

## Illegal Wildlife Trade (IWT) Challenge Fund Half Year Report (due 31<sup>st</sup> October 2020)

<b>Project reference</b>	IWT 054
<b>Project title</b>	<b>Tackling Central Africa's illegal urban wild meat demand</b>
<b>Country(ies)</b>	Democratic Republic of the Congo (DRC) & Republic of Congo (ROC)
<b>Lead organisation</b>	Wildlife Conservation Society (WCS)
<b>Partners(s)</b>	
<b>Project leader</b>	
<b>Report date and number (e.g. HYR1)</b>	April 1st, 2020 - September 30th, 2020/HYR3
<b>Project website/blog/social media</b>	

**1. Outline progress over the last 6 months (April – Sept) against the agreed project implementation timetable.**

Progress towards six activities (1.3-1.4, 2.6-2.7, 3.7-3.8) scheduled for Q1 and Q2 of Y3, as well as progress towards delayed activities carried over from Y2, are summarised below:

***Output 1. Consumption and trafficking of PAC (Pangolins, Apes and Crocodiles) is sufficiently understood to develop partnerships and strategies***

**1.3 Monitor trafficking routes and identify traffickers and consumers - Despite COVID-related lockdowns, national curfews and strict movement restrictions, 6 reports**

While this is less than the 20 reports that would have been anticipated under business as usual,

**1.6 Conduct gender and vulnerability analysis on actors involved in the supply-demand chain -** The implementation of a survey to explore the experiences of women in the PAC trade had to be suspended at short notice in Q4 of Y2 and has not yet been resumed due to ethical considerations. Discussions are now underway as to how we might be able to collect data using other approaches.

**1.9 Prepare a typology of PAC consumers**

\_\_\_\_\_ this report has informed the development of the campaign detailed under Output 3. However, research compiling anecdotal information \_\_\_\_\_ on PAC consumers specifically is ongoing.

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

**2.2 Prepare non-discriminatory enforcement guidelines for government -** Specific guidelines were going to be prepared with insights from the research conducted under 1.6, however since this research is delayed this activity will now advance based on more general guidance in relation to ensuring non-discrimination towards women and vulnerable persons.

**2.4 Develop implementation plan for situational crime prevention (SCP) strategy with government -**With the easing of COVID restrictions in Kinshasa, meetings are now being organised with the government to determine the perceived feasibility \_\_\_\_\_ The 4-5 most feasible options with the greatest likelihood of having an impact will be selected for further investigation.

**2.5 Engage companies in the transport sector + 2.6 Support transport companies in preparing internal IWT policies -** \_\_\_\_\_

**2.7** \_\_\_\_\_

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

**3.1 Build demand-reduction coalitions in Kinshasa and Brazzaville -** Stakeholder mapping and analysis was conducted in Kinshasa and Brazzaville to identify actors with an interest in wildmeat and either the implementation of a demand reduction campaign or wildlife law enforcement. In total 398 entities based in Kinshasa and 198 in Brazzaville were listed. National and international conservation or environmental NGOs that share our objectives were identified. A SWOT analysis was conducted on those that met our criteria for inclusion in the campaign coalition. An agreement was prepared with the coalition partners in Kinshasa that underwent legal review and was finally signed \_\_\_\_\_

**3.2 Prepare behaviour change strategy -** Substantial steps were taken towards the development of the communication strategy: with in-depth studies on the lifestyle of consumers carried out that helped to profile consumer segments, their media and food preferences and motivations behind consuming bushmeat. This information led to the design of the messages for the campaign that will be disseminated through the types of media preferred by the three target audiences identified in the surveys.

**3.4 Develop PAC-focused demand-reduction messages -** Messages have thus far been developed that focus on bushmeat consumption in general. The decision was made to focus on food choice and cuisine rather than highlight particular species. The aim is to have a positive campaign that harnesses cultural identity and the importance of social relations and demonstrates how these things are possible without bushmeat. Further discussions are planned with behaviour change experts to consider how messages more explicitly focused on PAC species could be used with more restricted and targeted distribution. The bushmeat message distributed through mass media channels will plant the initial seed and start the discussion so that further messages can be added in layers.

**3.5 Engage M&E consultant in design of impact evaluation -** \_\_\_\_\_

**3.6 Pre-test demand-reduction messages** - Due to the postponement of the campaign because of COVID, pre-testing of messages and campaign materials are now planned for Q3.

**3.7 Produce and distribute demand-reduction messages** - The production and distribution of the communication materials is now planned for Q3. However, the conception of the campaign materials was completed in Q2 with three creative briefs prepared (one for each target audience segment) to guide the communications agency. Additionally, the design of the campaign has been adapted to the changes in media preferences, daily habits and national recommendations that have resulted from COVID.

**3.8 Prepare monitoring reports on reach and reaction to messages** - The process of monitoring the campaign will only be carried out after its launch. Due to the change of date for the launch, this activity has been postponed.

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

**2b. Please outline any specific issues which your project has encountered as a result of Covid-19. Where you have adapted your project activities in response to the pandemic, please briefly outline how you have done so here. Explain what residual impact there may be on your project and whether the changes will affect the budget and timetable of project activities.**

The DRC and ROC governments introduced stringent preventative and containment measures in response to the COVID-19 global outbreak. Borders were sealed and movements restricted. The early stage of the pandemic was marked by great uncertainty and WCS adopted additional precautionary measures to protect its staff as well as community members in the places it works. Thus, the effects of COVID-related lockdowns, national curfews and travel restrictions hampered project activities in the field.

Ultimately, the project missed out on gathering data during this timeframe - around 7 months worth. However, we quickly adapted to the challenges and the teams transitioned to teleworking, using the time to substantially revise the design and creative campaign briefs and adapt them to the emergent COVID-19 context in Kinshasa.

The delays caused by COVID will have some implications for the final deliverables from this grant. While planning for the implementation of the SCP strategies can proceed, implementation will now take place beyond the lifetime of this grant using matched funds. Due to the postponement of the campaign, the endline for the impact evaluation will also now be conducted after this grant ends, the final results from which should be available for dissemination in the second half of 2021.

**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/No

Formal change request submitted: XYes/No

Received confirmation of change acceptance Yes/No

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.**