



Illegal Wildlife Trade (IWT) Challenge Fund Half Year Report

(due 31st October 2018)

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:	Helen O'Neill
Report date and number (e.g. HYR1):	31/10/18; HYR2
Project website/blog/social media:	NA

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).

As outlined in previous reports, the implementation of this project has been subject to delays as a result of a new foreign NGO law introduced by the Government of China in January 2017, which requires that all foreign NGOs undertaking projects in China be registered with both the Beijing and relevant provincial Public Security Bureaus. Registration can be either at the level of the organisation (an extremely lengthy process) or at the project level. The registration process was not included in the original timetable as it was not a requirement at the time of application.

During the previous reporting period (October 2017 – March 2018) ZSL completed all of the paperwork necessary for registration and had received a letter of support from the China State Forestry Administration (SFA). At the time this was the final requirement for project registration leading us to include in the annual report that registration should have been completed in approximately two weeks. However, the project registration is currently still pending. This is because in the weeks after we received the letter of support from SFA there was a government restructure, which has led to the creation of a new Ministry of Ecology and Environment, with the SFA replaced by a new National Forestry and Grassland Administration (NFGA); meaning that the SFA letter of support is no longer valid for registering the project. ZSL is continuing to pursue the project registration and have compiled almost all of the necessary documentation - we anticipate that registration will be successfully completed in the next reporting period.

As ZSL remains unregistered, and therefore cannot legally conduct research directly, we have contracted GlobeScan, an international market research agency, to conduct research into pangolin consumption. GlobeScan is locally registered and therefore able to legally conduct research in China.

During this reporting period, GlobeScan conducted qualitative research (in-depth interviews and focus group discussions) into the consumption of pangolin products in Guangdong

province. The research was undertaken in the cities of Guangzhou (provincial capital) and Zhongshang to cover a mix of both urban and suburban districts. The qualitative research aimed to: (1) explore and understand the relationship between TCM and buying pangolin parts (scales) and products, and between prestige and consumption (meat); (2) understand the drivers of consumption in order to change behaviour; and (3) determine the most influential messages, messengers and channels to influence the target groups, and which messages and campaigns could change their behaviour. The research findings report is attached; some of the key findings are:

- Eight in-depth interviews (IDI) with Traditional Chinese Medicine Practitioners, with a minimum of five years' experience, were conducted in Guangzhou and Zhongshan (four IDIs in each)
- TCM practitioners were aware that pangolins are protected species
- Pangolin scales were thought to be effective for treating a diverse range of issues, however most TCM respondents reported that the frequency with which scales were prescribed was decreasing due to recent legislation.
- TCM practitioners reported that legislation was most effective in deterring people from consuming or prescribing pangolin products.
- Four focus group discussions (FGD) were held with people who had consumed pangolin products within the last 12 months in Guangzhou and Zhongshan (two FGDs in each).
- Consumers used scales for medicinal purposes, and some also thought meat had medicinal effects (contrary to the reports of TCM practitioners)
- Some consumers said they had used pangolin scales and had experienced an improvement in their condition, although others perceived no benefit
- Consumers did not always know they were buying medicine containing pangolin at the time of purchase.
- Having, using or consuming pangolin products, such as meat, were associated with feelings of prestige
- Consumers were aware of the status of pangolins as protected species and some viewed future consumption as a cruel act
- Some consumers said that if there were alternative products available with the same effects as pangolins they would stop their consumption
- Messages around pangolins' threatened status and developing an emotional connection were preferred, particularly among younger respondents. Older respondents were more affected by messages around legislation.

The results from the qualitative research have been used to develop quantitative research methodologies (an online questionnaire) to further investigate the drivers and triggers of pangolin consumption. We had anticipated that this stage of the research would have been completed by now, however there have been unforeseen delays. The questionnaire had been drafted and was sent to GlobeScan's suppliers to conduct the surveys, however there have been issues arising from the sensitive nature of the survey topic. Every piece of research in China has to be licenced by the government, and although all questionnaire answers will be anonymous, questions relating to illegal behaviour – such as the consumption of pangolin meat – cannot be asked directly. This has necessitated a redesign of the questionnaire, the revised questionnaire is undergoing a final review and will be conducted in the next few weeks.

This has resulted a delay in holding the stakeholder workshop which had been planned to be held in September 2018. As this workshop will present the findings of the quantitative and qualitative research, it is not possible to hold it until these are complete. We now anticipate holding the workshop in January 2019. Although this is a delay from the original project timetable we believe that, due to the generous time given to the campaign planning stage, we will still be able to make up this time.

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 described above, a government restructure has further delayed registering the project with China's Public Security Bureau. The project has also encountered unforeseen issues over the licensing of the research being conducted by GlobeScan, due to the sensitive nature of the question topics. These have caused delays in project progress, however we still anticipate that we will be able to accommodate these delays within the overall project timetable.

There have also been changes to project leadership, as Carly Waterman is currently on maternity leave. There was a project leader change request submitted to this end during this reporting period, along with a request for a small budget reassignment to allow the incoming project leader, Helen O'Neill, to attend an expert roundtable on influencing behaviour change to reduce demand for illegal wildlife products. These requests were approved in August 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: Yes

Received confirmation of change acceptance Yes

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.

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 R4 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@ltsi.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.**