



## Illegal Wildlife Trade (IWT) Challenge Fund Half Year Report (due 31<sup>st</sup> October 2021)

<b>Project reference</b>	IWT045
<b>Project title</b>	Research and pilot campaign to reduce demand for pangolins
<b>Country(ies)</b>	Thailand
<b>Lead organisation</b>	Zoological Society of London
<b>Partners(s)</b>	TRAFFIC
<b>Project leader</b>	Carly Waterman
<b>Report date and number (e.g. HYR1)</b>	31 October 2021 HYR5
<b>Project website/blog/social media</b>	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 Year 4 reports, the location of the project moved from China to Thailand in January 2020. A no-cost extension until March 2022 was agreed in June 2020. In September 2021, a change request to update the project logframe was submitted and still under consideration. Although the move to Thailand occurred more than two years into the project, we are fortunate to have developed timely collaborations with the Department of National Parks, Wildlife and Plant Conservation (DNP) and Thailand’s demand reduction community of practice (TDRCP), most notably the TRAFFIC Thailand team. These have enabled us to pool resources and undertake more in-depth research on pangolin consumption in Thailand, which allowed us to make considerable progress towards the various project outputs.

**Output 1:** We compiled key findings from our research into demand for pangolins and pangolin products in Thailand. Online monitoring of pangolin trade provided supplemental information on pangolin sourcing, trade, and consumption across Thailand (Annex 1). Investigative research provided insights into the nature of wildlife and pangolin consumption in five Thai provinces, indicating that while the supply for pangolins is low, there is still comparatively high demand for both pangolin meat and scales. To meet this demand, Thai consumers are sourcing pangolins from both national forests and neighbouring countries (Cambodia and Myanmar).

**Output 2:** ZSL and TRAFFIC commissioned GlobeScan (a research consultancy specialising in behaviour change of wildlife consumers) to conduct research into wild meat consumption, consumer profiles, purchasing habits, motivations, and potential deterrents. Qualitative focus groups were conducted in February 2021 and Quantitative surveys commenced in April 2021 (see Annex 1, Section 3). Online questionnaires included 1,300 participants with representative quotas on age, gender, education, and region to accurately represent the urban population of Thailand. In this project period, the nature of consumer demand for pangolin (and other wild) meat in the Thai context, was completed. The full report can be found in Annex 2.

**Output 3:** As part of the TDRCP, the team has continued to present research plans and updates regularly to the DNP representatives, GEF6 Demand Reduction Steering Group Committee, and

other representatives through meetings in June and September 2021. ZSL provided updates to partners and GlobeScan also presented an overview of the findings of the ZSL/TRAFFIC research on wild meat consumption in June. Participants recommended another multi-stakeholder workshop to support the continued development of a campaign strategy.

**Stakeholder workshop:** ZSL, in collaboration with TRAFFIC and GlobeScan, hosted a half-day stakeholder workshop on 20 July 2021 (Annex 3). See Annex 4 for the workshop agenda, participant list, and summary notes. Workshop participants included thirty demand reduction experts in addition to government officials and creative agencies to discuss the results of the research. The goal of the workshop was to enlist stakeholder consultation to define the demand reduction strategy, with a particular focus on five themes, including: Objective (behaviour to be changed), Target Audience, Messages, Messengers, and Communication Channels.

Following the stakeholder workshop, ZSL, TRAFFIC and GlobeScan held several meetings to finalize the behavioural change model, draft a Request for Proposals for creative agencies to support further development of a joint campaign strategy and communication plan focused on reducing demand for pangolins and other wild meat. The objective of the initiative will be to communicate that it is no longer socially acceptable to purchase and consume wild meat and thereby reduce demand among the priority target group (young, affluent urban Thai). This will be achieved by increasing their awareness of the impacts, including the decline in the populations of many species and potential disease/health risks and illegality of consuming some species, which will start to change the social norms and attitudes towards the consumption of wild meat.

**Output 4:** The Request for Proposals (Annex 5) was finalized at the end of July and released into circulation in early August 2021. Five proposals were evaluated, and three creative agencies presented their concepts on 23 September 2021. Pa Yai Co., Ltd. with their 'Kind Dining' proposal, was selected to further develop an initiative to reduce the demand for illegal wild meat, including pangolins, in Thailand. Pa Yai's creative strategy and plan for a Social and Behaviour Change initiative based on 'Kind Dining' and the hashtag #SayNoToWildMeat (please see Annex 6 for detailed marketing proposal). The goal is to increase the awareness, change the attitudes and address the underlying motivations of the target audience to consume wild meat so that future intention to buy and consume declines.

**Output 5:** ZSL and TRAFFIC identified and recruited Pa Yai Co. Ltd. as creative experts with in-house production capabilities to assist in development and implementation of the campaign package. Based on the creative proposal concept (Annex 6), the ZSL and TRAFFIC teams will work with Pa Yai to continue to develop the campaign package, refining the communication tools and products, based on the 'Kind Dining' proposal concept.

**Pilot Monitoring & Evaluation Framework:** ZSL, in collaboration with local and international partners, aimed to assess the effectiveness of a monitoring and evaluation framework to reduce demand for wild meat in Thailand through implementing a pilot behaviour change campaign that delivers targeted messages to Thai consumers via their mobile phones. This took place in Kanchanaburi province (a province famed for its wild meat restaurants) from April to July 2021 (Annex 1, Section 4). Overall, there was a decrease in the number of wild meat inquiries during the two-week campaign delivery periods compared to the pre-campaign periods. While further investigation over a longer period is needed, preliminary findings do indicate that the targeted campaign delivery may be a useful framework to deliver targeted deterrent messages and monitor their impacts on a localized scale.

**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.**

In September 2021 we submitted a change request to broaden the focus of the demand reduction campaign to wild meat, including – but not limited to – pangolins, with the target audience being residents of Thailand rather than travellers from China. While our research indicates pangolins are consumed in Thailand, the apparent low frequency with which this happens suggests a demand reduction campaign focusing exclusively on reducing pangolin consumption may not be

as cost effective as one focusing on wild meat more broadly. Wild meat consumption is relatively common among urban Thais with 32% of our questionnaire respondents (Annex 2) indicating they have consumed wild meat in the past 12 months and a similar percentage indicating they intend to consume in the future. The unsustainable exploitation of wild meat to meet this demand is driving population declines in several protected and/or endangered species. Thus, we believe the best use of remaining time and resources is to focus on reducing wild meat consumption in Thailand, in collaboration with DNP and TRAFFIC. We further requested the reallocation of some budget lines within this (final) financial year to enable the campaign to be delivered, monitored and evaluated by external agencies within the remaining project timeframe.

**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.**

Since the beginning of the pandemic, we have monitored Thailand government policy and foreign travel to Thailand. Our adaptive management approach led us to re-frame our research goals when it became apparent that mass tourism from China would not resume during the remaining timeframe of the project. We are grateful for the 12 month no-cost extension to enable us to gather evidence on the levels of pangolin consumption by residents of Thailand.

The COVID-19 pandemic had remained comparatively under control in Thailand this project period, although there was a rapid increase in cases from the end of June 2021. Through the pandemic, the project has reviewed and revised policies (ZSL's Health and Safety Policy; ZSL Thailand's Health and Safety Policy – Annex 7), which outlines precautions being taken to minimise risk to staff during the COVID-19 pandemic.

The number of tourists or business travellers to Thailand from mainland China continues to be extremely low due to the rising number of COVID-19 cases in Thailand, ongoing travel restrictions, and the prohibitive cost of travel abroad. We do not anticipate a significant increase in the number of Chinese nationals visiting Thailand within the remaining project timeframe, hence the recent request to change the target audience from Chinese nationals visiting Thailand to residents of Thailand. This change in target audience has necessitated a slight change in focus of the demand reduction campaign, informed by research into levels of consumption of pangolins and other wild meat, as described in sections 1 and 2a.

**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	Pending

**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?**

No.

If you were asked to provide a response to this year's annual report review with your next half year report, please attach your response to this document.

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](mailto: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.**