact for both pangolins and other IWT products.

13.   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 internationally. This includes ZSL's presentation at the August pangolin policy and demand workshop, the ICCB presentation, and when disseminating the consumer research report. The IWT Challenge Fund will also be acknowledged in the scientific paper on the consumer research, which is currently *in prep*.

The IWT Challenge Fund funding was recognised as a distinct project with a clear identity in year one. EBC's endorsements of ZSL and this project and, by association, the IWT Challenge Fund, during its engagement with the central and provincial government have increased awareness of the Fund among Chinese stakeholders. However, the combination of difficulties in registering the project, and the initiation of the EC-funded 'Champions of Change' project, which has provided matched funding for campaign development, has resulted in a gradual shift in roles and responsibilities of project partners. TRAFFIC is now leading on campaign implementation, with technical support from ZSL staff. As such the profile of ZSL and, by association, the IWT Challenge Fund's support of the project, has inevitably diminished within China over the last reporting period.

However, the UK Embassy in Bangkok has been active in promoting calls for the IWT Challenge Fund to in-country stakeholders. Thai governmental (DNP / CITES) and NGO partners were made aware at project inception that funding for pangolin demand reduction work would be primarily from the IWT Challenge Fund. We will continue to fully recognise the UK Government as the funder of this project in all future publications, workshops and presentations that will be disseminated to both Thai and Chinese stakeholders. Planned events over the next year include the stakeholder workshop in Thailand, where the demand reduction campaign strategy will be developed. In addition, the team will engage the UK Embassy in Bangkok for further promotion of project activities through the duration of the project.

14.   Safeguarding

ZSL has invested heavily in its safeguarding policies and procedures both in the UK and globally. The Council of Trustees and Executive Management Committee have formally recognised safeguarding as a key area of responsibility and are fully committed to strengthening and rolling out ZSL's safeguarding approach. Where necessary, these efforts are applicable to staff, partners and other stakeholders with whom ZSL works. Relevant policies have been updated and new policies and procedures implemented. Policies to align to this commitment include: global safeguarding policy; safeguarding policy for UK staff; global whistleblowing policy and procedures; global code of conduct; DBS and criminal record check policy; employing younger worker policy; disciplinary policy and procedures; reference request policy; violence and aggressive behaviour policy; the 4 R's safeguarding policy; and the ZSL staff handbook.

ZSL has implemented measures to ensure the effective delivery of these policies by having:

- a named 'Safeguarding Trustee' who meets regularly with the Designated Safeguarding Lead (HR Director, Fiona Evans).
- a number of Designated Safeguarding Officers.
- a strategic group which meets every few months to consider how the rollout of our safeguarding is going and to provide direction (our Safeguarding Trustee, Designated

Safeguarding Lead, and Head of Legal) along with a wider working group to help lead implementation.

- received updated global safeguarding training from independent experts including 'train the trainer' sessions to allow safeguarding leads to provide this training in-house in ZSL; and
- raised awareness of the updated Whistleblowing Policy by creating posters in different languages to be distributed amongst ZSL staff.

ZSL's safeguarding policies are easily accessible and have been translated into a number of key languages in the countries we are operating in. Existing and newly joined staff, consultants and partners are made aware of these and participate in an induction into the policies, related procedures and implications irrespective of the length of time they will be working/collaborating with ZSL.

In addition to these safeguarding efforts, ZSL is looking to develop and transition its environment and social management system to align to the IUCN ESMS standards – as a minimum standard of operating. A number of projects are currently trialling to inform the transition plan. The IUCN standards include undertaking a project-level Social and Environment Impact Assessment, which will include the recently developed Security and Human Rights Screening. A Free, Prior and Informed Consent (FPI1C) process may be triggered at this point to safeguard indigenous people's rights to give or withhold consent to a project that may impact them and/or their way of living or their land. In accordance with legal guidelines they will have the right to withdraw consent at any given stage of a project. The ZSL process will align to FAO guidelines to meet FPIC requirements through the whole project cycle - including monitoring and evaluation, to be participatory and accommodate indigenous group's needs.

The results of the review and recommendation of the assessment will be captured and managed through an Environmental and Social management plan (ESMP) with a Stakeholder Engagement Plan (SEP) and Grievance Mechanism adapted to be appropriate for the context of each project. All will be developed in an inclusive and participatory manner in collaboration with partners, beneficiaries and other stakeholders. Other additional requirements may include Access Restriction Mitigation Process. Framework, Indigenous Peoples Plan, Pest Management Plan, and Resettlement Management Plan and livelihood related assurances (including Child labour).

ZSL is committed to enabling Gender Equity and Social Inclusion (GESI) throughout project implementation with targeted activities to provide entry points to marginalised groups within different recognised groups e.g. women and those with disabilities. ZSL is developing an institutional indicator framework to ensure projects are delivering impact in this area.

Project expenditure

Table 1: Project expenditure <u>during the reporting period</u> (April 2019-March 2020)

Project spend (indicative) since last annual report	2019/20 Grant (£)	2019/20 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				

15.   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 2019-2020

Project summary	Measurable Indicators	Progress and Achievements April 2019 - March 2020	Actions required/planned for next period
Impact Reduced demand for pangolin products by Chinese nationals 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 amongst Chinese nationals visiting Thailand, 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.	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 39. 0.3 Demand reduction campaign being implemented in Bangkok by month 44. 0.4 20% reduction in demand for pangolin products in Bangkok by end Y4 compared to pre-campaign baselines.	0.1 The research conducted by GlobeScan (Annex 4) 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 39. 0.3 Y4 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 Guangdong Province, China and among Chinese nationals in Bangkok, Thailand identified by month 36. 1.2 Consumer groups using different pangolin products in Guangdong	1.1 Pangolin products in prevalent use in Guangdong identified through research conducted by GlobeScan, evidence provided in Section 3.1 and Annex 4. Pangolin products in prevalent use in Bangkok will be identified during the next project period. 1.2 Identified through research conducted by GlobeScan, evidence provided in Section 3.1 and Annex 4.	

Project summary	Measurable Indicators	Progress and Achievements April 2019 - March 2020	Actions required/planned for next period
	Province, China identified by month 6. 1.3 Behaviours encouraging the use of pangolin products in Guangdong Province, China identified by month 6. 1.4 Behaviours encouraging the purchase of pangolin products by Chinese tourists visiting Thailand identified by month 36.	1.3 Identified through research conducted by GlobeScan, evidence provided in Section 3.1 and Annex 4. 1.4 To be completed during the next project period.	
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 Annex 4).	
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 4).	
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.		Results of the consumer research were presented to stakeholders at a workshop organised by TRAFFIC in August 2019. Workshop report in Annex 5.	
Activity 1.4 Prepare and publish report for distribution to stakeholders and other interested parties.		The research findings report (Annex 4) has been shared with collaborators, and the results are currently being written up for submission to an international peer-reviewed journal.	Share report with collaborators in Thailand. Finalise manuscript and submit to international peer-reviewed scientific journal.
Activity 1.5 Pilot and conduct questionnaires in Bangkok, documenting key pangolin products in prevalent use and behaviours encouraging their use.		Not yet completed.	Pilot and conduct questionnaires in Bangkok, documenting key pangolin products in prevalent use and behaviours encouraging their use.

Project summary	Measurable Indicators	Progress and Achievements April 2019 - March 2020	Actions required/planned for next period
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 and further refined by 39. 2.2 Specific triggers and drivers of target behaviours identified by month 39. 2.3 Most appropriate audience segmentation approach defined by month 39.	2.1 Identified through research conducted by GlobeScan, evidence provided in Section 3.1 and Annex 4. 2.2 Identified through research conducted by GlobeScan, evidence provided in Section 3.1 and Annex 4. 2.3 The most appropriate audience segmentation approach will be defined at a stakeholder workshop, to be held in Thailand during the next reporting period.	
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).		Results of the consumer research were presented to stakeholders at a pangolin demand and policy workshop organised by TRAFFIC in August 2019. Workshop report in Annex 5.	
Activity 2.4 Report preparation and publication. Report will also be distributed to key stakeholders and other interested parties.		The research findings report (Annex 4) has been shared with collaborators, and the results are currently being written up for submission to an international peer-reviewed journal.	Share report with collaborators in Thailand. Finalise manuscript and submit to international peer-reviewed scientific journal.
Activity 2.5 Undertake in-depth interviews and focus groups in Bangkok 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 product purchase and consumption.		Not yet completed; project location was changed to Thailand in January and the focus to date has been on a literature review, stakeholder consultations and recruiting project staff.	Conduct in-depth interviews and focus groups in Bangkok.

Project summary	Measurable Indicators	Progress and Achievements April 2019 - March 2020	Actions required/planned for next period
Activity 2.6 Workshop to present findings from the additional research conducted in Bangkok and begin to develop the behaviour change models and messaging approach for the campaign.		The workshop will be held following completion of activity 2.5.	Stakeholder workshop and audience segmentation in Bangkok.
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 40. 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 40. 3.3 Outcomes most likely to deliver key behaviour changes sought identified by month 40.	3.1 These factors will be prioritised following completion of the research in Thailand. 3.2 Behaviour models will be developed in the next project period. 3.3 Outcomes will be identified in the next project period.	
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.		Relevant behaviour change models will be identified following the completion of Activities 1.5, 2.5 and 2.6.	Analyse the results of Outputs 1 and 2 to identify the most appropriate behaviour change models for the campaign.
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.		The behaviour change models will be prepared following the completion of Activities 1.5, 2.5 and 2.6.	Develop the behaviour change models and share with key stakeholders.
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 42. 4.2 Behaviour change action plan or marketing brief developed for each of the agreed behaviour models by month 42. 4.3 Key Performance Indicators (KPIs) developed to monitor progress of campaign by month 42.	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 KPIs will be developed following the stakeholder workshop.	

Project summary	Measurable Indicators	Progress and Achievements April 2019 - March 2020	Actions required/planned for next period
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.	Recruit marketing experts 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 has been held.	Identify key influencers and champions.
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.	Develop behaviour change action plan and marketing briefs.
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.	Review of behaviour change action plan and marketing briefs.
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.	Theoretical and practical mapping.
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.	Preparation and publication of behaviour change action plan and marketing briefs.
Output 5. Demand reduction campaign package developed and implemented in Bangkok, having been piloted and shown to be effective.	5.1 Communication and campaigning experts identified and recruited by month 42. 5.2 Campaign package developed based on marketing briefs by month 42. 5.3 Campaign team identified and convened by month 42. 5.4 Communication tools and products developed and piloted by month 44. 5.5 Campaign package implemented in Bangkok by month 48.	5.1 These will be identified after the stakeholder workshop in Thailand. 5.2 These will be developed by the experts identified in 5.1. 5.3 Y4 indicator. 5.4 Y4 indicator. 5.5 Y4 indicator. 5.6 Y4 indicator.	

Project summary	Measurable Indicators	Progress and Achievements April 2019 - March 2020	Actions required/planned for next period
	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.		
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.	Identify and recruit relevant communication and campaigning experts.
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.	Design and develop campaign package.
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.	Stakeholder workshop to agree campaign package.
Activity 5.4 Identify and convene campaign team.		Y4 activity.	Convene campaign team.
Activity 5.5 Develop and pilot communications tools and products to support implementation of the campaign package.		Y4activity.	Develop and pilot communication tools and products.
Activity 5.6 Pre-intervention surveys for impact evaluation.		Y4 activity.	Pre-intervention surveys.
Activity 5.7 Implement campaign package in Bangkok.		Y4 activity.	Implement campaign package.
Activity 5.8 Ongoing campaign implementation, monitoring and evaluation.		Y4 activity.	Ongoing campaign implementation.
Activity 5.9 Post-intervention surveys and report production.		Y4 activity.	Post-intervention surveys.

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

Project summary	Measurable Indicators	Means of verification	Important Assumptions
Impact: Reduced demand for pangolin products by Chinese nationals 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 amongst Chinese nationals visiting Thailand, 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.	0.5 Evidence-baseline developed for targeted behaviour change interventions in Guangdong Province by month 8 0.6 Behaviour change action plan developed by month 39 0.7 Demand reduction campaign being implemented in Bangkok by month 44 0.8 20% reduction in demand for pangolin products in Bangkok 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 Guangdong Province, China and among Chinese nationals in Bangkok, Thailand identified by month 36 1.2 Consumer groups using different pangolin products in Guangdong Province, China identified by month 6 1.3 Behaviours encouraging the use of pangolin products in Guangdong Province, China identified by month 6 1.4 Behaviours encouraging the purchase of pangolin products by Chinese tourists visiting Thailand identified by month 36	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 Raw data (completed questionnaires), data analysis and report	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 and further refined by 39 2.2 Specific triggers and drivers of target behaviours identified by month 39 2.3 Most appropriate audience segmentation approach defined by month 39	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 40 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 40 3.3 Outcomes most likely to deliver key behaviour changes sought identified by month 40	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	4.4 Strategy for engaging key influencers and 'champions' in campaign developed by month 42 4.5 Behaviour change action plan or marketing brief developed for each of the agreed behaviour models by month 42 4.6 Key Performance Indicators (KPIs) developed to monitor progress of campaign by month 42	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
Output 5 Demand reduction campaign package developed and implemented in Bangkok, having been piloted and shown to be effective	5.1 Communication and campaigning experts identified and recruited by month 42 5.2 Campaign package developed based on marketing briefs by month 42 5.3 Campaign team identified and convened by month 42 5.4 Communication tools and products developed and piloted by month 44 5.5 Campaign package implemented in Bangkok 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, 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 Prepare and publish report for distribution to stakeholders and other interested parties.

1.5 Pilot and conduct questionnaires in Bangkok, documenting key pangolin products in prevalent use and behaviours encouraging their use.

Project summary	Measurable Indicators	Means of verification	Important Assumptions

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.

2.5 Undertake in-depth interviews and focus groups in Bangkok 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 product purchase and consumption.

2.6 Workshop to present findings from the additional research conducted in Bangkok, and begin to develop the behaviour change models and messaging approach for the campaign.

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 Pre-intervention attitudinal surveys for impact evaluation.

5.7 Implement campaign package in Bangkok.

5.8 Ongoing campaign implementation, monitoring and evaluation.

5.9 Post-intervention attitudinal surveys and report production.

Annex 3: Standard Measures

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.	X
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.	
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.	X
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.	
Have you involved your partners in preparation of the report and named the main contributors	X
Have you completed the Project Expenditure table fully?	X
Do not include claim forms or other communications with this report.	