



Illegal Wildlife Trade (IWT) Challenge Fund Half Year Report

(due 31st October 2019)

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):	31/10/19; HYR3
Project website/blog/social media:	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).

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. The law requires that all foreign NGOs undertaking projects in China be registered with both the Beijing and relevant provincial Public Security Bureaus. Registration can be either at the level of the organisation (an extremely lengthy process) or at the project level. The registration process was not included in the original timetable as it was not a requirement at the time of application.

During this reporting period ZSL has continued working towards registering the project in China. In March, June and October our project partner, Eco-bridge Continental (EBC) resubmitted our paperwork to the State Forestry and Grassland Administration and Beijing Environmental Bureau to obtain the letter of governmental endorsement. The application had been edited in line with feedback received during a previous application submission; however, we were again unsuccessful in our application. The consumption of pangolin products is a highly sensitive subject in China, which we believe is the driving factor behind our continued difficulties in project registration. We are continuing to work with our in-country partners and identify new partners to find a way forwards with the project registration.

As previously described, because ZSL remains unregistered and therefore cannot legally conduct research directly, we 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. To ensure the research quality, ZSL led the project design, including developing the questionnaire and methods, with input behaviour change experts from TRAFFIC and the University of Oxford's Oxford Martin School (OMS). The implementation and reporting of the project were also carefully monitored.

During this reporting period we have edited and finalised the bilingual report developed by

GlobeScan for the quantitative research that was conducted during the previous reporting period. We have also begun preparing the results of the research for publication in the scientific literature. This work is being done in collaboration with Dr Diogo Verissimo (OMS) and Dr Daniel Ingram (University of Stirling), and involves conducting some additional analyses on the raw data collected and preparing the manuscript for submission to a peer reviewed journal.

In early August, project partner TRAFFIC convened a strategic workshop on pangolin policy and demand. Becky Shu Chen represented ZSL and presented the key results from the research conducted into the consumption of pangolin products in Guangdong. This workshop was attended by representatives from organisations including the National Forestry and Grassland Administration (NFGA), Forest Police, China Customs, China Wildlife Conservation Association (CWCA), China Association of Traditional Chinese Medicine (CATCM), creative agencies, and social media companies. A report of some of the key aspects of the workshop is attached (Annex 1) and summarised below:

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

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

The workshop discussions were helpful and provided a good basis for developing the demand reduction campaign brief, as well as insights into avenues to explore that might increase governmental support for registering the project.

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.

There have been continued delays to registration during this reporting period, which has resulted in the work being behind schedule with respect to the planned timetable and underspent with regards to the budget.

Our in-country partners had felt confident that we would be successful with our registration application in April but unfortunately this was not the case. Since then we have been reviewing the situation and exploring other avenues for registration, including looking at working with additional local collaborators. In the meantime, we have been able to make progress through our collaboration with TRAFFIC and have begun developing the basis for the demand reduction campaign through the workshop which was held in August. We will continue working towards registration, which we hope will be aided by the findings of the workshop in developing ways forward that would be acceptable to the representatives of the relevant government departments who were in attendance. At the recent CITES CoP, China reaffirmed that it supports demand reduction work for illegal wildlife products. We believe that the messaging identified at the workshop (i.e. concentrating on the legality of purchase) is likely to be effective with potential consumers and may help increase the chances of the project being registered.

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 (Feb 2018)

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?

Given the uncertainties surrounding the timeline for project registration, the project team has investigated alternative ways in which we could achieve the project's overarching aim of reducing consumption of illegally traded pangolin products. We have identified three potential options for the direction we could take with a change request and are seeking advice from LTS International on which would be most preferable from the perspective of the IWT Challenge Fund.

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.

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 DO NOT send these in the same email.**

Please send your **completed report by email** to 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.**