



Illegal Wildlife Trade (IWT) Challenge Fund Half Year Report (due 31st October 2020)

Project reference	IWT045
Project title	Research and pilot campaign to reduce demand for pangolins
Country(ies)	Thailand
Lead organisation	Zoological Society of London
Partners(s)	TRAFFIC, University of Oxford
Project leader	Carly Waterman
Report date and number (e.g. HYR1)	31 October 2020, (HYR4)
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 the previous report, the geographical focus of the project moved from China to Thailand in January 2020. A no-cost extension until March 2022 was agreed in June 2020.

During this project period, the project team 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 in terms of further research and social and behaviour change communications (SBCC) campaign development.

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 (Appendix 1) was completed by key in-country collaborators, DNP/CITES, TRAFFIC, USAID Wildlife Asia, WildAid and WWF, in June 2020. Results are summarised in Appendix 2.

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 projects, online monitoring of pangolin trafficking (started April 2020) and online media reports. Key results are summarised in Appendix 3.

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. Workshop participants comprised

representatives from Thailand's demand reduction community of practice, TRAFFIC, USAID Wildlife Asia, WildAid and WWF plus government representatives from CITES/Department of National Parks, Wildlife and Plant Conservation (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-related movement restrictions.

Collaborator feedback and desk-based research highlighted several gaps in knowledge with regards to pangolin sourcing and consumption. 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 has been conducted on pangolin consumption within Thailand. Further, very little is 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 in which to focus research efforts. The findings of this research, which will commence in November 2020, will determine the precise targets and messaging of SBCC campaigns. However, suggestions from workshop participants for appropriate and timely messaging included a focus that supports law enforcement efforts of new 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).

Following the workshop, the ZSL team was invited to present a summary of workshop recommendations and preliminary research plan to the DNP representatives and GEF Demand Reduction Steering Group Committee on 20 August 2020. Participants included government officials from various divisions of DNP, 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 were identified for further development.

During the remainder of this reporting period, ZSL has been developing methodology for the research phase (see Appendix 4) to generate a more in-depth understanding of pangolin trafficking and consumer demand within Thailand. Our multifaceted approach includes: (1) continued online monitoring of pangolin poaching, trade and consumption to gain a greater understanding of trafficking dynamics within Thailand, (2) investigative research on pangolin and wild meat consumption to identify potential hotspots within which SBCC campaigns can be focused; and (3) formative research into triggers and drivers of wild meat consumption, with a focus on pangolins. To move the project forwards and keep the team focused during the research phase, the team has begun scenario planning for a series of hypothetical SBCC campaigns focusing on e.g., restaurants in Bangkok and community leaders in Songkhla Province, a key IWT hub in southern Thailand. The team is also exploring the potential to pilot the use of georeferenced social marketing techniques in areas of high consumption to encourage anonymous reporting of pangolin consumption.

The results of the research phase will assist in the identification of key messages, localities, and targeted audiences for the SBCC campaign. We are currently on track with regards to our implementation timetable, which allows for a further three months to complete this research.

2a. Give details of any notable problems or unexpected developments/lessons learnt that the project has encountered over the last 6 months (for Covid-19 specific delays/problems, please use 2b). Explain what impact these could have on the project and whether the changes will affect the budget and timetable of project activities.

2b. Please outline any specific issues which your project has encountered as a result of Covid-19. Where you have adapted your project activities in response to the pandemic, please briefly outline how you have done so here. Explain what residual impact there

may be on your project and whether the changes will affect the budget and timetable of project activities.

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 is now beginning to open up to foreign tourists from low risk countries, visitor numbers are likely to remain low for some time 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 and exploring the feasibility of conducting community-based social marketing campaigns in Songkhla Province, a key IWT hub in southern Thailand, to encourage pro-conservation behaviours/discourage involvement in pangolin trafficking. 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. 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).

2c. 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 (June 2020)

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. Please DO NOT send these in the same email as your report.

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

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.**