Department for Environment, Food and Rural Affairs

Application form for Illegal Wildlife Trade Challenge Fund Round 3
Stage Two

July 2016

Please read the guidance notes before completing this form. Where no word limits are given, the size of the box is a guide to the amount of information required. The guidance notes are available at:

https://www.gov.uk/government/collections/illegal-wildlife-trade-iwt-challenge-fund

1. Name and address of lead organisation

Notification of results will be by email to the Project Leader

Applicant Organisation Name:	Zoological Society of London
Address:	
City and Postcode:	
Country:	
Project Leader name:	Carly Waterman
Email:	
Phone:	

2. Stage 1 reference and project title

Stage 1 Ref: 298	Title (max 10 words): Research and pilot campaign to reduce demand for pangolins

3. Project dates, and budget summary

Start date: 01/06/2017		End date: 31/03/2021		Duration: 4 years	
2017/18 £ 60,718	**2018/19** £ 82,403	**2019/20** £ 133,342	**2020/21** £ 110,482	**Total request** £ 386,944	
Start date: 01/06/2017		End date: 31/03/2021		Duration: 4 years	
Proposed (confirmed and unconfirmed) co-financing as % of total Project cost				%	

4. Summary of Project

Please provide a brief summary of you project, its aims, and the key activities you plan on undertaking.

(max 80 words)

This project will pilot demand reduction programmes in Guangdong, China, targeting consumers of pangolin products. Using a best-practice framework, it will conduct in-depth research into specific triggers/drivers of consumption, and develop social-marketing programmes, with stakeholder input, to change behaviours, thereby reducing demand. Having demonstrated impact, the programme will be scaled-up and expanded to additional pangolin markets (post-project). Reducing demand for pangolins will remove incentives for trafficking, and reduce exploitation of wild populations and adjacent communities in low-income pangolin range states.

5. What will be the outcome of the project?
(See Guidance Notes 3.1and 4, and Annex B - guidance on developing a logframe)

This should be an action orientated statement e.g. training provided to the judiciary results in increased successful prosecutions of poaching. **This should be the same as the outcome statement given in Question 24.**

(max 50 words)

Measurable reduction in demand for illegally traded pangolin products in Guangdong province, China, achieved through developing and implementing an evidence-based approach to change consumer behaviour, which can subsequently be used to reduce demand for pangolin products in additional key markets within China.

6. Which of the three key IWT Challenge Fund objectives will your project address?

6.aPut an X in all that apply

(See Guidance Note 3.1)

1. Developing sustainable livelihoods for communities affected by illegal wildlife trade	
2. Strengthening law enforcement and the role of the criminal justice system	
3. Reducing demand for the products of the illegal wildlife trade	X

6b. Which of the commitments made in the London Conference Declaration and / or the Kasane Statement does this project support? Please provide the number(s) of the relevant commitments: there is no need to include the text from the relevant commitment.

(See Guidance Notes 4.1 and Annex A)

The London Declaration:

Eradicating the market for illegal wildlife products (I, IV, VII)

The Kasane Statement:

Eradicating the market for illegal wildlife products (2)

7. Country(ies)

(See Guidance Notes 3.4 and 4.4)

Which eligible country(ies) will your project be working in? You may copy and paste this table if you need to provide details of more than four countries.

Country 1: China	**Country 2:**
Country 3:	**Country 4:**

8. About the lead organisation:

What year was your organisation established/ incorporated/ registered?	1826	
What is the legal status of your organisation?	NGO	Yes
	Government	No
	University	No
	Other (explain)	

How is your organisation currently funded?	(Max 100 words)
	Approximately 85% of ZSL's income comes from its two zoos; the majority is expended to maintain both sites. In addition, ZSL supports two other programmes; Conservation Programmes (CP), including international work, and the Institute of Zoology (IoZ), ZSL's science and research department. These departments are predominantly funded through grants and donations, which represents the remaining 15% of ZSL's income. CP receives ~4% of ZSL's total income annually to support its activities, as well as the coverage of costs relating to ZSL's UK based support systems such as Finance, Human Resources, Marketing and Communications. In 2015 annual income was £m.
Have you provided the requested signed audited/independently examined accounts? **Note that this is not required from Government Agencies**	Yes

8b. Provide detail of 3 contracts/projects previously undertaken by the lead organisation that demonstrate your credibility as an organisation and provide track record relevant to the project proposed. These contacts should have been held in the last 5 years and be of a similar size to the grant requested in your IWT Challenge Fund application.

Contract/ Project 1 Title	A Sustainable Future for Chinese Giant Salamanders
Contract Value/ Project budget	
Duration	3 years (Jul 2012 – Jun 2015)
Role of organisation in project	Project Lead

Brief summary of the aims, objectives and outcomes of the project.	**Aim** Build the evidence-base and capacity to underpin, promote and conduct a strategic conservation plan for the Chinese giant salamander (CGS). **Objectives** 1. Strengthen and disseminate the evidence-base on CGS distribution, population status, ecology and conservation requirement 2. Resolve range-wide population genetics and phylogeography of CGS to safeguard maximum genetic diversity of this species 3. Identify disease threats to farmed and wild CGS and develop mitigation strategies 4. Build upon existing CGS farming protocols and infrastructure to develop *ex situ* protocols for conservation. 5. Undertake education and awareness-raising activities to promote the status and conservation needs of CGS across its range at local, national and international level. 6. Develop a global network that seeks to conserve giant salamanders nationally and internationally. **Outcomes** Project completed; all objectives achieved. Through undertaking the largest survey of CGS in conservation history, knowledge was increased of the species' ecology, its status in the wild and threats to survival. The threats to CGS persistence in the wild from farming were researched and identified; these informed an action plan for CGS conservation. The project's education programme raised awareness of and nurtured an affinity for the CGS and its status as well as conservation needs in the wild.
Client contact details (Name, e-mail, address, phone number).	Eilidh Young, Darwin Initiative darwin-projects@ltsi.co.uk Tel: +44 131 440 5181

Contract/ Project 2 Title	Tackling illegal wildlife trade in Mongolia through improved law enforcement
Contract Value/ Project budget	
Duration	3 years (Apr 2015 – Mar 2018)
Role of organisation in project	Project Lead

Brief summary of the aims, objectives and outcomes of the project.	**Aim** Reduce poverty and reverse the severe decline of many of Mongolia's endangered species as a result of the illegal wildlife trade. **Objectives** 1. Current status of Illegal Wildlife Trade in Mongolia is defined as accurately as possible using proven and comparable methods. 2. Effective, well-trained border and enforcement staff team. 3. Legal framework established, facilitating an increase in IWT crime convictions. 4. Community conservation efforts significantly funded. **Outcomes** Project is ongoing. Law enforcement agencies will develop increased capacity to implement wildlife crime laws resulting in an increase in arrests and convictions of wildlife criminals. Legislation will be amended to address gaps as well as provide revenue sharing mechanisms that will channel funds from anti wildlife crime activities back into the communities, reducing poverty and creating support for conservation. The severe decline of Mongolia's endangered species as a result of the illegal wildlife trade can begin to be reversed
Client contact details (Name, e-mail, address, phone number).	Victoria Pinion, Defra Illegal Wildlife Trade Challenge Fund IWT-Fund@LTSI.co.uk +44 131 440 5506

Contract/ Project 3 Title	Strengthening Cameroon's capacity for implementing CITES
Contract Value/ Project budget	
Duration	3 years (Apr 2016 – Mar 2019)
Role of organisation in project	Project Lead

Brief summary of the aims, objectives and outcomes of the project.	**Aim** Reduce illegal and unsustainable hunting and trafficking of pangolins and other threatened wildlife in Cameroon, resulting in sustainably managed populations of the three pangolin species and enabling Cameroon to meet its CITES and CBD commitments. **Objectives** 1. Monitoring systems in place and information used to track and characterise the nature of trade and use of species affected by trafficking in Cameroon with focus on pangolins. 2. Adaptive management for site based protection using the SMART approach being implemented in at least two key sites. 3. Enforcement agents, prosecutors, courthouse staff and customs agents are competent in proper application of wildlife laws and reporting relating to pangolins and other trafficked species. **Outcomes** Project is ongoing. Strengthened capacity in Cameroon to monitor and reduce illegal hunting and trafficking of pangolins and other wildlife.
Client contact details (Name, e-mail, address, phone number).	Eilidh Young, Darwin Initiative darwin-projects@ltsi.co.uk Tel: +44 131 440 5181

9. Project partners

Please list all the partners involved (including the Lead Organisation) and explain their roles and responsibilities in the project. Describe the extent of their involvement at all stages, including project development. This section should illustrate the capacity of partners to be involved in the project, and how local institutions, local communities, and technical specialists are involved as appropriate. Please provide written evidence of partnerships. Please copy/delete boxes for more or fewer partnerships. **Details on roles and responsibilities in this project must be given for the Lead Organisation and all project partners**.

Lead Organisation name:	**Zoological Society of London**

Website address:	**www.zsl.org**
Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)	ZSL is an international science, conservation and education charity that delivers a diverse portfolio of conservation projects in >50 countries worldwide. Combating the illegal wildlife trade is a one of ZSL's strategic priorities. ZSL has a long-term commitment to pangolin conservation; it hosts the IUCN SSC Pangolin Specialist Group, and leads projects to combat pangolin trafficking in Cameroon and Thailand through supporting the SMART approach[1] in six protected areas, strengthening law enforcement capacity and community engagement. ZSL has provided technical input into global and national pangolin conservation action plans, and recently initiated a pangolin consumer research project in China, building on its >5 years' experience of working with the Chinese government and other stakeholders to conserve Critically Endangered Chinese species, including the Chinese giant salamander, Hainan gibbon and Yangtze finless porpoise. Having strong partnerships in 16 Chinese provinces (including Guangdong), enabled the Chinese giant salamander (CGS) project team to complete the largest standardised CGS survey in Chinese conservation history, with support from Darwin Initiative. ZSL staff in China and UK will be responsible for overall project management (including financial management), coordination, M&E, and reporting, and will provide technical support and training to project staff. 1, SMART (Spatial Monitoring and Reporting Tool; www.smartconservationtools.org), is a law enforcement monitoring tool which supports adaptive management. The 'SMART approach' utilises this tool alongside ongoing technical support to ensure effective protected area management.

Partner Name:	**Eco-bridge Continental, Beijing Forestry University**
Website address:	**http://eng.bjfu.edu.cn/**

Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)	EBC is a Chinese NGO with a goal of developing and improving international relations between China and the international conservation community. EBC works closely with the Chinese government, particularly the State Forestry Administration (SFA), and has strong links with academic organizations including the prestigious Wildlife Institute of Beijing Forestry University and key Chinese industrial sectors that operate abroad. EBC also has strong links to international conservation bodies, including CITES and IUCN.

EBC's goal is to help solve emerging environmental issues closely related to human survival and development, including helping to mitigate conflicts between nature conservation, development and livelihoods. This is realised through enhancing national and international cooperation and understanding demand for wildlife. EBC has an evidence-based approach to conservation and a large network of experts in fields of government, enterprises, education and research.

EBC staff have extensive experience in ecological and social surveys, education, capacity building and conflict mitigation for a range of high value species (e.g. tigers, elephants, snow leopards).

As the main implementing partner, EBC will secure the ongoing support and continued engagement of high level government staff and other stakeholders from its networks, co-ordinate the consumer research and convene participatory workshops to develop the behaviour change strategy. |
| **Have you included a Letter of Support from this organisation?** | Yes |

Partner Name:	**TRAFFIC**
Website address:	**www.traffic.org**

Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)	TRAFFIC's mission is to ensure that trade in wild animals and plants is not a threat to the conservation of nature. TRAFFIC works through a network of regional offices co-ordinated by TRAFFIC International in Cambridge, UK. TRAFFIC offices in Hong Kong and China will be involved in this project making full use of the network's expertise, and ensuring synergies with ongoing work which compliments this project.

TRAFFIC combines research, analysis, targeted communications, advocacy, capacity building and other approaches to reduce illegal and unsustainable trade, collaborating with governments, businesses, inter-governmental organisations, traditional medicine associations, NGOs and others.

TRAFFIC staff will provide technical support on all stages of the 'Five Steps to Demand Reduction' framework, which TRAFFIC developed with input from experts in the demand reduction community of practice.

TRAFFIC staff in China have undertaken research on the pangolin supply chain in Guangdong, Guangxi and Yunnan, contributing to the evidence-base for this project. We also have access to an interdisciplinary team of creative experts working on demand reduction in Asia, and to a diverse network of broader stakeholders interested in contributing actively towards reducing demand for pangolins. TRAFFIC will help secure their input into the development and implementation of the behaviour change strategy. |
| **Have you included a Letter of Support from this organisation?** | Yes |

10. Project staff

Please identify the core staff on this project, their role and what % of their time they will be working on the project. Please provide 1 page CVs for these staff. Please include more rows where necessary**.**

Name (First name, Surname)	Role	% time on project	1 page CV attached?
Ms Carly Waterman	Project Leader	20	Yes
To be recruited	Project Co-ordinator (China)	100	No
Ms Shu Chen	Assistance with project co-ordination (China)	7.5	Yes
Ms Sarah Thomas	Technical Advisor	5	Yes
Dr Samuel Turvey	Technical Advisor	5	Yes
Ms Sophie Adwick	Regional/national management and oversight	5	Yes
Prof Kun Shi	EBC Lead	10	Yes
Mr Chauncey Shaw	Assistance with project co-ordination (China)	10	Yes
Ms Chenyang Li	TRAFFIC Lead	5	Yes
Ms Gayle Burgess	Technical Advisor - initiative development and implementation	5	Yes
Dr Diogo Verissimo	Technical Advisor – impact evaluation	10	Yes

11. Species project is focusing on
(See Guidance Note 4.2)

Where there are more than 4 species that will benefit from the project's work, please add more boxes.

1. Pangolins (8 species)	2.
3.	4.

12. Problem the project is trying to address
What specific aspect(s) of the illegal trade in wildlife will your project address? Please describe the level of threat to the species concerned. Please also explain which communities are affected by this issue, and how this aspect of the illegal trade in wildlife relates to poverty or efforts of people and/or states to alleviate poverty.

(Max 300 words)

Pangolins are the world's most trafficked mammals, with >1 million estimated to have been illegally traded over the past decade[1]. All eight species are listed as threatened on the IUCN Red List (two CR and two EN in Asia; four VU in Africa) on the basis of population declines[2-9].

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[10]. 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[11].The large nature of recent seizures (e.g. 4,000kg of scales from Cameroon seized in Hong Kong), indicates the involvement of organised criminal trade syndicates[12].

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[13].

Through piloting targeted and evidence-based behaviour change strategies, this project will measurably reduce demand for pangolins among key consumer groups in China. Focusing initially in Guangdong (population 107 million; one of China's main markets for pangolins)[14], it will reduce the market opportunities to which criminal syndicates are responding, resulting in decreased pangolin poaching/trade and greater livelihood security for vulnerable communities in 6 low-income range-states.

[298 words]

References
1. Challender, DWS, Waterman C, Baillie JEM (eds). 2014. Scaling Up Pangolin Conservation. IUCN SSC Pangolin Specialist Group Conservation Action Plan. Zoological Society of London. London. UK.
2. Baillie J, Challender D, Kaspal P, Khatiwada A, Mohapatra R & Nash H. 2014. *Maniscrassicaudata*. The IUCN Red List of Threatened Species. Version 2014.2. www.iucnredlist.org
3. Challender D, Baillie JEM, Ades G, Kaspal P, Chan B, Khatiwada A, Xu L, Chin S, KC R, Nash H, & Hsieh H. 2014. *Manispentadactyla*. The IUCN Red List of Threatened Species. Version 2014.2. www.iucnredlist.org
4. Challender D, Nguyen Van T, Shepherd C, Krishnasamy K, Wang A, Lee B, Panjang E, Fletcher L, Heng S, Seah Han Ming J, Olsson A, Nguyen The Truong A, Nguyen Van Q, Chung Y. 2014. *Manisjavanica*. The IUCN Red List of Threatened Species. Version 2014.2. www.iucnredlist.org
5. Lagrada L, Schoppe S & Challender D. 2014. *Manisculionensis*. The IUCN Red List of Threatened Species. Version 2014.2. www.iucnredlist.org

6. Pietersen D, Waterman C, Hywood L, Rankin P &Soewu D. 2014. *Smutsia temminckii*. The IUCN Red List of Threatened Species. Version 2014.2. www.iucnredlist.org
7. Waterman C, Pietersen D, Soewu D, Hywood, L & Rankin P. 2014. *Phataginus tricuspis*. The IUCN Red List of Threatened Species 2014.2. www.iucnredlist.org
8. Waterman C, Pietersen D, Soewu D, Hywood, L & Rankin P. 2014. *Phataginus tetradactyla*. The IUCN Red List of Threatened Species. Version 2014.2. www.iucnredlist.org
9. Waterman, C, Pietersen D, Hywood L, Rankin P &Soewu D. 2014. *Smutsia gigantea*. The IUCN Red List of Threatened Species. Version 2014.2. www.iucnredlist.org
10. Challender DWS, Harrop SR, MacMillan DC. 2015. Understanding markets to conserve trade threatened species in CITES. Biological Conservation 187, 249-259.
11. IUCN SSC Pangolin Specialist Group seizure database (2000 – 2016).
12. Andersen, I. 2016 'Seizure of huge African pangolin scale shipment points to worrying increase in trafficking'. IUCN Statement, http://www.iucn.org/news/seizure-huge-african-pangolin-scale-shipment-points-worrying-increase-trafficking
13. Zain S. 2012. Behaviour Change We Can Believe In: Towards a Global Demand Reduction Strategy for Tigers. TRAFFIC International.
14. Xu L, Guan J, Lau W and Xiao Y. 2016 An Overview of Pangolin Trade in China. TRAFFIC Briefing. TRAFFIC International.

13. Methodology

Describe the methods and approach you will use to achieve your intended outcomes and impact. Provide information on:

- How you have analysed historical and existing initiatives and are building on or taking work already done into account in project design
- How you will undertake the work (materials and methods)
- How you will manage the work (roles and responsibilities, project management tools etc.).

Please make sure you read the Guidance Notes, particularly Section 3, before answering this question.

(Max 750 words - this may be a repeat from Stage 1, but you should update or refine as necessary. Tracked changes are **not** required.)

This project is a development of an existing ZSL project that aims to build the evidence-base for a pangolin consumer demand reduction campaign (see Q18). It complements mass awareness-raising (currently being undertaken by a handful of NGOs in China and Vietnam, with whom the project team is in contact) by identifying and piloting specific messages and communication channels that will be most effective in influencing, and thereby changing, the behaviour of different consumer groups.

Phase One: Developing Evidence-baselines
A mixed methods approach will be used, with qualitative and quantitative data being collected simultaneously in Guangdong province to gain multiple perspectives on pangolin consumption.

Quantitative data on consumer behaviours and motivations will be collected via face-to-face questionnaires undertaken by six Guangdong-based researchers recruited by EBC and trained by ZSL in sensitive questioning techniques. After piloting, 2,400 questionnaires will be conducted with a representative sample of the population in ten locations – the two provincial capitals plus a stratified random sample of four cities and five rural areas. The ZSL Project Co-ordinator will supervise data collection to ensure quality.

Qualitative data will be collected via an experienced social scientist who will undertake in-depth interviews with consumers (identified via questionnaires and snowball sampling) and convene focus groups to gain further insights into behaviours.

Research findings will be presented at a project inception workshop, which will facilitate an 'enabling environment' for initiative delivery and empower government officials to take a leadership role in Phase Two.

Phase Two: Campaign Development and Implementation
The project will follow TRAFFIC's Five Step Approach to Demand Reduction[1], and builds on a Defra-funded/TRAFFIC-led project to produce additional tools and guidance to support the development of demand reduction campaigns.
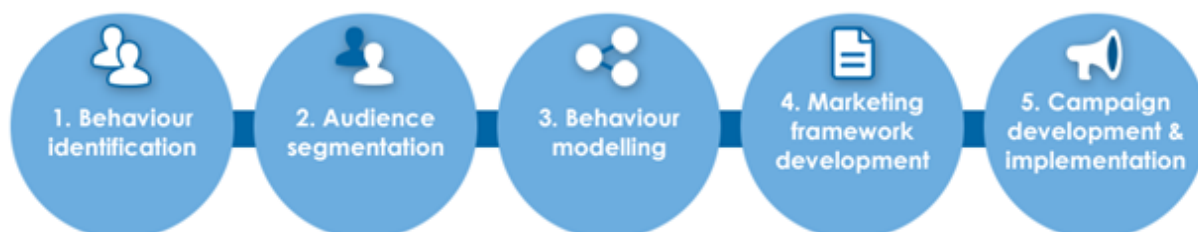

Figure 1: Five Step Approach to Demand Reduction © HECT Consultancy

1. Behaviour identification

The project team will examine data from the research phase and market surveys[2] to gain insights into which pangolin products are in prevalent use, which groups of people are using them and what behaviours are encouraging their use. This may involve consumption of a variety of products and for a variety of uses (e.g. consumption in the form of traditional medicine, wines or meat or use of claws as curios). Products and uses having the most detrimental impact on wild pangolins will be identified and broken down into their component behaviours and the various groups engaging in their use.

2. Audience segmentation

Key audience groups (e.g. nursing women <30yrs who purchase pangolin scales as TCM; successful businessmen >40yrs who purchase meat to confer status on dinner guests) will be identified and segmented by examining people's self-reported behaviours, intentions, attitudes, physical, practical and psychological barriers, motivations, goals, and levels of self-efficacy in order to gain insight into specific triggers and drivers for consuming different pangolin products.

3. Behaviour modelling

A working group, comprising experts in behaviour, policy and communication, convened by TRAFFIC, will prioritise which behaviours, influencing factors, consumer groups and key influencers to concentrate on; develop behaviour models to show how these interact and the outcomes of these interactions; and select the outcomes most likely to reduce pangolin consumption. This will involve understanding who is best able to influence existing and potential consumers of illegal pangolin products (e.g. doctors or business leaders with high standing in the community).

4. Social marketing framework development

The behaviour models will be used by marketing experts (recruited by EBC) to develop social marketing briefs and behaviour change approaches, which can be used to identify and set communication objectives for effective demand reduction interventions and develop testable hypotheses about how behaviours might change. This involves conceptualising and piloting approaches that will shift target audiences from current attitudes and behaviours (e.g. 'status consumption') towards desired attitudes and behaviours (e.g. public renunciation of pangolin meat). Once all the key stakeholders and influencers have been mapped, a strategy will be devised to enlist their support in helping spread targeted messaging, to influence and change consumer behaviour. A high-level monitoring and evaluation plan will be developed at this stage based on a clear, shared understanding of objectives.

5. Campaign development and implementation

A multi-disciplinary implementation team, drawn from existing partner networks and relationships built through the project, will identify, develop and pilot the appropriate mix of tools and products (e.g. media releases and opinion editorials, social media, television/print advertising and other print material) and significant events, meetings, conferences and other intervention opportunities for highly targeted messages in 20 locations during the 18 month campaign.

Campaign impact will be evaluated using attitudinal surveys conducted in campaign locations and control sites (selected during Step 5) using a Before-After-Control-Impact (BACI) design.

[749 words]

References
1. TRAFFIC. 2016. Five Step Approach for demand reduction. http://www.changewildlifeconsumers.org/tools/the-five-steps-approach-for-demand-reduction/
2. 1. Xu L, Guan J, Lau W and Xiao Y. 2016 An Overview of Pangolin Trade in China. TRAFFIC Briefing. TRAFFIC International.

14. Beneficiaries

Who will benefit from the work outlined above, and in what ways? How will this contribute to sustainable development for the reduction of poverty? Is it possible to quantify how many people are likely to benefit from this intervention e.g. number of households, and how do you intend to monitor the benefits they accrue?

If your project is working in an Upper Middle Income Country, please explain how benefits will be delivered to people living in poverty in Low and/or Low Middle Income countries. Include, where possible, information on whether and how there are ways to support the most vulnerable communities, including women.

If your project is focused on demand reduction, it can be harder to make a direct link between your project and beneficiaries in low income countries. Demand reduction projects should clearly demonstrate their indirect links to poverty reduction, for example, by identifying the source countries for the products concerned.

(Max 750 words)

There are well documented trafficking pathways linking the poaching of pangolins in least-developed, low and lower middle-income countries in Asia, and increasingly Africa, to consumers in China[1]. 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.
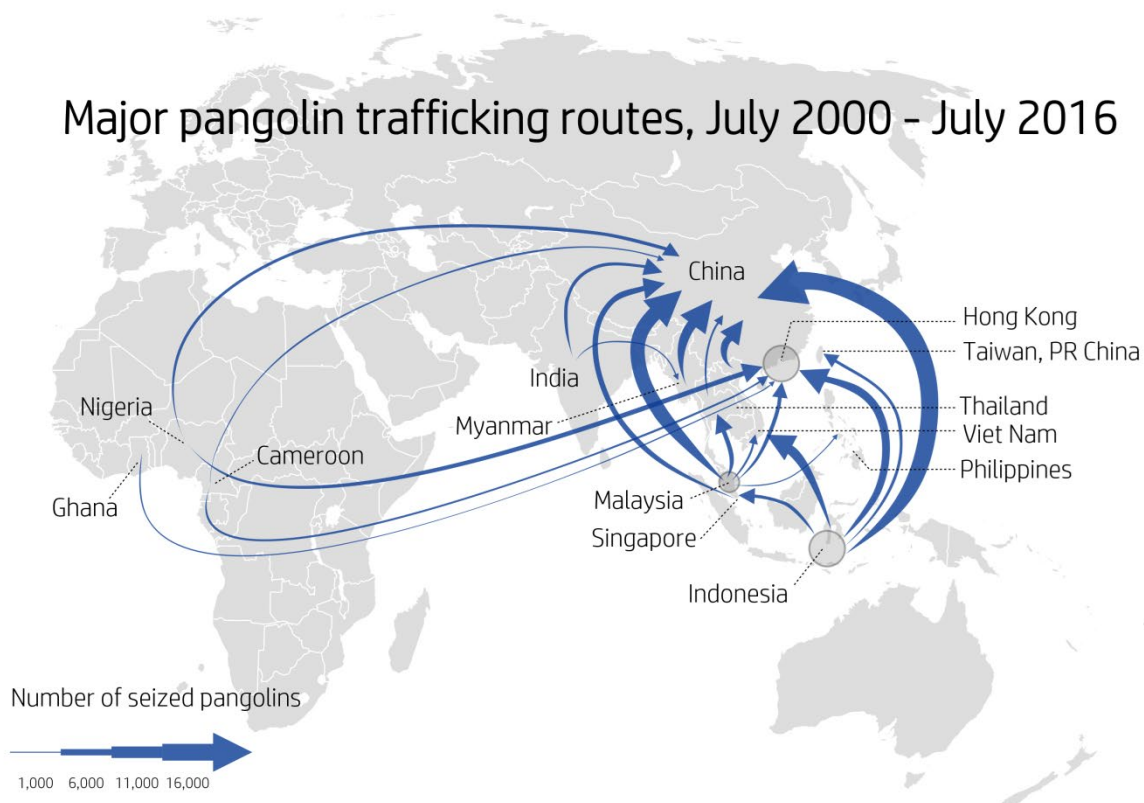

Major pangolin trafficking routes, July 2000 – July 2016

Figure 1: Pangolin trafficking routes along which >1,000 pangolins were trafficked (July 2000-July 2016). Arrow thickness is proportional to no. of pangolins (conversions apply)[1]

Illegal international trade in pangolins on a commercial scale has been recorded from 16 countries:

Least-developed countries: Cambodia, Guinea, Laos, Myanmar, Nepal, Uganda
Other low-income countries: Kenya
Lower middle-income countries: Cameroon, Ghana, India, Indonesia, Nigeria, Pakistan, Philippines, Republic of Congo, Vietnam

Addressing the illegal trade requires a multi-faceted and multilateral approach; direct action to identify and apprehend poachers and illegal traders is needed at source and along the trade chain. However, without complementary efforts to effectively address the increasing market driving this trade, enforcement action alone may be futile.

Demand reduction was highlighted as a priority in the London Declaration, 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. Pangolin-specific measures taken at CoP17include transferring all eight species to CITES Appendix I and a Resolution urging Parties to scale-up efforts to conserve pangolins, including through demand reduction. This project will support the Government of China to respond to these recommendations and show leadership in combating illegal pangolin trade.

Pangolins have a high market value; desire for pangolin products is high, supply is dwindling and the ability of consumers to pay high prices for them is increasing. Criminals are generating huge profits from illegally trading pangolin products, at relatively little risk. The illegal capture and killing of pangolins robs communities living adjacent to wild populations of long-term livelihood opportunities, threatens their safety, fuels corruption and distrust in civil authorities and undermines legitimate natural resource based businesses.

Our theory of change hypothesises that reducing demand for pangolin products in key Chinese markets will lower their market value and thus reduce incentives for international criminal networks to engage in pangolin trafficking. This, in turn, will lead to less poaching and trafficking, allow overexploited wild pangolin populations to recover, and provide tangible benefits to people living in low-income pangolin range states:

Reduced exploitation of indigenous people and rural communities who, driven by poverty and opportunity, poach and traffic pangolins at high risk to themselves, in return for a fraction of their final black market value. Poachers face significant risks. Injuries from wildlife can result in temporary or permanent loss of livelihoods, while fines and prison sentences can result in financial hardship for poacher's households, potentially motivating others to poach to recoup lost revenue, trapping rural communities in a cycle of poverty and crime.

Livelihood and food security: pangolins play an important role in maintaining healthy ecosystems. Their activities mix and aerate the soil, improving nutrient quality and aiding the decomposition cycle, while their abandoned burrows provide habitat for other animals. Pangolins also regulate populations of ants and termites which can damage vegetation in the absence of natural predators. Over 90% of people living in extreme poverty depend on forests for all or part of their livelihoods[2] so maintaining ecosystem integrity is crucial. Healthy forest ecosystems provide food security for households between harvests, or in times of drought, flooding, crop failure and other types of emergency[3].

Biological pest control: In many African countries, termites present a huge problem, threatening both infrastructure and food production and thus directly affecting human well-being and the potential for economic growth. Termites threaten key agricultural crops, which form the basis of household nutrition in much of Africa, including groundnuts (yield losses of 10-30%), maize (yield losses of up to 60%), sugar cane (up

to 28%), yams and cassava[4]. Over 90% of the termite damage in agriculture, forestry, and urban settings is attributed to members of the subfamily Macrotermitinae[5], which have been documented in the diet of pangolins[6].

It is estimated that a single adult pangolin can consume >70 million insects annually, and has a significant impact on the control of termites[7]. Healthy pangolin populations are a natural form of pest control which reduces the need for expensive and often destructive chemicals to treat and prevent termite infestations, saves money on repairing termite damage, and increases food security for crop-dependent communities in low income pangolin range states.

[747 words]

References
1. IUCN SSC Pangolin Specialist Group. 2016. The Status, Trade and Conservation of Pangolins (Manis spp.). CITES CoP17 Inf.59. https://cites.org/sites/default/files/eng/cop/17/InfDocs/E-CoP17-Inf-59.pdf
2. OECD. 2009. DAC Guidelines and Reference Series: Natural Resources and Pro-Poor Growth The Economics and Politics.
3. Arnold M, Powell B, Shanley P, & Sunderland T. 2011. Editorial: Forests, biodiversity and food security. International Forestry Review, 13(3), 259-264.
4. UNEP/FAO/Global IPM Facility Expert Group on Termite Biology and Management 2003
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7. Shi YQ, Wang YG. (1985) Food habits on pangolin. Chinese Journal of Wildlife 6: 42–43. [In Chinese]

15. Gender

(See Guidance Note 3.5)

Under the International Development (Gender Equality) Act 2014, all applicants must consider whether and how their project will contribute to reducing inequality between persons of different gender. Explain how your project will collect gender disaggregated data and what impact your project will have in promoting gender equality.

(Max 300 words)

While gender inequality in China is has historically been relatively low, inequality has increased in Chinese labour markets since economic reforms in the 1990s and 2000s. In 2014, China ranked 40th of 187 nations on the United Nations Development Programme's Gender Inequality Index (just below the UK at 39th).

Gender equality is implicit throughout the participatory approach in the design and development of this project. The Project Leader will ensure a gender balance and equal pay for project staff, and every effort will be made to ensure the participation of women and other marginalised groups within the working group and wider consortium of experts.

Data collected from questionnaires, in-depth interviews and focus groups will be disaggregated by socio-demographic factors such as gender, education level, relative income, ethnicity, age, religion, interests, values and social groups. A deep understanding of gender, along with these other social, economic and cultural variables is essential for developing targeted messages that will be effective in changing behaviour. 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. The project will be sensitive to these differences and design behaviour change interventions that not only lead to the best conservation outcomes, but also, where possible, promote equality between different population groups.

[218 words]

16. Impact on species in focus

How will the species named in Question 11 above benefit from the work outlined above? What do you expect the long-term impact on the species concerned to be?

(Max 200 words)

All eight pangolin species are listed as threatened on the IUCN Red List on the basis of past, ongoing and future population declines. Poaching and trafficking to supply Chinese markets is the most significant factor in the decline of the Chinese and Sunda pangolins (both CR, with 90% and 80% population declines respectively). As demand continues to increase, traffickers are now sourcing pangolins from South Asia and Africa, facilitated by growing intercontinental ties.

This project seeks to change behaviours having the greatest impact on wild pangolin populations. For each target audience, the project will increase barriers/decrease benefits to pangolin consumption and decrease barriers/increase benefits to the alternative behaviour. This will result in target audiences adopting the desired behaviour (e.g. purchasing medicines that do not contain products from endangered wildlife), leading to fewer purchases of pangolin products. As demand for pangolin products decreases, their market value will decrease and criminal syndicates will no longer be incentivised to traffic pangolins. This will result in fewer middlemen incentivising local communities to poach pangolins and, hence, reduce exploitation of wild pangolin populations. A reduction in exploitation will enable wild pangolin populations to recover in the >16 countries known to supply pangolins to Chinese markets.

[200 words]

17. Exit strategy

State how the project will reach a stable and sustainable end point, and explain how the outcomes will be sustained, either through a continuation of activities, funding and support from other sources or because the activities will be mainstreamed in to "business as usual". Where individuals receive advanced training, for example, what will happen should that individual leave?

(Max 200 words)

Insights into what is effective in changing consumer behaviour in China, suggests that a combination of societal behaviour controls (e.g. legislation and law enforcement), or restricting consumer choice (e.g. by retailers removing products from sale), together with messaging issued by those influential with target audiences is most effective in creating an adequate environment for meaningful behaviour change.

Central government will strengthen legislation and law enforcement relating to illegal pangolin trade/consumption in 2017, following the CITES Appendix I uplisting. This will lead to the phasing out of the legal domestic trade in pangolin scales (which exists in parallel to illegal trade) from diminishing government stockpiles. A complimentary effort to inspire and shape individual motivation will enhance the effectiveness of these efforts.

The participatory approach in the design and delivery of this project will ensure continued high-level support from government, private sector (e.g. pharmaceutical companies who can no longer legally use pangolin scales), civil society groups and NGOs beyond the period of Defra funding. By this stage, the initiative will have demonstrated impact in reducing demand, making investment and further expansion an attractive option. ZSL has a long-term commitment to this initiative and will provide ongoing technical and fundraising support if required.

[200 words]

18. Funding

18a) Is this a new initiative or a development of existing work (funded through any source)? Please give details

(Max 200 words):

This project is a development of an existing project funded by Fondation Segré (via IUCN Save Our Species) and US Fish and Wildlife Service. The existing funding primarily supports baseline consumer research into the nature of demand for pangolin products in order to build the evidence-base for the development of the behaviour change strategy. Matched funding from Defra will enable the project team to:

- Have larger sample sizes for the quantitative consumer research, ensuring sample sizes are sufficient to use sensitive questioning techniques (e.g. unmatched count technique) in order to draw more robust conclusions about illegal consumption of pangolin products
- Undertake gold star monitoring and evaluation of the demand reduction campaign using the Before-After-Control-Impact (BACI) design
- Convene one additional workshop to engage government, experts and other key stakeholders in campaign development
- Pilot and implement the demand reduction campaign, including recruiting experts to develop social marketing briefs and campaign materials and seed funding for the development of communication tools and products.

The project also builds on a TRAFFIC-led, Defra-funded project 'Reducing demand for illegal wildlife products' that investigated what does and doesn't work in changing consumer choice.

[190 words]

18b) Are you aware of any other individuals/organisations/projects carrying out or applying for funding for similar work?

Yes

If yes, please give details explaining similarities and differences, and explaining how your work will be additional to this work and what attempts have been/will be made to co-operate with and learn lessons from such work for mutual benefits:

Wild Aid secured funding from the Defra IWT Challenge Fund in 2015 to dissuade Vietnamese and Chinese consumers from purchasing pangolin products by debunking the false medicinal value of their scales and making the consumption of pangolin meat socially unacceptable, and also build capacity for more effective enforcement of trade bans. Although there is clearly overlap between the goals of the proposed project and Wild Aid's, the approach is very different. Wild Aid raises awareness to shift social norms rather than alter consumption habits by targeting consumers directly. Awareness-raising can be an effective behaviour change tool, particularly where lack of knowledge is a barrier to the desired behaviour. However, it is unlikely to be effective in changing the behaviour of all pangolin product consumer groups. The proposed project will complement Wild Aid's project by targeting consumer groups that do not change their behaviour as a result of Wild Aid campaign's messages, and by identifying which messages and communication channels will be effective in changing their behaviour. Wild Aid have shared the results of their pre-campaign online interview surveys with ZSL – which have provided helpful insights into consumer awareness, attitudes and behaviours – and the Project Leader is engaged in ongoing dialogue with Wild Aid, a key stakeholder in the proposed project. The two projects have the potential to be mutually beneficial: Wild Aid China staff have expressed interest in adapting their key messages, if necessary, on the basis of findings from the research phase of the proposed project. This could make their campaign more effective in changing behaviours, while harnessing existing media would increase the cost-effectiveness of the proposed project.

Save Vietnam's Wildlife (SVW), a Vietnamese NGO, and Humane Society International (HSI) are undertaking similar work in an effort to raise awareness and reduce demand for pangolins in Vietnam. HSI has additionally carried out baseline research into attitudes of pangolin consumers in Hong Kong, and are undertaking general awareness-raising activities to raise the profile of the plight of pangolins. The Project Leader is in regular contact with both SVW and HSI and all parties are willing to share updates and insights in order to enhance the impact of each project.

18c) Are you applying for funding relating to the proposed project from other sources?

Yes/No

If yes, please give brief details including when you expect to hear the result. Please ensure you include the figures requested in the Budget Spreadsheet as Unconfirmed funding**.**

No current pending funding applications. The amount requested, together with the matched funding, is expected to fully cover all project activities.

Funding and budget

Please complete the separate Excel spreadsheet which provides the Budget for this application. Some of the questions earlier and below refer to the information in this spreadsheet.

https://www.gov.uk/government/collections/illegal-wildlife-trade-iwt-challenge-fund

Please refer to the Finance Information document for more information.

NB: **Please state all costs by financial year (1 April to 31 March) and in GBP.** Budgets submitted in other currencies will not be accepted. Use current prices – and include anticipated inflation, as appropriate, up to 3% per annum. The IWT Challenge Fund cannot agree any increase in grants once awarded.

19. Co-financing
19a) Secured
Provide details of all funding successfully levered (and identified in the Budget) towards the costs of the project, including any income from other public bodies, private sponsorship, donations, trusts, fees or trading activity, as well as any your own organisation(s) will be committing.

(See "Financial Information for IWT" and Guidance Note 3.4)

Confirmed:

Fondation Segré via IUCN Save Our Species: GBP towards developing the evidence-base to reduce demand for pangolin products in six cities in Guangdong province. Part of a holistic project focusing on site-based protection of pangolins in Africa (Cameroon) and Asia (Thailand) whilst undertaking research to understand the nature of the demand for pangolin products in Guangzhou.
Project dates: Jun 2015 - May 2018

US Fish and Wildlife Service: GBP owards undertaking consumer research in rural areas in Guangdong province, plus cities and rural areas in neighbouring provinces to complement the data collected through the SOS funded project and develop a baseline for monitoring and evaluation of the behaviour change campaign. Includes some funding for developing and piloting of behaviour change strategy but no funding for broad-scale implementation.
Project dates: Sep 2016 – Sep 2017

ZSL: in-kind support and staff salaries totalling

19b) Unsecured

Provide details of any co-financing where an application has been submitted, or that you intend applying for during the course of the project. This could include co-financing from the private sector, charitable organisations or other public sector schemes.

Date applied for	Donor organisation	Amount	Comments

19c) Justification
If you are not proposing co-financing, please explain why.

(max 150 words)

N/A

20. Capital items

If you plan to purchase capital items with IWT funding, please indicate what you anticipate will happen to the items following project end. If you are requesting more than 10% capital costs, please provide your justification here.

(max 150 words)

N/A

21. Value for money

Please describe why you consider your application to be good value for money including justification of why the measures you will adopt will secure value for money.

(Max 250 words)

This project represents excellent VfM as it lays the foundations for long-term transformational change which will benefit pangolins and communities in low income pangolin range-states.

Economy
Project partners have the requisite technical expertise, stakeholder networks, and project management skills to keep the project on track to achieve its outcome. The project team will seek to ensure the desired quality of campaign tools and products at the cheapest price, including securing *pro bono* support from key influencers and the private sector where possible.

Efficiency
Strong quality control of outputs will be achieved by piloting and refining materials at each stage of the project, and taking an adaptive management approach to campaign implementation. Progress will be reviewed regularly and action taken to address weakness or gaps.

Effectiveness
This highly targeted, evidence-based campaign will be subject to robust impact evaluation against appropriate KPIs, which will both enable the effectiveness of the campaign in reducing demand for pangolin products to be quantified, and help inform future campaigns, adding to the future impact of this effort.

Cost-effectiveness
This project benefits from considerable resources having already been invested into developing and testing the 'Five Step' framework, which also underpins high profile demand reduction campaigns for tiger products and rhino horns. Accessing lessons learned from these campaigns reduces the risk of making costly mistakes. Finally, this project will further contribute to the strength of evidence supporting the framework, improving value for money for future demand reduction campaigns focusing both on pangolins and other illegally traded wildlife species.

[250 words]

22. Ethics and human rights

Outline your approach to meeting the IWT's key principles for ethics as outlined in the guidance notes. Additionally, if there are any human rights and/or international

humanitarian law risks in relation to your project? If there are, have you carried out an assessment of the impact of those risks, and of measures that may be taken in order to mitigate them?

(See Guidance Notes 5.4 and 6.1)

(Max 250 words)

The project builds on ZSL's experiences in undertaking social and ecological research, and engaging a wide variety of stakeholders in China to achieve conservation goals over the past six years. It has been designed with the full input of project partners with a permanent presence, extensive experience and large networks in China.

All project activities will be subject to review by ZSL's Ethics Committee, an external body of experts, to ensure that they meet the ZSL's ethical standards which cover the key principles required by the IWT Challenge Fund. Free Prior Informed Consent (FPIC) will be obtained verbally and/or in writing from all participants of interview survey, in-depth interviews and focus groups. The in-depth interviews and focus groups will be led by an experienced social scientist, while the social survey interviewers will be trained in interview techniques, FPIC methods, and data collection and storage protocols. All data collected will be stored electronically without personal identifiers for monitoring and evaluation purposes.

ZSL has a full set of Health and Safety procedures, including requirements for risk assessments prior to initiating any activities. The Project Leader will ensure that both national and international project personnel adhere to these principles. Appropriate Health and Safety training is provided to all staff as standard practice on ZSL's international projects. Wherever possible, local staff are covered by national health insurance policies, whilst staff travelling internationally are covered by ZSL's central Emergency Travel cover.

[236 words]

23.   Outputs of the project and Open Access

Please describe the project's open access plan and detail any specific costs you are seeking from the IWT Challenge Fund to fund this.

(See Guidance Note 5.5)

(Max 250 words)

Project progress and outputs, where relevant, will be shared on ZSL and partners' websites and disseminated via social media (Facebook, Twitter, blogs) where appropriate. Content will be provided to ZSL and the Defra IWT Challenge Fund's communications department for inclusion in newsletters and press releases.

Any publications resulting from the project will be published through open access peer reviewed journals such as PLOS ONE. Reports and data will be shared with key stakeholders in China, as well as the CITES Secretariat, Wild Aid, Save Vietnam's Wildlife, the Humane Society International, the IUCN SSC Pangolin Specialist Group and other relevant international stakeholders. All outputs will be translated into both Chinese and English. A small contribution (£) is requested from the Defra IWT Challenge Fund to cover the costs of printing, copying and translation.

Lessons learned will also be shared with the Demand Reduction Community of Practice and be part of the portfolio of evidence and insight exchanged through http://www.changewildlifeconsumers.org. As such, it will contribute to the evidence and tools needed by governments and others to strengthen action to reduce demand for illegal wildlife products.

Information about the project including, where relevant, lessons learned will also be shared at conferences or workshops on Illegal Wildlife Trade and related events held at ZSL's London headquarters and elsewhere.

[214 words]

24. Project monitoring and evaluation

Logical framework

IWT Challenge Fund projects will be required to monitor (and report against) their progress towards their expected outputs and outcomes. This section sets out the expected outputs and outcomes of your project, how you expect to measure progress against these and how we can verify this.

Annex B and Annex C in the Guidance Notes provides helpful guidance on completing a logical framework.

Project summary	Measurable Indicators	Means of verification	Important Assumptions
Impact: (Max 30 words) Reduced demand for pangolin products in China 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: (Max 50 words) Measurable reduction in demand for illegally traded pangolin products in Guangdong province, China, 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 within China.	0.1 Evidence-baseline developed for targeted behaviour change interventions in Guangdong Province by month 8 0.2 Behaviour change action plan developed by month 18 0.3 Demand reduction campaign being implemented in >20 locations within Guangdong province by month 32 0.4 20% reduction in demand for pangolin products in Guangdong province 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
Outputs: 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	1.1 Pangolin products in prevalent use in identified by month 6 1.2 Consumer groups using different pangolin products identified by month 6 1.3 Behaviours encouraging the use of pangolin products identified by month 6 1.4 Expert working group convened to advise on campaign implementation by month 7	1.1 Raw data (completed questionnaires), data analysis and report 1.2 Raw data (completed questionnaires), data analysis and report 1.3 Raw data (completed questionnaires), data analysis and report 1.4 Contact details of working group members	Using sensitive questioning techniques and having a sufficiently large sample size ensures that data collected from the consumer research is representative and accurate

2. The most important factors influencing the behaviour of the different audience groups for each behaviour prioritised in Output 1 are identified and understood	2.1 Social norms, socio-demographic, attitudinal and other aspects of target audience profile analysed by month 6 2.2 Specific triggers and drivers of target behaviours identified by month 6 2.3 Most appropriate audience segmentation approach defined by month 9	2.1 Raw data (completed questionnaires, interview records, focus group reports), data analysis and report 2.2 Raw data (completed questionnaires, interview records, focus group reports), data analysis and report 2.3 Workshop report	Using sensitive questioning techniques and having a sufficiently large sample size ensures that data collected from the consumer research is representative and accurate
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	3.1 Behaviours, influencing factors, target audiences and key influencers on which to focus the campaign prioritised by month 9 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 10 3.3 Outcomes most likely to deliver key behaviour changes sought identified by month 10	3.1 Workshop report 3.2 Reports containing behaviour models 3.3 Workshop reports and publications	The behaviour change models, developed from the consumer research, reflect reality

4. Social marketing framework developed that can be used to identify and set communication objectives for effective demand reduction campaign	4.1 Strategy for engaging key influencers and 'champions' in campaign developed by month 12 4.2 Behaviour change action plan or marketing brief developed for each of the agreed behaviour models by month 18 4.3 Key Performance Indicators (KPIs) developed to monitor progress of campaign by month 18	4.1 Stakeholder engagement strategy 4.2 Behaviour change action plan publication, marketing briefs 4.3 Monitoring and evaluation plan	Key influencers and 'champions' can be incentivised to join the campaign through non-monetary means

5. Demand reduction campaign package developed and implemented in >20 key locations across Guangdong province, having been piloted and shown to be effective in a representative city and/or rural area.	5.1 Communication and campaigning experts identified and recruited by month 20 5.2 Campaign package developed based on marketing briefs by month 24 5.3 Campaign team identified and convened by month 30 5.4 Communication tools and products developed and piloted by month 30 5.5 Campaign package implemented in >20 key locations in Guangdong province 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 pangolin products compared to pre-campaign baselines) by month 48	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

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)

Behaviour identification
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.
1.2 Data analysis and synthesis of key findings, including identification of key behaviours on which to focus during campaign.
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.
1.4 Convene a working group of relevant experts drawn from stakeholders engaged through the inception workshop to advise on the implementation of the programme. Discussion will be convened and coordinated by the Project Co-ordinator.
1.5 Prepare and publish report for distribution to stakeholders and other interested parties.

Audience segmentation
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.
2.2 Data analysis and synthesis of key findings.
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)
2.4 Report preparation and publication. Report will also be distributed to key stakeholders and other interested parties.

Behaviour modelling
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.
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.

Social marketing framework development
4.1 Identify and recruit relevant marketing experts to develop marketing brief and, where appropriate, behaviour change action plans for "Influencing the Influencers".
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.
4.3 Develop marketing brief or behaviour change action plan for each of the agreed behaviour models.
4.4 Review of proposed marketing briefs or behaviour change action plans by expert groups.

4.5 Theoretical and practical mapping with focus groups.

4.6 Preparation and publication of proposed marketing briefs or behaviour change action plans.

Campaign development, pilot and broad-scale implementation

5.1 Identify and recruit relevant communication and campaigning experts to develop campaign package.

5.2 Design and develop campaign package based on the marketing briefs.

5.3 Workshop to present campaign proposal to government and other stakeholders and decide on agreed campaign package.

5.4 Identify and convene campaign team.

5.5 Develop and pilot communications tools and products to support implementation of the campaign package.

5.6 Implement campaign package in at least 20 locations in Guangdong.

5.7 Pre-intervention attitudinal surveys for impact evaluation.

5.7 Ongoing campaign implementation, monitoring and evaluation.

5.8 Post-intervention attitudinal surveys and report production.

Provide a project implementation timetable that shows the key milestones in project activities.

Complete the following table as appropriate to describe the intended workplan for your project. Please add/remove columns to reflect the length of your project. For each activity (add/remove rows as appropriate) indicate the number of months it will last, and fill/shade only the quarters in which an activity will be carried out. The workplan can span multiple pages if necessary.

	Activity	No of months	Year 1				Year 2				Year 3				Year 4			
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Output 1																		
1.1	Questionnaires in Guangdong province	3	▓	▓														
1.2	Data analysis and synthesis of key findings	2		▓	▓													
1.3	Workshop to introduce initiative to partners and key stakeholders	1			▓													
1.4	Convene working group	1			▓													
1.5	Prepare, publish and distribute report on consumer research	3			▓													
Output 2																		
2.1	In-depth interviews and focus groups with consumers	3	▓	▓														
2.2	Data analysis and synthesis of key findings	2		▓	▓													
2.3	Workshop to present research findings to government, expert group and other stakeholders	1			▒													
2.4	Prepare, publish and distribute report on consumer research	3			▒													
Output 3																		
3.1	Identify behaviour change models which can be practically applied to tackle target triggers and drivers	1			▒													
3.2	Preparation of proposed behavioural change models	1				▒												
Output 4																		
4.1	Identify and recruit relevant marketing experts	2				▒												

4.2	Identify key influencers and 'champions'	2					▓																
4.3	Develop marketing brief and behaviour change action plans	2						▓															
4.4	Expert review of marketing briefs and behaviour change action plans	2						▓															
4.5	Theoretical and practical mapping with focus groups	2							▓														
4.6	Preparation and publication of marketing briefs and behaviour change action plans	1							▓														
Output 5																							
5.1	Identify and recruit experts to develop campaign package	2								▓													
5.2	Design and develop campaign package	3								▓	▓												
5.3	Workshop to present campaign proposal to government and other stakeholders	1									▓												
5.4	Identify and convene campaign implementation team	2										▓											
5.5	Develop and pilot communications tools and products	4										▓	▓										
5.6	Pre-intervention attitudinal surveys	1											▓										
5.7	Ongoing campaign implementation,	18												▓	▓	▓	▓	▓	▓		
5.8	Post-intervention attitudinal surveys and report production	2																		▓	

25. Monitoring and evaluation plan (M&E)

Describe, referring to the indicators above, how the progress of the project will be monitored and evaluated, making reference to who is responsible for the projects M&E.

IWT Challenge Fund projects will need to be adaptive and you should detail how the monitoring and evaluation will feed into the delivery of the project including its management. M&E is expected to be built into the project and not an 'add' on. It is as important to measure for negative impacts as it is for positive impact. Additionally, please indicate an approximate budget and level of effort (person days) to be spent on M&E (see "Financial Information for IWT")

(Max 250 words) M&E is fully integrated into every stage of the project. The questionnaires, marketing briefs, behaviour change approaches and campaign package will each be piloted, providing an opportunity for refinements to be made prior to broad-scale implementation. The expert group and campaign team will review campaign implementation three months and six months after launch and recommend actions to be taken to address any gaps or weaknesses. Key Performance Indicators (KPIs) will be developed to assess the effectiveness of the dissemination of the communications messages developed, the reach achieved with the target segmented audiences and, most critically, the change to the factors that the campaign is seeking to influence as identified in the selected behaviour change models. An independent consultant will lead on evaluating campaign impact. As part of this project, minimum standards for impact evaluation will be developed for use in other demand reduction campaigns. M&E will be carried out as a gold standard, randomised BACI design using the KPIs developed above. The results will then be analysed at different levels of impact evaluation (i.e. gold standard vs less robust monitoring – with/without etc) to discover the minimum standards for validity and reliability of results vs the cost and time taken to achieve them. This will inform recommendations for realistic monitoring for future demand reduction campaigns. [250 words]

Total project budget for M&E (this may include Staff and Travel and Subsistence Costs)	£
Number of days planned for M&E	74
Percentage of total project budget set aside for M&E	%

26. FCO notifications

Please put an X in the box if you think that there are sensitivities that the Foreign and Commonwealth Office will need to be aware of should they want to publicise the project's success in the IWT Fund in the host country.

Please indicate whether you have contacted your Foreign Ministry or the local embassy or High Commission (or equivalent) directly to discuss security issues (see Guidance Notes) and attach details of any advice you have received from them.

Yes (no written advice) [X]   **Yes, advice attached** [ ]   **No** [ ]

27. Certification

On behalf of the trustees/company* of
(*delete as appropriate)
I apply for a grant of £   in respect of **all expenditure** to be incurred during the lifetime of this project based on the activities and dates specified in the above application.

I certify that, to the best of our knowledge and belief, the statements made by us in this application are true and the information provided is correct. I am aware that this application form will form the basis of the project schedule should this application be successful.
(*This form should be signed by an individual authorised by the applicant institution to submit applications and sign contracts on their behalf.*)

- I enclose CVs for project principals and letters of support.
- Our most recent signed audited/independently verified accounts and annual report are also enclosed.

Name (block capitals)	CARLY WATERMAN
Position in the organisation	PANGOLIN TECHNICAL SPECIALIST

Signed		Date:	12/12/2016

If this section is incomplete the entire application will be rejected. You must provide a real (not typed) signature. You may include a pdf of the signature page for security reasons if you wish. Please write PDF in the signature section above if you do so.

28. Checklist for submission

	Check
Have you **read the Guidance Notes** (guidance for applicants, financial information, schedule of terms and conditions)?	X

Have you read, and can you meet, the current **Terms and Conditions** for this fund?	X
Have you provided **actual start and end dates** for your project?	X
Have you provided your **budget based on UK government financial years** i.e. 1 April – 31 March and in GBP?	X
Have you checked that your **budget is complete**, correctly adds up and that you have included the correct final total on the top page of the application?	X
Has your application been **signed by a suitably authorised individual**? (clear electronic or scanned signatures are acceptable, but not the use of a script font)	X
Have you included a **1 page CV for all the Project Staff** identified at Question 10, including the Project Leader?	X
Have you included a **letter of support from the main partner(s) organisations** identified at Question 9?	X
Have you included a signed **copy of the last 2 years annual report and accounts** for the lead organisation?	X
Have you **checked the IWT website on GOV.UK** immediately prior to submission to ensure there are no late updates?	X

Once you have answered the questions above, please submit the application, not later than midnight GMT on Monday 12 December 2016 to IWT-Fund@LTSI.co.ukusing the first few words of the project title **as the subject of your email**. If you are e-mailing supporting documentation separately please include in the subject line an indication of the number of e-mails you are sending (e.g. whether the e-mail is 1 of 2, 2 of 3 etc.). You are not required to send a hard copy.

OGL