



Illegal Wildlife Trade (IWT) Challenge Fund Annual Report

To be completed with reference to the “Writing a Darwin/IWT Report” Information Note: (<https://iwt.challengefund.org.uk/resources/reporting-forms-change-request-forms-and-terms-and-conditions/>). 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	Thailand
Lead organisation	Zoological Society of London
Partner institution(s)	TRAFFIC, Thailand’s Department of National Parks, Wildlife and Plant Conservation (DNP)
IWT grant value	£386,944
Start/end dates of project	01/06/2017 – 31/03/2022
Reporting period (e.g. April 2020-Mar 2021) and number (e.g. Annual Report 1, 2, 3)	April 2020 – March 2021, Annual Report 4
Project Leader name	Carly Waterman
Project website/blog/social media	N/A
Report author(s) and date	Eileen Larney, Carly Waterman April 2021

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. Our theory of change hypothesises that reducing key market opportunities for pangolin trafficking criminal syndicates will result 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 was unable to successfully register this project in China under a foreign NGO law that was introduced subsequent to applying for this award, meaning that the project team could not legally progress beyond outputs 1 and 2. As of January 2020, therefore, the project location was moved to Thailand (please see January 2020 project change request for detailed background and rationale for changing the location).

Thailand, a significant source and transit country for trafficked pangolins, was (pre-pandemic) one of the most popular destinations outside of mainland China for Chinese tourists to visit. Consumer research conducted in Guangdong under the auspices of this project indicated that pangolin consumers are more likely to travel outside mainland China than the general population. Furthermore, Thailand was perceived by respondents to be one of the main sources of purchase of pangolin products outside of mainland China. The project therefore aimed to reduce demand for pangolins among Chinese tourists to Thailand. The plan was to supplement the consumer research already undertaken in Guangdong with new research in Thailand and insights from the Thailand demand reduction community of practice, to create an effective demand reduction campaign targeting Chinese consumers of pangolins in Thailand.

However, travel/quarantine restrictions relating to the pandemic has resulted in a severe decline in the number of foreign visitors to Thailand, and the project has had to adapt accordingly. The focus of the project is now on Thai consumers of pangolins, and other protected species, in Thailand. 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.

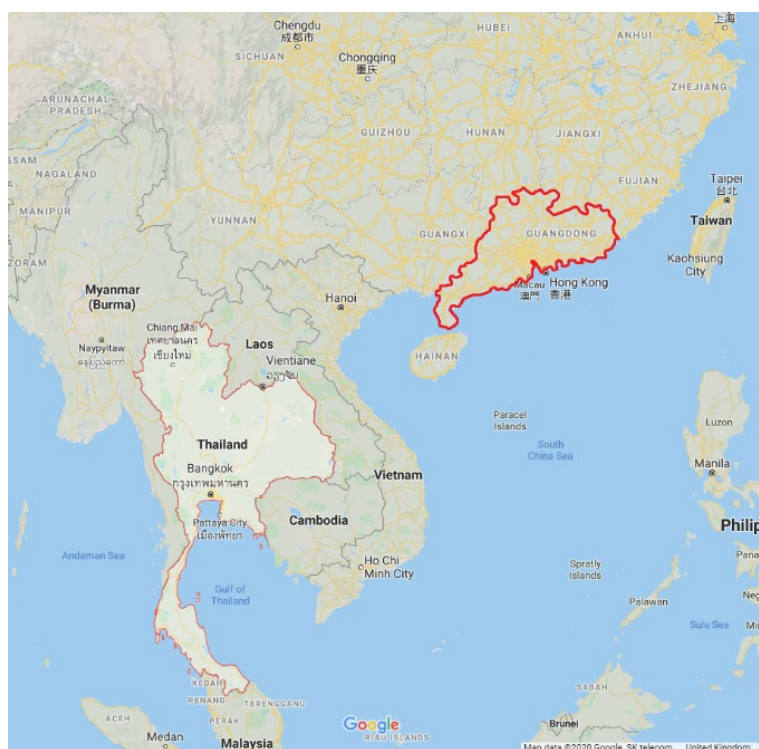


Figure 1: Map showing Guangdong Province (original location) and Thailand (new location) both highlighted in red.

2. Project partnerships

Project partner TRAFFIC, in addition to Thailand's CITES Management Authority under the Department of National Parks, Wildlife and Plant Conservation (DNP), has been fully engaged in all aspects of the project during this project period. Partners have provided input into the project via email, telephone, remote (Teams/Zoom) and face-to-face meetings.

TRAFFIC: TRAFFIC and ZSL have continued to work closely during this reporting period to ensure delivery of project outputs. This includes the provision of technical support, discussion of key findings, and organising joint-formative research in Thailand. 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.

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 for work to reduce demand for pangolins in China under the project 'China's Champions of Change: addressing the demand for illegal wildlife products'. 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.

In Thailand, TRAFFIC is DNP's implementing partner for the GEF-6 funding in Thailand, managed by UNDP, for a suite of activities to reduce consumer demand for illegal wildlife products. We have been exploring synergies between the two projects to maximise impact and value for money, including joint formative research on wild meat consumption, including pangolins, in Thailand. Depending on the outcome of consumer research, additional collaboration in terms of campaign development and dissemination is being considered.

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. Similar to our consumer research in China, ZSL/TRAFFIC contracted GlobeScan to undertake the consumer research in Thailand, to be completed in early May 2021. During this project period, GlobeScan conducted qualitative research and developed quantitative surveys in consultation with TRAFFIC/ZSL.

WildAid: an international NGO with expertise in demand reduction campaigns. and with recent support (Pangolin Crisis Fund) for campaign related to wild meat consumption and zoonotic disease has partnered on investigative research to gather information and leads on consumption of pangolins and other wild meat products in key areas of Thailand to direct future research and demand reduction interventions.

Antioch University New England: Dr Kayla Cranston, based in the Conservation Psychology Department, has been involved in coaching the ZSL team to develop a framework to evaluate a pilot behaviour change initiative to reduce demand for wild meat in Kanchanaburi (a province famed for its wild meat restaurants). The project is entitled 'Evaluation of mobile campaign in reducing wild meat consumption in Thailand'. Along with Dr Meghan Guckian and a student, Antioch colleagues will continue to assist in project design, protocols for data collection and analysis, human ethics guidance, messaging and imagery, and drafting a scientific paper for publication in open access peer-reviewed journal.

Mobsta, Ltd: a UK-based advertising sales business (www.mobsta.com) specialising in audience and location targeting has been enlisted to support the above-mentioned pilot behaviour change campaign. The campaign will deliver targeted messages to consumers via their mobile phones and, if successful, can be scaled up to other priority locations in Thailand as part of the wider demand reduction initiative.

University of Exeter: Prof Heather Koldewey (Honorary Professor at University of Exeter, Head of Bertarelli Foundation's Marine Science Programme, ZSL) provided further technical input into the pilot project design and supported the successful application of project to the University of Exeter's human ethics review committee in March 2021.

NGO and SBCC Community: the project leaders have continued to engage with the wider NGO and Social and Behaviour Change Communications (SBCC) communities. This has included maintaining contact with other NGOs that are conducting or planning campaigns, sharing results from our consumer research, and sharing campaign materials. In Thailand, ZSL engages with an

expert working group (Demand Reduction Steering Group) 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, IUCN, WCS, Globescan, Sidekick and ZSL. In addition, other NGO and industry (e.g., tourism) partners join depending on the theme of the meeting. 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. 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 to achieve maximum impact and achieve mutually beneficial goals.

3. Project progress

As outlined in previous reports, the project location moved from China to Thailand in January 2020. A no-cost extension until March 2022 was agreed in June 2020.

During this project period, we undertook desk-based research and a stakeholder consultation, comprising a collaborator survey and stakeholder workshop, on pangolin trafficking, consumption, and demand within Thailand. These activities led to the generation of recommendations for next steps for further research and Social and Behaviour Change Communications (SBCC) campaign development. ZSL has partnered with WildAid on investigative research into demand for wild meat, including pangolins, to supplement gaps in knowledge resulting from the desk-based research and consultations. In partnership with TRAFFIC, ZSL enlisted Globescan to commence formative research on consumer demand for wildlife part and products in Thailand. Qualitative and quantitative research will determine the demographic profile of who is buying/consuming wild meat (including pangolins), awareness, and general knowledge as to why people consume wild meat, consumption incidence and frequency, drivers and deterrents, and insight into what are the best messages and narratives and who might be the most effective influencers to reduce demand. These will inform the campaign strategy.

Collaborator survey: the purpose of the survey was to compile existing information and, where possible, data that partners and collaborators have on pangolin trade, consumption and demand reduction campaigns in Thailand. This helped the team to identify gaps in knowledge (e.g., potential research priorities) and existing networks and/or campaigns that may serve as a foundation for collaboration or guide the project moving forward. The exercise was also an opportunity to consult and engage the expert demand reduction community in Thailand from inception to ensure this project (1) does not overlap with existing efforts; (2) is guided by in-country demand reduction expertise and fills a necessary void; and (3) aligns with the overall goal to reduce demand for pangolin or other wildlife products in Thailand. The questionnaire was completed by key in-country collaborators, DNP/CITES, TRAFFIC, USAID Wildlife Asia, WildAid and WWF, in June 2020. Key results are summarised in Annex 4.

Desk-based research: a rapid assessment was undertaken of available information and data sources relating to pangolin trade, consumption and demand within Thailand. Sources of information included reports from CITES, EIA, TRAFFIC, GlobeScan/WWF, ZSL's existing pangolin projects in Thailand, online monitoring of pangolin trafficking (started April 2020) and online media reports. Key results are summarised in Annex 5.

Stakeholder workshop: the results of the questionnaires, together with the findings from the desk-based research and additional information gained from partners and collaborators, were shared at a workshop in Bangkok on 30th July 2020. Workshop participants comprised representatives from Thailand's demand reduction community of practice, TRAFFIC, USAID Wildlife Asia, WildAid and WWF plus government representatives from CITES/DNP. The findings were used to inform project planning discussions, considering potential limitations on focusing on tourists from mainland China as a result of ongoing and unpredictable COVID-19-related movement restrictions. Key results are summarised in Annex 4.

Advisory Council: As part of the demand reduction community of practice in Thailand, the ZSL team was invited to present research plans and updates regularly to the DNP representatives

and GEF6 Demand Reduction Steering Group Committee through meetings in August 2020, December 2020, and March 2021. Participants include government officials from various divisions of DNP and particularly the CITES Management Authority, UNDP, IUCN, in addition to in-country NGO partners (TRAFFIC, WWF, USAID Wildlife Asia, WildAid, WCS) and other research agencies (GlobeScan, Sidekick). Potential collaborations in overlapping consumption research and target sites continue to be identified for further development.

Research Framework: During this reporting period, ZSL has been developing methodology for the research phase to generate a more in-depth understanding of pangolin trafficking and consumer demand within Thailand and framework to evaluate a SBCC pilot initiative to reduce wild meat consumption. Methodology and preliminary results are summarised in Annex 6. The results of the research phase will assist in the identification of key messages, localities, and targeted audiences for the SBCC campaign.

3.1 Progress in carrying out project Activities

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.

Formative research into pangolin consumption in Guangdong province was undertaken in collaboration with GlobeScan (Y1&2). The qualitative research comprised in-depth interviews (IDIs) and focus group discussions (FGDs). 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 through an online survey, completed by 1,035 respondents, who formed a demographically representative sample of residents in Guangdong.

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

A bilingual report on the quantitative research was produced (Y2), providing insights into pangolin use in Guangdong province, and drivers and deterrents of pangolin consumption. 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 subgroups 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.

The China-based research findings were presented at a strategic workshop on pangolin policy and demand, convened by TRAFFIC in August 2019 as part of the EC-funded 'Champions of Change' project. Participants included representatives from 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 with presentations from NFGA, TRAFFIC, CATCM, CWCA, and ZSL and afternoon working groups. 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.

A Thailand stakeholder inception workshop was held in Bangkok on 30th July 2020. Findings were shared from the China research, desk-based research, and additional information gained from partner surveys and collaborators. Workshop participants comprised representatives from Thailand's demand reduction community of practice, including TRAFFIC, USAID Wildlife Asia, WildAid and WWF, in addition to government representatives from the DNP's CITES

Management Authority. The findings were used to inform project planning discussions, considering potential limitations on focusing on tourists from mainland China, as a result of ongoing and unpredictable COVID-19-related movement restrictions. Collaborator feedback and desk-based research highlighted several gaps in knowledge with regards to pangolin sourcing and consumption (see Annex 4 for additional details). While seizure data suggests that the majority of pangolins and pangolin products seized in Thailand are destined for markets in other countries (primarily China and Vietnam), no systematic research had been conducted on pangolin consumption within Thailand. Further, very little was known about the drivers and dynamics of wild meat consumption more generally, or the use of traditional medicines that contain wild animal parts as ingredients. Workshop participants recommended further research to address these knowledge gaps and identified four key locations within Thailand to focus research.

Suggestions from workshop participants for appropriate and timely messaging included a focus that supports law enforcement efforts of the updated (2019) Wild Animal Reservation and Protection Act (WARPA) and links with the COVID-19 situation in terms of health implications of wildlife trade and consumption. Whether or not a significant demand exists in Thailand, participants felt that utilizing pangolins as a flagship species for legal or health related messages or community-based social marketing along key trafficking hubs could all have a substantial impact towards disrupting illegal pangolin trade from source to consumption (whether in Thailand or elsewhere). This information, together with research findings, will determine the precise targets and messaging of the SBCC campaign.

As part of the demand reduction community of practice in Thailand, the ZSL team presented evolving research plans and updates regularly to DNP representatives and the GEF6 Demand Reduction Steering Group Committee through meetings, convened by TRAFFIC, in August 2020, December 2020, and March 2021. Participants include government officials from various divisions of DNP and particularly the CITES Management Authority, UNDP, IUCN, in-country NGO partners (TRAFFIC, WWF, USAID Wildlife Asia, WildAid, WCS) and other social research agencies (GlobeScan, Sidekick). Potential collaborations in overlapping consumption research and demand reduction initiatives continue to be identified for further development.

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

The reports on the consumer research in China were shared with project partners/collaborators in both China and Thailand, and results presented at the International Congress for Conservation Biology (ICCB) meeting in July 2019 in a dedicated symposium on reducing demand for illegal wildlife products through evidenced-based behaviour change interventions. The results, together with some additional analysis on the raw data collected in Activity 1.2, are being prepared for publication in an open-access journal, in collaboration with technical advisors, Drs Dan Challender and Diogo Verissimo (both at University of Oxford).

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 were conducted to collate existing evidence on the consumption of pangolins in Thailand (please see Annexes 4 and 5 for additional details).

Following the July 2020 workshop with Thailand's demand reduction community of practice, we developed methodology for research to generate a more in-depth understanding of pangolin trafficking and consumer demand within Thailand. Due to the ongoing pandemic, we expanded our research focus for this project period to identify other potential consumer groups (e.g., Thai nationals), geographic hotspots of consumption and drivers of consumption. And, to insure against the possibility that pangolin consumption levels are too low to justify investment in a targeted SBCC campaign, we are also investigating consumption of wild meat more broadly within Thailand. See Annex 6 for details on research methodology and preliminary results.

Online monitoring of pangolin trade and consumption has been ongoing to gain a greater understanding of the type of pangolin and other wildlife products available within Thailand. Through our collaboration with WildAid, we are also undertaking investigative research to understand more about the extent of demand for wild meat in Thailand in seven target locations, where our preliminary research and stakeholder consultations indicate pangolins are consumed. This research seeks to identify potential hotspots within which SBCC campaigns can be focused.

In November 2020, TRAFFIC and ZSL circulated a joint request for proposals for consumer research (see Annex 6, Section 4 for further details), in which five research agencies applied and were reviewed by a selection committee in January 2021. GlobeScan was selected and contracted in January 2021 to undertake the formative research on wild meat consumption in Thailand. Several onboarding joint sessions for project planning and consultation on final research methods was conducted from January to March 2021. Consumer research in Thailand commenced in early 2021 and is expected to be finalized in May 2021. Qualitative research, through focal group discussions in Bangkok, were held at the end of February 2021. Quantitative surveys were also jointly developed and reviewed by TRAFFIC/ZSL, with survey rollout planned to reach at least 1,000 respondents in April 2021.

Despite setbacks to formalise the collaborations, develop agreed methodologies and recruit suitable personnel/agencies to conduct the research, we are fortunate to have been able to develop these timely collaborations which have enabled us to pool resources and undertake more in-depth research than our budget and timeline would otherwise allow. The results of the research phase will assist in the development of the SBCC campaign. Questionnaires and/or physical market surveys may be required to fill in gaps in knowledge on the behaviour of consumers in Thailand, although we are able to capitalize on work conducted during this period under the GEF-6 project. We plan to re-analyse the raw data collected through the quantitative surveys in China for, including only the subset of respondents who said they travelled abroad. Together, the cumulative results of these pieces of work will provide a stronger basis for the development of interventions in Thailand to be undertaken in the next project 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

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 was required to determine the best mechanisms for changing the behaviour of the target audience in Thailand. In collaboration with TRAFFIC and DNP, we contracted GlobeScan to undertake formative research to probe underlying drivers of wild meat consumption (including pangolins), and to identify specific consumer segments, develop messages and materials that will resonate and persuade, select appropriate channels and “messengers”, and plan specific interventions. The outcomes of this formative research will feed directly into SBCC programming and subsequent activities.

Focus group discussions investigated perceptions and attitudes towards the purchase of wild meat in Thailand. Two sessions (one younger and one older age range) were held for on the same day with a total of 12 wild meat consumer participants, with an equal sex ratio including a mix of potential repeat buyers and potential lapsed buyers. GlobeScan’s draft Focus Group summary report is included as Annex 7. Key insights included that:

- **Wild meat consumption is well established in Thailand**, usually initiated through family values or exposure by business colleagues and perceived as acceptable in principle.
- **Consumption patterns are diverse** ranging from weekly to 3-4 times a year. Occasions from purchasing at a supermarket for a home-cooked meal to confidential gatherings of officials. Wild meat is sourced from ‘up country’ (areas outside of Bangkok, either by traveling or ordering online).
- **Three key Drivers** include excitement and adventure, a range of health benefits, and the genuine ‘game’ taste of wild meat.
- **COVID-19 has had a strong impact on reducing wild meat consumption** for several reasons (e.g., limitation of traveling, reduced availability, increase in price, perceived risks for health).

- **Consumers see differences between animals from which wild meat originates** from “widely accepted” wild meat (deer, wild boars, snakes) and “rejected or questionable” wild meat (tigers, wild bulls, bears, hornbills, possibly pangolins).
- **Health concerns, environmental concern and sympathy for animals are the most promising directions** to reduce consumption. Feelings for animals are linked to specific animals (e.g., pangolins) and could be used for more targeted campaigns. Some participants suggest also to demystify the health benefits linked to wild meat consumption.
- Overall, it seems preferable to try to reduce consumption by using health and environment concerns rather than targeting any type of wild meat consumption and blaming or threatening users.

This research, along with the quantitative surveys, will not only provide greater insight into the locality and level of pangolin demand, but also baseline information for the development of appropriate social and behaviour change interventions.

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.

As mentioned in Activity 1.5, an initial stakeholder workshop and ongoing consultations with national demand reduction partners were conducted during this project period. When formative research (anticipated by May 2021) and a pilot initiative testing a framework to evaluate SBCC messaging to reduce wild meat consumption (anticipated by June 2021) are both complete, a 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 either in person (providing restrictions on travel and social gatherings have been lifted) or remotely with demand reduction stakeholders.

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 in China 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 2019 China 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’. This work will be an additional resource, along with the Thailand findings, when formative research is completed in May 2021.

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 behavioural 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 informed the EC-funded ‘Champions of Change’ project and is therefore not reported on in detail here. Behavioural change models will be prepared and shared with stakeholders in Thailand at the beginning of the next reporting period, following the completion of activities 1.5 and 2.5.

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 was 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.

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). To move the project forward during the research phase, the team began consultation with conservation psychology experts at Antioch University to design a pilot SBCC campaign focusing on wild meat consumers in restaurants in Kanchanaburi. The campaign involves using georeferenced social marketing techniques delivered to the mobile phones of restaurant customers. Delivered in partnership with Mobsta Inc, the pilot project aims to assess the effectiveness of two different deterrent messages (based on research findings to date) on the quantities of wild meat ordered in restaurants involved in the study, as well as assess the overall effectiveness of targeted mobile messages in changing consumer behaviour in Thailand. The pilot, which has potential to be scaled up as part of the greater campaign initiative, is planned from April to June 2021 (for further details, please see Annex 6, Section 6).

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

As reported in the last period, the formative research conducted in China 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. 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 pangolin consumer groups (Indicator 1.2). Consumer profiles were broadly similar in age, gender and education across the different 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.

Two of the key drivers which encourage pangolin consumption in China 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 had 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 in China, though knowledge of the current laws is low. In China, 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 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 in China were 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.

During this reporting period, further research was conducted into the pangolin products in prevalent use among consumers in Thailand (Indicator 1.1), and behaviours encouraging the purchase of pangolin products (i.e., meat) among consumers in Thailand (Indicator 1.4), to be completed in May 2021. 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. Partner consultations (Annex 4) and desk-based research (Annex 5) indicated limited knowledge of consumption of pangolin products in Thailand. Results from online monitoring of pangolin-related advertisements and products in Thailand show that the majority of adverts are related to live pangolins (64% of all pangolin adverts), scales (22%), skins (8% of all adverts), carcasses (3% of adverts) and TCM products (3% of adverts). Historical posts on auction platforms, now archived, had advertised scales used as amulets. While desk-based research did indicate that pangolin scales may still be widely used in TCM products in Thailand (WJN 2020, see Annex 5), few TCM products are currently advertised online with only one TCM practitioner with various treatment facilities and shops in Bangkok and two other areas in Thailand advertising pangolins as an ingredient in TCM medicine, using the Chinese term for pangolin in Thai (see Annex 6, Section 1 for further details).

In addition to physical market surveys conducted by TRAFFIC and DNP (Annex 6, Section 7), investigative research (Annex 6, Section 2) and focus group discussions (Annex 7) indicate some level of demand for pangolin meat in Thailand. Preliminary results indicate that depending on availability, pangolins are served or can be ordered in several restaurants across three provinces. Cross-border hunters (Thailand-Cambodia, Thailand-Myanmar) seem to have their regular shop to supply their hunt. Pangolins, live individuals and scales, are highly prized wildlife product for middleman. Furthermore, focus group discussions among established wild meat consumers (Annex 7) found that, while less frequent than other species, at least 2 of the 12 participants report consuming pangolin meat.

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 in the last reporting period, 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 identified the current social norms, socio-demographic and attitudinal aspects which exist around the consumption of pangolin products (Indicator 2.1). 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 demand reduction campaigns in China, in order to have the highest levels of impact (Indicator 2.3). Chinese consumers of pangolin products can be divided into three audience segments:

1. **Predisposed** (11% of consumers) or 'Diehard consumers' actively seek pangolin products, have the highest consumption in the past 12 months and are most likely to consume pangolin products in the future. Aged 40-49 years old, their strongest driving beliefs are those surrounding the health benefits, beauty, and social utility of pangolin products regardless of illegality.
2. **Indifferent** (59% of consumers) have no strong opinions on pangolins and are not concerned about them. They consume pangolin scales and meat, although do not actively seek these products. Aged 18-29, they indicate a wide range of influencing factors for consuming pangolin products. The strongest opinions 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** (30% of consumers) have the lowest consumption incidence and are the lowest priority for a 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 (pre-pandemic). 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 can be used to inform a demand reduction campaign targeting (Chinese) nationals in Thailand (Indicator 2.3). Formative research is underway and due to be completed by early May to refine findings appropriate to consumers of pangolin and other wild meat products in Thailand.

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 gained from the consumer research in China have 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.

Following completion of the formative research currently underway in Thailand, development of behaviour change models for the initiative in Thailand will take place near the beginning of 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. However, we are confident that outputs 3 and 4 can be completed in the first quarter of the next reporting period, leaving sufficient time for campaign development and implementation.

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

While limited progress can be made on this project output until Output 4 has been completed, an initial pilot to assess the effectiveness of targeted mobile messages to reduce wild meat consumption is planned from April to June 2021 (see Annex 6, section 6). If shown to be effective, this could be incorporated into the wider behaviour change campaign.

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 (in China) and onset of the COVID-19 pandemic (in Thailand). 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 in China – one of the largest markets for pangolin products globally. Our fully developed evidence baseline (Indicator 0.1), 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. The ongoing involvement of ZSL and TRAFFIC, which have a presence in both China and Thailand, means that lessons learned can be shared, and outputs refined and adapted where relevant.

Additional research to inform the precise nature of the demand reduction campaign in Thailand was implemented during this reporting period. Despite initial delays, due to the ongoing COVID-19 pandemic, we anticipate completing this research in May 2021, leaving sufficient time to design and implement the SBCC campaign. The focus of the campaign is likely to have to change from Chinese tourists to Thai nationals, due to low visitor numbers, and we plan to submit a formal change request to reflect this in the project outcome. Depending on the results of the formative research, which will provide greater clarity on the extent of pangolin consumption in

Thailand, we may also request to broaden the outcome statement and indicators to include 'pangolins and other protected wildlife'. With these changes, we are confident that the project will achieve the Outcome by the end of the project, and that the outcome indicators remain appropriate and achievable.

3.4 Monitoring of assumptions

Assumption 1: There remains high-level support from the Chinese / Thai 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 in previous reports, this unfortunately did not result in support for project registration.

On a more positive note, there is high-level support from the Government of Thailand for this project, as demonstrated by their endorsement of and continued consultation for project activities in Thailand. Thailand is committed to combating the illegal wildlife trade and looks to various in-country partners to achieve greater impact. Under the current GEF-6 project, the DNP's 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 co-ordinate 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. 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 site-based monitoring framework to a second priority landscape in Thailand (Dong Phrayayen-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 supporting DNP's capacity to build pangolin-specific IWT genetic mapping, being tasked with sourcing wild samples, and supporting rescue and release of pangolins confiscated from poachers and trade.

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) in both China and Thailand before the start of the project and these relationships remain strong.

Ongoing consultation and participation in the national demand reduction working group in Thailand has ensured in-country expert consultation from key demand reduction partners since the inception of the change request. In addition to the DNP's CITES Management Authority, representatives from TRAFFIC, WildAid, WWF, UNDP, USAID, and USAID Wildlife Asia all support the implementation of a demand reduction initiatives for pangolins in Thailand. ZSL/TRAFFIC, DNP, USAID Wildlife Asia, WWF and WildAid serve as a participatory advisory council to assist in identifying priority actions, themes, networks and campaigns specific to this project. Through regular information dissemination, consultation (individually and as a group) and workshops, partners have remained engaged in a consultative manner throughout the various project phases, and we are developing joint research initiatives where possible. 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 an effective campaign, 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. The China 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. However, we are aware that these data cannot be solely relied upon to inform the development of a campaign in Thailand, which is why additional research is being conducted (literature review, stakeholder consultation, additional analyses on a subset of the raw dataset, coupled with further consumer research) in order to fully understand the consumers whose behaviour we seek to change. Similar to our China survey design, the target sample size for the Thailand consumer research is also large, with at least n=1,000 respondents anticipated.

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.

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/Thai) 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 and other wildlife species to stakeholders, and the wider public, in both China and Thailand.

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 and Thailand are signatories 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 ‘conducting and/or supporting 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 China and Thailand research are enabling us to develop a thorough understanding of the drivers of the consumption of pangolin products and the markets that enable their use. 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 and particularly the initiatives in Thailand.

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 in both China and Thailand, will contribute to the evidence around the consumption of pangolin products and drivers behind this behaviour to inform 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 consumer demand for pangolins 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 (others include 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) has been (in China) and will be (in Thailand) 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 106th out of the 149 countries in the World Economic Forum Global Gender Gap Report 2020. Through her work on this project, ZSL's China Project Coordinator, has had the opportunity to positively engage with the UK FCO in China, Chinese stakeholders, and the general public to 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. While ranked higher than China (75th), both the Thailand Project Manager and Project Coordinator are similarly actively engaging as female conservation practitioners in Thailand.

8. Monitoring and evaluation

M&E 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. GlobeScan, a leading market research agency with expertise in wildlife consumer behaviour change, was appointed for both the China (completed) and Thailand (underway) formative research. 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 ongoing COVID-19 pandemic, limiting tourism of Chinese and other nationalities to Thailand. This was obviously a major disappointment, as the China survey results would be most relevant for this demographic, and initial consultation with Thai colleagues (WWF and TRAFFIC) indicated consumer demand for pangolins and pangolin products was most likely by Chinese tourist and businessmen. However, this was not possible to foresee or prevent. Similarly, the delays and working environment to conduct activities with an ongoing pandemic has led to adapting consultative sessions (remote-based) and led to delays in research timelines (due to travel restrictions nationally).

From stakeholder consultations (Annex 4), little is known about sourcing of and demand for pangolins in Thailand. As an established transit country, most research has related to trade and seizures in Thailand. Research conducted as part of this project serves as a first systematic assessment of and baseline for pangolin consumption in Thailand moving forward.

Despite moving project activities to Thailand at a late date and the ongoing pandemic, engaging with the diverse expertise available in the various partners in Thailand demand reduction community of practice has enabled us to refine focus on key aspects for research and potential campaign initiatives, sharing data and developing joint-work where possible. This collaborative environment has enabled more efficient and cost-effective efforts despite a condensed timeline in an unusual time.

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

We would like to thank the reviewer for their feedback on our previous Annual Report, which we addressed in the June 2020 6-month report and expand upon below:

- *Please make sure they keep working on a contingency plan if Chinese tourism in Thailand doesn't increase in time for their original plan.*

While Thailand began to open up to foreign tourists in the latter part of 2020, visitor numbers remain low and it is difficult to predict when or if restrictions will be further relaxed. We therefore expanded our research focus for this project period to identify other potential consumer groups (e.g., Thai nationals), geographic hotspots of consumption and drivers of consumption. To insure against the possibility that pangolin consumption levels are too low to justify investment in a targeted SBCC campaign, we are also investigating consumption of wild meat (including but not limited to pangolins) within Thailand.

Following our stakeholder workshop in July 2020, we developed formal collaboration agreements with WildAid and TRAFFIC to investigate wild meat consumption within Thailand. Through the WildAid collaboration, we are undertaking investigative research to understand more about the extent of demand for wild meat in Thailand in seven target locations, where our preliminary research and stakeholder consultations indicate pangolins are consumed. Through the TRAFFIC collaboration we are contracting Globescan to undertake formative research to probe underlying drivers for people who consume wild meat and to identify specific consumer segments, develop messages and materials that will resonate and persuade, select appropriate channels and “messengers”, and plan specific interventions. The outcomes of this formative research will feed directly into SBCC programming and subsequent activities. Developing these timely collaborations have enabled us to pool resources and undertake more in-depth research despite budget and timeline restrictions.

- *The project could also consider the implications of pangolins as a potential intermediate host for COVID19 between bats and humans, and what this might mean for consumer perceptions of the pangolin trade.*

Through formative research currently commissioned by GlobeScan, we will be able to gain insight into consumer perceptions of the impact of the COVID-19 pandemic. This has been integrated as a consideration in discussions and surveys.

11. Other comments on progress not covered elsewhere

While we were extremely disappointed not to be able to implement the demand reduction in China as planned, 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, has continued to participate in meetings and discussions to provide advice and share insights gained through this project and supporting the work now in Thailand.

As part of the Demand Reduction Community of Practice, we are ensuring that project activities in Thailand complement active demand reduction campaigns, including within China, and that existing partnerships and collaborations will continue and 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 Thailand over this reporting period. Initial work in China provided opportunities to increase the profile of the project, share the results of the consumer research and engage government stakeholders in the design of demand reduction campaigns. 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. Results of the consumer research in China have been shared with other NGOs conducting pangolin-focused demand reduction campaigns in China and the region and the resulting scientific paper will enable even broader dissemination to the conservation community. 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. The 'Transboundary Biodiversity Conservation in Southwest China' workshop (organized by ZSL), gathered diverse stakeholders and experts working in the region between China and Lao, Myanmar, Vietnam, and Nepal – all important pangolin range countries where pangolins are heavily trafficked and consumed. The resulting working group serves to explore new opportunities and collaborations for incorporating SBCC approaches, including replicating or expanding our pangolin demand reduction project, into their work.

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 was particularly timely as China moved to ban the trade and consumption of wildlife in the wake of the Covid-19 pandemic.

Thai governmental and NGO colleagues are fully aware of the project through various communications and meetings since the funding re-allocation was approved in January 2020. 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 outline next steps and secure participatory involvement of the various stakeholders to maintain transparency and consensus to develop priority activities from the onset. A partner workshop in July 2020 and ongoing participation in the demand reduction national working group has ensured

project activities are designed in consultation with and aligned with national demand reduction initiatives. 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 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 in China, Thailand, and internationally. This includes ZSL's presentation at the China pangolin policy and demand workshop, the ICCB presentation, when disseminating the China consumer research report, and for presentations in Thailand. The IWT Challenge Fund will also be acknowledged in the scientific papers resulting from this project.

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, 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 through 2020, which provided matched funding for campaign development, has resulted in a gradual shift in roles and responsibilities of project partners. TRAFFIC was then 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, inevitably diminished within China in previous reporting periods.

The 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 continue to fully recognise the UK Government as the funder of this project in all current and future presentations, workshops, and publications that will be disseminated to both Thai and Chinese stakeholders. Planned events over the next year include the stakeholder workshop, where the demand reduction campaign strategy will be developed. In addition, the team will engage with the UK Embassy in Bangkok for further promotion of project activities through the duration of the project.

14. Impact of COVID-19 on project delivery

A key stakeholder group for our proposed work, and main target audience for the SBCC campaign is tourists from mainland China. Due to international travel restrictions, there have been virtually no Chinese tourists in Thailand for the entirety of this project period. While Thailand began to open up to foreign tourists from low-risk countries in the latter part of 2020, visitor numbers remain low and it is difficult to predict when or if restrictions will be further relaxed. We therefore expanded our research focus for this project period to identify other potential consumer groups (e.g., Thai nationals), geographic hotspots of consumption and drivers of consumption. To insure against the possibility that pangolin consumption levels are too low to justify investment in a targeted SBCC campaign, we are also investigating consumption of wild meat (including but not limited to pangolins) within Thailand. We anticipated these additional research and feasibility studies would significantly impact the project timeline and thus requested a 12-month extension to the timeline in May 2020, which was approved.

COVID-19 travel restrictions throughout the majority of 2020 and early 2021 have restricted our ability to undertake key project activities (i.e., consumer research) with our intended target audience, tourists from mainland China. However, following a workshop with Thailand's demand reduction community of practice in July 2020, we have developed formal collaboration agreements with WildAid and TRAFFIC to investigate wild meat consumption, to include pangolins, within Thailand as this was identified as a priority area in TRAFFIC/DNP's IWT

situation analysis. We are fortunate to have been able to develop these timely collaborations, which have enabled us to pool resources and undertake more in-depth research than our budget would otherwise allow. However, it took several months to formalise the collaborations, develop agreed methodologies and recruit suitable personnel/agencies to conduct the research through remote consultations, and we were approximately 4 months behind with respect to the project timetable. Despite this, we are pleased to report that we are currently on track with regards to the updated budget and timetable of project activities. We will liaise with LTS International should the results of our research led to recommendations for further refinements to the project focus (e.g., a change of target audience) and continue to develop options for remote-based campaign initiatives (e.g., mobile advertising) in light of the ongoing COVID-19 situation in Thailand.

15. Safeguarding

Please tick this box if any safeguarding or human rights violations have occurred during this financial year.

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:

- designating a named 'a Safeguarding Lead (Head of Legal, Governance and Risk Management, Simon Lee).
- a few Designated Safeguarding Officers and Deputies.
- DSL meets DSOs and DSDs quarterly & with the DG monthly to consider the rollout of safeguarding and to provide direction. Our Safeguarding Trustee, Designated Safeguarding Lead, along with a wider working group to help lead implementation.
- receiving 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
- raising awareness of the updated Global Whistleblowing Policy by creating posters in different languages to be distributed amongst ZSL staff; and
- rolling out more formal feedback mechanisms to report any safeguarding issues as part of international programming.

These policies are easily accessible on ZSL's internal intranet and have been translated into languages relevant to our work. Existing and newly joined staff, consultants and partners are made aware of the requirements of these policies and ZSL standards. They 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, as part of the ZSL safeguarding policy formal feedback mechanisms and reporting is being streamlined and rolled out across our programmes in a phased approach. This includes some online training in adapting mechanisms to suit communities through a participatory approach. This is supplemented with training within communities. COVID-19 has led to some delays in the field work but it is hope this will be rolled out through 2021. 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 (FPIC) 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 also 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.

16. Project expenditure

Table 1: Project expenditure during the reporting period (April 2020-March 2021)

Project spend (indicative) since last annual report	2020/21 Grant (£)	2020/21 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				

17. **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 2020-2021

Project summary	Measurable Indicators	Progress and Achievements April 2020 - March 2021	Actions required/planned for next period
<p>Impact</p> <p>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.</p>			
<p>Outcome</p> <p>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.</p>	<p>0.1 Evidence-baseline developed for targeted behaviour change interventions in Guangdong Province by month 8.</p> <p>0.2 Behaviour change action plan developed by month 39.</p> <p>0.3 Demand reduction campaign being implemented in Bangkok by month 44.</p> <p>0.4 20% reduction in demand for pangolin products in Bangkok by end Y4 compared to pre-campaign baselines.</p>	<p>0.1 The research conducted by GlobeScan in Y3 has established an evidence baseline, which is being updated for Thailand consumption.</p> <p>0.2 The behaviour change plan will be developed during the stakeholder workshop. We anticipate this being achieved by month 39.</p> <p>0.3 Y5 indicator.</p> <p>0.4 Y5 indicator</p>	<p>Development of behaviour change action plan and draft campaign strategy. Implementation of demand reduction campaign.</p>
<p>Output 1.</p> <p>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.</p>	<p>1.1 Pangolin products in prevalent use in Guangdong Province, China and among Chinese nationals in Bangkok, Thailand identified by month 36.</p> <p>1.2 Consumer groups using different pangolin products in Guangdong Province, China identified by month 6.</p>	<p>1.1 Pangolin products in prevalent use in Guangdong identified through research conducted by GlobeScan (evidence provided in the last reporting period - Section 3.1 and Annex 4). Pangolin products in prevalent use in Bangkok will be identified during the next project period, but preliminary results are summarized in Annex 6.</p> <p>1.2 Identified through research conducted by GlobeScan in China (evidence provided in last reporting period Section 3.1 and Annex 4).</p>	

Project summary	Measurable Indicators	Progress and Achievements April 2020 - March 2021	Actions required/planned for next period
	<p>1.3 Behaviours encouraging the use of pangolin products in Guangdong Province, China identified by month 6.</p> <p>1.4 Behaviours encouraging the purchase of pangolin products by Chinese tourists visiting Thailand identified by month 36.</p>	<p>1.3 Identified through research conducted by GlobeScan in China, evidence provided in last reporting period (Section 3.1 and Annex 4).</p> <p>1.4 To be completed during the next project period.</p>	
<p>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.</p>		<p>Completed, evidence provided in previous reporting period.</p>	
<p>Activity 1.2 Data analysis and synthesis of key findings, including identification of key behaviours on which to focus during campaign.</p>		<p>Completed evidence provided in previous reporting period.</p>	
<p>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.</p>		<p>Results of the China consumer research were presented to stakeholders at a workshop organised by TRAFFIC in August 2019. Workshop report was provided in previous reporting period. An inception workshop was also conducted in Thailand in July 2020, evidenced by Annex 4.</p>	
<p>Activity 1.4 Prepare and publish report for distribution to stakeholders and other interested parties.</p>		<p>The China research findings report has been shared with collaborators in both China and Thailand (Annex 4), and the results are currently being written up for submission to an international peer-reviewed journal.</p>	<p>Finalise manuscript and submit to international peer-reviewed scientific journal.</p>
<p>Activity 1.5 Pilot and conduct questionnaires in Bangkok, documenting key pangolin products in prevalent use and behaviours encouraging their use.</p>		<p>Consultations (Annex 4), desk-based research (Annex 5), Investigative research (Annex 6) and formative</p>	<p>Ongoing monitoring of online trade, finalize reports from investigative and formative research, documenting key</p>

Project summary	Measurable Indicators	Progress and Achievements April 2020 - March 2021	Actions required/planned for next period
		<p>research (Annex 7) has been conducted during this research period, evidence provided in Annexes. In addition, a pilot intervention to evaluate behaviour change messages to reduce demand for wild meat was developed (Annex 6, Sections 3, 5 and 6).</p>	<p>pangolin products (and particularly meat) in prevalent use, behaviours encouraging their use, and target areas for interventions; Implement and assess the pilot to evaluate behaviour change messages to reduce demand for wild meat in Kanchanaburi.</p>
<p>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.</p>	<p>2.1 Social norms, socio-demographic, attitudinal and other aspects of target audience profile analysed by month 6 and further refined by 39.</p> <p>2.2 Specific triggers and drivers of target behaviours identified by month 39.</p> <p>2.3 Most appropriate audience segmentation approach defined by month 39.</p>	<p>2.1 Identified through research conducted by GlobeScan, evidence provided in previous reporting period.</p> <p>2.2 Identified through research conducted by GlobeScan, evidence provided in previous reporting period.</p> <p>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.</p>	
<p>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.</p>		<p>Completed, evidence provided in previous reporting period.</p>	
<p>Activity 2.2 Data analysis and synthesis of key findings.</p>		<p>Completed, evidence provided in previous reporting period.</p>	
<p>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).</p>		<p>Results of the China consumer research were presented to stakeholders at a pangolin demand and policy workshop organised by TRAFFIC in August 2019, evidenced by workshop report provided in previous reporting period. These findings were also shared at a Stakeholder meeting in Thailand in July 2020 (Annex 4).</p>	

Project summary	Measurable Indicators	Progress and Achievements April 2020 - March 2021	Actions required/planned for next period
Activity 2.4 Report preparation and publication. Report will also be distributed to key stakeholders and other interested parties.		The research findings report 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.		Formative research into wild meat consumption (to include pangolins) commenced in early 2021 (Annex 6, Section 4); Focus group discussions were completed in Feb 2021 (Annex 7) and quantitative surveys underway.	Formative research (focus group discussions and surveys) to be completed and results compiled.
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.	<p>3.1 Behaviours, influencing factors, target audiences and key influencers on which to focus the campaign prioritised by month 40.</p> <p>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.</p> <p>3.3 Outcomes most likely to deliver key behaviour changes sought identified by month 40.</p>	<p>3.1 These factors will be prioritised following completion of the research in Thailand.</p> <p>3.2 Behaviour models will be developed in the next project period.</p> <p>3.3 Outcomes will be identified in the next project period.</p>	
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.

Project summary	Measurable Indicators	Progress and Achievements April 2020 - March 2021	Actions required/planned for next period
<p>Output 4. Social marketing framework developed that can be used to identify and set communication objectives for effective demand reduction campaign.</p>	<p>4.1 Strategy for engaging key influencers and 'champions' in campaign developed by month 42.</p> <p>4.2 Behaviour change action plan or marketing brief developed for each of the agreed behaviour models by month 42.</p> <p>4.3 Key Performance Indicators (KPIs) developed to monitor progress of campaign by month 42.</p>	<p>4.1 The strategy will be written up following the stakeholder workshop.</p> <p>4.2 The action plan will be developed following the stakeholder workshop.</p> <p>4.3 The KPIs will be developed following the stakeholder workshop.</p>	
<p>Activity 4.1 Identify and recruit relevant marketing experts to develop marketing brief and, where appropriate, behaviour change action plans for "Influencing the Influencers".</p>		<p>It is not possible to do this Activity until after the workshop has been held.</p>	<p>Recruit marketing experts following the stakeholder workshop.</p>
<p>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.</p>		<p>It is not possible to do this Activity until the workshop has been held.</p>	<p>Identify key influencers and champions.</p>
<p>Activity 4.3 Develop marketing brief or behaviour change action plan for each of the agreed behaviour models.</p>		<p>It is not possible to do this Activity until after the workshop has been held.</p>	<p>Develop behaviour change action plan and marketing briefs.</p>
<p>Activity 4.4 Review of proposed marketing briefs or behaviour change action plans by expert groups.</p>		<p>It is not possible to do this Activity until after the workshop has been held.</p>	<p>Review of behaviour change action plan and marketing briefs.</p>
<p>Activity 4.5 Theoretical and practical mapping with focus groups.</p>		<p>It is not possible to do this Activity until after the workshop has been held.</p>	<p>Theoretical and practical mapping.</p>
<p>Activity 4.6 Preparation and publication of proposed marketing briefs or behaviour change action plan.</p>		<p>It is not possible to do this Activity until after Activity 4.5 has been completed.</p>	<p>Preparation and publication of behaviour change action plan and marketing briefs.</p>
<p>Output 5. Demand reduction campaign package developed and implemented in Bangkok, having been piloted and shown to be effective.</p>	<p>5.1 Communication and campaigning experts identified and recruited by month 42.</p> <p>5.2 Campaign package developed based on marketing briefs by month 42.</p>	<p>5.1 These will be identified after the stakeholder workshop in Thailand.</p> <p>5.2 These will be developed by the experts identified in 5.1.</p> <p>5.3 Y5 indicator.</p> <p>5.4 Y5 indicator.</p> <p>5.5 Y5 indicator.</p>	

Project summary	Measurable Indicators	Progress and Achievements April 2020 - March 2021	Actions required/planned for next period
	<p>5.3 Campaign team identified and convened by month 42.</p> <p>5.4 Communication tools and products developed and piloted by month 44.</p> <p>5.5 Campaign package implemented in Bangkok by month 48.</p> <p>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.</p>	5.6 Y5 indicator.	
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.		Y5 activity.	Convene campaign team.
Activity 5.5 Develop and pilot communications tools and products to support implementation of the campaign package.		Y5activity.	Develop and pilot communication tools and products.
Activity 5.6 Pre-intervention surveys for impact evaluation.		Y5 activity.	Pre-intervention surveys.
Activity 5.7 Implement campaign package in Bangkok.		Y5 activity.	Implement campaign package.

Project summary	Measurable Indicators	Progress and Achievements April 2020 - March 2021	Actions required/planned for next period
Activity 5.8 Ongoing campaign implementation, monitoring and evaluation.		Y5 activity.	Ongoing campaign implementation.
Activity 5.9 Post-intervention surveys and report production.		Y5 activity.	Post-intervention surveys.

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

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

Project summary	Measurable Indicators	Means of verification	Important Assumptions
Impact:			
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	1.1 Pangolin products in prevalent use in Guangdong Province, China and among Chinese nationals in Bangkok, Thailand identified by month 36	1.1 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
to their component behaviours and the various groups engaging in this use	<p>1.2 Consumer groups using different pangolin products in Guangdong Province, China identified by month 6</p> <p>1.3 Behaviours encouraging the use of pangolin products in Guangdong Province, China identified by month 6</p> <p>1.4 Behaviours encouraging the purchase of pangolin products by Chinese tourists visiting Thailand identified by month 36</p>	<p>1.2 Raw data (completed questionnaires), data analysis and report</p> <p>1.3 Raw data (completed questionnaires), data analysis and report</p> <p>1.4 Raw data (completed questionnaires), data analysis and report</p>	
<p>Output 2</p> <p>The most important factors influencing the behaviour of the different audience groups for each behaviour prioritised in Output 1 are identified and understood</p>	<p>2.1 Social norms, socio-demographic, attitudinal and other aspects of target audience profile analysed by month 6 and further refined by 39</p> <p>2.2 Specific triggers and drivers of target behaviours identified by month 39</p> <p>2.3 Most appropriate audience segmentation approach defined by month 39</p>	<p>2.1 Raw data (completed questionnaires, interview records, focus group reports), data analysis and report</p> <p>2.2 Raw data (completed questionnaires, interview records, focus group reports), data analysis and report</p> <p>2.3 Workshop report</p>	Using sensitive questioning techniques and having a sufficiently large sample size ensures that data collected from the consumer research is representative and accurate
<p>Output 3</p> <p>Behaviour change models developed that can be practically applied to tackle specific triggers and drivers of pangolin consumption effectively, through highly targeted campaign messages</p>	<p>3.1 Behaviours, influencing factors, target audiences and key influencers on which to focus the campaign prioritised by month 40</p> <p>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</p>	<p>3.1 Workshop report</p> <p>3.2 Reports containing behaviour models</p> <p>3.3 Workshop reports and publications</p>	The behaviour change models, developed from the consumer research, reflect reality

Project summary	Measurable Indicators	Means of verification	Important Assumptions
	3.3 Outcomes most likely to deliver key behaviour changes sought identified by month 40		
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 3.4	Key influencers and 'champions' can be incentivised to join the campaign through non-monetary means
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	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

Project summary	Measurable Indicators	Means of verification	Important Assumptions
	pangolin products compared to pre-campaign baselines) by month 48		
<p>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)</p> <p>Behaviour identification</p> <p>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.</p> <p>1.2 Data analysis and synthesis of key findings, including identification of key behaviours on which to focus during campaign.</p> <p>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.</p> <p>1.4 Prepare and publish report for distribution to stakeholders and other interested parties.</p> <p>1.5 Pilot and conduct questionnaires in Bangkok, documenting key pangolin products in prevalent use and behaviours encouraging their use.</p> <p>Audience segmentation</p> <p>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.</p> <p>2.2 Data analysis and synthesis of key findings.</p> <p>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).</p> <p>2.4 Report preparation and publication. Report will also be distributed to key stakeholders and other interested parties.</p> <p>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.</p> <p>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.</p> <p>Behaviour modelling</p> <p>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.</p> <p>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.</p> <p>Social marketing framework development</p> <p>4.1 Identify and recruit relevant marketing experts to develop marketing brief and, where appropriate, behaviour change action plans for “Influencing the Influencers”.</p> <p>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.</p> <p>4.3 Develop marketing brief or behaviour change action plan for each of the agreed behaviour models.</p>			

Project summary	Measurable Indicators	Means of verification	Important Assumptions
<p>4.4 Review of proposed marketing briefs or behaviour change action plans by expert groups.</p> <p>4.5 Theoretical and practical mapping with focus groups.</p> <p>4.6 Preparation and publication of proposed marketing briefs or behaviour change action plans.</p> <p>Campaign development, pilot and broad-scale implementation</p> <p>5.1 Identify and recruit relevant communication and campaigning experts to develop campaign package.</p> <p>5.2 Design and develop campaign package based on the marketing briefs.</p> <p>5.3 Workshop to present campaign proposal to government and other stakeholders and decide on agreed campaign package.</p> <p>5.4 Identify and convene campaign team.</p> <p>5.5 Develop and pilot communications tools and products to support implementation of the campaign package.</p> <p>5.6 Pre-intervention attitudinal surveys for impact evaluation.</p> <p>5.7 Implement campaign package in Bangkok.</p> <p>5.8 Ongoing campaign implementation, monitoring and evaluation.</p> <p>5.9 Post-intervention attitudinal surveys and report production.</p>			

Annex 3 Standard Measures

Table 1 Project Standard Output Measures

Code No.	Description	Gender of people (if relevant)	Nationality of people (if relevant)	Year 1 Total	Year 2 Total	Year 3 Total	Total to date	Total planned during the project
Established codes								

Table 2 Publications

Title	Type (e.g. journals, manual, CDs)	Detail (authors, year)	Gender of Lead Author	Nationality of Lead Author	Publishers (name, city)	Available from (e.g. weblink or publisher if not available online)

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 should 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 need 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.	