



Illegal Wildlife Trade (IWT) Challenge Fund Half Year Report



(due 31st October 2017)

Project reference: IWT045

Project title: Research and pilot campaign to reduce demand for pangolins

Country(ies): China

Lead organisation: Zoological Society of London

Collaborator(s): Eco-bridge Continental, TRAFFIC

Project leader: Carly Waterman

Report date and number (e.g. HYR1): 31/10/2017; HYR1

Project website/blog/social media etc: N/A

1. Outline progress over the last 6 months (April – Sept) against the agreed project implementation timetable (if your project has started less than 6 months ago, please report on the period since start up to the end September).

Project implementation timetable (Q1 and Q2 activities): Questionnaires, in-depth interviews and focus groups completed. Data analysed and key findings synthesised.

Progress: Questionnaires were piloted in Guangdong province in May 2017 (prior to the revised project start date of 1st June) using matched funding from IUCN's Save Our Species Initiative. A Chinese market research agency, Minsheng Consulting, was contracted via TRAFFIC to conduct the research using a research protocol developed by ZSL with input from relevant social science experts (see project proposal for details). The research employed quantitative questionnaires and in-depth interviews to investigate the characteristics of the buyer and user groups, and included questions on their motivation to consume pangolin products, their consumption behaviour (e.g. frequency, type of product, time, location and method of consumption), preference, benefits obtained from pangolin products, and alternatives to pangolin products.

The research team undertook 20 in-depth interviews with 10 consumers, 4 Chinese medicine practitioners, 4 pharmacy sales staff and 2 restaurant staff. This qualitative data was complemented with quantitative data collected from 1,000 questionnaires administered face-to-face in six Guangdong cities (with respondent numbers in brackets): Guangzhou (300), Zhongshan (200), Zhanjiang (200), Puning (100), Lianzhou (100) and Lianjiang (100).

Data analysis was undertaken by Minsheng Consulting in June 2017, and a TRAFFIC report on the key findings is currently in prep. The survey findings provide some interesting insights into the nature of pangolin consumption, which warrant further investigation and 'ground-truthing' in order to explain some inconsistencies and adjust for the low sample size. However, the results confirmed our assumptions that the two primary forms of consumption are eating pangolin meat and ingesting medicines containing pangolin scales. Drivers of consumption can be divided into 'active/conscious consumption' and 'passive/unconscious consumption' as follows:

MEAT Active drivers: increase social status, taste, health, fashion, recommendations

from friends/relatives. **Passive drivers:** conventions/social norms.

MEDICINE Active drivers: prescribed by practitioner, consumed as last resort (after trying other medicines), sought out as medicine. **Passive drivers:** prescribed by practitioner but unaware prescription contains pangolin products.

Further research is planned during the next project period to gain a deeper understanding of the above drivers, segment audiences, identify alternative behaviours and begin to develop key messages for the behaviour change campaign.

Project inception workshop: A two-day project inception workshop was held from 6th to 7th July 2017, following recommendations made by LTS International at the May 2017 IWT New Projects Workshop. The workshop was hosted by Eco-bridge Continental (EBC) at Beijing Forestry University, and involved three representatives from each partner organisation (EBC, TRAFFIC and ZSL). Workshop objectives included: cementing project partnerships, agreeing clear roles and responsibilities, reviewing the budget, and developing detailed plans for project implementation, monitoring and evaluation, and communications. The workshop also provided an opportunity to introduce partners to the IWT reporting templates and schedule.

Workshop participants undertook a situation analysis on what is known about the forms and drivers of pangolin consumption, based on the results of the Minsheng Consultancy surveys, previous consumer surveys (e.g. by WildAid) and desk research. The aim of this exercise was to share current situational knowledge and understanding between partners, and ensure that everyone started from the same base.

As part of the situation analysis, a stakeholder analysis was undertaken to identify which stakeholders could be involved in the project as a potential partner, supporter, champion for change, and/or could present barriers or challenges to the project, particularly in Year 1. A strategy for engaging key stakeholders has been drafted.

Participants completed the situation analysis by analysing the project risks and assumptions, in particular the introduction of a new foreign NGO law in January 2017 (i.e. after the proposal was submitted but before funding was awarded) that requires the project to be formally registered with the Beijing Public Security Bureau (PSB). A formal project risk assessment was drafted with contingency plans, should there be delays with the project registration process due to a lack of clarity on requirements (see section 2a for further details).

Other workshop outputs include a detailed project implementation plan for Year 1 (including contingencies) and partner budget allocations. Since the workshop, ZSL and EBC have invested considerable time and effort into gaining clarity on the requirements of the new legislation and preparing the necessary registration documents.

2a. Give details of any notable problems or unexpected developments/lessons learnt that the project has encountered over the last 6 months. Explain what impact these could have on the project and whether the changes will affect the budget and timetable of project activities.

As noted above, this project must be registered with the Beijing Public Security Bureau (PSB) under the new foreign NGO law introduced in Jan 2017. However, a lack of clarity on the specific government requirements for the registration process from the provincial and central Chinese Government bodies overseeing this has resulted in a significant delay in registering this project. This delay, while not unique to this project (or to ZSL), has resulted in us being unable to begin undertaking activities on the ground in China as planned in the proposal (i.e. via recruiting, training and deploying our own team) as funds cannot be transferred to EBC until the project is registered.

During the July project inception workshop, project partners agreed that the immediate priority was to register the project under China's new foreign NGO law, which will enable ZSL and EBC project staff to play an active role in project implementation – essential for the campaign development phase of the project. However, partners agreed a contingency plan be developed in order to complete the data collection and keep the project on schedule for Year One, should the registration process not be completed by a feasible cut-off date, which was set as 1st October. As of the time of submission of this report, the project registration is still in progress. We are therefore exploring options for data collection over the next six months in collaboration with international organisations with a mandate to work in China (e.g. TRAFFIC via WWF China), a market research agency based in Hong Kong, or via collaborators at the University of Oxford, since UK academic institutions are not required to register under the new law, which is exclusively for NGOs.

The main activities planned for Year 1 of the project are data collection/analysis and the stakeholder workshop. At present, we are confident that we can complete the data collection and analysis by the end of Year 1. However, if we are not able to commence data collection within the next 4 weeks, the only impact to the work plan submitted in the proposal would be to move the workshop (currently planned for Q3, Y1) to Year 2. This would allow sufficient time for data collection and synthesis of headline results so as to share these for discussions and inform decision making at the workshop. We shall endeavour to hold the workshop in Year 1 as planned but should postponing it become unavoidable, we shall submit a formal change request as early as possible, and certainly before the end of Jan 2018.

2b. Have any of these issues been discussed with LTS International and if so, have changes been made to the original agreement?

Discussed with LTS: Yes

Formal change request submitted: No

Received confirmation of change acceptance No

3a. Do you currently expect to have any significant (e.g. more than £5,000) underspend in your budget for this year?

Yes No Estimated underspend: £

3b. If yes, then you need to consider your project budget needs carefully. Please remember that any funds agreed for this financial year are only available to the project in this financial year.

If you anticipate a significant underspend because of justifiable changes within the project, please submit a rebudget Change Request as soon as possible. There is no guarantee that Defra will agree a rebudget, so please ensure you have enough time to make appropriate changes if necessary.

As discussed above, we shall submit a change request at the earliest opportunity should it be necessary to move the workshop to Year 2.

4. Are there any other issues you wish to raise relating to the project or to IWT challenge Fund management, monitoring, or financial procedures?

No.

If you were asked to provide a response to this year's annual report review with your next half year report, please attach your response to this document. Additionally, if you were funded under R3 and asked to provide further information by your first half year report, please attach your response as a separate document.

Please note: Any planned modifications to your project schedule/workplan can be discussed in this report but **should also be raised with LTS International through a Change Request.**

Please send your **completed report by email** to Victoria Pinion at IWT-Fund@itsi.co.uk. The report should be between 2-3 pages maximum. **Please state your project reference number in the header of your email message e.g. Subject: IWT001 Half Year Report.**