

Submit by 2359 GMT on Tuesday 20 February 2018

## Department for Environment, Food and Rural Affairs

# Application form for Illegal Wildlife Trade Challenge Fund Round 4 - Stage 2

Before completing this form, please read both the Fair Processing Notice on pages 18 and 19 of this form and the Guidance. This is available at [GOV.UK](http://GOV.UK). Where no word limits are given, the size of the box is a guide to the amount of information required.

## 1. Name and address of lead organisation

Notification of results will be by email to the Project Leader only

<b>Applicant Organisation Name:</b>	Wildlife Conservation Society (WCS)
<b>Address:</b>	
<b>City and Postcode:</b>	
<b>Country:</b>	
<b>Project Leader name:</b>	Robert Mwinyihali
<b>Project Leader email:</b>	
<b>Project Leader phone:</b>	

## 2. Stage 1 reference and project title

<b>Stage 1 Ref:</b> 389	<b>Title (Max 10 words):</b> Tackling Central Africa's illegal urban wild meat demand
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## 3. Project dates and budget summary

<b>Start date:</b> 1 July 2018	<b>End date:</b> 31 March 2021	<b>Duration:</b> 2 years, 9 months	
<b>2018/19</b> £ 116,071	<b>2019/20</b> £ 106,738	<b>2020/21</b> £ 126,221	<b>Total request</b> £ 349,030
<b>Proposed (confirmed and unconfirmed) co-financing as % of total Project cost</b>			<b>%</b>

## 4. Summary of Project

Please provide a brief summary of your project, its aims, and the key activities you plan on undertaking. Please note that if you are successful, this wording may be used by Defra in communications e.g. as a short description of the project on GOV.UK. Please bear this in mind, and write this summary for a non-technical audience.

(Max 80 words)

Central African cities are major destinations for wild meat, with significant consequences for wildlife. Using intelligence data, criminology approaches and qualitative research, we aim to understand the drivers of urban demand and the illegal trafficking of key protected species—pangolins, apes, and crocodiles (PAC)—to cities. After profiling consumers and traffickers, we will engage law enforcement agencies, develop a situational crime prevention strategy, collaborate with the transport sector to develop internal IWT policies, and implement a targeted demand-reduction campaign.

## 5. What will be the Outcome of the project?

(See Guidance Notes 3.1 and 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 25.**

(Max 30 words)

Urban demand and trafficking of PAC for meat in ROC and DRC is reduced through crime prevention, law enforcement and behaviour change interventions, curbing population declines in key source areas.

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

6.a. Put an X in all that apply (See Guidance Note 3.1)

1. Developing sustainable livelihoods and economic development, to benefit people directly affected by IWT	
2. Strengthening law enforcement	X
3. Ensuring effective legal frameworks	
4. Reducing demand for the products of the illegal wildlife trade	X

**6b. Which of the commitments made in the London Conference Declaration, the Kasane Statement and/or the Hanoi Conference 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)**

**London Declaration:** Actions I, IV, X, XIII, XIV, XV, XVI, XXIV

**Kasane Statement:** Actions 1, 2, 8, 9

## 6c. Global Goals for Sustainable Development (SDGs)

Please detail how your project will contribute to the Global Goals for Sustainable Development (SDGs).

(Max 250 words)

Urbanisation is occurring at a rapid pace in ROC and DRC. By 2014, 65% of the population of ROC was urban, and while the urban population in DRC is lower at 42%, its capital Kinshasa is already classed as a megacity with an estimated population of 12 million. With one of the highest population growth rates in the world, Kinshasa's population is expected to reach 20 million by 2030. Both Brazzaville and Kinshasa are known to be centres of demand for wild meat--as both the size and wealth of their urban populations grow, this demand is expected to increase. Sustainable Development Goal (SDG) 11 on 'Sustainable Cities' acknowledges the strain that cities place on resources and the living environment. One of its targets is to reduce the adverse per capita environmental impact of cities by 2030, and to support more positive environmental links between urban and rural areas. SDG 12 on 'Responsible Consumption' highlights the need to ensure consumption is sustainable to reduce future economic, environmental and social costs. The loss of pangolins, apes and crocodiles due to overharvesting for wild meat would result in loss of tourism revenue, have a destabilising effect on ecosystems, and impact rural communities who still rely on their natural resource base for livelihoods and food security. SDG 12 advocates raising consumer awareness of the impacts of dietary choices. SDG 15 on 'Life on Land' aims to prevent the extinction of threatened species by ending trafficking and addressing the demand for illegal wildlife products.

## 7. Countries

(See Guidance Notes 3.3 and 4.5)

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.

<b>Country 1:</b> Democratic Republic of Congo (DRC)	<b>Country 2:</b> Republic of Congo (ROC)
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## 8. a. About the lead organisation:

What year was your organisation established/ incorporated/ registered?	1895
What is the legal status of your organisation?	U.S.-based tax exempt not-for-profit organization
How is your organisation currently funded?	(Max 100 words) WCS receives support from a diverse group of government and private sources. These include the US government, UK government, Norwegian government, Global Environment Facility (GEF), World Bank, European Union, UNDP, German government, French government (AFD), Gordon and Betty Moore Foundation, Liz Claiborne and Art Ortenberg Foundation, John D. and Catherine T. MacArthur Foundation, Margaret A. Cargill Foundation, The Rockefeller Foundation, The Howard G. Buffett Foundation, The Paul G. Allen Family Foundation, Doris Duke Charitable Foundation, The Leona M. and Harry B. Helmsley Charitable Trust, Arcus Foundation, and Blue Moon Fund.
Have you provided the requested signed audited/independently examined accounts?	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. They can include IWT Challenge Fund and Darwin

Contract/ Project 1 Title	Central Africa Forest Ecosystem Conservation - Sangha Trinational (TNS) Landscape Project
Contract Value/ Project budget	US\$
Duration	1 October 2013 – 30 September 2018
Role of organisation in project	Project Lead

<p>Brief summary of the aims, objectives and outcomes of the project.</p>	<p>To address the greatest direct threat to ensuring long-term biodiversity in the landscape - unsustainable legal and illegal hunting, and reduce forest loss in the Sangha Trinational Landscape (TNS), the overall approach of this WCS-lead consortium focuses on strengthening protected area management, strengthening the implementation of land use management plans, enhancing law enforcement and prosecution, promoting sustainable artisanal harvest of natural resources, reducing the impact of industrial scale production and extraction by promoting best management practices, and promoting tourism financing mechanisms.</p> <p>In 2015, the management of NNNP was transferred to the Nouabale Ndoki Foundation (NNF), a public private partnership (PPP) created by WCS and the government of ROC. Under this new arrangement, WCS has been designated as the management unit in charge of the park operations. With sufficient staff and senior capacity in place, along with a mandate to manage the park, a number of essential improvements to infrastructure and operations have been made.</p> <ul style="list-style-type: none"> <li>● The protection team has increased from 8 to 54 ecoguards (53 men, 1 woman) with an additional 29 (29 men) in the buffer zone.</li> <li>● A new protocol between WCS, the government of ROC and the logging company CIB regarding the buffer zone management project (PROGEPP) was signed, placing emphasis on accountability through SMART.</li> <li>● WCS opened a new, expanded office in Ouesso, the administrative and judicial centre for the Sangha department, from which the newly established WCS Wildlife Crime Unit operates.</li> <li>● WCS worked with men and women of the Bomassa and Makao communities to investigate feasible livelihoods in the face of human-elephant conflict (beekeeping, small scale agriculture), including gender roles along the value chains for these alternatives.</li> <li>● BNS surveys for the landscape were completed and will serve as a baseline for monitoring the socio-economic impact of activities.</li> </ul>
<p>Client contact details (Name, e-mail, address, phone number).</p>	<p>Patrick Kollars, Supervisory Agreement Officer</p>

Contract/ Project 2 Title	UK IWT Challenge Fund: Strengthening intelligence-led enforcement approach to combatting wildlife crime in Africa.
Contract Value/ Project budget	£
Duration	April 1, 2017 – March 31 2020
Role of organisation in project	Project Lead
Brief summary of the aims, objectives and outcomes of the project.	<p>This project will strengthen intelligence-led law enforcement in three source and transit countries for ivory trafficking – Republic of Congo, Mozambique and Nigeria. It will recruit and mentor national capacity in capitalising on intelligence, and embed specialised staff within government units. It will facilitate effective and sustained intelligence-led counter poaching operations in protected areas; new institutional models at national scale to target wider criminal networks; and enhanced local information gathering and analysis. Selected sites present opportunities for replication at continental scale.</p> <p>Progress to date includes the recruitment of a regional law enforcement (LE) specialist who was deployed to the first of the three focal protected areas in September 2017. The LE specialist is currently deployed to the Nouabalé-Ndoki National Park (NNNP) in the Republic of Congo to conduct the first of three capacity assessments and scoping trips on intelligence management and analysis. He is currently working with both the NNNP's provincially based Wildlife Crime Unit (WCU) in northern Congo, and the NNNP's own operation room analyst on three major areas of work, which will directly contribute to the following outcomes over the next reporting period:</p> <ul style="list-style-type: none"> <li>● Intelligence operations and risk management training for the WCU.</li> <li>● Intelligence analysis training.</li> <li>● Development of law enforcement and field intelligence Standard Operating Procedures (SOP). A basic document structure and table of contents has been defined and will continue to be populated over the coming two months.</li> </ul>
Client contact details (Name, e-mail, address, phone number).	UK Government's IWT Challenge Fund - LTS International, iwt-fund@ltsi.co.uk

Contract/ Project 3 Title	UK IWT Challenge Fund: Cutting Out the Middleman: Combatting Wildlife Trafficking in Vietnam
Contract Value/ Project budget	£
Duration	1st April 2014 - 31st March 2017

Role of organisation in project	Project Lead
Brief summary of the aims, objectives and outcomes of the project.	<p>This project aims to build the capacity, political interest, and longer-term commitment of government, media and civil society to reduce illegal trafficking in wildlife. It also aims to strengthen enforcement and prosecution of wildlife trafficking crimes and help disrupt and dismantle the criminal networks driving the illegal trade.</p> <p>The project has strengthened 1) capacity of law enforcement agencies through a series of training support programs, legislative reform support, deployment of a professional intelligence management system, and generation of actionable intelligence on rhino horn and elephant ivory leading to a series of enforcement actions and our partners in HCMC procuracy requesting, for the first time ever in Viet Nam, the maximum prison sentence of seven years for a rhino horn smuggler; 2) national policy to address IWT. WCS leveraged support from the UNODC and completed an ICCWC Toolkit assessment on Forest and Wildlife Crime. Based on that analysis, WCS and the CITES MA drafted a National Target Program on Combating the Illegal Trade and Consumption of Wildlife that is undergoing national consultations at present; and 3) international cooperation. WCS facilitated bi-lateral dialogues between Viet Nam and Mozambique, Tanzania, Kenya and South Africa that has led to the agreement and development of a series of cooperation MoUs, the initiation of negotiations on a Mutual Legal Assistance Treaty between Viet Nam and Mozambique including the proposal to station a Vietnamese Law Enforcement officer in the Maputo Embassy. Furthermore, the project enabled a sampling of rhino horn and ivory stockpiles and the transfer of those samples to laboratories in South Africa for analysis, the first time this has ever been achieved.</p>
Client contact details (Name, e-mail, address, phone number).	UK Government's IWT Challenge Fund - LTS International, iwt-fund@ltsi.co.uk

## 9. Project partners

**Please list all the partners involved (including the Lead Organisation) and explain their roles and responsibilities in the project.** Describe the 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.

<b>Lead Organisation name:</b>	<b>Wildlife Conservation Society (WCS)</b>
<b>Website address:</b>	<a href="http://www.wcs.org">www.wcs.org</a>
<b>Details (including roles and responsibilities and capacity to engage with the project):</b>	<p>(Max 200 words)</p> <p><b>WCS</b>, with long-established programmes in both ROC and DRC, is working to stop illegal wildlife trafficking at all points along the supply-demand chain. In addition to managing several landscapes, identified as exceptional priority areas for gorillas and chimpanzees, WCS has begun to focus on building capacity in intelligence-led policing and reducing urban demand for illegal wild meat.</p> <p>With past IWT Challenge Fund investment, WCS has increased capacity for intelligence-led enforcement by recruiting and embedding an intelligence specialist within a provincial Wildlife Crime Unit in ROC, to monitor trafficking of illegal wildlife products out of Nouabalé-Ndoki National Park. With two US Fish and Wildlife Service (USFWS) grants, WCS is developing two demand reduction campaigns - a pilot due to begin in Pointe Noire in 2018 and a longer-term initiative planned for Brazzaville and Kinshasa ('KiBra').</p> <p>WCS will manage this proposed new IWT project. A lead investigator hired by WCS will coordinate intelligence gathering and collaborations with law enforcement institutions, including government agencies, Juristrale, the EAGLE network (PALF in ROC) and USFWS. WCS will oversee the development of crime prevention and behaviour change strategies, coordinating partners and an advisory committee composed of experts in wild meat, economics, gastronomy and behaviour change communications.</p>

<b>Partner Name:</b>	<b>Conservation Criminology Research Group, Michigan State University (MSU)</b>
<b>Website address:</b>	<a href="http://www.conservationcriminology.com">www.conservationcriminology.com</a>



<p><b>Details (including roles and responsibilities and capacity to engage with the project):</b></p>	<p>The interdisciplinary <b>Conservation Criminology Research Group</b>, led by <b>Meredith Gore</b>, at MSU applies theories and approaches from natural resource management, risk and decision science and criminology to conservation problems. The aim of criminology is to study and understand crime in order to prevent it, ideally through voluntary behaviour change. Situational crime prevention (SCP) strategies can be developed through a thorough understanding of the context in which crimes are committed. Manipulating this context can disrupt opportunities for crimes to take place. While risk and decision science focuses more on human judgement, including people's perceptions of risk. Meredith Gore's group will bring insights from conservation criminology to help guide our intelligence-gathering strategy, research on trafficking networks and options for crime prevention.</p> <p>MSU signed an MOU with WCS in 2016 to collaborate on a research study in Pointe Noire (ROC) to understand the wild meat supply chain, existing enforcement measures, and willingness of individuals involved in the trade to comply with the law. The proposed project will further develop this collaboration focusing more specifically on the trafficking of PAC. MSU was instrumental in the design of this project and will help ensure our approach builds on current best practice in SCP.</p>
<p><b>Have you included a Letter of Support from this organisation?</b></p>	<p>Yes</p>

<p><b>Partner Name:</b></p>	<p><b>Juristrale</b></p>
<p><b>Website address:</b></p>	<p><a href="http://www.juristrale.org">www.juristrale.org</a></p>
<p><b>Details (including roles and responsibilities and capacity to engage with the project):</b></p>	<p><b>Juristrale</b> is a DRC-based non-profit institution that focuses on the promotion of environmental law as a tool to support sustainable development and improve the living environment of DRC's people.</p> <p>Juristrale assists public authorities in the implementation of environmental legislation at the national and local level in DRC, conducts training and research, helps to improve existing</p>

	<p>environmental laws, and engages in other projects focused on the conservation of endangered species (including bonobos) and on the reduction of emissions from deforestation and forest degradation (REDD).</p> <p>Juristrale offers legal support to environmental programmes to strengthen capacity for law enforcement on the ground, and ensure the sustainability of such initiatives. On this proposed project, Juristrale's wildlife crime informant network will collect information on PAC trafficking to Kinshasa to feed into our analysis of trafficking networks. Two information collectors funded by this project will be embedded within and supervised by Juristrale, and their team of legal analysts will work alongside MSU on the criminology research and development of a situational crime prevention strategy.</p>
<b>Have you included a Letter of Support from this organisation?</b>	Yes

<b>Partner Name:</b>	<b>Ministry of Environment and Sustainable Development (MEDD) - DRC</b>
<b>Website address:</b>	<a href="http://www.medd.gouv.cd/v2/">www.medd.gouv.cd/v2/</a> and <a href="http://www.iccnrdc.org/">www.iccnrdc.org/</a>
<b>Details (including roles and responsibilities and capacity to engage with the project):</b>	<p><b>The Ministry of Environment and Sustainable Development (MEDD) in DRC</b> is in charge of forest and wildlife regulations and institutions, including the protected area agency <i>Institut Congolais pour la Conservation de la Nature (ICCN)</i>. MEDD is responsible for ensuring the effective implementation of wildlife laws both inside protected areas and in cities like Kinshasa, as well as addressing illegal wildlife trafficking.</p> <p>WCS has a long-term relationship and partnership agreement with MEDD. This includes capacity building on law enforcement monitoring (SMART systems), support on CITES implementation, and conducting REDD+ pilot projects to define a national REDD+ strategy.</p> <p>For this project, WCS will collaborate with MEDD and ICCN, creating a data sharing protocol to share intelligence on the trafficking of protected species. This will feed into the CITES database</p>

	housed at ICCN, and provide law enforcement officers with information to combat and prevent wildlife crimes associated with PAC in- and en-route to Kinshasa. This collaboration will also inform the development of a National Wildlife Crime Strategy, an important component of the Hunting Act which is currently under review, as well as inform revisions to the Forest Code relating to the protection of fauna.
<b>Have you included a Letter of Support from this organisation?</b>	Yes

<b>Partner Name:</b>	<b>Ministry of Forestry Economy (MEF) - ROC</b>
<b>Website address:</b>	<a href="http://www.mefdd.cg/le-ministere/">www.mefdd.cg/le-ministere/</a>
<b>Details (including roles and responsibilities and capacity to engage with the project):</b>	<p><b>The Ministry of Forestry Economy (MEF) in ROC</b> is in charge of protected area management and the application of wildlife legislation, as well as development of the forestry sector. Embedded within MEF is the <b>Congolese Wildlife and Protected Areas Agency (ACFAP)</b>, with which WCS has developed a long-term relationship over the last 30 years co-managing several national parks and reserves, including the Lac Télé Community Reserve (LTCR) created in 2001. LTCR has one of the highest densities of western lowland gorillas in the region and is a key source area for dwarf crocodiles trafficked to the city of Brazzaville. WCS works closely with ACFAP on the development of national conservation strategies, the revision of wildlife laws, and on species specific action plans such as the national elephant and ivory action plan.</p> <p>For this project, WCS will engage with MEF and ACFAP to establish a data sharing protocol to pass intelligence data to the Ministry's law enforcement agents. WCS will also engage MEF to develop and guide the implementation of a situational crime prevention strategy focused on PAC. In LTCR, ministry officials at the local level will facilitate our investigations into the sustainability of dwarf crocodile offtake for urban demand.</p>
<b>Have you included a Letter of Support from this organisation?</b>	A letter of support is forthcoming from the Ministry of Forestry Economy in the Republic of Congo and

	we will send the letter to IWT as soon as we receive it.
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## 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 or a 1 page job description or Terms of Reference for roles yet to be filled. Please include more rows where necessary. These should match the names and roles in the budget spreadsheet.

Please include more rows where necessary.

Name (First name, Surname)	Role	% time on project	1 page CV attached?
Robert Mwinyihali	Project Leader	30%	Yes
Juliet Wright	Research Coordinator	20%	Yes
Meredith Gore	Criminologist	100%	Yes
TBD	Lead Investigator	100%	To be hired - TOR attached
TBD	Campaign Manager	30% in year 2 and 3	Recruitment underway - TOR attached

## 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. Western lowland gorilla ( <i>Gorilla gorilla gorilla</i> )	2. Central chimpanzee ( <i>Pan troglodytes troglodytes</i> )
3. Bonobo ( <i>Pan paniscus</i> )	4. Giant ground pangolin ( <i>Smutsia gigantea</i> )
5. Black-bellied pangolin ( <i>Uromanis tetradactyla</i> )	6. White-bellied pangolin ( <i>Phataginus tricuspis</i> )
7. Dwarf crocodile ( <i>Osteolaemus tetraspis</i> )	

## 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)

Wildlife trafficking to cities to meet non-essential demand for wild meat poses a major threat to many Central African species. Due to limited enforcement and awareness of situational predictors of crime, protected species such as pangolins and crocodiles are sold openly in urban markets and restaurants where male and female consumers pay a premium for wild over domestic meats. As many as 2.7 million pangolins<sup>1</sup> are hunted annually in Central Africa, making all three species of pangolin vulnerable to extinction. Similarly, tens of thousands of dwarf crocodiles are reaching cities every year, but little is known about the sustainability of current offtake. The hunting of pangolins and crocodiles in large numbers to meet urban demand is likely having a range of ecological and social consequences in source areas due to defaunation and the resultant destabilisation of the ecosystems on which rural communities depend.

The situation is different for gorillas, chimpanzees and bonobos. Studies have indicated that apes represent less than 0.1% of the total number of carcasses found in markets. Yet apes are highly vulnerable to hunting pressure due to their low reproductive rates and already diminished populations. With public awareness about the protected status of apes tending to be higher, much of the ape meat trade has gone underground. It is therefore hard to measure and understand the scale and dynamics of the ape meat trade using conventional research methods. Our preliminary investigations confirm that ape meat is sold in ROC and DRC cities. The continued poaching of apes for luxury consumption in cities represents a failure by conservationists to understand the motives and values of those who eat apes. Losing apes would not only jeopardise tourism potential in the Congos but would be a global loss.

## 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.).

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<sup>1</sup> Ingram et al (2017) Assessing Africa-wide pangolin exploitation by scaling local data.

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

(Max 750 words - this may be a repeat of some information from Stage 1, updated or refined as necessary. Tracked changes are **not** required.)

Due to the relatively hidden nature of the trade, sale, and consumption of ape meat in Central African cities, various assumptions are made about whether it is mainly opportunistic or order driven, what motives underlie demand, and the profile of consumers. This lack of understanding has meant that conservation groups have generally focused awareness raising activities at a very general audience, even though there is increasing evidence that targeted behaviour change approaches can be much more effective. Great ape-focused campaigns have also tended to be implemented by individual organisations, and have lacked concerted effort by a consortium of partners.

Yet, in contrast to great apes, the threat faced by pangolins and crocodiles has received very little publicity within Central African cities. Both pangolins and dwarf crocodiles are overtly traded in large quantities, often transported alive to maintain freshness, and the sustainability of these trades are unknown. Due to their lower reproductive rates, the trafficking and consumption of pangolins is assumed to be unsustainable, but so little is known about the life history and current offtake of dwarf crocodiles that further research is needed to begin to understand the impacts of the urban wild meat trade on this species. Our project will attempt to understand the trafficking and drivers of demand for these three very different groups of CITES Appendix 1 species. The findings will feed into the design and implementation of law enforcement, crime prevention and behaviour change strategies aimed at curbing further declines in these threatened species groups.

### **Methods**

Our activities will centre around three core interventions aimed at understanding and then reducing trafficking to, and demand for, PAC in urban centres in ROC and DRC:

#### **1. Analyse trafficking networks and consumption patterns for PAC**

Building on existing institutional capacity within WCS and Juristrale, a team of information collectors, working under the Lead Investigator, will be recruited to monitor the trafficking and consumption of PAC meat in- and en-route to urban centres. This intelligence capacity will be transboundary, with investigators working in and between Brazzaville (ROC) and Kinshasa (DRC). An intelligence database will be established to monitor male and female actors involved in these illegal trades. Criminologists from MSU will map the networks of actors, profile traffickers, detect trends in distribution routes and identify situational predictors of crime. Expanding on WCS research conducted in Pointe Noire to understand motives for consuming wild meat, the Research Coordinator will use intelligence data to build up a profile of PAC consumers, then conduct targeted in-depth qualitative studies of these groups. To assess the sustainability of dwarf crocodile hunting, and the volumes trafficked to cities, an offtake study will be conducted in key source areas, which are likely to be LTRC (ROC) and Salonga National Park (DRC).

**2. Harness information for crime prevention and law enforcement action**

WCS will leverage existing long-term partnerships with government agencies in ROC and DRC; our role as a member of the PALF project<sup>2</sup> (a public-private partnership for law enforcement in ROC), the Wildlife Crime Unit in ROC, and our partnership with Juristrale in DRC to facilitate sharing of key intelligence from this project and ensure maximum follow-up by enforcement authorities. MSU will prepare a situational crime prevention strategy which we will subsequently work to implement through our government partners. In addition, we will seek to engage new partners in the transport sector, specifically with shipping companies and airlines in ROC and DRC. We will prepare briefings and develop best practices to mitigate unintended facilitation of illegal trafficking of PAC.

**3. Implement targeted demand-reduction campaign focused on PAC**

Leveraging matched funds from USFWS for a large-scale behaviour change campaign targeting wild meat consumers in Brazzaville and Kinshasa (KiBra), the proposed project will build on the capacity, experience and partnerships already developed to orchestrate behavioural change. This project's specific component will be a targeted behaviour change strategy focused on PAC. The information gleaned through intelligence gathering will allow much greater targeting of PAC-specific male and female audiences than is currently possible. Messages delivered through media channels, or other behaviour change approaches such as nudges<sup>3</sup>, will be developed depending on the consumer profiles and situational contexts for consumption that emerge from the research. To align our approach with best practices, we will engage with and share experiences through the Oxford Martin Programme on the Illegal Wildlife Trade and the Wildlife Consumer Behaviour Change 'Community of Practice' coordinated by TRAFFIC. All behaviour change materials will be reviewed by our existing advisory board and pre-tested with audiences.

## 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? 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.

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<sup>2</sup> <http://palf-enforcement.org/>

<sup>3</sup> For details see Thaler & Sunstein (2008) Nudge: improving decisions about health, wealth and happiness.

Demand reduction projects should clearly demonstrate their indirect links to poverty reduction, for example, by identifying impacts in the source countries for the products concerned.

(Max 750 words)

Direct benefits will reach men and women working in ROC/DRC governments and with law enforcement partner Juristrale, who will contribute to the project and be trained in new approaches in criminology, intelligence gathering, and criminal network mapping. Our project will also assist governments in meeting their international commitments, particularly those associated with CITES. Additionally, DRC has been identified as a country of concern under the US END Wildlife Trafficking Act<sup>4</sup>. This project will directly benefit law enforcement, intelligence, and judicial sector personnel in DRC in their efforts to meet new requirements set forth by this Act. Also, by harnessing expertise in behaviour change and M&E approaches, this project will build the capacity of our coalition partners in communications and social marketing, as well as means of monitoring and evaluating impacts.

This project will also bring indirectly economic benefits to local and national stakeholders over the long term. In ROC, WCS manages several landscapes which have been identified as exceptional priority areas for gorillas and chimpanzees, being some of the only areas left where relatively high densities of apes can be found. Nouabalé-Ndoki National Park in particular has huge potential for ecotourism because it is one of the few areas in Central Africa where gorillas can be reliably observed due to the existence of natural forest clearings and viewing platforms. This is also true in DRC where bonobo tourism has enormous potential. Wildlife, particularly charismatic species such as great apes, can be a valuable asset for rural communities, bringing in financial investment and opportunities for economic development through ecotourism. Tourism in ROC and DRC is underdeveloped, yet both countries contain some of the most pristine rainforests remaining in Central Africa. Continued depletion of the wildlife assets of ROC and DRC as a result of poaching fueled by urban demand represents a significant opportunity cost, which will limit future options for local and national sustainable development.

Rural men and women who still rely on the forest and its wildlife in multifaceted ways will also indirectly benefit from this project. These benefits are hard to link directly to project actions taken at the supply chain and end consumer level, but are important to highlight, since rural well-being is directly impacted by the decisions and actions of those residing in large cities. Urban demand for wild meat has widespread ecological, social and economic implications. Mammal abundances are 83% lower on average in hunted areas, with high hunting pressure typical up to 40km from access points, such as roads and settlements<sup>5</sup>. Defaunation on this scale has far-reaching and cascading ecological effects, which are still not fully understood. The selective harvest of medium- and large-bodied species alters the composition of ecological communities, which can result in loss of ecosystem function. For example, crocodiles play a role in maintaining water quality by agitating water bodies and preventing the formation of anoxic zones

<sup>4</sup> <https://www.state.gov/e/oes/rls/rpts/275703.htm>

<sup>5</sup> Benítez-López et al (2017) The impact of hunting on tropical mammal and bird populations.



with depleted levels of dissolved oxygen. Great apes have been identified as the primary seed dispersers of certain tree species in Central Africa. The disappearance of seed dispersers leads to changes in the structure of forests, impacting forest-dependent rural communities, who harvest forest fruits for food and timber for building material.

Hunting to supply urban markets has short-term gains for some rural households by providing quick income with limited outlay or need for long-term investment of time and effort (as is the case with farming). However, short-term gains for a few individuals may lead to long-term losses and exacerbate poverty for many, particularly marginalized forest peoples. The forests of ROC and DRC are inhabited by several groups of indigenous forest peoples, as well as village-based groups of Bantu peoples. The Bantu groups across Central Africa are responsible for the offtake of 27 times more animals than the indigenous groups, with much of it hunted for sale rather than household consumption<sup>6</sup>. Not only does this jeopardize the food security of indigenous groups, but these groups are often contracted by Bantus or outsiders to hunt wildlife, protected species in particular, because of their intricate knowledge of the forest and hunting skills. Indigenous peoples therefore take a disproportionate risk, in terms of the likelihood of being caught, yet they receive few, if any benefits out of the arrangement. By focusing at the trafficking and demand levels of the supply-demand chain for PAC, this project aims to target those who orchestrate illegal poaching, those who profit most from it, and those who drive demand.

## 15. Gender

(See Guidance Note 4.6)

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)

Women and men engage in the supply-demand chain for wild meat in different ways. Hunting is almost exclusively a male activity, but traffickers, as well as urban-based market and restaurant sellers, are often women. Yet, little is known about the specific male and female actors involved in the PAC trades, nor about the end-consumers, and what drives their decisions to engage in illegal behaviours. Marginalised groups, such as indigenous forest peoples, are often exploited by other actors in the chain, but further information on actor relations is needed. Our research into the supply-demand chains for PAC will incorporate a gender and social inclusion analysis enabling us to be gender-sensitive in our approach to law enforcement and behaviour change. We will disaggregate our intelligence and other data according to socio-demographic characteristics and, as part of our criminology research, explore the social dynamics between actor groups.

<sup>6</sup> Fa et al (2016) Differences between pygmy and non-pygmy hunting in Congo Basin forests.

Developing a more nuanced understanding of who is involved in the different trades, their roles, circumstances and motivations, will help us to avoid a 'one-size fits all' approach to law enforcement, crime prevention and campaign communications. We will also ensure that protections are in place so that marginalised groups, who are sometimes considered easy targets for law enforcement, are not disproportionately incriminated during enforcement efforts that occur as a result of our intelligence gathering. Instead, more strategic and non-discriminatory targets for law enforcement will be identified.

Our recruitment policy for information-collection activities is gender- and ethnically-inclusive. WCS's Wildlife Crime Unit in ROC employs several women and has seen significant benefits from doing so. We therefore intend to actively engage women in all activities, taking appropriate measures to ensure their safety. Doing so is not only essential to reach all actors in the PAC trades, but also builds capacity and helps to remove gender stereotypes.

## 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)

The Regional Action Plan for the Conservation of Western Lowland Gorillas and Central Chimpanzees suggests that the majority of apes poached are killed for their meat and destined for urban markets. The live trade in infant apes is thought to be largely a consequence of poaching for meat. Pangolins--labelled the most heavily trafficked wild mammal in the world--are also highly threatened by hunting for wild meat consumption in Central African cities. For dwarf crocodiles, the level of threat posed by urban demand is still unknown, but the long-term economic viability of this trade is questionable and population crashes are feared.

For all PAC species, this project addresses an urgent need to develop a greater understanding of motives for illegal trafficking, strengthen cross-border intelligence and law enforcement, and increase, then sustain, efforts to change the behaviour of urban consumers. By reducing urban demand, this work will ultimately have knock-on effects along the supply-demand chain, which we anticipate will lead to a reduction in the offtake of PAC species. For crocodiles, this will be one of the first projects to assess the level of threat posed by urban demand, and the results will guide future action.

## 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)

WCS has long-established field programs in ROC and DRC, and is committed to retaining a presence in these countries to continue our close involvement in law enforcement activities, including intelligence gathering through the Wildlife Crime Unit in ROC and Juristrale in DRC. We strive to build the capacity of our government partners and local counterparts, through technical training and developing knowledge management systems. This project will harness both external and local expertise to design and integrate new methods for crime prevention and enforcement into these existing national structures.

Behaviour change, particularly of deeply cultural culinary practices, takes time. Reaching all PAC consumers will go beyond the timeframe of this project. Our aim is to trial and develop a model approach for the implementation of demand-reduction campaigns in Central Africa. The coalition of partners we intend to form as part of this project will receive training and new insights into means of changing consumer behaviour, using internationally recognised methods which have been little used by the conservation sector in Central Africa. Our approach will be documented and shared nationally and internationally for use by other organisations who aim to reduce the impact of trafficking and urban demand on wildlife.

## 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.

Please refer to the [Finance Guidance](#) for more information.

NB: Please state all costs by financial year (1 April to 31 March) and in GBP. The IWT Challenge Fund cannot agree any increase in grants once awarded.

### 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 builds on two USFWS-funded demand-reduction projects by specifically focusing on the trafficking and consumption of three groups of CITES Appendix 1 listed species. Appreciating the challenges associated with implementing a demand-reduction campaign at scale in a megacity like Kinshasa, WCS began a pilot project in the smaller city of Pointe Noire (ROC). Having finished the formative research phase, this project has progressed onto the development of media campaign messages focused on wild meat in general. WCS later secured further funding from USFWS to develop a wild meat demand-reduction intervention in Brazzaville and Kinshasa (KiBra).

While PAC species are of particular concern from a conservation perspective, it has proved difficult to obtain reliable information about these illegal trades through conventional methods. With limited information, it is hard to develop a targeted behaviour change strategy focused on the actors specific to these trades. To enable better targeting, we must first gain a better understanding of the illicit trades in PAC through intelligence gathering. We will leverage enforcement partnerships strengthened by our IWT038 project, and build on our existing criminology research collaboration with MSU in Pointe Noire funded by Arcus Foundation, to establish an investigative team focused specifically on PAC.

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

There are no other organisations looking to carry out the proposed work in Brazzaville or Kinshasa. However, other groups are working on similar issues in the region. The EAGLE network, with implementing arms in Cameroon, Gabon, ROC (through the PALF project) and elsewhere, work with governments to identify and stop wildlife trafficking rings, including those dealing in pangolin scales and live apes. They do not currently focus on illegal meat trafficking, nor on the trade in live apes in ROC, but are willing to act on WCS intelligence. Additionally, USFWS, in collaboration with the Zoological Society of London, recently concluded a 2-year mentorship programme on pangolins

(MENTOR POP), which has led to increased awareness of pangolin trafficking issues and pangolin-focused demand-reduction activities in Cameroon. WCS will engage with the network that has resulted from this programme, CABAG (Central Africa Bushmeat Action Group), for potential exchanges and collaboration. There are also other wildlife conservation organisations in both Brazzaville and Kinshasa that have an interest in wildlife trafficking around the protected areas where they operate. As part of the KiBra project, a working group will be created to bring these stakeholders together to work together on trafficking issues and information sharing.

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

**No**

## 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 "[Finance for Darwin & IWT Challenge Fund](#)" and Guidance Note 3.3 and 8.1)

#### **Confirmed: £**

USFWS 5-year cooperative agreement (2016-2021) will match fund most of the key project staff as well as most of the operating costs on the campaign and demand reduction side of the project. USFWS will also match fund engagement meetings with government and stakeholders coordination.

### 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
2018	EU/FAO	GBP	

**19c) None**

If you are not proposing co-financing, please explain why.

(Max 150 words)

N/A

**20. Financial Risk Management**

Explain how you have considered the risks and threats that may be relevant to the success of this project, including the risks of fraud or bribery.

(Max 200 words)

WCS has strong financial management policies and procedures in place to mitigate the risks of fraud or bribery. This includes recently putting in place regional comptrollers and new business managers to strictly control financial oversight. Exchange rate losses pending Brexit processes may occur. Our team will adapt to any changes through ensuring we maintain diversified funding streams and leverage complimentary projects.

Bribery and corruption within the government and the judiciary is widespread in ROC and DRC, and this may undermine law enforcement efforts. However, by monitoring legal proceedings as an external observer, WCS and our law enforcement partners can help to prevent such practices from occurring.

While DRC is associated with political instability and war, security in Kinshasa is actually similar to that of other large cities; mitigating risk requires up-to-date security information and ensuring teams follow protocols if security situations deteriorate. WCS has a security advisor in ROC and is about to hire another for DRC. Although political changes may occur in Brazzaville and Kinshasa, we primarily engage civil servants within the ministries--permanent employees who are not changed like political appointees. They are the force of stability WCS has engaged for the last 30 years.

**21. 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

## 22. 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)

WCS makes long-term, on-the-ground commitments, providing exceptional value for money by building upon established partnerships in-country and utilising local knowledge acquired over many decades in both ROC and DRC. This project provides particular value for money in that:

- WCS maintains well-established partnerships with enforcement institutions and government authorities. We will leverage these partnerships and harness the findings from our intelligence work to deliver enforcement outcomes, which will complement the demand reduction aspect of the project.
- Our partnerships build sustainability into project design by embedding capacity within existing government structures, instilling ownership and increasing the likelihood that the project will create lasting change beyond its lifetime.
- Match funding from the USFWS, building the foundation for a general wild meat campaign in Brazzaville and Kinshasa, will be leveraged to build a targeted demand reduction campaign for PAC species using IWT funds.
- This project involves working at scale, with the aim of building a replicable model for future large-scale demand reduction campaigns. Our approach will be documented and made available to other conservation groups interested in audience targeting, pre-testing of messaging strategies, and the development of strong MEL frameworks.
- We are a science-based organization that is driven by an evidence-based approach. As such we consider monitoring and an adaptive management approach to be an integral part of project design to maximise return-on-investment for conservation impact.

## 23. Ethics and human rights

(See Guidance Notes 5.4 and 6.1)

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?

(Max 250 words)

This project will use various methods to understand the motives and influences driving illegal behaviours associated with the trades in PAC, and legal instruments and persuasive means to change these behaviours. Ethical issues are raised by this combination of approaches, but both WCS and MSU's Internal Review Boards (IRB) will review our proposed formal research activities prior to implementation to ensure the rights of human subjects are protected and that free, prior, informed consent principles are adhered to. For our investigative work, we will develop strict guidelines, based on internationally recognised best practices, to ensure measures are taken to mitigate any potential harm or unintended consequences for both the people and the wildlife species under investigation.

WCS participates in the Conservation Initiative on Human Rights, and is committed to training its employees on human rights compliance, with zero tolerance towards the inappropriate use of force and discriminatory targeting of alleged criminals. The legitimacy of law enforcement efforts in countries such as ROC and DRC can be greatly strengthened with robust intelligence, and through the monitoring of judicial processes by external bodies.

More broadly, WCS systems ensure adherence to labour, finance, banking and registration regulations in-country, and compliance with donor requirements, including having data security protocols. WCS has a duty of care towards employees, regardless of nationality, providing access to medical care, insurance policies and crisis management procedures.

## 24. Outputs of the project and Open Access

(See Guidance Note 5.5)

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

(Max 250 words)

WCS is a science-based organization that is committed to an evidence-based approach to conservation. However, due to the sensitive nature of much of the information we plan to collect during this project, there will be a stringent data sharing protocol in place that will prevent the disclosure of any information that could harm or compromise law enforcement activities or any individuals implicated. Aspects of the project, which



involve documenting trends and aggregated profiles, such as will be enclosed in the situational crime prevention and the behaviour change strategies, will be less sensitive and such information will be made publically available through internally produced newsletters, reports and briefs.

For the behaviour change component of this project, we also plan to share details of our approach widely across the conservation community to enable replication of our model and to provide full disclosure of the lessons learned. This will be done through presentations at scientific and practitioner conferences, meetings of the partner coalition, and in a detailed guide to our demand-reduction approach which will be published open access on the WCS website in English and French. The final results of the impact evaluation will be published in a peer-reviewed journal after the life of this project, and funds or a waiver will be sought to enable this to be published open access.

## Project monitoring and evaluation

### 25. 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 Outcome 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 provides helpful advice on completing a logical framework**

Project summary	Measurable Indicators	Means of verification	Important Assumptions
<b>Impact:</b> Reduced urban demand and trafficking of pangolins, apes and crocodiles for meat in ROC and DRC, maintaining wild populations and intact forest ecosystems vital to rural livelihoods and food security (Max 30 words)			
<b>Outcome:</b> (Max 30 words)  Urban demand and trafficking of PAC for meat in ROC and DRC is reduced through crime prevention, law enforcement and behaviour change interventions, curbing population declines in key source areas	0.1 By 2021, in-country capacity exists to analyse intelligence and criminology data on the trafficking and urban consumption of PAC for meat  0.2 By 2021, at least one case of a high-level criminal network trafficking PAC meat is prosecuted as a result of robust intelligence  0.3 By 2021, at least eight situational crime prevention strategies are implemented by	0.1 Training records (disaggregated by gender), quarterly reports, performance evaluation report  0.2 Intelligence database, judicial reports, quarterly reports, performance evaluation report  0.3 Quarterly reports, performance evaluation report	0.1. Candidates suitable for information collector roles can be identified; government agents are motivated to participate in learning  0.2. Government and law enforcement partners act on intelligence provided  0.3. Coalition partners are motivated to engage in the design and

	<p>government or the transport sector</p> <p>0.4 By 2021, coalition partners have the capacity to design and implement behaviour change strategies</p> <p>0.5 By 2022, intention to consume PAC among groups reached by behaviour change strategy is reduced by 30% from the baseline (TBD)</p>	<p>0.4 Coalition workshop reports, quarterly reports</p> <p>0.5 Self-reports of intention to consume from baseline, midline and endline surveys, impact evaluation report</p>	<p>implementation of behaviour change strategies</p> <p>0.4. Government and transport companies have the motivation and resources to act on crime prevention recommendations</p> <p>0.5. Targeted urban consumers are receptive to messaging and willing to change</p>
<p><b>Outputs:</b></p> <p>1. The consumption and trafficking of PAC in- and en-route to Brazzaville and Kinshasa is sufficiently understood to develop crime prevention, law enforcement and behaviour change partnerships and strategies</p>	<p>1.1 By 2019, the main source areas and trafficking routes for PAC destined for Kinshasa and Brazzaville are identified</p> <p>1.2 By 2019, the sustainability of dwarf crocodile hunting to meet urban demand is assessed</p> <p>1.3 By 2019, the main actors involved in the supply-demand chain are individually identified and profiled</p> <p>1.4 By 2019, urban consumers are profiled, with their motives and the situational context for consumption of PAC understood</p>	<p>1.1 Maps and reports detailing PAC trafficking routes and source areas, situational crime analysis</p> <p>1.2 Research report on offtake and trafficking of dwarf crocodiles</p> <p>1.3 Intelligence database, criminal network analysis reports, trafficker profiling report with typologies (categorisation of types of people)</p> <p>1.4 Qualitative consumer profiling report with typologies based on psychological, social and/or demographic factors</p>	<p>1.1 Men and women involved in the trafficking or purchasing of PAC are prepared to participate in criminology research</p> <p>1.2 Mark-release-recapture methods can be adapted to estimate the number of dwarf crocodiles trafficked</p> <p>1.3 Information collectors gain and retain access to covert trafficking networks through informants</p> <p>1.4 Sufficient trust is developed to gain in-depth information from PAC consumers, patterns emerge based on similarities between individual consumers</p>

		determining why people eat PAC	
2. Government, law enforcement partners and transport sector stakeholders are engaged to implement crime prevention and law enforcement strategies to reduce the trafficking of PAC to Brazzaville and Kinshasa	<p>2.1 By 2020, information sharing from this project results in a minimum of three ongoing investigations by government or law enforcement partners on the trafficking of PAC species</p> <p>2.2 By 2020, a situational crime prevention strategy is prepared and presented to government and transport sector stakeholders</p> <p>2.3 By 2020, at least two new private sector collaborations are established within the transport sector and guidance is provided on appropriate policies to reduce trafficking of PAC</p>	<p>2.1 Engagement agreements, data sharing protocol, case files</p> <p>2.2 Situational crime prevention strategy, meeting reports</p> <p>2.3 Due diligence reports, engagement agreements, private sector briefings, best practice documents</p>	<p>2.1 Intelligence evidence is robust enough for government investigations, governments act on intelligence</p> <p>2.2 Situational crime prevention analysis identifies appropriate intervention points</p> <p>2.3 Transport sector stakeholders are willing to engage and develop internal policies</p>
3. An evidence-based demand-reduction strategy targeted at consumers of PAC in Brazzaville and Kinshasa is designed and implemented in collaboration with a coalition of partners	<p>3.1 By 2019, a coalition of partner organisations is established in Brazzaville and Kinshasa</p> <p>3.2 By early 2020, a behaviour change strategy is prepared and validated by the coalition</p>	<p>3.1 Minutes from coalition meetings</p> <p>3.2 Behaviour change strategy, meeting and workshop minutes</p>	<p>3.1 Common ground can be found between partner organisations, both within conservation and in other sectors</p> <p>3.2 Obvious target audiences (men and women) emerge and a strategy can be designed which aligns with the priorities of all members of the coalition</p>

	<p>3.3 By 2020, four targeted messaging strategies, or other behaviour change approaches, are developed and distributed through appropriate media/channels</p> <p>3.4 By 2021, the messages reach 30% of the intended target audience</p> <p>3.5 By 2021, the behaviour change strategy development and implementation process is documented and shared publicly</p>	<p>3.3 Behaviour change products</p> <p>3.4 Media and messaging reach survey</p> <p>3.5 Online guide to behaviour change approach with lessons learnt (in English and French)</p>	<p>3.3 Capacity can be found in-country to develop the messaging strategies into media products; USFWS co-financing supports the behaviour change team</p> <p>3.4 It is possible to reach a sufficient proportion of the target group through the channels identified</p> <p>3.5 A replicable behaviour change approach has been developed</p>
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**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)

**1. Consumption and trafficking of PAC is sufficiently understood to develop partnerships and strategies**

- 1.1 Recruit lead investigator; recruit and train a team of four information collectors.
- 1.2 Organise a workshop with regional specialists to develop best practice guidelines for investigating the supply-demand chains in PAC.
- 1.3 Monitor river, road, rail, and air transportation networks for evidence of trafficking of PAC; identify urban actors involved in supply and demand.
- 1.4 Create and maintain an intelligence database; conduct regular criminal network analyses using specialist software.
- 1.5 Map source areas and trafficking routes for PAC; create a typology of actor groups involved in the trafficking of PAC; understand links between actors.
- 1.6 Monitor and quantify the levels of supply of dwarf crocodiles from key source areas to cities to assess sustainability.
- 1.7 Conduct in-depth interviews with consumers to discuss motives and the situational context for consumption of PAC.
- 1.8 Prepare qualitative report with a typology of PAC consumers based on psychological, social and demographic characteristics.

**2. Government, law enforcement partners and transport sector are engaged to implement crime prevention and law enforcement strategies**

- 2.1 Organise meetings with government and law enforcement partners (Juristrale / PALF) to prepare engagement agreements and data sharing protocol.
- 2.2 Prepare a situational crime prevention (SCP) strategy with recommended actions for government, law enforcement, and transport sector stakeholders.
- 2.3 Organise meetings with government to validate the SCP strategy and develop an implementation plan.
- 2.4 Follow due diligence procedures before proceeding to engage companies in the transport sector; prepare engagement agreements.
- 2.5 Support transport companies, such as national/international airlines, in the preparation of internal IWT policies to mitigate facilitation of PAC trafficking.

2.6 Prepare quarterly reports to monitor and document progress towards crime prevention and law enforcement outcomes.

**3. Demand reduction strategy targeted at urban consumers of PAC is designed and implemented with a coalition of partners**

- 3.1 Establish a coalition of partners, both within and outside the conservation sector, to help design and implement a behaviour change strategy.
- 3.2 Prepare a behaviour change strategy with coalition partners and expert guidance, focusing specifically on the types of consumers who eat PAC.
- 3.3 Conduct focus groups with the identified PAC consumer groups to understand their lifestyles and media consumption.
- 3.4 Develop appropriate PAC-focused messages or other social marketing approaches, such as nudges which change the way that choices are presented.
- 3.5 Engage an M&E consultant to design an impact evaluation of our demand-reduction approach; conduct the baseline survey.
- 3.6 Pre-test the messages and/or other behaviour change strategies developed.
- 3.7 Commission production and distribution of up to four messages/approaches through appropriate media/other channels.
- 3.8 Prepare quarterly reports to monitor and document reach and reaction of intended and unintended audiences to the behaviour change approaches.
- 3.9 Conduct the impact evaluation midline survey (the endline survey will be conducted after the life of this project).

## 26. 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 (starting from Q2 July 2018). 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			
		Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Output 1												
1.1 Recruit and train investigation team	2											
1.2 Best practice workshop on investigating the trafficking of PAC	1											
1.3 Monitor trafficking routes and identity of traffickers and consumers	33											
1.4 Set-up and maintain intelligence database	33											
1.5 Map trafficking routes, analyse actor profiles and networks	9											
1.6 Monitor dwarf crocodile supply from source to city	9											
1.7 Research the motives and context for consuming PAC	6											
1.8 Prepare a typology of PAC consumers	3											
Output 2												
2.1 Engage government and law enforcement partners	6											
2.2 Prepare situational crime prevention (SCP) strategy	3											
2.3 Develop implementation plan for SCP strategy with government	6											
2.4 Engage companies in the transport sector	6											
2.5 Support transport companies in preparing internal IWT policies	12											
2.6 Prepare monitoring reports on crime prevention and law enforcement	30											
Output 3												

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Date logged:

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Application ID:

3.1	Build demand-reduction coalitions in Brazzaville and Kinshasa	6											
3.2	Prepare behaviour change strategy	3											
3.3	Conduct lifestyle and media surveys of target audiences	2											
3.4	Develop PAC-focused demand-reduction messages	2											
3.5	Engage M&E consultant in design of impact evaluation	3											
3.6	Pre-test demand-reduction messages	1											
3.7	Produce and distribute demand-reduction messages	15											
3.8	Prepare monitoring reports on reach and reaction to messages	15											
3.9	Conduct the midline survey for the impact evaluation	1											



## 27. 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 ["Finance for Darwin and IWT Challenge Fund"](#))

(Max 500 words)

During project inception, we will prepare a detailed Monitoring, Evaluation and Learning (MEL) plan to ensure that M&E plays a central role throughout the project design and implementation process. The schedule of monitoring and evaluation activities, as well as the roles and responsibilities of different members of the team, will be stipulated in this MEL plan to ensure that timely feedback can be provided to inform decision-making when it is most needed, thus enabling adaptive management. Our team uses project management software to manage our tasks and deliverables, with M&E activities given equal importance within our work plans.

In the process of preparing our MEL plan, we will further develop the theories of change for our four main pathways to impact: 1) sharing of intelligence data with law enforcement partners to facilitate arrests; 2) preparation of a situational crime prevention strategy to reduce the incentives and abilities of traffickers to commit wildlife crimes; 3) development of partnerships within the transport sector to reduce the facilitation of illegal trades in PAC; and 4) implementation of a behaviour change strategy to reduce consumption of PAC in cities.

Our performance monitoring will focus on the quantity, quality and timeliness of activities, as well as key indicators to assess whether we are on track to achieve our desired outputs and outcome. To chart progression along the theories of change, key output and outcome indicators to be tracked will include the number of crime prevention strategies implemented by law enforcement agents (Indicator 0.3), the number and degree of engagement with transport sector partners (Indicator 2.3), the number of behaviour change messages developed and distributed (Indicator 3.3), and the number of government investigations resulting from our intelligence (Indicator 2.1). In addition to monitoring our performance, we will systematically monitor the context within which we work to keep abreast of the changing nature of risks and to re-check our assumptions. Quarterly performance and context monitoring reports will be prepared by the core team, overseen by the Research Coordinator.

During preparation of the MEL plan, pertinent evaluation questions will be identified. These questions are likely to focus on two factors critical to achieving our outcome: 1) the extent to which the government and transport sector are willing to act on our intelligence and recommendations; and 2) the degree to which our suggested behaviour

change approaches influence behaviour. The first of these will be examined through an end-of-project performance evaluation exploring the process of engagement, while the latter will be assessed through an impact evaluation designed by an external M&E consultant. The baseline and midline for this impact evaluation will be conducted during the life of the project, before and after implementation of the campaign. However, since behaviour change takes time, an endline will be conducted at a later date if further funding can be obtained. Our aim to create a model demand-reduction strategy for replication elsewhere in Central Africa will depend on the results of this impact evaluation.

Total project budget for M&E (this may include Staff and Travel and Subsistence Costs)	GBP
Number of days planned for M&E	50
Percentage of total project budget set aside for M&E	%

## 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)  Yes, advice attached  No

## Certification

On behalf of the trustees of the Wildlife Conservation Society  
I apply for a grant of £349,030 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 last two sets of signed audited/independently verified accounts and annual report are also enclosed.

**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.**

## Checklist for submission

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

\* A letter of support is forthcoming from the Ministry of Forestry Economy in the Republic of Congo.

Once you have answered the questions above, please submit the application, not later than 2359 GMT on Tuesday 20 February 2018 to [IWT-Fund@LTSI.co.uk](mailto:IWT-Fund@LTSI.co.uk) using 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.

### Data Protection Act 1998 - Fair Processing Notice

The purpose of this Fair Processing Notice is to inform you of the use that will be made of your personal data, as required by the Data Protection Act 1998.

The Department for Environment, Food and Rural Affairs (Defra) is the data controller in respect of any personal data that you provide when you complete your application, the grant acceptance and the supplier forms.

Defra will use your personal data primarily for the purpose of processing your application for Illegal Wildlife Trade (IWT) Challenge Fund funding. By submitting an application, applicants have agreed to any disclosure of the information supplied (including the content of a declaration or undertaking) which Defra considers necessary for the administration, evaluation, monitoring and publicising of the Funds (as detailed in the paragraphs below).

A completed application form signifies agreement to place certain details of successful applications (i.e. name, title, total grant value, project summary, lead organisation and location of project work) on the Illegal Wildlife Trade (IWT) Challenge Fund website listed below. A completed application form also signifies agreement to send data on the project proposals during the application process to British Embassies and High Commissions outside the UK, including those outside the European Economic Area.

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

Application form data will also be processed by Defra contractors dealing with Illegal Wildlife Trade (IWT) Challenge Fund administration, monitoring and evaluation (working within relevant data protection rules).

Defra may be required to release information, including personal data and commercial information, on request under the Environmental Information Regulations 2004 or the Freedom of Information Act 2000. However, Defra will not permit any unwarranted breach of confidentiality nor will we act in contravention of our obligations under the Data Protection Act 1998. The Grantee shall assist and co-operate with the Department (at the Grantee's expense) to enable the Department to comply with its disclosure obligations under these enactments.

We may use information, including personal data, to test computer systems to ensure that they work effectively and efficiently and to develop new systems in order to improve efficiency and the service that we provide to you and other persons. Any use of information for testing or developing computerised systems will be conducted in a secure manner in accordance with the Data Protection Act 1998 to safeguard the privacy of the information that you have supplied.

Defra's Personal Information Charter, which gives details of your rights in respect of the handling of your personal data, is on the Defra section of Gov.uk. If you don't have access to the internet, please telephone the Defra helpline 08459 33 55 77 and ask to speak to the Data Protection Officer for a copy of the Information Charter.



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Any enquiries regarding this publication should be sent to us at

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