
IWTR5S2\100034

Reducing demand for wildlife products among Chinese nationals in Laos

This project will reduce threats to wild species and rural livelihoods posed by growing demand for wildlife products, by expanding use of successful approaches to demand reduction. The aim is to identify, engage and dissuade Chinese nationals from purchasing illegal wildlife products in Lao PDR. Behaviour change messaging will be developed and distributed through influential channels. Collaborations with governments and businesses will be implemented through responsible travel/investment-themed bilateral meetings, advocacy workshops, and formation of cross-sectoral alliances combatting illegal wildlife trade.

Section 1 - Contact Details

CONTACT DETAILS

Name Caroline
Surname Gill
Organisation TRAFFIC International
Website (Work) **www.traffic.org**
Tel (Work) [REDACTED]
Email (Work) [REDACTED]
Address [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

GMS ORGANISATION

Type	Organisation
Name	TRAFFIC International
Phone	[REDACTED]
Email	[REDACTED]
Address	[REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

Section 2 - Title, Dates & Budget Summary

Q3. Title:

Reducing demand for wildlife products among Chinese nationals in Laos

Q4. Country(ies)

(See [Guidance Notes 3.4 and 4.4](#))

Which eligible country(ies) will your project be working in? Where there are more than 4 countries that your project will be working in, please add more boxes using the selection option below.

Country 1	Laos	Country 2	China
Country 3	<i>No Response</i>	Country 4	<i>No Response</i>

Do you require more fields?

No

Q5. Project dates

Start date:

01 April 2019

End date:

31 March 2021

Duration (e.g. 2 years, 3 months):

2 years

Q6. Budget summary

Year:	2019/20	2020/21	2021/22	Total request
Amount:	£181,081.00	£171,569.00	£0.00	£ 352,650.00

Q6a. Do you have proposed matched funding arrangements?

Yes

What matched funding arrangements are proposed?

- GIZ: £ [REDACTED] "Demand reduction, Enforcement and policies supporting the conservation of Elephants and Rhinos";
- Save the Rhino International : £ [REDACTED] Save the Rhino through Social Media;
- WWF UK: £ [REDACTED] Creating Missing Links in Reducing Tiger Trade in China;
- European Commission DG DEVCO: £ [REDACTED] China's Champions of Change: Addressing the Demand for Illegal Wildlife Products;
- US DOS: £ [REDACTED] Fighting Wildlife Trafficking in the Golden Triangle
- WWF-UK: £ [REDACTED] Ivory High Impact Initiative (HII)

Q6b. Proposed (confirmed and unconfirmed) co-financing as % of total project cost 18

Section 3 - Project Summary & Objectives

Q7. 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.

This project will reduce threats to wild species and rural livelihoods posed by growing demand for wildlife products, by expanding use of successful approaches to demand reduction. The aim is to identify, engage and dissuade Chinese nationals from purchasing illegal wildlife products in Lao PDR. Behaviour change

messaging will be developed and distributed through influential channels. Collaborations with governments and businesses will be implemented through responsible travel/investment-themed bilateral meetings, advocacy workshops, and formation of cross-sectoral alliances combatting illegal wildlife trade.

Q8. What will be the Outcome of the project?

(See Guidance Notes 3.1, 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 32.

Reduced demand from Chinese nationals decreases availability and consumption of illegal wildlife products in Lao PDR, leading to reduced poaching and associated negative social-economic impacts in target species range states.

Q9. Which of the four key IWT Challenge Fund objectives will your project address?

Please tick all that apply.

(See Guidance Note 3.1)

Reducing demand for the products of the illegal wildlife trade

Q10. 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 and some brief information on how your project will contribute to them. There is no need to include the text from the relevant commitment.

(See Guidance Notes 4.1 and Annex A)

London 2014 Conference Declaration

I: Provides actions to eradicate demand for IWT products through behaviour change approaches and engages governments, private sector and CSOs for scalability.

IV: Engages the tourism sector to take a zero-tolerance approach to IWT.

V: Support CITES decisions on illegal trade of elephant parts, including Lao PDR's NIAP.

XVII: Contributes to sustainable livelihoods through reducing pressures on wildlife populations, contributing to wildlife tourism.

XXIV: Contributes to filling knowledge gaps on IWT markets dynamics in Lao PDR.

Kasane Statement

1: Builds regional partnerships of government and private sector within the tourism sector, and supports the Buenos Aires Declaration (Travel & Tourism Declaration on IWT) by the World Travel & Tourism Council.

2: Research adds to knowledge of market drivers, monitors demand and effectiveness of demand reduction approaches and best practice.

3: Establishes partnerships between transit and destination countries to combat IWT related to the tourism industry and China's trade investment in Lao PDR.

Hanoi Conference

Annex A

China – Committed to warning tourists against carrying illegal wildlife products. Project provides information to Chinese tourists abroad not to purchase such products.

Annex D

China – Committed to provide training projects to Lao PDR to improve their ability to combat IWT and improve local people’s livelihood.

London2018 Conference Declaration

13: Introduces environmentally-friendly souvenirs to support sustainable livelihoods in Lao PDR

18: Increases China-Laos cooperation to address IWT through bilateral agreements and mechanisms

20: Tackles the demand for illegal wildlife products through evidence-based behavior change campaigns in China/ Lao PDR

Q11. Global Goals for Sustainable Development (SDGs)

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

The project is most relevant to SDG 15: Life on Land as the impacted species that this proposal primarily aims to reduce the impacts of poaching on are terrestrial, including elephants, tigers, rhinos, pangolins and bears. As some of the most heavily traded species globally, they represent priorities for implementation of the SDGs targets for addressing IWT, specifically:

15.7: Lao PDR and China are significant players in the global IWT. The demand reduction components of the project will contribute to address Chinese consumers’ demand for wildlife products through behaviour change approaches, and ultimately result in reductions in poaching of threatened species at source, while the law enforcement elements will directly address supply of trafficked wildlife in Lao PDR.

15.C: The project creates important linkages between Lao PDR and China in both the public and private sectors to address wildlife trafficking, enhancing regional cooperation on IWT issues. It also contributes to sustainable development in source countries through reducing pressures from poaching and trafficking, ultimately contributing to resource security through enhanced wildlife tourism opportunities.

This project also contributes to SDGs 8.9 and 12.6 by forming a Responsible Tourism Alliance (RTA) in China to promote the collaboration of key Chinese tour companies to disseminate campaign messages at scale; developing a responsible tourism guide and delivering advocacy workshops for Chinese travellers to Lao PDR; and conducting social marketing training workshops for tour guides in Lao PDR by working with RTA partners, to enhance tour guides’ commitment to prevent Chinese travellers buying illegal wildlife products.

Section 4 - Lead Organisation Summary

Q12. Lead organisation summary

Q12a. Please provide the below information on the lead organisation

What year was your organisation established/ incorporated/ registered? 01 January 1999

What is the legal status of your organisation? NGO

How is your organisation currently funded?


TRAFFIC recognizes two general categories of funding – unrestricted and restricted funds. Unrestricted funding may be used for any purpose within the charitable objectives of TRAFFIC International and approved by the Board of Trustees. Main sources of unrestricted funding include WWF and IUCN as well as project support fees, and contributions from trusts and foundations, corporate and individual donors. Restricted funding is allocated to specific activities and outputs, normally agreed under the terms of a specific project contract with attached budget. Restricted funds are received from a variety of sources including WWF and IUCN, governments, multi-lateral agencies and foundations.


Have you provided the requested signed audited/independently examined accounts? If you select "yes" you will be able to upload these. Note that this is not required from Government Agencies.


Yes

Please attach the requested signed audited/independently examined accounts.


 **TRAFFIC FY16 Accounts**


 21/11/2018


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 **TRAFFIC FY17 accounts**

 21/11/2018

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Q12b. Provide details 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 Initiative projects

Contract/Project 1 Title	Creating Missing Links in Reducing Tiger Trade in China
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Contract Value/Project budget (include currency)	GBP ████████ per year
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Duration (e.g. 2 years 3 months)	5 years
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Role of organisation in project	Project lead.
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Brief summary of the aims, objectives and outcomes of the project	Aim: China is no longer a major consumer or trader in Tiger parts and products as a result of efforts led by the Chinese government, private sector and civil society.
Client/independent reference contact details (Name, e-mail, address, phone number)	Funded by WWF UK, Rebecca May – [REDACTED] [REDACTED] [REDACTED]
Contract/Project 2 Title	DETER “Demand reduction, Enforcement and policies supporting The conservation of Elephants and Rhinos
Contract Value/Project budget (include currency)	Euro [REDACTED] [REDACTED]
Duration (e.g. 2 years, 3 months)	3 years
Role of organisation in project	Project Lead
Brief summary of the aims, objectives and outcomes of the project	The objective is to work with the Chinese government and private sector to implement efforts to combat illegal wildlife trade (IWT) through the reduction of supply and demand for illegal wildlife products in China and Africa.
Client/independent reference contact details (Name, e-mail, address, phone number)	Funded by GIZ Contact: Klemens Riha [REDACTED] [REDACTED] [REDACTED]
Contract/Project 3 Title	Wildlife Trafficking, Response, Assessment, Priority Setting (Wildlife TRAPS)
Contract Value/Project budget (include currency)	USD [REDACTED]
Duration (e.g. 2 years, 3 months)	7 years
Role of organisation in project	TRAFFIC International is the implementing partner of the Wildlife-TRAPS Project
Brief summary of the aims, objectives and outcomes of the project.	The goal of Wildlife TRAPS is to: Protect global biodiversity from the threat of illegal wildlife trade through strengthening the knowledge base, resolve and cooperation of governments, inter-governmental organisations, the private sector and NGOs, in tackling wildlife trafficking between Africa and Asia.

Client/independent reference
contact details (Name, e-mail,
address, phone number)

Ya'el Seid-Green

[REDACTED]

Section 5 - Project Partners

Q13. Project partners

Please list all the partners involved (including the Lead Organisation) and explain their roles and responsibilities in the project. Describe the extent of their involvement at all stages, including project development.

This section should illustrate the capacity of partners to be involved in the project, and how local institutions, local communities, and technical specialists are involved as appropriate. Please provide Letters of Support for each partner or explain why this has not been included.

N.B. There is a file upload button at the bottom of this page for the upload of a cover letter (if applicable) and all letters of support.

Lead Organisation name: TRAFFIC International

Website address: www.traffic.org

Details (including roles and responsibilities and capacity to engage with the project):

TRAFFIC works through a network of regional offices co-ordinated by TRAFFIC International in Cambridge, UK. TRAFFIC staff in China will be involved leading the implementation of this project, making full use of the network's expertise, and ensuring synergies with ongoing work which compliments this project.

TRAFFIC's work on demand reduction in China spans over 15 years, including: wildlife consumption research; Social Behavior Change Communication (SBCC) message designing and delivery; training for industries of internet, courier/logistics, tourism and Traditional Chinese Medicine (TCM); structuring zero-tolerance commitments on illegal wildlife trade made by businesses; and advocacy events for Chinese nationals in more than 10 African countries.

In this project, TRAFFIC will work closely with member individuals and institutions with the Social and Behavioural Change Community (SBCC) of Practice to lead the development of SBCC messaging; the delivery of consumer research and social media campaigns; the engagement with Chinese government authorities and business entities, and the Chinese Embassy in Lao PDR to discourage Chinese nationals from buying, trafficking, or consuming illegal wildlife products; and the overall project management, coordination, evaluation and reporting process.

Have you included a Letter of Support from this organisation? (Note: this can be uploaded at the bottom of the page)

Yes

Have you provided a cover letter to address your Stage 1 feedback? (Note: this can be uploaded at the bottom of the page)

Yes

Do you have partners involved in the Project?

Yes

1. Partner Name:

WWF Laos

Website address:

www.wwflaos.org/

Details (including roles and responsibilities and capacity to engage with the project):

WWF has been working in Laos since the late 1980s in cooperation with the Ministry of Agriculture and Forestry, with the official establishment of the country office in Vientiane in 2001. Its work has focused on research and study, protected area management, education and awareness, livelihoods and wildlife crime, with advocacy and building partnerships aimed at protecting Laos' most precious habitats and species, enhancing local and national capacity to conserve them, and improving the livelihoods of local communities.

WWF has been working on IWT issues in Laos since 2001, and has accumulated rich experience in working with the Lao government on combating IWT.

In this project, WWF-Laos will lead the distribution of campaigns in Lao PDR, facilitate bilateral meeting of government authorities between China and Lao PDR in preventing wildlife trafficking and illegal wildlife products consumptions by Chinese nationals; conduct market monitoring and timely share information with local enforcement agencies; and support other relevant activities relevant to Lao PDR.

Have you included a Letter of Support from this organisation? (Note: this can be uploaded at the bottom of the page)

Yes

Do you have more than one partner involved in the Project?

Yes

2. Partner Name:

State Forestry & Grasslands Administration of China (SFGA)/China CITES Management Authority (MA)

Website address:

<http://bwwz.forestry.gov.cn>

Details (including roles and responsibilities and capacity to engage with the project):

Since September 2018, due to SFGA's re-structuring, China's CITES MA and Wildlife Conservation Department have been merged into one, responsible for dealing with issues relating to the import and export of CITES-listed species, products and derivatives and domestic trade correspondingly. Its divisions for Compliance & Enforcement, and Fauna are responsible for coordinating wildlife trade issues with 21 other government agencies domestically, including Ministry of Culture and Tourism of China and Ministry of Commerce, as well as internationally with its counterparts in other countries.

Building on its mutual trust-based collaboration with TRAFFIC on multiple facets of wildlife trade over many years (including delivery of over 10 annual advocacy events and many public campaigns on reducing demand for IWT in the past five years), in this project, China's CITES MA will work together with other government departments, TRAFFIC, business sector, and Chinese Embassy in Vientiane, Lao PDR. Specific activities include supporting a bilateral meeting between China's Ministry of Culture & Tourism and Lao PDR's Ministry of Information, Culture and Tourism, supporting facilitation of a bilateral meeting between China's CITES MA and Ministry of Commerce and their counterparts in Lao PDR, and supporting an annual advocacy workshop for Chinese companies/workers in Lao PDR.

Have you included a Letter of Support from this organisation?

Yes

3. Partner Name:

Department of Forest Inspection (DOFI) under the Ministry of Agriculture and Forestry (MAF)

Website address:

<http://dofi.maf.gov.la/>

Details (including roles and responsibilities and capacity to engage with the project):

DOFI was created in 2007 to address illegal logging, smuggling of timber and wildlife, forestry-related corruption, and illegal land encroachment. Its mandate is to prevent, detect and suppress forest/wildlife crime over all landscapes, resources and supply chains. It has forest inspection offices at provincial levels (POFI). DOFI is also the designated CITES Enforcement Authority. WWF-Laos started working with MAF in the late 1980s, with more formalized working relationship with DOFI after 2007 through the Carbon and Biodiversity (Carbi) project and the Forest Law Enforcement, Governance and Trade (FLEGT) programme. WWF-Laos has a Memorandum of Agreement (MoA) with DOFI on wildlife law enforcement and cooperation support. DOFI will provide recommendations to the project implementation, and work collaboratively with WWF-Laos and other partners to support the government's compliance to CITES recommendations on behaviour change campaigns among Chinese nationals. DOFI will also support facilitation of a bilateral meeting between Lao PDR's CITES MA and Ministry of Commerce and their counterparts in China, coordinate with Lao PDR's Ministry of Information, Culture and Tourism to be engaged in this project, and attend an annual advocacy workshop for Chinese companies/workers in Lao PDR.

Have you included a Letter of Support from this organisation?

No

Please explain why.

No, they are signing off the final proposal and budget before supplying the letter which we expect to receive in 2 weeks.

4. Partner Name:

Shanghai CTS Private Overseas Affairs Co., LTD

Website address:

<http://shanghai.ctsho.com/>

Details (including roles and responsibilities and capacity to engage with the project):

Shanghai CTS Private Overseas Affairs Co., Ltd has been collaborating with TRAFFIC and WWF in the past 10 years in the area of responsible tourism, which are considerably relevant to this project. And Shanghai CTS has been leading on the formation of the Chinese Initiative for Responsible Tourism in the Polar Regions since 2017, with a dozens of travel-related organizations, including TRAFFIC and WWF as a strategic partner of the Initiative.

In this project, Shanghai CTS will support to lobby with China's Ministry of Culture & Tourism to have a bilateral meeting with its counterparts in Lao PDR, help coordinate with Ministry of Culture and Tourism of China and other Chinese tour companies to form a Responsible Tourism Alliance (RTA) in China and then deliver advocacy workshops for Chinese travellers who are heading to Lao PDR, and attend the social marketing training workshops for tour guides in Lao PDR by working with RTA partners, as well as provide technical support when developing a responsible tourism guide for Chinese travellers to Lao PDR.

Have you included a Letter of Support from this organisation? Yes

5. Partner Name: *No Response*

Website address: *No Response*

Details (including roles and responsibilities and capacity to engage with the project): *No Response*

Have you included a Letter of Support from this organisation? Yes
 No

6. Partner Name: *No Response*

Website address: *No Response*

Details (including roles and responsibilities and capacity to engage with the project): *No Response*

Have you included a Letter of Support from this organisation? Yes
 No

If you require more space to enter details regarding Partners involved in the Project, please use the text field below.

No Response

Please provide a cover letter responding to feedback received at Stage 1 if applicable and a combined PDF of all letters of support.

📄 **Covering Letter Laos**

📅 21/11/2018

🕒 17:16:03

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📄 **Combined letters of support**

📅 21/11/2018

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Section 6 - Project Staff

Q14. 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.

Name (First name, Surname)	Role	% time on project	CV attached below?
Xu Ling	Project Leader	40	Checked
James Compton	M&E leader, responsible for monitoring and evaluating the projects implementation	7	Checked
Gayle Burgess	Global DR leader, providing technical support to project implementation	4	Checked
Demand Reduction Manager to be recruited	Project implementation working closely with the government and private sectors in China, and WWF Laos.	40	Checked

Do you require more fields?


Yes


Name (First name, Surname)	Role	% time on project	CV attached below?
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Xiaojia Li	Project implementation, cooperate with social marketing agencies in China	30	Checked
Francois Guegan	Project supervision in Lao PDR, working closely with project leader, M&E leader and Laos team	10	Checked
Sonephet Mounlamany	Project implementation, working closely with the government of Lao PDR, and China team	30	Checked
Project manager (To be recruited)	Project implementation, market monitoring cooperate with and Chinese private sectors and embassy in Lao PDR, and China team	100	Checked

Please provide a combined PDF of all 1 page CVs (or job description if yet to be recruited) for the Project staff listed above.

 **CVs**

 21/11/2018

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Have you attached all Project staff CVs?

Yes

Section 7 - Species & Project Statement

Q15. 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 fields using the selection option below.

Elephants: African Elephant (*Loxodonta africana*);
Asian Elephant (*Elephas maximus*)

Rhinos: White Rhinoceros (*Ceratotherium simum*);
Black Rhinoceros (*Diceros bicornis*); Sumatran
Rhinoceros (*Dicerorhinus sumatrensis*); Indian
Rhinoceros (*Rhinoceros unicornis*); Javan
Rhinoceros (*R. sondaicus*)

Tigers and other big cat species: Tiger (*Panthera tigris*); Clouded Leopard (*Neofelis nebulosa*); Common Leopard (*Panthera pardus*); Snow Leopard (*Uncia uncia*); Lion *Panthera leo*

Pangolin: Thick-tailed Pangolin (*Manis crassicaudata*); Philippine Pangolin (*M. culionensis*); Malayan Pangolin (*M. javanica*); Chinese Pangolin (*M. Pentadactyla*); Long-tailed Pangolin (*Phataginus tetradactyla*); White-bellied Pangolin (*P. tricuspis*); Giant Pangolin (*Smutsia gigantea*); Cape Pangolin (*S. Temminckii*)

Do you require more fields?

Yes

Bear: Asiatic Black Bear (*Ursus thibetanus*); Brown Bear (*U. arctos*); Sun Bear (*Helarctos malayanus*)

No Response

No Response

No Response

Q16. 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.

Large volumes and frequent wildlife seizures related to Lao PDR are indicative of the involvement of organised criminal networks, which undermine good governance and the rule of law, exploit vulnerable low-income range-State communities and undermine local livelihood benefits in Lao PDR, as well as in other Asian and African countries.

Lao PDR is a critical location in Asia for wildlife trafficking, market availability and consumption. All target species listed in Q15 are offered for sale in markets and trade hubs known to cater to Chinese travellers with increased purchasing power. Consumer surveys commissioned by TRAFFIC and WWF indicate China's regular overseas travellers are persistent buyers with 58% surveyed intending to buy ivory in future (GlobeScan, 2018). This project will address the sustained threats to the project focal species posed by increasing demand from Chinese nationals visiting Lao PDR, and respond to the Lao Prime Minister's Order No 5 for Increased Stringency in Management and Inspection of Protected Wild Fauna and Flora.

This project will go beyond awareness-raising to address the specific drivers of illegal wildlife consumption and decrease the market demand to which criminal syndicates are responding. This will be done through direct access to Chinese outbound travellers, key tour companies and China's Chamber of Commerce in Lao PDR. The project will drive partnerships which have leverage to influence illegal wildlife trade activities and reduce demand for illegal wildlife products.

The proposed project will target demand from Chinese nationals by promoting responsible tourism and investment by Chinese nationals in Lao PDR. Social marketing training for tour guides in Lao PDR can be adapted for other industries, and also applied in other countries.

This composite approach will result in improved governance, decreased poaching/trafficking of target species and increased socio-economic benefits for vulnerable low-income range-State communities.

Section 8 - Method, Beneficiaries & Exit Strategy

Q17. Methodology

Describe the methods and approach you will use to achieve your intended outcomes and impact.

Provide information on:

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

Please make sure you read the Guidance Notes, particularly Section 3, before answering this question. This may be a repeat of some information from Stage 1, updated or refined as necessary.

The proposed project will build on a global initiative by WWF/TRAFFIC focusing on reducing the purchase of ivory by Chinese travellers, a major demographic driving ivory sales across Asia. TRAFFIC's demand reduction (DR) framework involves a five-step approach: 1) Behaviour identification; 2) Audience segmentation; 3) Behaviour modelling; 4) Marketing framework development; and 5) Campaign implementation, monitoring and adaptive refinement. Step 4 and 5 will be implemented under this project to influence target audience segments to change their consumption behaviour. Background and experience, including ongoing Defra funded work on pangolin demand reduction in China by ZSL and TRAFFIC, will be used to inform this project's campaign development, particularly in designing evidence-based behaviour change messaging and materials, and conducting a social marketing campaign through Key Opinion Leaders (KOLs) online. A WWF/TRAFFIC initiative funded by the US Government to strengthen law enforcement and cross-border collaboration in Lao PDR will produce market monitoring data from illegal wildlife markets.

The project will support Lao PDR to meet recommendations by the CITES Standing Committee on taking urgent steps towards implementation of outreach awareness campaigns regarding laws and regulations to protect wildlife.

The specific methodologies to undertake and manage the work of this project will include:

1. Tool development

Working with a creative social marketing agency to develop engaging, persuasive and evidence-based behaviour change campaign materials in accordance with the project's goals. An SBCC expert group familiar with Chinese culture will provide inputs to optimise messaging and a standard method when undertaking precision-targeting digital approaches. The group will also ensure that KOL choice, message framing and key visuals are appropriate and have the desired impact.

Working with Shanghai CTS and other tour companies to form a Responsible Tourism Alliance (RTA) in China, and develop a responsible tourism guide for Chinese travellers; and with China's CITES MA, Ministry of Commerce and Chamber of Commerce in Lao PDR to develop 'Green Investment' guidelines. Both outputs will promote purchase of legal and sustainable products as alternatives.

2. Campaign delivery

Conducting a social marketing campaign targeting Chinese travellers with materials developed (see 1. above) using big data methodologies from commercial marketing to precision-target consumer segments for social change, paired with evidence-based approaches guided by consumer insight surveys and behaviour change expertise. A pledge will be made during this campaign by target audiences interacting

with mini-programmes on social media platforms. Furthermore, an offline social/behaviour change campaign at borders between China and Lao PDR will be delivered, including airports, land-border crossings and popular tour sites in Lao PDR.

3. Meeting, Training and Workshop

Working with China's CITES MA and Lao PDR's DOFI to facilitate bilateral meetings among departments of tourism and commerce in the two countries to secure bilateral commitments on responsible tourism and investment of Chinese nationals in Lao PDR.

Design and deliver biannual advocacy workshops for Chinese nationals travelling to Lao PDR to raise awareness and reduce likelihood of consumption of illegal wildlife products; and conduct annual social marketing training workshops for tour guides in Lao PDR by working with RTA partners, to enhance tour guides' knowledge and commitment to prevent Chinese travellers from buying illegal wildlife products.

Working with China CITES MA and the Chinese Embassy in Lao PDR, organise an annual workshop for Chinese companies/workers in Lao PDR to raise awareness of the ivory trade ban and illustrate the risks of the illegal wildlife trade.

The CITES MAs of both countries will embed SBCC knowledge learning from the CITES Expert Workshop on DR/Behaviour Change Conference on 27-30 November 2018 in above events to support implementation of the CITES Resolution 17.4.

4. Research

Documenting the availability and price of illegal wildlife products: Research will be shared with relevant government agencies in Lao PDR to inform enforcement action. Analyses will be published to inform government and private sector actions in both Lao PDR and China.

Monitoring of Chinese traveller consumer attitudes: Research to measure changes in consumer attitudes towards illegal wildlife products, benchmarked against GlobeScan's 2017 and 2018 China surveys. Annual report on how consumer attitudes change over time will be released to inform all stakeholders' strategies on DR, including governments, private sector and NGOs.

Measuring the compliance with private sector partners: A face-to-face or phone interview with RTA partners and members of China's Chamber of Commerce in Lao PDR will be conducted by end of the project.

Furthermore, an inception meeting with all project partners will be organised at the beginning of this project, at which above methodologies will be further refined.

Q18. Beneficiaries

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

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.

IWT threatens security, livelihoods and rule of law across the trade chain, from source to consumer country. The activities of this project will have direct and indirect benefits for many stakeholders across this trade chain.

In order to supply the demand for illegal wildlife products, poachers must remove animals from the wild, and ship them, or their commodities, often long distances and across continents, all the while evading enforcement and customs, and the private sectors efforts to prohibit the flow of illegal goods. As demand for products is reduced by this project, the amount of illicit wildlife goods being trafficked should be reduced, therefore benefiting the aforementioned stakeholders not only in the focal countries, but also across the supply chain.

It is thought that the communities that reside in areas where poaching and trafficking of wildlife takes place are often disproportionately affected, repeatedly to the detriment of the majority. Security threats from poachers and traffickers has a negative effect on tourism and investment in source countries, with the loss of elephants through poaching in Africa alone being estimated to cost the continent up to £5 billion in lost natural capital each year. Losses from poaching are not all financial, and local communities can lose access to their natural heritage and resources, as the decimation of wildlife populations has a knock-on effect damaging ecosystems and natural resource availability. Project activities should lead to reduced demand, in turn leading to a reduction in poaching and a positive effect on species populations in source countries, benefiting communities.

By tackling the demand for illegal wildlife products, the impact will be felt throughout the trade chain, with the aim that this project will contribute to a reduction in poaching.

This project will also have wide-reaching positive impacts on various groups within China. Primary beneficiaries in China are the tourism sector as well as companies investing in Lao PDR, where risks to themselves and their customers/employees posed by IWT will be reduced. Through promoting legal and sustainable purchases, and using indigenous commodities in sustainable business development and corporate social responsibility, project activities may also help to foster good business practices in Lao PDR. An evidence-based behavior change campaign will be integrated into the business' everyday operations, boosting their capacity to comply with the law and increase social responsibilities of raising awareness and reducing likelihood of consumption of illegal wildlife products among Chinese travelers.

A key outcome of the project is the contribution to a measurable reduction in Chinese nationals' demand for illegal wildlife products achieved through evidence-based behavior change campaigns and collaborations with governments. The project will benefit governments in Lao PDR and China in implementing CITES (e.g. CITES Res.Conf. 17.4, as well as Res.Conf. 10.10 and the associated NIAP process), benefiting CITES-listed species including those targeted by this project.

This project will also likely support and drive investments in law enforcement actions by timely sharing information and intelligence from market monitoring, which can more effectively address illegal wildlife trade in Lao PDR.

Q19. Gender

(See Guidance Note 4.7)

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.

Previous work in both Lao PDR and China has shown that men and women interact with wildlife products in different ways. Preliminary research indicates that pangolin meat is primarily purchased by men as a form of 'status consumption', while nursing women may be one of the most significant consumer groups for pangolin scales (pangolin scales are believed to stimulate lactation in breastfeeding women, according to Traditional Chinese Medicine). Clearly different approaches will be needed to change behaviors of these two very different groups. Even within a seemingly homogeneous consumer group (e.g. nursing mothers), it will be necessary to take into account differences in culture, education, socio-economic status and/or willingness to change to more sustainable behaviors when designing targeted behavior change interventions to ensure that the project does not increase inequality between demographics.

In addition, an illustration of how social marketing messaging can be adapted to gender specific roles in consumption would be through focusing on women as influential decision makers – dissuading men from any buying and use of illegal products. Such gender-specific aspects will be considered and monitored throughout project implementation.

WWF and TRAFFIC have a non-discrimination policy in relation to gender; project staff include a proportional balance of females and males. This project will ensure gender equality during all phases of planning and implementation. A gender-sensitive approach will be taken in designing behaviour change materials and campaigns, and meeting and workshop delivery. We will strive to achieve gender balance for participation in and leadership/facilitation of all proposed activities. The requirement on gender equality will be specifically noted in the invitation letters of all bilateral meetings, workshops and training events. We will include gender criteria within the assessment of project impact, to be assessed in cooperation with partners and other organisations working in target countries.

Q20. Impact on species in focus

How will the species named in Question 15 benefit from the the work outlined above? What do you expect the long-term impact on the species concerned to be?

All species listed in Q15 are threatened species (IUCN Red List 2018) due to population decline. The demand for these species and associated wildlife products – including from Chinese nationals – is one of the major factors causing their decline. Through this project, China, together with Lao PDR will be supported to scale-up collaborative efforts to reduce demand and change consumer behavior of Chinese nationals in Lao PDR, and also reduce the availability of endangered wildlife products in the local physical markets in Lao PDR. This will directly assist these countries in their commitment for implementing the CITES Resolution 17.4 “demand reduction strategies to combat illegal trade in CITES-listed species,” ultimately improving the conservation of CITES-listed species, including those targeted by this proposed project.

The long-term impact of this project will be a reduction in the factors that drive poaching to supply illegal wildlife markets in Asia, and thereby reduce poaching levels overall. This will in turn support the stabilization, and then recovery, of the identified species populations, reducing a major threat to their native ecosystem. Hence it will support the restoration of the ecological balance of respective habitats.

Q21. 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?

The project aims to catalyse (1) governments in Lao PDR and other countries with large volume of Chinese travelers, and (2) tourism businesses to provide the resources and commitment to secure long-term support for increased compliance beyond the project lifetime. From WWF and TRAFFIC’s work to date, it is clear that the government and private sector have the need for, and interest in improving their practice by promoting a responsible tourism guide and 'Green Investment' guidelines in order to implement China’s Belt and Road Initiative well, and will have a strong interest in maintaining them as necessary following the project’s conclusion.

To ensure sustainable outcomes and impacts, the RTA will be mobilised by promoting the comprehensive collaboration with Chinese tour companies, and exploring collaboration with the World Travel & Tourism Council’s (WTTC) Buenos Aires Declaration, a Travel & Tourism Declaration on IWT. The guide and guidelines will also be adapted for adoption in other developing countries, e.g. Vietnam.

Funding from other sources will be sought to ensure lessons learnt can be applied in future contexts, and to increase the number of companies and countries in which similar approaches could be used, enhancing the projects sustainability and value for money.

Please provide supporting documentation e.g. maps, diagrams etc., using the File Upload below:

No Response

Section 9 - Funding and Budget

Q22. Budget




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

[IWT & Darwin Budget Template](#)

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

N.B.: 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.

Please upload your completed IWT Budget Form Excel spreadsheet using the field below.

 **Budget**
 21/11/2018
 17:58:46
 xls 97.5 KB

Q23. Funding

Q23a. Is this a new initiative or a development of existing work (funded through any source)?

Development of existing work

Please give details:

This is a development of existing work, WWF/TRAFFIC have already obtained funding for demand reduction for illegal wildlife products in China. As the Chinese government implemented a ban on the domestic sales and purchase of ivory and consistently strengthened law enforcement, demand for and illegal trade of wildlife products have been shifting to its neighboring countries, e.g. Lao PDR, while Chinese travelers appear to be persistent buyers in future.

Ongoing demand reduction campaigns with engagement of key actors are needed to support governments and businesses. The project will adopt evidence-based approaches to the challenge of reducing demand for illegal wildlife products, including:

- In-depth knowledge of supply chains connecting Lao PDR with Chinese end-use market consumption
- Big data methodologies from commercial marketing in order to precision-target consumer segments for social change
- Joint efforts on reducing demand of Chinese nationals by CITES MA and tourism agencies, private sectors and NGOs
- Bridging critical gaps in the understanding of demand of Chinese nationals for illegal wildlife products in Lao PDR

Although these approaches are relatively new, WWF/TRAFFIC have laid a firm foundation to ensure delivery through its relationships with project partners and an experienced implementation team – even after project end.

Q23b. Are you aware of any other individuals/organisations/projects carrying out or applying for funding for similar work?

Yes

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

A parallel, complementary proposal “Reducing wildlife product consumption by mainland Chinese travellers in Vietnam” is being led by WWF Vietnam and partnered by TRAFFIC in Vietnam and China. The VN-CN project will aim to reduce Chinese tourists’ consumption of high-valued illegal wildlife products in key tourist destinations in Vietnam through enforcement disincentives and a reduction in demand through awareness-raising, and support sustainable tourism development in Vietnam. Chinese tourists are the common target audience to be influenced in both proposals. Evidence-based behavior change materials designed for targeting Chinese travelers can be used in either Vietnam or Lao PDR, with a few localized adjustments. The methodology to deliver offline and online campaigns can also be agreed across the three countries to take advantage of synergies, including the productive working relationships that TRAFFIC and WWF have in these three countries. It is possible that some activities in the two proposals can be delivered in parallel in order to expand influence and offer value for money, e.g. Government authorities in China and major Chinese tour companies will be committed to responsible tourism among Chinese tourists visiting both Vietnam and Lao PDR. The implementation cost for the same or similar activities will not be duplicated,

Q23c. Are you applying for funding relating to the proposed project from other sources?

No

Q24. Co-financing

Are you proposing co-financing?

Yes

Q24a. 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 and Guidance Note 3.3 and 8.1)

Donor Organisation	Amount	Currency code	Comments
GIZ	██████	GBP	Demand reduction, Enforcement and policies supporting the conservation of Elephants and Rhinos" (November 2017-April 2020), including Staff cost-£██████ Overheads-£██████ Comms materials-£██████ and Distribution fee-£██████
Save the Rhino Int	██████	GBP	Save the Rhino through Social Media (October 2018-September 2019), including Staff cost-£██████ Overheads-£██████ Comms Materials-£██████ Travel-£██████ Distribution fee-£██████ and Workshop-£██████
WWF UK	██████	GBP	Creating Missing Links in Reducing Tiger Trade in China (July 2016-June 2022), including Staff cost-£██████ Overheads-1,150; Comms Materials-£██████ Travel-£██████ and Workshop-£██████

Q25b. 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	Currency code	Comments
No Response	No Response	No Response	No Response	No Response
No Response	No Response	No Response	No Response	No Response
No Response	No Response	No Response	No Response	No Response
No Response	No Response	No Response	No Response	No Response

Do you require more fields?

No

Section 10 - Capital Costs, Value for Money & Ethics

Q25. Financial Risk Management

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

TRAFFIC remains bound by the laws of the UK, including the Bribery Act 2010, in respect of our conduct both at home and abroad. TRAFFIC's anti-corruption and bribery policy will be applied in dealings with WWF and external stakeholders. Zero tolerance will be taken towards any fraud, corruption, bribery and collusion.

High-level China and Lao government stability is likely to be maintained, and the goals of the project should be supported by China's political will to implement its policy of an "Ecological Civilization", together with the

Lao government authorities implementation of PM Order No. 5. But a common understanding of project implementation will depend on relationships with individuals in government departments and private sector partners; there is always the chance of staff turnover in collaborating institutions. Partners in government and private sector will be made aware of financial rules governing this project, in order to clarify assumptions and minimise risk. Any threats to project integrity will be identified through TRAFFIC risk management, including fluctuation in GBP-CNY/LAK exchange rates. Budgeting has been based on an exchange rate at the time of writing, which will be monitored throughout implementation and discussed with the donor as necessary.

Q26. 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.

Not Applicable

Q27. 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.

TRAFFIC is aware that value for money requires a balance between economy, efficiency and effectiveness, while maintaining quality.

Economy - TRAFFIC has policies and systems in place to economize at all levels, whilst not impacting upon performance. Staff time, meeting, travel costs, and consultants are examples of key cost drivers that are specifically reviewed to assess where savings can be made.

Efficiency - TRAFFIC's strategically distributed network of offices and staff deployed in key wildlife trading areas of the world, is facilitated by hosting arrangements with WWF and IUCN. The hosted approach allows TRAFFIC to minimize its overhead costs to the project.

Effectiveness - This project takes advantage of the wealth of experience accumulated by TRAFFIC through our consumer behavioral change portfolio, including a keen understanding of how messaging to reduce demand will be perceived. Project work will be informed by, co-evolve with, and benefit from, parallel TRAFFIC led behavior change projects in Asia. We will also leverage existing relationships with experts who are advising TRAFFIC on effective messaging through pro-bono support where possible. Where appropriate, we will also 'mine' and modify existing communications materials to target audiences. As evidence of the impacts of this work accumulates, we will ensure that it is shared widely so that others can replicate successful approaches.

Equity - Quotes will be obtained to ensure that the project is using suppliers that present the best value at all times, whilst ensuring a fair approach to procurement.

All above VfM requirements apply for each project partner.

Q28. 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?

This project will meet all legal and ethical obligations in China and Lao PDR, as well as Defra's all seven key principles for ethics.

The project will respect the rights, privacy, and safety of participants as well as both direct and indirect beneficiaries. The Project Leader will ensure that any concerns from project participants and their organisations are understood and addressed, that any research approaches used are credible, and that all information gathered is accurately recorded and carefully verified. The Prior Informed Consent (PIC) principle will be adopted where relevant, and steps will be taken to ensure that all project participants are aware of the purposes of the project and understand how information provided will be used.

The Project Leader and organisations involved will also take steps to protect the health and safety of all staff working full and part time on the project, and ensure that the same rigorous standards for assessing health and safety risks are applied to all individuals engaged in this project, regardless of gender, nationality or ethnicity.

WWF, in 2017, updated its code of conduct which is guidance about how to live out the pre-existing code of ethics. This code of conduct has been rolled out in all WWF offices, with staff expected to read - and then document that they have read and will abide by - the whole code. It includes respect for colleagues, society, and communities, following the law; ensuring safety and being good stewards.

Q29. Use of data

If your project involves data collection and/or analysis which identifies individuals (e.g. biometric data, intelligence data), please explain the measures which are in place and/or will be taken to ensure the proper control and use of the data. Please explain the experience of the organisations involved in managing this information in your project.

TRAFFIC/WWF process any personal data, in compliance with the provisions of the General Data Protection Regulation EU 2016/679 and the UK's Data Protection Act 2018, for the purposes of the prevention and detection of crime. A risk assessment will be undertaken to ensure that we are equipped to safeguard the confidentiality and integrity of our processing systems and to effectively identify and report any data breaches. We will be documenting the personal data we hold, including details of its provenance, location, dissemination and use. TRAFFIC/WWF have provided data protection awareness training to staff, have defined a process to respond to subject access requests, and hold an appropriate privacy policy (available here) and IT policy.

All actionable information will be timely submitted to local enforcement agencies in Lao PDR, and also inputted into TRAFFIC's WiTiS database for further analysis in order to highlight problems that require prioritisation for targeted follow-up.

Q30. Safeguarding

(See Guidance Note 5.5)

Projects funded through the IWT Challenge Fund must fully protect vulnerable people all of the time, wherever they work. In order to provide insurance of this, we would like projects to ensure they have the appropriate safeguarding policies in place. Please tick the box to confirm you have the relevant policies in place at that these can be available upon request.

Checked

Q31. Outputs of the project and Open Access

(See Guidance Note 5.6)

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

This project will align with DEFRA's open access policy, ensuring that outputs are available online and are free of charge to users. TRAFFIC/WWF are committed to applying donors' funds according to the highest standards of accountability and using the best available scientific information to address issues, and to critically evaluate and inform the approaches taken in this project. As such, TRAFFIC/WWF will ensure that project outputs are open source, where feasible, and ensure that due acknowledgements are given.

This range of tangible project outputs generated through the project will be published on TRAFFIC/WWF's websites for sharing with all direct and indirect beneficiaries, especially social media and tour companies in China and Lao PDR. Meanwhile, the project outputs will be widely delivered by TRAFFIC, WWF and partners at all relevant meetings or workshops, particularly those engaging CITES MA and Tourism Industry in China and Lao PDR. Industry associations, as well as individual tour companies involved in this project will also help distribute the outputs through their respective (global) networks – even after project is completed. The links to other related initiatives will also allow the project outputs to reach stakeholders beyond those targeted in this project, e.g. housing project outputs as part of the reference library at www.changewildlifeconsumers.org

The Project Lead will work with project partners to ensure that outputs are circulated on their own websites, where it is feasible and practical. DEFRA will be acknowledged for its support on all materials produced.

Section 11 - Logical Framework

Q32. Logical Framework

IWT Challenge Fund projects will be required to monitor (and report against) their progress towards their expected Outputs and Outcome. 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 Notes provides helpful guidance on completing a logical framework.

The Outcome statement in your logframe should be the same as the Outcome statement given in Question 8.

Impact:

Reduced demand from Chinese nationals decreases availability and consumption of illegal wildlife products in Lao PDR, leading to reduced poaching and associated negative socio-economic impacts in target species range states

Project summary

Measurable Indicators

Means of verification

Important Assumptions

<p>Outcome:</p> <p>By 2021, measurable reduction in Chinese nationals' demand for illegal wildlife products in Lao PDR achieved through the development and distribution of evidence-based behaviour change campaign and collaborations with governments/businesses</p>	<p>0.1 By 2021, at least 30% reduction from 2018 baseline in intent to buy illegal wildlife products, by a representative sample of Chinese nationals that have been exposed to messaging regarding avoiding the consumption of illegally trade species (Baseline: GlobeScan's ivory post-ban consumer survey 2018 shows regular outbound travellers' future intention to buy ivory is 58%)</p>	<p>0.1 Assessment reports and surveys; open source peer-reviewed publications</p> <p>0.2 Assessment reports and surveys; open source peer-reviewed publications</p>	<p>Chinese leadership and government continues to have strong political will to implement their demand reduction commitments under CITES DR Resolution 17.4 and also the policy of an "Ecological Civilization" encouraging relevant departments and citizens to combat wildlife crime and reduce demand for illegal wildlife products.</p> <p>Lao government authorities implement PM Order No. 5 and increase law enforcement efforts.</p>
	<p>0.2 At least 30% of shops offering illegal wildlife products have reduced their supply (Baseline: to be established in 2019)</p>		<p>Project participation of Lao PDR government in all Lao PDR-based activities is sustained.</p>

<p>Output 1:</p> <p>1. By 2021, Increased knowledge among targeted Chinese nationals in Lao PDR on illegality and criminality of purchasing and bringing home with illegal wildlife products through delivering behaviour change campaigns.</p>	<p>1.1 At least one third of Chinese nationals in target areas reached by behaviour change communications under the project within Lao PDR and its border with China by end of this project</p> <p>1.2 At least 20% of Chinese nationals reached pledge not to consume or purchase illegal wildlife products in the future by end of this project</p>	<p>1.1 communications tools and materials, e.g. TV advertisements, posters; and campaign assessment reports</p> <p>1.2 Ex-ante and ex-post surveys of Chinese nationals</p>	<p>Chinese nationals are willing to respond to campaigns.</p>
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Output 2:

2. By 2021, government authorities in Lao PDR and China and major Chinese tour companies are committed to and implementing responsible tourism practices that discourage Chinese nationals from consuming illegal wildlife products.

2.1 One joint commitment made by China and Lao PDR tourism authorities to promote responsible tourism of Chinese nationals in Lao PDR by March 2020

2.2 A commitment to “zero tolerance” towards illegal wildlife consumption made by a Responsible Tourism Alliance (RTA) by June 2019

2.3 At least 400 Chinese travellers in total intending to travel to Lao PDR attend a biannual advocacy workshop in China aimed at reducing demand for illegal wildlife products by December 2020

2.4 At least 15 tourism companies with more than 60 local tour guides in Lao PDR commit to enhancing their practices in preventing Chinese travellers buying any illegal wildlife products by participating in an annual training workshop by September 2020

2.5 A guide on responsible tourism for Chinese travellers to Lao PDR developed and distributed to stop illegal wildlife consumption and promote the sustainable use of traditional

2.1 Meeting notes; media reports

2.2 RTA member list; a written and signed “zero tolerance” initiative; media reports

2.3 Workshop minutes; media reports; participant lists, feedback from the participants

2.4 Workshop minutes, participant list, media reports, feedback from the participants

2.5 Guidance on responsible tourism distributed and used; media reports

China will continue to implement its sustainable trade development in Lao PDR under the great Initiative of Belt and Road.

Chinese tour companies are willing to continue to work with WWF and TRAFFIC to change their consumers’ behaviour towards illegal wildlife products.

commodities in Lao PDR
by June 2019

Output 3:

3. By 2021, actions by Chinese businesses in Lao PDR lead by example in preventing wildlife trafficking and illegal wildlife product consumption by engaging with relevant Lao government authorities and the Chinese embassy in Vientiane

3.1 A joint commitment made by China and Laos CITES MA and Ministry of Commerce to promote responsible investment of Chinese businesses in Lao PDR by June 2019

3.2 A commitment on “zero tolerance” towards wildlife trafficking and unsustainable consumption is made by China’s Chamber of Commerce in Lao PDR by June 2020

3.3 At least 100 representatives of Chinese companies in total alerted to the risks of being involved in illegal wildlife trade by participating in an annual advocacy workshop in Lao PDR by June 2020

3.1 Meeting notes, media reports, government reports

3.2 Commitments from China’s Chamber of Commerce and its members in Lao PDR; media reports

3.3 Workshop minutes, media reports, feedback from the participants

Government authorities in both China and Lao PDR show interests in promoting responsible investment among Chinese nationals in Lao PDR.

China’s Chamber of Commerce and embassy in Lao PDR are willing to work with WWF and TRAFFIC to organise an advocacy workshop for local Chinese companies and workers.

Output 4: 4. By 2021, data from physical market monitoring, consumer research and compliance with the commitment from private sector partners to evaluate the effectiveness of demand reduction campaigns for Chinese nationals in Lao PDR is available and disseminated	4.1 Annual survey on the availability of illegal wildlife products	4.1 Market monitoring research report	The regulation of Lao PDR allows NGO's market monitoring.
	4.2 Market information timely conveyed to Lao PDR authorities (DoFI) for their follow-up	4.2 Reports to DOFI and seizures resulting from WWF/TRAFFIC's intelligence	
	4.3 Market availability and price at end of project assessed against baseline	4.3 Final market availability report	
	4.4 A consumer research to update consumer attitude and intention to buy illegal wildlife products, which will be delivered by other projects	4.4 Final consumer research report	
	4.5 Relationships built with RTA partners and members of China's Chamber of Commerce in Lao PDR to understand relative compliance with their commitments by end of this project	4.5 representative report of interviews analysing levels of uptake/compliance with commitments to desired behaviour	

Output 5:	<i>No Response</i>	<i>No Response</i>	<i>No Response</i>
<i>No Response</i>			

Do you require more Output fields?
It is advised to have less than 6 Outputs since this level of detail can be provided at the Activity level.
 No

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).

The word count for each individual activity should be no more than 25 words.

<h3>Activity details</h3> <hr/> <p>Activity Number</p> <p>1.1 Develop a set of evidence-based behaviour change materials using existing insight, engaging a creative social</p>
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marketing agency to target Chinese nationals travelling to Lao PDR.

Activity Details

1.1 Develop a set of evidence-based behaviour change materials using existing insight, engaging a creative social marketing agency to target Chinese nationals travelling to Lao PDR.

Activity details

Activity Number

1.2 Deliver an offline social/behaviour change campaign at borders between China and Lao PDR, including airports, land-border crossings and popular tour sites in Lao PDR.

Activity Details

1.2 Deliver an offline social/behaviour change campaign at borders between China and Lao PDR, including airports, land-border crossings and popular tour sites in Lao PDR.

Activity details

Activity Number

1.3 Conduct a social marketing campaign targeting Chinese travellers during high seasons (e.g. Golden Week) with materials developed Activity 1.1 through Key Opinion Leaders (KOLs) online.

Activity Details

1.3 Conduct a social marketing campaign targeting Chinese travellers during high seasons (e.g. Golden Week) with materials developed Activity 1.1 through Key Opinion Leaders (KOLs) online.

Activity details

Activity Number

2.1 Facilitate a bilateral meeting between China's Ministry of Culture & Tourism and Lao PDR's Ministry of Information, Culture and Tourism, which secures a bilateral commitment on responsible tourism of Chinese nationals in Lao PDR.

Activity Details

2.1 Facilitate a bilateral meeting between China's Ministry of Culture & Tourism and Lao PDR's Ministry of Information, Culture and Tourism, which secures a bilateral commitment on responsible tourism of Chinese nationals in Lao PDR.

Activity details

Activity Number

2.2 Form a Responsible Tourism Alliance (RTA) in China to promote the collaboration with key Chinese tour companies to disseminate campaign messages at scale.

Activity Details

2.2 Form a Responsible Tourism Alliance (RTA) in China to promote the collaboration with key Chinese tour companies to disseminate campaign messages at scale.

Activity details

Activity Number

2.3 Conduct two advocacy workshops per year for Chinese travellers who are heading to Lao PDR to raise awareness and reduce likelihood of consumption of illegal wildlife products among travellers.

Activity Details

2.3 Conduct two advocacy workshops per year for Chinese travellers who are heading to Lao PDR to raise awareness and reduce likelihood of consumption of illegal wildlife products among travellers.

Activity details

Activity Number

2.4 Conduct an annual social marketing training workshop for tour guides in Lao PDR by working with RTA partners, to enhance tour guides' commitment to prevent Chinese travellers from buying illegal wildlife products.

Activity Details

2.4 Conduct an annual social marketing training workshop for tour guides in Lao PDR by working with RTA partners, to enhance tour guides' commitment to prevent Chinese travellers from buying illegal wildlife products.

Activity details

Activity Number

2.5 Develop and disseminate a responsible tourism guide for Chinese travellers to Lao PDR which promotes legal and sustainable purchase and use of traditional commodities in Lao PDR (e.g. environmentally-friendly souvenirs).

Activity Details

2.5 Develop and disseminate a responsible tourism guide for Chinese travellers to Lao PDR which promotes legal and sustainable purchase and use of traditional commodities in Lao PDR (e.g. environmentally-friendly souvenirs).

Activity details

Activity Number

3.1 Facilitate a bilateral meeting between China's CITES MA and Ministry of Commerce and their counterparts in Lao PDR, that secures a bilateral commitment on responsible investment by Chinese nationals in Lao PDR.

Activity Details

3.1 Facilitate a bilateral meeting between China's CITES MA and Ministry of Commerce and their counterparts in Lao PDR, that secures a bilateral commitment on responsible investment by Chinese nationals in Lao PDR.

Activity details

Activity Number

3.2 Encourage China's Chamber of Commerce in Lao PDR to commit to "zero tolerance" towards illegal wildlife trafficking and illegal wildlife products consumption by its member businesses in Lao PDR, including developing 'green investment' guidelines.

Activity Details

3.2 Encourage China's Chamber of Commerce in Lao PDR to commit to "zero tolerance" towards illegal wildlife trafficking and illegal wildlife products consumption by its member businesses in Lao PDR, including developing 'green investment' guidelines.

Activity details

Activity Number

3.3 Conduct an annual advocacy workshop for Chinese companies/workers in Lao PDR by working with China's CITES MA and the Chinese Embassy in Lao PDR to raise awareness of the ivory ban and illustrate the risks of illegal wildlife trade.

Activity Details

3.3 Conduct an annual advocacy workshop for Chinese companies/workers in Lao PDR by working with China's CITES MA and the Chinese Embassy in Lao PDR to raise awareness of the ivory ban and illustrate the risks of illegal wildlife trade.

Activity details

Activity Number

4.1 Conduct an annual market survey in target locations offering endangered species products.

Activity Details

4.1 Conduct an annual market survey in target locations offering endangered species products.

Activity details

Activity Number

4.2 Timely share market survey results with enforcement agencies in Laos for their follow-up.

Activity Details

4.2 Timely share market survey results with enforcement agencies in Laos for their follow-up.

Activity details

Activity Number

4.3 Produce and release a report to show the dynamics of the availability of illegal wildlife products.

Activity Details

4.3 Produce and release a report to show the dynamics of the availability of illegal wildlife products.

Activity details

Activity Number

4.4 Conduct consumer research to update consumer attitude and intention to buy illegal wildlife products, which will be funded by other projects.

Activity Details

4.4 Conduct consumer research to update consumer attitude and intention to buy illegal wildlife products, which will be funded by other projects.

Activity details

Activity Number

4.5 Relationship building and semi-structured interviews (face-to-face or phone) with RTA partners and members of China's Chamber of Commerce in Lao PDR to measure compliance with their commitments

Activity Details

4.5 Relationship building and semi-structured interviews (face-to-face or phone) with RTA partners and members of China's Chamber of Commerce in Lao PDR to measure compliance with their commitments

Section 12 - Implementation Timetable

Q33. Provide a project implementation timetable that shows the key milestones in project activities

Please complete the Excel spreadsheet linked below to describe the intended workplan for your project.

[Implementation Timetable Template](#)

Please add 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.

[Timetable](#)

 21/11/2018

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 pdf 108.37 KB

Section 13 - Monitoring and Evaluation

Q34. Monitoring and evaluation (M&E) plan

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 project's 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/IWT).

A comprehensive monitoring and evaluation plan will be created at the start of the project based on the IWT Challenge logical framework. M&E processes will be an integral part of project activities. Project progress will be monitored by measurable indicators, which have been identified for the outcome and outputs. The outcome indicator will be measured with established intermediate planned results and planned final results by the end of the project completion, which will be verified by assessment reports and surveys, and open source peer-reviewed publication.

Intermediate results for each Output indicator will be established to be measured at the end of Year 1; with final results delivered at the end of Year 2, which will be verified by different means as below.

- Output 1: using social media feedback statistics to evaluate the the campaign, and also working with a consumer survey company to understand the behavior change of Chinese nationals through ex-ante and ex-post surveys;
- Output 2: using meeting/workshop notes and media reports to evaluate the commitments from government authorities in Lao PDR and China on implementing responsible tourism practices; and using feedback from targeted Chinese travelers and tour guides to evaluate the feasibility and operation of responsible tourism in Lao PDR;
- Output 3: using meeting/workshop notes, media/government reports and feedback from representatives of Chinese companies to evaluate the commitments from Chinese businesses in Lao PDR in preventing wildlife trafficking and illegal wildlife products consumption;
- Output 4: using the market monitoring research report and relevant seizures, consumer research report, and face-to-face or phone interview with RTA partners and members of China’s Chamber of Commerce in Lao PDR to evaluate the effectiveness of demand reduction campaign for Chinese nationals in Lao PDR.

The following elements will feature within the monitoring and evaluation plan, and will ensure a ‘real-time’ approach to project adaptive management processes:

- An inception meeting with all project partners will be organized in Beijing in the beginning of this project;
- A dedicated M&E Leader (7% of his time) is part of the Project Implementation Team, and he will have a face-to-face meeting with the key implementation team in both beginning and end of the project;
- Bi-weekly review calls between the internal Project Implementation Team;
- Monthly calls between the wider Project Partnership Team providing a ‘Steering Group’ function;
- Quarterly monitoring for all project activities against the plan;
- Six monthly technical progress assessments and reports;
- An Annual Report at the end of Year 1, which will in effect be a project mid-term review, and thus include any recommendations for adaptive management, to strengthen the pace, quality or quantity of project implementation during Year 2. Under TRAFFIC and WWF’s regular project review system, this project will be reviewed by senior staff – in terms of timeliness on deliverables, effectiveness of external relationships, impact to conservation and expected outcomes, project legacy and sustainability and budget efficiency.

Total project budget for M&E (this may include Staff and Travel and Subsistence Costs)	£ [REDACTED]
Number of days planned for M&E	29
Percentage of total project budget set aside for M&E	[REDACTED]

Q35. FCO notifications

Q35a. Please put a tick in the box below 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.

Unchecked

Q35b. 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)

Section 14 - Certification

Q36. Certification

On behalf of the

trustees

of

TRAFFIC International

I apply for a grant of

£352,650.00

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 have uploaded CVs for project principals and letters of support.**
- I have uploaded our most recent signed audited/independently verified accounts and annual report.**


Checked


Name STEVEN BROAD

Position in the organisation EXECUTIVE DIRECTOR

Signature (please upload e-signature)

 [sb signature](#)

 21/11/2018

 18:32:32

 pdf 36.29 KB

Date

21 November 2018

Section 15 - Submission Checklist

Checklist for submission

	Check
Have you read the Guidance, including the Guidance Notes for Applicants and Finance for Darwin and IWT Challenge Fund?	Checked
Have you read, and can you meet, the current Terms and Conditions for this fund?	Checked
Have you provided actual start and end dates for your project?	Checked
Have you provided your budget based on UK government financial years i.e. 1 April – 31 March and in GBP?	Checked
Have you checked that your budget is complete and correctly adds up?	Checked
Has your application been signed by a suitably authorised individual?	Checked
Have you uploaded a 1 page CV for all the Project Staff on this project, including the Project Leader?	Checked
Have you uploaded a letter of support from the main partner(s) organisations?	Checked
Have you included a cover letter from the lead organisation, outlining how any feedback received at Stage 1 has been addressed?	Checked
Have you been in contact with the FCO in the project country/ies and have you included any evidence of this?	Checked
Have you uploaded a signed copy of the last 2 years annual report and accounts for the lead organisation?	Checked
Have you checked the IWT website to ensure there are no late updates?	Checked
Have you read and understood the Privacy Notice on GOV.UK?	Checked

We would like to keep in touch! Please check this box if you would be happy for the lead applicant and project leader (if different) to be added to our mailing list. Through our mailing list we share updates on upcoming and current application rounds under the IWT Challenge Fund and our sister grant scheme,

the Darwin Initiative. We also provide occasional updates on other UK Government activities related to the illegal wildlife trade and share our quarterly project newsletter. You are free to unsubscribe at any time.

Checked

Data protection and use of personal data

Information supplied in this application form, including personal data, will be used by Defra as set out in the latest copy of the Privacy Notice for Darwin, Darwin Plus and the Illegal Wildlife Trade Challenge Fund available **here**. This Privacy Notice must be provided to all individuals whose personal data is supplied in the application form. Some information, but not personal data, may be used when publicising the Darwin Initiative including project details (usually title, lead organization, location, and total grant value) on the GOV.UK and other websites.

Information relating to the project or its results may also be released on request, including under the 2004 Environmental Information Regulations and 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 General Data Protection Regulation (Regulation (EU) 2016/679).