



**Illegal Wildlife Trade (IWT) Challenge Fund
Annual Report**

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IWT Challenge Fund Project Information

Project reference	IWT071
Project title	Reducing demand for wildlife products among Chinese nationals in Laos
Country/ies	Laos (Lao PDR), China
Lead organisation	TRAFFIC International
Partner institution(s)	WWF-Laos
IWT grant value	£ 352,650
Start/end dates of project	01/07/2019-30/06/2021
Reporting period (e.g. April 2019-Mar 2020) and number (e.g. Annual Report 1, 2, 3)	1 July 2019 – 31 March 2020 Annual report 1
Project Leader name	Ling XU
Project website/blog/social media	N/A
Report author(s) and date	Ling XU (TRAFFIC) Sonephet Mounlamany (WWF-Laos) 06 May 2020

1. Project summary

Chinese tourists visiting Laos are a growing market for wildlife commodities derived from endangered wildlife species. This project will reduce threats to endangered wildlife from Chinese consumption and demand, through targeted outreach campaigns and active multi-stakeholder partnerships in Yunnan, China and northern Laos. It will demonstrate a high quality behaviour-change campaign and provide relevant research to inspire future campaigns; and build capacity and joint action among government and travel industry stakeholders in countering demand for wildlife products.

Laos' northern provinces have emerged as critical areas for wildlife consumption. Many endangered species are traded and consumed in markets and trade hubs, known to cater to Chinese tourists. Wildlife is sourced in Laos, from captive facilities or poached from forests, or trafficked from other Asian countries and from Africa. Site visits in Bokeo, Luang Namtha, and Oudomxay in 2016-17 and published reports from TRAFFIC and EIA have revealed the availability of tigers, rhinos, big cats, elephants, pangolins, and bears, among others, as high-value products in markets and Chinese restaurants and shops, with signs written in Chinese, and products quoted in Chinese currency.

Purchasing power dominated by Chinese tourists has dramatically increased over the last few years and created a consumer market for wildlife products. There have been frequent reports of smuggling of wildlife products from Africa and Southeast Asia involving tourists of Chinese origin, with initial investigations showing that a third of suspects still claim ignorance of international trade controls on wildlife products.

The number of Chinese tourists to Laos is expected to substantially increase in the coming years. Based on the [Lao Tourism 2017 Report](#), around 545,000 Chinese tourists came to Laos in 2016 – an increase of 7% from 2015 – with 66% coming through Boten, Luang Namtha from Yunnan Province. This is expected to further increase in 2018, with the Lao Government promoting a “Visit Laos year” tourism campaign.

The projected increases in Chinese arrivals in the northern provinces of Laos will intensify pressures and demand on endangered wildlife species. To complement two projects implemented by WWF Laos to support enforcement and policy engagement capacity to combat market availability of wildlife products, this project will deploy an active campaign and multi-stakeholder partnerships to reduce consumer demand for wildlife products among Chinese tourists.

The expected outcome of this project is by 2020, 30% decreased in opportunistic wildlife consumption and sustained conditions for behaviour change of Chinese tourists by increasing awareness-raising against illegal wildlife trade. Enhancing a strong stakeholders and multi-agency partnerships within the country and region.

The expected impact of this project is increasing purchasing power by Chinese tourists in northern Laos presents a scenario of an intensifying pressure and demand for endangered wildlife species. By addressing this threat in the project, coupled with law enforcement efforts by other WWF/DoFI initiatives and other stakeholders’, it is anticipated that there will be less consumer demand for endangered species. These species will stand a better chance at persisting and being conserved in the wild, all factors considering, whether within Laos, in neighbouring countries, and in Africa. For example: [Save the Elephants’ 2016 ivory survey](#) in one Bokeo location found 1,014 ivory items on sale in at least 8 retail outlets. This is in addition to increasing availability of elephant skin, rhino horn products, [helmeted hornbill](#), [tiger products](#), [pangolin](#) and bear products in the same outlets. A number of outlets for some of these products also exist in Luang Namtha and Oudomxay provinces. Elephant populations still continue to fall in Africa and large-scale illegal ivory shipments increase. [Elephant poaching and skinning](#) have been seen in neighbouring Myanmar. [An average of 20 tons of pangolins is trafficked internationally every year](#). This project will attempt to halt this decline by addressing the demand for these products.

Figure 1 shows project implementation locations which focus to the northern provinces in Lao PDR bordering with the south of China (Yunnan Province), namely BoKeo, Luang Namtha, Oudomxay and Luang Prabang province as well as Vientiane Capital.

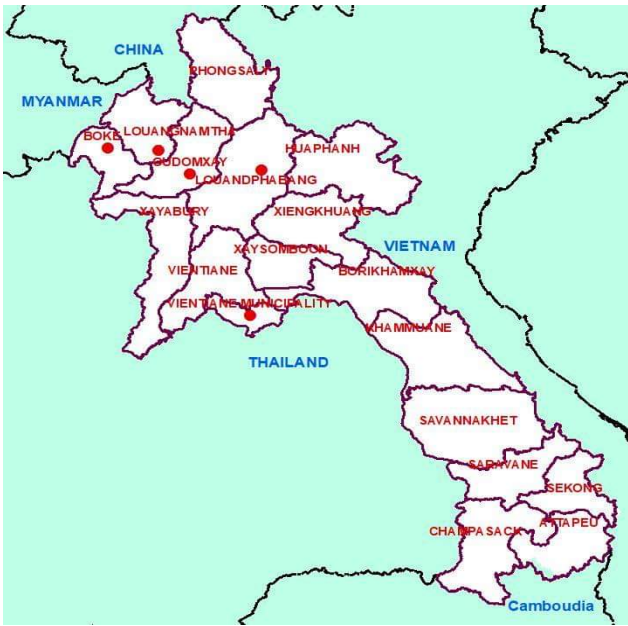


Figure 1

2. Project partnerships

TRAFFIC as lead implementing organization of the project has engaged with project partners WWF Laos, National Forestry & Grassland Administration of China (NFGA)/China CITES

Management Authority (MA), Department of Forest Inspection (DOFI) under the Ministry of Agriculture and Forestry (MAF) of Lao PDR and Shanghai CTS Private Overseas Affairs Co., LTD in relevant aspects of the project. The project has implemented the proposed activities and/or provided inputs into the project via email, telephone, WhatsApp/WeChat and face-to-face meetings; this has included adaptive management since January 2020 to deal with COVID-19 constraints.

WWF-Laos: WWF has been working on IWT issues in Laos since 2001. A project agreement with the Lao government is implemented through a Memorandum of Understanding on strengthening wildlife law enforcement and cross-border cooperation support project focusing on the northern provinces, including Bokeo, Luang Namtha, Oudomxay, Luang Prabang and Vientiane capital.

WWF-Laos has been leading the project development process in Laos, coordinating input from project partners in order to jointly define project design, goals and outputs. Overall coordination and implementation of the project in Laos has included providing technical support and ensuring high quality implementation, monitoring and reporting.

WWF-Laos works in partnership with the Department of Forest Inspection, Ministry of Agriculture and Forestry (DOFI, MAF) as lead agency of Lao-Wildlife Enforcement Network (Lao-WEN) where composed of DOFI, Customs, Environmental Police, Army, Prosecutor and Court. Engaging with Provincial Wildlife Enforcement Networks (P-WEN) has been done under the same framework of Lao-WEN at the provincial level.

NFGA/CITES MA of China: Since September 2018, due to NFGA'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 is working together with other government departments, TRAFFIC, relevant companies in the business sector, and the 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.

DOFI of Lao PDR: 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 provides recommendations to the project implementation and works collaboratively with WWF-Laos and other partners to support the government's compliance to CITES recommendations on behaviour change campaigns among Chinese nationals.

DOFI also supports 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.

Shanghai CTS Private Overseas Affairs Co., Ltd: 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. Shanghai CTS has been leading on the formation of the Chinese Initiative for Responsible Tourism in the Polar Regions since 2017, with a dozen of travel-related organizations, including TRAFFIC and WWF as strategic partners of the Initiative.

In this project, Shanghai CTS is supporting to build relations 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 as a key destination in Southeast Asia. Shanghai CTS has attended 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.

Besides the key partners listed above, project implementation also needs to engage other stakeholders, including to minimize areas of conflict or duplication of effort in supporting demand reduction for illegal wildlife products among Chinese nationals and law enforcement efforts to combat illegal wildlife trade in Laos. Stakeholders include other organizations (UNODC, INTERPOL, WCS and Free the Bears), Project donors (KFW-ICBF project, World Bank-LENN2 project, GIZ project in China, a national EU-funded project in China which includes pangolins, and also a complementary SRI-funded project), plus diplomatic missions (in particular, UK, and US embassies, and EU Delegation representatives).

Engaging with departments of industry and commerce, tourism, the private sector, and Chinese Chamber of Commerce in Lao is a challenge and opportunity to achieve progress toward the project goal in reducing demand for wildlife products among Chinese nationals in Laos.

3. Project progress

A nine-month operation of the DEFRA project on reducing demand for illegal wildlife products among Chinese nationals in Laos has come to the end in March 2020. Effective coordination between partners, including with local counterparts, cooperation and participation of local government authorities in provincial and national levels in the project, many significant achievements have been made to reduce demand among Chinese nationals. The project has also provided a platform to enable the Lao government to raise their willingness to take their role and responsibility in tackling wildlife trafficking in Lao PDR.

3.1 Progress in carrying out project Activities

Following the Monitoring Plan and Report Table attached in this Report, the implementation of the activities described below shows how the work plan has been executed so far and how budget has been spent.

Activities for Output 1: *By 2021, increased knowledge among Chinese nationals in Lao PDR on illegality and criminality of purchasing and bringing home illegal wildlife products through delivering behaviour change campaigns.*

Activity 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.*

During this reporting period, behaviour change materials on reducing demand for tiger, rhino horn and ivory products were fully funded by other TRAFFIC projects in China, so this project focused

on developing a set of bilingual materials on pangolin conservation, a species which was also identified as a potential intermediate host of COVID-19 in early 2020.

As a follow-up of the pangolin stakeholder engagement meeting which took place in June 2019 (funded by national EU-funded project in China), the project team worked with Social Behavior Change Communication (SBCC) experts and related stakeholders to develop two campaign briefs and shared them with potential creative agencies. The first draft campaign materials including key visuals and messages (featuring Mr. Sa Beining, the Eminent Anchor of China CCTV) were completed in December 2019, and then were adjusted based on the feedback from SBCC experts in January 2020. A total eight communication products were developed for the pangolin demand reduction campaign, including two key visuals, two WeChat articles and one article for Global People magazine, one press release, one interactive program (H5) and one video.

In Laos, leaflets, postcards and stickers with messages to dissuade traders and consumers from being complicit in illegal ivory trade were produced for the distribution to local Chinese travellers including workers and tourists.

In Y2, WWF Laos will localize the behaviour change materials produced by TRAFFIC for the wider distribution among Chinese travellers in Laos and TRAFFIC China will also localize the communication materials developed by WWF Laos for the distribution in China, e.g. tourism workshop and possibly along borders.

Activity 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.*

The offline pangolin campaign in China started on 13 February 2020, and the posters were distributed in seven target airports (Kunming, Nanning, Guangzhou, Beijing Daxing, Xi'an, Shanghai Hongqiao-T2, Chengdu-T2) and Shenzhen subway lines (1, 2, 5, 7, 9 and 11) respectively for two weeks to one month.

The 2019 Golden Week campaign in Laos lasted 10 days from 28 September to 6 October, targeting Chinese communities and travellers at international entry points of five provinces, including Vientiane Capital, Luang Prabang, Oudomxay, Luang Namtha and Bokeo.

The 2020 Chinese New Year Campaign was conducted in the same five provinces, focusing in 4 main administration zone (Bokeo SEZ, Boten SEZ, Luang Prabang and Wattay Airport) and 5 international border crossings and surrounding areas.

In Y2, as Kunming Airport and Mohan Land port in Yunnan are major entry points to Laos, TRAFFIC will explore more opportunities to work with the local authorities, e.g. CITES MA and Customs to distribute more materials along borders. In 2021, China and Laos will celebrate the 70th anniversary of the establishment of their diplomatic relationship, this will be a good opportunity to further promote our campaign along the borders.

Activity 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.*

The video and poster (featuring Mr. Sa Beining, the Eminent Anchor of China CCTV) were released on 7 February 2020 in online platforms including the official Weibo accounts of TRAFFIC/WWF China, WWF WeChat accounts and other channels (WeChat and Weibo are Top two social media platforms in China). The original expectation was to launch the campaign on World Pangolin Day, 15th February, but in light of the rapidly evolving situation in China with media coverage of the potential link between the virus and Pangolin meat consumption, the campaign was launched early.

In Y2, the project team will explore the cooperation with the members of [the Coalition to End Wildlife Online](#) (e.g. Baidu.com) to target Chinese travellers with the messages designed in Y1.

Activities for Output 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.*

Activity 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.*

To be implemented in Y2.

Activity 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.*

TRAFFIC has worked closely with the tourism industry together with WWF, engaging leading Online Travel Agency (OTA) platforms like Trip, Intrepid Group and Qyer, and selected Offline Travel Agencies, e.g. CYTS and CAISSA, to carry out specific demand reduction activities and promote the concept of “responsible tourism”. For example, on 12 August 2019, the Responsible Tourism Forum was officially launched in Shanghai to share industry successes and lessons on how to best influence a culture of sustainable tourism amongst their clients as part of their responsibility to conserve the dwindling biodiversity of our planet.

In Y2, we plan to form an RTA during the [ITB event](#) in Shanghai, China. If it is cancelled due to COVID-19, the project team will look for other opportunities to form the alliance.

Activity 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.*

On 22 September 2019, a public sharing event marking World Rhino Day was organised to promote rhino conservation and sustainable tourism in Beijing. This event was co-organized by Caissa (which the project partners collaborated with for the second time in 2019 to spread rhino horn and ivory demand reduction messages to the target audience), WeWork (a leading provider of shared workspaces) and the National Zoological Museum (NZM). The organizers gave presentations on rhino conservation, domestic and international law and regulations and how to be a responsible traveller by refusing products from endangered species including rhino horn, ivory and others during overseas trips.

On 23 November 2019, a joint workshop with Intrepid, the largest small group adventure travel company in the world was held in Shenzhen, Guangdong Province. The workshop named, “Sustainable tourism for the elephant”, called for Chinese outbound travellers heading for Laos and Vietnam to join in elephant conservation, and reject illegal elephant ivory during their trips and highlighted the value of elephants to the ecosystem.

On 1 December 2019, again with Intrepid, a workshop themed “Travel Ivory Free” was conducted in Shenzhen, Guangdong Province. Laos PDR and Vietnam are identified as high-frequency Illegal Wildlife Trade regions and also popular destinations for Chinese outbound travellers. The workshop started with introducing the value of biodiversity and importance of wildlife to the balance of ecosystem. It also called for the Chinese tourists to help with elephant conservation by rejecting illegal elephant ivory during their trips and to pursue a sustainable lifestyle.

In addition, on 23 August 2019, TRAFFIC was invited by Intrepid Group, one of the global leaders in delivering sustainable experience-rich responsible travel, to give a speech at an industry sustainable tourism workshop; on 17-18 December 2019, WWF/TRAFFIC were invited by the Market Management Department of the Ministry of Culture and Tourism of China (MCTC) to attend their “Industrial Criteria and Sustainable Tourism Training” workshop held in Hefei, Anhui Province. Representatives from the project team gave a presentation about the significance of addressing illegal wildlife trade and practicing sustainable tourism in the travel and tourism industry in China.

In Y2, another two advocacy workshops will be conducted for Chinese travellers who are heading to Lao PDR to raise awareness and reduce likelihood of consumption of illegal wildlife products among travellers.

Activity 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.*

On 19-20 December 2019, a tour guide training workshop was held in Luang Prabang, Laos to enhance the ability of local tour guides and tourism practitioners to help Chinese tourists avoid the risk of buying illegal wildlife products while travelling. The workshop took place as part of a collective effort to promote responsible tourism and reduce illegal wildlife trade, and was co-organised by WWF-Laos, WWF-China and TRAFFIC in collaboration with Trip.com Group and Intrepid Group, and the Luang Prabang Provincial Offices of Forest Inspection and of Information Culture and Tourism.

In Y2, another social marketing training workshop for tour guides in Lao PDR will be conducted in collaboration with RTA partners.

Activity 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).*

With support from Shanghai CTS, the final version of responsible tourism guide has been developed and disseminated to other industry partners, e.g. Trip.com, Intrepid, Caissa, Qyer, Mafengwo and etc.

In Y2, the guide will be disseminated to more tourism companies and at pre-travel workshops for Chinese travellers who are heading to Lao PDR.

Activities for Output 3: *By 2021, Chinese businesses in Lao PDR lead by example in preventing wildlife trafficking and illegal wildlife products consumption by engaging with relevant Lao government authorities and the Chinese embassy in Vientiane*

Activity 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.*

Approved by Defra, this activity has been moved to Y2 due to the COVID-19 situation and associated delays.

In Y2, the project team has provisioned for Plan A to hold this meeting in Laos, while Plan B is to hold it in Kunming as a side event of CBD CoP15 (depending on rescheduled dates). In order to deliver this bilateral meeting and further expand the collaboration under the existing MOU between Ministry of Agriculture and Forestry of Lao People's Democratic Republic and National Forestry & Grassland Administration of the People's Republic of China, TRAFFIC will engage with the China CITES MA while WWF also will engage with Laos CITES MA and Ministry of Industrial and Commerce for the meeting planning. This activity was moved to Y2 Q3 (July-September 2020).

Activity 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'.*

Same with Activity 3.1, this activity has been moved to Y2 due to COVID-19 constraints, but in Y1, WWF Laos conducted a quick desktop research on the investment policy supported by Lao government, and the research results will contribute to this activity, particularly the development of 'green investment guidelines'.

Activity 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.*

Approved by Defra, this activity has been moved to Y2 due to COVID-19 constraints. TRAFFIC will engage with China CITES MA together with WWF to engage with Chinese embassy, Chinese Chamber of Commerce in Laos in collaboration with the Lao governmental agencies to deliver this activity

Activities for Output 4: *By 2021, Data of physical market monitoring, consumer research and compliance with the commitments from private sector partners to evaluate the effectiveness of demand reduction campaigns for Chinese nationals in Lao PDR is available and disseminated*

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

Two rounds of market surveys and follow-up market assessment were conducted in Oudomay, Luang Namtha, Bokeo, Luang Prabang province and Vientiane capital in May and November 2019 with contribution support and unity from a complementary project funded by the US Government’s International Bureau for Narcotics and Law Enforcement (INL). Eight main markets have been identified-Bokeo (Huay Xai and Golden Triangle Special Economic Zone), Luang Namtha (Boten, Namtha, Meuang Sing, and Viengphoukha), Oudomxay(Meuang Xay), Luang Prabang (Luang Prabang City) and Vientiane Capital (San Chiang).

In Y2, TRAFFIC will be joining market surveys in Laos together with WWF Laos. The timing of the next market survey remains uncertain, possibly in Q2 (before the Golden Week) and Q4 (before the Chinese New Year) and this will be reassessed after the decline of Covid-19 restrictions.



Figure 2. Eight target locations offering endangered species products in Laos

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

Market survey findings have been shared with government agencies under the Lao WEN taskforces in December 2019 including directly case by case to DOFI by [DOFI SPIRIT](#) reporting

system. In early March 2020, WWF Laos also sent information to INTERPOL, as well as Lao environmental police and forestry officers to track the ivory carving factories.

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

To be reported in Y2.

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

To be reported in Y2. The current plan is to conduct an ivory consumption survey in later 2020 with matching funds from a complementary project funded by the German government.

Activity 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*

This activity is to cross check the overall effectiveness of the project: i) formation of RTA; ii) who are the members of China Chambers of Commerce in Laos; iii) their commitments to changing their behaviour and be responsible. As the corresponding activities are implemented in Y2, there was less progress in Y1, but during this reporting period, we worked closely with potential RTA members through advocacy workshops for travellers and social market training for tour guides, and also invited the contact person of the Chinese Chamber of Commerce in Luang Prabang to attend the social market training.

In Y2, the project team will prioritize the relationship building with the existing references and consider how TRAFFIC and WWF manage to start understanding a bit more about how tourism companies recover after Covid-19. In addition, TRAFFIC/WWF will do research with Chinese chambers of commerce and their structure in Laos, develop checklist both for responsible travel and green investment so as to get the reference point for further actions, and what the companies should be doing, and what TRAFFIC and WWF can advise them.

3.2 Progress towards project Outputs

Output 1: *By 2021, increased knowledge among Chinese nationals in Lao PDR on illegality and criminality of purchasing and bringing home illegal wildlife products through delivering behaviour change campaigns.*

This video of the campaign in China was viewed by more than 54 million people in Weibo, 6 million of which are target audience heading to Laos with the intent of pangolin consumption; KOLs including Wang Shi (Founder of Vanke Group), Zhang Jinshuo (National Animal Museum), Red Star News, China Environment News, Life Week, South China Daily, and Species Calendar forwarded the video; about 7 million people and 6000 people watched this video in the platforms of Weibo and WeChat, respectively; Iqiyi and Toutiao (two major video platforms) also played this video with over 10,000 viewership.

The poster with the message pertaining to the illegality of consuming pangolins was distributed in high profile locations in the priority cities which are major transit/consumption locations for pangolin products based on TRAFFIC's market survey results in 2018 (funded by a national level EU-funded project in China), including Kunming, Nanning, Guangzhou and Shenzhen. In addition, Shanghai, Beijing and Chengdu with more outbound Chinese travellers were also identified for poster distribution.

A total of 10,000 leaflets, 16,000 postcards and 4,050 stickers of anti-ivory trade were distributed to 29,050 Chinese national in Laos during the Golden week in October 2019 and Chinese New Year in January 2020. During 2019 Golden Week campaign, over 75 law enforcement officers (women 8) from Immigration Police and Customs carried out inspections and distributed all anti-

IWT leaflets to Chinese travellers at the international entry points of five identified provinces (Vientiane Capital, Luangprabang, Oudomxay, Luang Namtha and Bokeo).

One Chinese national was arrested at Luang Prabang International Airport with attempt to smuggling 3kg of ivory and 2kg of elephant bone products. This campaign was co-funded by WWF (this Defra IWT Challenge project and the previously mentioned US Government INL-funded project), WCS, KFW-ICBF project and World Bank-LENS project. During 2020 Chinese New Year Campaign, 56 officers (women 11) from seven agencies (DOFI, POFI, Environmental Police, Immigration Police, Customs, Public Prosecution and District Agriculture and Forestry Office) were involved. 16,000 postcards and 4,050 stickers on anti-ivory trade were distributed in four main administration zones (Bokeo SEZ, Boten SEZ, Luang Prabang and Wattay Airport) and five international Border crossing areas. A total of 88.8kg of wild/bush meat were confiscated by the agencies and then live animals were released back to the wild. This campaign was supported by WWF-Laos, including funds from this Defra IWT Challenge project.

Output 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.*

In Y1, co-funded by other projects, a total of 372 Chinese travellers intending to travel to Lao PDR attended three advocacy workshops in China, including:

- The event marking World Rhino Day in Beijing on 22 September 2019 with 70 participants: based on the evaluation result of the workshop, over 80% of the participants committed to rejecting products from endangered species, e.g. rhino, elephant, pangolin, tiger and bear when travelling to Laos and other Southeast Asian countries in future and spreading the relevant knowledge to their friends and relatives.
- The workshop themed “Sustainable tourism for the elephant” in Shenzhen on 23 November 2019 with 50 participants
- The workshop themed “Travel Ivory Free” in Shenzhen on 1 December 2019 with 207 participants.

Laos PDR and Vietnam are identified as high-frequency Illegal Wildlife Trade regions and also popular destinations for Chinese outbound travellers. The two workshops in Shenzhen called for Chinese outbound travellers heading for the two countries to join in elephant conservation and reject illegal elephant ivory during their trips and highlighted the value of elephants to the ecosystem. According to evaluation results of two Shenzhen workshops, over 90% of the participants support severe penalties to punish illegal purchase of ivory and wildlife trafficking. They would like to reject ivory products during travelling and convince their loved ones not to purchase illegal wildlife products.

Besides advocacy workshops for Chinese travellers in China, TRAFFIC and WWF launched the Responsible Tourism Forum on Elephant Day on 12 August 2019 in Shanghai with over 60 participants from the most influential travel companies as well environmental conservation experts (<http://wwf.panda.org/?351412/WWF-convenes-leading-travel-companies-for-sustainable-tourism-on-World-Elephant-Day>). Ms Jing CHEN, DR manager of this project gave the presentation on the status of IWT in China to appeal to reducing demand for ivory, rhino horn and other endangered species products among Chinese nationals, particularly those travelling to Laos and other SEA countries. Mr. Chris Wood, British Consul-General Shanghai was also invited to give an opening remark during the event, who gave a high appraisal to this Forum and thought it important for Chinese tourism industry to take a responsible attitude to persuade travellers not to purchase any illegal wildlife product during travelling. The formation of the Responsible Tourism Alliance (RTA) in China will build on the success of the forum and the partnership with travel companies.

In addition, TRAFFIC was invited by Intrepid Group to attend their training workshop for 15 hospitality staff and 30 tour guides in Beijing on 23 August 2019. TRAFFIC presented background information on IWT issues, especially about elephant ivory, including appropriate messaging for Intrepid customers; the participants were encouraged to deliver these messages to outbound travellers during their trips to Lao PDR and other Southeast Asian countries.

On 17-18 December 2019, TRAFFIC was invited by the Market Management Department of the Ministry of Culture and Tourism of China (MCTC) to attend their “Industrial Criteria and Sustainable Tourism Training” workshop held in Hefei, Anhui Province. Sammi Li, Communication Manager of this project gave a presentation about the significance of addressing illegal wildlife trade and practicing sustainable tourism in the travel and tourism industry in China. Totally 120 participants from 31 provincial branches of Culture and Tourism throughout China attended the workshop. TRAFFIC participation at this event regained the partnership with MCTC and lays the foundation for future collaboration especially for the formation of the RTA.

As the follow-up to the ‘Responsible Tourism Forum’ launched by WWF and TRAFFIC, co-funded by other project, a tour guide training workshop was held in Luang Prabang, Laos on 19 December 2019 with 30 tour guides from 10 tourism companies in Lao and China and other 30 participants from the DoFI, the Provincial Agriculture, and Forestry Office (PAFO), the Provincial Office of Forest Inspection (POFI), the Provincial Office of Information, Culture and Tourism (POICT), the Provincial Office of Industry and Commerce, Economic Police, Customs, the EU Delegation to the Lao PDR and Chinese Chamber of Commerce. The workshop aimed to enhance tour guides’ ability to help Chinese tourists avoid the risk of buying illegal wildlife products while travelling. The workshop took place as part of a collective effort to promote responsible tourism and reduce illegal wildlife trade, and was co-organised by WWF-Laos, WWF-China and TRAFFIC in collaboration with Trip.com Group and Intrepid Group, and the Luang Prabang Provincial Offices of Forest Inspection and of Information Culture and Tourism. All the participants joined a commitment and pledged to promote responsible tourism practices and to prevent Chinese travellers and their customers from buying illegal wildlife products. Following examination of the evaluation results of the workshop, this activity will help to lay the foundation for the “Responsible Tourism Alliance” in 2020. The link to the PR about this activity is <https://www.traffic.org/news/30-tour-guides-trained-to-promote-sustainable-tourism/>.

Based on the discussion result of the tour guide training workshop in Luang Prabang, a guide on responsible tourism for Chinese travellers to stop illegal wildlife consumption and promote the sustainable use of traditional commodities in the Lao PDR was developed in March 2020. The guide includes four parts: background of responsible tourism; the status of illegal wildlife trade in Lao PDR; commonly traded illegal wildlife products; and how to practice responsible tourism by tour guides and travellers. This guide has been distributed to tourism industry partners, including Trip.com, Intrepid, Caissa, Qyer and Mafengwo.

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

Approved by Defra, all activities under this output have been moved to Y2 due to the COVID-19. In Y1, WWF Laos’ quick desktop research on the investment policy supported by Lao government indicates that Lao PDR strongly encourages to develop SEZ, export processing zone, industrial park, tourism zone, duty free zone, international communication and telecommunication including other applicable zone by provided land concessions. Developers (foreigners) maybe a chairman of economic board of director for SEZ ([Decree on Special Economic Zone and Specific Economic Zone in the Lao PDR- Article 34](#)). Having full authorization in managing economic and financial management, Developers can design their own development within the area. They can receive SEZs’ special privileges such as tax holiday for a 10-year period, tax incentives on vehicles, and raw materials etc, and apply for their business licenses directly in the SEZs (Economic Board) within 24 hours.

Output 4: By 2021, Data of physical market monitoring, consumer research and compliance with the commitments from private sector partners to evaluate the effectiveness of demand reduction campaigns for Chinese nationals in Lao PDR is available and disseminated.

The project partners have identified eight main trade hubs and key location in five northern provinces for market surveys, including Bokeo (Huay Xai and Golden Triangle Special Economic Zone), Luang Namtha (Boten, Namtha, Meuang Sing), Oudomxay (Meuang Xay), Luang Prabang (Luang Prabang City) and Vientiane Capital (San Chiang). The survey results revealed that those markets mainly targeted Chinese nationals (a few Vietnamese as well), and Chinese nationals purchased small wildlife products at the shops and then took them back to China. 24 incident survey reports were reported to the DOFI as the leading agency of Lao WEN taskforce against wildlife trafficking and trans-national crime in the Lao PDR. Law enforcement actions taken by authorities confiscated a total of 360kg of illegal wildlife parts and products in Bokeo, Oudomxay and Luang Namtha located in the Golden Triangle of Laos. The estimated total value of these wildlife products that were removed from the trade was 28,032,000 Lao Kip (US\$3,170). In Y2, a map will be plotted to assist law enforcement where to find the markets active on illegal wildlife trade, and further collaborative work between WWF and TRAFFIC teams in Laos and China will be pursued.

3.3 Progress towards the project Outcome

Following the unprecedented public health crisis, movement restrictions and other aspects of the challenging operational environment for the project in the recent months, the project Team invested monumental efforts to mitigate impacts to milestone delivery. This ensured the successful roll-out of an online and offline campaign to reduce demand for pangolins, identified as a potential intermediate host of COVID-19. The voices against pangolin consumption from TRAFFIC/WWF and other organizations raised great concern from government authorities, and resulted in a complete ban on the consumption as food of all terrestrial wild animals and stricter enforcement of China's Wild Animal Protection Law and other relevant legislation prohibiting the hunting, catching, trading, transporting and eating of wild animals. The above measures could be very beneficial in the crack down on the illegal trade of pangolin and other endangered species to curb the demand for their products.

However, there are no restrictions on the use of pangolins in traditional Chinese medicine. The document on the promotion of pangolin species from Class II to Class I in China has yet to be finally approved by the State Council. Once approved, the corresponding regulation will be issued, including the prohibition of the use of scales from other seven pangolin species in traditional Chinese medicine, in addition to the scales from Chinese Pangolin. Although the Chinese Pangolin scale is still listed in the *Chinese Pharmacopoeia*, it is extremely rare in the field and its own stockpile is very limited. For the next step, TRAFFIC will push the Chinese government to take specific measures on pangolin scale stockpile inventory in order to limit the medicinal use of pangolin scale to the maximum extent.

The campaigns engaging Lao WEN taskforce, immigration police and customs during the Golden Week 2019 and 2020 Chinese New Year are very important for awareness raising for Chinese national in Laos who live closure to the border areas where being a trade hubs and hotspot for illegal wildlife market. More than 29,050 people received communication materials and understood the messaging on anti-IWT and part of penalties text message under the new penal code.

Under the "Responsible Tourism Forum", TRAFFIC and WWF have amplified communication to the public by holding pre-travel workshops with experts in wildlife conservation and tourism practitioners. The workshops aimed to jointly provide legitimate, green and innovative travel suggestions for the vast number of Chinese travellers and create a positive change before the Fifteenth Conference of the Parties to the CBD (CoP15) to be hosted in China. Our Responsible

Tourism Forum marks another milestone in the collaboration between TRAFFIC/WWF and tourism industry in China to continuously work together in DR practice and industry innovation.

In Y1, the data from two rounds of market survey in Laos were compiled to establish the project baseline and shared with the governmental law enforcement agencies for action. A total of 360 kg of illegal wildlife products were seized and destroyed in the three provinces of Bokeo, Oudomxay and Luang Namtha located in the Golden Triangle areas of Lao PDR.

3.4 Monitoring of assumptions

All the assumptions under both Outcome and Output levels are still valid by end of Y1.

In China, Chinese leadership and government continue 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. Chinese tour companies are working very closely with WWF and TRAFFIC to change customers' consumer behaviour towards illegal wildlife products by co-hosting advocacy workshops for Chinese nationals heading for Laos and other Southeast Asian countries and participating tour guides training event in both China and Laos to increase their ability on educating their customers.

In Laos, WWF has a very good relationship with Lao government under MOU of the project "Strengthen Wildlife Law Enforcement and Cross-border Cooperation" (Funded by the US Government's INL). This Defra IWT Challenge project will support Lao government authorities to implement the PM Order No. 5 and increase law enforcement efforts in collaboration with China and other neighboring countries to eliminate trans-national and organized criminal groups and individuals. China's Chamber of Commerce has shown their interested in cooperating with WWF and TRAFFIC by participating the social market training workshop in Luang Prabang on 19 December 2019.

When designing this project, TRAFFIC and WWF did not expect such a large-scale global pandemic from January 2020; this 'black swan' event is unlike any other situation ever encountered, far beyond our experience of SARS and other viral outbreaks since the early part of this century. Obviously, COVID-19 has affected the normal implementation of the proposed activities under this project, and several of them had to be postponed to Y2. In response to COVID-19, all domestic and international travel is suspended at present, which will not only affect all kinds of in-situ and face-to-face activities, but also devastate the tourism industry, the main partner of the project. It is not clear whether the tourism industry is willing to continue to free up resources to cooperate with WWF/TRAFFIC to promote responsible tourism after COVID-19; thus the impact from COVID-19 on the project implementation will be closely monitored.

3.5 Impact: achievement of positive impact on illegal wildlife trade and poverty alleviation

The positive impact under project implementation is to make a change in behaviour and reduce demand for illegal wildlife products among Chinese national in Laos, who should aware that purchasing and trading protected wildlife species and their products is illegal and violators will be punished under the Lao law. The project aims to reduce the availability of illegal wildlife products in the markets, prevent protected species from poaching for the commercial purpose, build capacity for government officers on tackling wildlife trafficking, promote a sustainable tourism, and engage with government counterparts and stakeholders to expand the governmental commitment under CITES. Regarding human development and wellbeing impact under the project contribution, a sustainable livelihood, business development and green investment would be promoted. The investors will have more understanding in relation to regulations and wildlife conservation issues.

As the project is still on going, and has yet to finish demand reduction campaigns, it is too early to assess any higher-level impact it is having on the illegal wildlife trade. However, through the work that has been done so far, we have drawn attention to wildlife trafficking to relevant stakeholders in China and Lao PDR, and the wider public in China, particularly Chinese travellers heading for Lao PDR with the intention to consume illegal wildlife products.

4. Project support to the IWT Challenge Fund Objectives and commitments under the London Declarations and Kasane Statement

Demand reduction was highlighted as a priority in the London Declarations (2014 and 2018), Kasane Statement, Hanoi Statement and at CITES CoP17, where a Resolution was adopted encouraging Parties to take action to reduce demand for IWT products through the development of evidence-based behaviour change strategies.

This project is contributing to commitments of **London 2014 Conference Declaration** through 1) providing actions to eradicate demand for IWT products through behaviour change approaches and engages governments, private sector and CSOs for scalability; 2) engaging the tourism sector to take a zero-tolerance approach to IWT; 3) supporting CITES decisions on illegal trade of elephant parts, including Lao PDR's NIAP; 4) supporting sustainable livelihoods through reducing pressures on wildlife populations, contributing to wildlife tourism; and 5) filling knowledge gaps on IWT markets dynamics in Lao PDR. Regarding **London 2018 Conference Declaration**, this project supports to 1) introduces environmentally-friendly souvenirs to support sustainable livelihoods in Lao PDR; 2) increase China-Laos cooperation to address IWT through bilateral agreements and mechanisms; and 3) Tackles the demand for illegal wildlife products through evidence-based behavior change campaigns in China and Lao PDR

This project is also contributing to commitments of **Kasane Statement** through 1) building regional partnerships of government and private sector within the tourism sector, and supporting 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) the establishment of partnerships between transit and destination countries to combat IWT related to the tourism industry and China's trade investment in Lao PDR.

5. Impact on species in focus

All species under this project 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 in Y1, TRAFFIC China, together with WWF Laos scaled up collaborative efforts to reduce demand and change consumer behavior of Chinese nationals heading/in Lao PDR, and also reduced the availability of endangered wildlife products in the local physical markets in Lao PDR. The voices against pangolin consumption from TRAFFIC/WWF and other organizations have raised great concern from government authorities, and resulted in a complete ban on the consumption as food of all terrestrial wild animals and stricter enforcement of China's Wild Animal Protection Law and other relevant legislation prohibiting the hunting, catching, trading, transporting and eating of wild animals. The above measures could be very beneficial in the crack down on the illegal trade of pangolin and other endangered species and to curb the demand for wild meat. This project also directly assisted these two 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.

6. Project support to poverty alleviation

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.

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 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.

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 travellers.

7. Consideration of gender equality issues

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 has been taken in designing behaviour change materials and campaigns, and meeting and workshop delivery. For example, the proportion of males and females in the target audience of online pangolin campaign in China is 50% to 50%; males are extremely dominant in the government authorities of Lao PDR, so WWF Laos tried to promote the participation of local female officers to during the project implementation, especially the trainings, workshop, awareness raising including law enforcement actions. More than 25% of 191 participant officers in Laos are females.

In Y2, it will be necessary to further 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 and other activities to ensure that the project does not increase inequality between demographics.

8. Monitoring and evaluation

Monitoring and evaluation is an integral part of the project across all 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.

A project kickoff meeting was organized in Beijing on 11-12 September 2019 with the participation of all project staff from TRAFFIC and WWF, at which all the participants understood the roles and responsibilities, work plan and budget allocation in the next six months of Y1. The detailed M&E plan for this project was created and agreed to ensure a ‘real-time’ approach to project adaptive management processes during the meeting, which includes the following elements:

- A dedicated M&E Leader (7% of James Compton’s 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.
 - In Y1, James Compton and Ling XU (project leader) discussed this project implementation when they met in Geneva during the CITES CoP18 in August 2019. After that, they had a regular catch-up (at least monthly) on the project implementation together with other relevant business issues.
 - In early January 2020, in response to the COVID-19, a change of request was prepared by James Compton, Ling XU, Sean Lam (Project support administrator) and WWF Laos, and submitted to Defra, which was approved later.
 - James had planned to visit TRAFFIC China or WWF Laos in Q4 of Y1, however, this visit had to be changed to two remote tri-lateral meetings among TRAFFIC International, TRAFFIC China and WWF Laos. One is on 26 March 2019 to review and evaluate the progress of Y1 activities; the other is on 31 March 2019 to re-visit this project after some important progress had been updated in the M&E notes.
- Bi-weekly review calls between the internal Project Implementation Team, which were organized by Jing CHEN from July to December 2019 and Ling XU from January to March 2020 when Jing CHEN took sick leave. The meeting minutes were timely shared with the project implementation team after the calls.
- Monthly calls between the wider Project Partnership Team providing a ‘Steering Group’ function. M&E Leader, Project Leader and Demand Reduction Leader/Coordinator had a regular catch-up (at least monthly) on the project implementation together with other relevant business issues.
- Quarterly monitoring for all project activities against the plan. The first quarterly monitoring took place during the kick-off meeting in September 2019; the second one happened in early January 2020, at which the change of request was discussed in response to the COVID-19; the last one was in later March to overall review the progress of all project activities against the plan.
- Six monthly technical progress assessments and reports. This report was submitted to Defra in January 2020.
- 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 was review by James Compton, Senior Director of TRAFFIC Asia-Pacific– including to assess timeliness of deliverables, effectiveness of external relationships, impact to conservation and expected outcomes, project legacy and sustainability and budget efficiency. Further adaptive management adjustments have also been discussed, and will be updated in the next reporting cycle as the effects of Covid-19 on the project continue to be evaluated.

9. Lessons learnt

As described above, the main challenge for the project in this reporting period is unavoidable delays of some activities due to the COVID-19, and the remaining budget has been shifted to Y2 which will greatly increase the workload in the next year. However, the COVID-19 could also be

an opportunity for the future project implementation on reducing likelihood consumption of illegal wildlife products among Chinese national in Laos.

From later December 2019, DR manager (Jing CHEN) took a long-term sick leave, which resulted in the additional work for the project leader (Ling XU). In order to cope with the shortage of personnel and COVID-19, part of Jing CHEN's time was re-allocated to the project leader after TRAFFIC's internal discussion.

In general, the implementation of project activities in Y1 went well with good cooperation with all relevant partners, particularly tourism industry in China and Laos and Lao government authorities. In Y2, the project team will deeply engage with Chinese government authorities, e.g. China CITES MA, Ministry of Tourism & Culture and Ministry of Commerce, Chinese embassy and Chinese Chamber of Commerce in Laos to secure the delivery of bilateral meetings between China and Laos. In addition, the cooperation with tourism industry will be further strengthened, particularly at the current challenging time for all tourism partners.

10. Actions taken in response to previous reviews (if applicable)

N/A

11. Other comments on progress not covered elsewhere

The actual cost of the social marketing training for tour guides in Laos was much higher than the original budget, so WWF Laos had to look for the co-finance to fill the gaps. In Y2, the project team will consider to look for co-finance with WWF/TRAFFIC or work with other organizations to minimize the risk in delivering the training workshop.

From July 2017 onwards, the project team have had regular meetings with key government agencies and stakeholders who are involved in this project, e.g. CITES MA, Customs, Army, Border Police, Public Prosecution, Court and State Inspection who work on wildlife law enforcement in Lao PDR and China; tourism, Industrial and Commerce, Chinese Chamber of Commerce and private sector-tourism companies who are key partners to promote responsible tourism and green investment among Chinese travellers; and diplomatic communities (EU, US and UK embassy in Laos).

12. Sustainability and legacy

The project aims to catalyse (1) governments in Lao PDR and other countries with large volume of Chinese travellers, 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, and Internationale Tourismus Boerse (ITB) China, the world's largest tourism fair. The guide and guidelines will also be adapted for adoption in other Asian countries with both active wildlife markets (ivory, pangolin, tiger, rhino and bear) and a large number of Chinese travellers, e.g. Japan, Thailand, Vietnam, Myanmar and Cambodia.

Funding from other sources is being 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.

13. IWT Challenge Fund identity

The IWT Challenge Fund funding was recognised as a distinct project with a clear identity in Y1. We acknowledged the support of the IWT Challenge Fund in all campaign materials, Responsible Tourism guides, workshops, meetings, and presentations relating to the project both in China and Lao PDR. During this reporting period, UK Embassies in China and Lao PDR were always timely informed of the progress of the project and invited to the large-scale or international events in China. For example, TRAFFIC and WWF launched the Responsible Tourism Forum on Elephant Day on 12 August 2019 in Shanghai and as UK Embassy was not available, Mr. Chris Wood, British Consul-General Shanghai was invited to give an opening remark during the event, who gave a high appraisal to this Forum and thought it important for Chinese tourism industry to take a responsible attitude to persuade travellers not to purchase any illegal wildlife product during travelling.

14. Safeguarding

WWF's social policies guide the integration of social dimensions in our conservation work as well as in the institutional structure of our global network, which cover indigenous people, gender poverty and conservation. Projects funded through the IWT Challenge Fund must fully protect vulnerable people all of the time, wherever they work. In order to provide assurance of this, WWF and TRAFFIC have the appropriate safeguarding policies in place. Both WWF and TRAFFIC staff (as TRAFFIC partners with WWF on a number of projects) are also requested to take one-hour course of WWF's Safeguarding training, which covers risk management, protecting human rights, managing environmental risks and social risks.

In addition, 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.

15. Project expenditure

Table 1: Project expenditure during the reporting period (July 2019-March 2020)

Project spend (indicative) since last annual report	2019/20 Grant (£)	2019/20 Total actual IWT Costs (£)	Variance %	Comments (please explain significant variances)
Staff costs				
Consultancy costs				
Overhead Costs				
Travel and subsistence				
Operating Costs				

Capital Equipment				
Other costs				
TOTAL				

The above table summarises project expenditure with explanation on the relevant variation. A lot of the projected travel cost remains unexpended due to the COVID-19 constraints, and some staff cost was underspent as the DR Manager had medical leave from middle December 2019 to March 2020 and was thus unable to spend/charge time on the project during her extended recovery period. TRAFFIC was approved to carry forward (for activity 3.1 and for activity 2.2) to Year 2, but there is still unspent fund in Year 1 largely as a result of Covid-19 induced delays. Therefore, TRAFFIC would like to request further consideration from Defra to carry forward remaining balances into Year 2 of the project, which will contribute to better achieving the Goal of this project in Year 2.

16. OPTIONAL: Outstanding achievements of your project during the reporting period (300-400 words maximum). This section may be used for publicity purposes

I agree for the IWT Secretariat to publish the content of this section (please leave this line in to indicate your agreement to use any material you provide here)

Following the unprecedented public health crisis, movement restrictions and other aspects of the challenging operational environment for the project in the recent months, the project Team invested monumental efforts to mitigate impacts to milestone delivery. This ensured the successful roll-out of an online and offline campaign to reduce demand for pangolins, identified as a potential intermediate host of COVID-19. The voices against pangolin consumption from TRAFFIC/WWF and other organizations raised great concern from government authorities, and resulted in a complete ban on the consumption as food of all terrestrial wild animals and stricter enforcement of China's Wild Animal Protection Law and other relevant legislation prohibiting the hunting, catching, trading, transporting and eating of wild animals. The above measures could be very beneficial in the crack down on the illegal trade of pangolin and other endangered species to curb the demand for their products.

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The data from two rounds of market survey in Laos were compiled to establish the project baseline and shared with the governmental law enforcement agencies for action. A total of 360 kg of illegal wildlife products were seized and destroyed in the three provinces of Bokeo, Oudomxay and Luang Namtha located in the Golden Triangle areas of Lao PDR.

Under the "Responsible Tourism Forum", TRAFFIC and WWF have amplified communication to the public by holding pre-travel workshops with experts in wildlife conservation and tourism practitioners. The workshops aimed to jointly provide legitimate, green and innovative travel suggestions for the vast number of Chinese travellers and create a positive change before the Fifteenth Conference of the Parties to the CBD (CoP15) to be hosted in China. Our Responsible Tourism Forum marks another milestone in the collaboration between TRAFFIC/WWF and tourism industry in China to continuously work together in DR practice and industry innovation.

Annex 1: Report of progress and achievements against Logical Framework for Financial Year 2019-2020

Project summary	Measurable Indicators	Progress and Achievements July 2019 - March 2020	Actions required/planned for next period
<p>Impact:</p> <p>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</p>		N/A	
<p>Outcome: 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>0.2 At least 30% of shops offering illegal wildlife products have reduced their supply (Baseline: to be established in 2019)</p>	<p>0.1 GlobeScan's 2019 ivory consumer survey was finished before the campaigns under this project were launched, so we will use GlobeScan's 2020 ivory consumer survey results compare to the baseline. The 2020 survey has been postponed till end of 2020 due to COVID-19.</p> <p>0.2 The baseline on the percentage of shops offering illegal wildlife products was established in 2019.</p>	<p>0.1 Conduct GlobeScan's 2020 ivory consumer survey in later 2020;</p> <p>0.2 Market surveys in Laos will be conducted after the COVID-19.</p>
<p>Output 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>More than 54 million Chinese nationals in Weibo viewed the campaign video, 6 million of them are target audience heading to Laos with the intent of pangolin consumption.</p> <p>The poster with the message pertaining to the illegality of consuming pangolins was distributed in high profile locations in the priority cities of China, including Kunming, Nanning, Guangzhou and Shenzhen. In addition, Shanghai, Beijing and Chengdu with more outbound Chinese travellers were also identified for poster distribution.</p> <p>A total of 10,000 leaflets, 16,000 postcards and 4,050 stickers of anti-ivory trade were distributed to 29,050 Chinese national in Laos during the Golden week in October 2019 and Chinese New Year in January 2020.</p>	
<p>Activity 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.</p>		<p>In China, with technical support from SBCC experts, a total eight communication products were developed for the pangolin demand reduction campaign, including two key visuals, two WeChat articles and one article for Global People magazine, one press release, one interactive program (H5) and one video.</p> <p>In Laos, leaflets, postcards and stickers with the messages of anti-ivory trade were</p>	<p>WWF Laos will localize the behaviour change materials produced by TRAFFIC for the wider distribution among Chinese travellers in Laos; TRAFFIC China will also localize the communication materials developed by WWF Laos for the distribution in China, e.g. tour</p>

Project summary	Measurable Indicators	Progress and Achievements July 2019 - March 2020	Actions required/planned for next period
		produced for the distribution to local Chinese travellers including workers and tourists.	workshop and possibly along borders.
Activity 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.		<p>The offline campaign in China started on 13 February 2020, and the posters were distributed in seven target airports (Kunming, Nanning, Guangzhou, Beijing Daxing, Xi'an, Shanghai Hongqiao-T2, Chengdu-T2) and Shenzhen subway lines (1, 2, 5, 7, 9 and 11) respectively for two weeks to one month.</p> <p>The 2019 Golden Week campaign in Laos lasted 10 days from 28 September to 6 October, targeting Chinese communities and travellers at international entry points of five provinces, including Vientiane Capital, Luangprabang, Oudomxay, Luang Namtha and Bokeo.</p> <p>The 2020 Chinese New Year Campaign in Laos was conducted in the same five provinces, focusing in 4 main administration zone (Bokeo SEZ, Boten SEZ, Luang Prabang and Wattay Airport) and 5 international Border crossing areas.</p>	<p>As Kunming Airport and Mohan Land port in Yunnan are major entry points to Laos, TRAFFIC will explore more opportunities to work with the local authorities, e.g. CITES MA and Customs to distribute more materials along borders.</p> <p>In Laos, the billboards will be displayed at Luang Namtha (Boten) and Bokeo (Golden Triangle Especial Economic Zone).</p>
Activity 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.		The video and poster (featuring Mr. Sa Beining, the Eminent Anchor of China CCTV) were released on 7 February 2020 in online platforms including the official Weibo accounts of TRAFFIC/WWF China, WWF WeChat accounts and other channels (WeChat and Weibo are Top 1 & 2 social media platforms in China).	<p>The project team will explore the cooperation with the members of the Coalition to End Wildlife Online (e.g. Baidu.com) to target Chinese travellers with the messages designed in Y1.</p> <p>WWF Laos will conduct two campaigns targeting Chinese travellers during high seasons in September 2020 and January 2021 (Golden Week and CNY)</p>
Output 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.	<p>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</p> <p>2.2 A commitment to “zero tolerance” towards illegal wildlife consumption made by a Responsible Tourism Alliance (RTA) by June 2019</p>	<p>A total of 372 Chinese travellers intending to travel to Lao PDR attended three advocacy workshops in China;</p> <p>TRAFFIC and WWF launched the Responsible Tourism Forum on World Elephant Day on 12 August 2019 in Shanghai, China with over 60 participants from the most influential travel companies as well environmental conservation experts (http://wwf.panda.org/?351412/WWF-convenes-leading-travel-companies-for-sustainable-tourism-on-World-Elephant-Day). Mr. Chris Wood, British Consul-General Shanghai was also invited to give an opening remark during the event, who</p>	

Project summary	Measurable Indicators	Progress and Achievements July 2019 - March 2020	Actions required/planned for next period
	<p>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</p> <p>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</p> <p>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 commodities in Lao PDR by June 2019</p>	<p>gave a high appraisal to this Forum and thought it important for Chinese tourism industry to take a responsible attitude to persuade travellers not to purchase any illegal wildlife product during travelling. The formation of the Responsible Tourism Alliance (RTA) in China will build on the success of the forum and the partnership with travel companies.</p> <p>TRAFFIC was invited by Intrepid Group to attend their training workshop for 15 hospitality staff and 30 tour guides in Beijing on 23 August 2019; on 17-18 December 2019, TRAFFIC was invited by the Market Management Department of the Ministry of Culture and Tourism of China (MCTC) to give a presentation at “Industrial Criteria and Sustainable Tourism Training” workshop held in Hefei, Anhui Province. Totally 120 participants from 31 provincial branches of Culture and Tourism throughout China attended the workshop.</p> <p>A tour guide training workshop was held in Luang Prabang, Laos on 19 December 2019 with 30 tour guides from 10 tourism companies in Lao and China and other 30 participants from the DoFI, the Provincial Agriculture, and Forestry Office (PAFO), the Provincial Office of Forest Inspection (POFI), the Provincial Office of Information, Culture and Tourism (POICT), the Provincial Office of Industry and Commerce, Economic Police, Customs, the EU Delegation to the Lao PDR and Chinese Chamber of Commerce. The link to the PR about this activity is https://www.traffic.org/news/30-tour-guides-trained-to-promote-sustainable-tourism/.</p> <p>Based on the discussion results of the tour guide training workshop in Luang Prabang, a guide on responsible tourism for Chinese travellers to stop illegal wildlife consumption and promote the sustainable use of traditional commodities in the Lao PDR was developed and distributed to tourism industry partner in March 2020.</p>	
<p>Activity 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.</p>		<p>To be implemented in Y2.</p>	<p>Planned for Y2 Q2(Jul-Sep 2020)</p>
<p>Activity 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.</p>		<p>To be implemented in Y2.</p> <p>TRAFFIC works closely with the tourism industry together with WWF, engaging leading Online Travel Agency (OTA) platforms like Trip, Intrepid Group and Qyer, and selected Offline Travel Agencies, e.g. CYTS and CAISSA, to carry out specific demand reduction activities and promote the concept of “responsible tourism”. For example, on 12 August 2019, the Responsible Tourism Forum was officially launched in Shanghai to share industry successes and lessons on how to best influence a culture of sustainable tourism amongst their clients as part of their responsibility to conserve the dwindling biodiversity of our planet.</p>	<p>We plan to form an RTA during the ITB event in Shanghai, China. If it is cancelled due to COVID-19, the project team will look for other opportunities to form the alliance, using partners already identified in the project’s networking.</p>

Project summary	Measurable Indicators	Progress and Achievements July 2019 - March 2020	Actions required/planned for next period
<p>Activity 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.</p>		<p>A total of three advocacy workshops were organized with participation of 372 Chinese travellers, including 1) on 22 September 2019, a public sharing event marking World Rhino Day was organised to promote rhino conservation and sustainable tourism in Beijing. This event was co-organized by Caissa, WeWork and the National Zoological Museum; 2) on 23 November 2019, a joint workshop themed “Sustainable tourism for the elephant” in collaboration with Intrepid in Shenzhen, Guangdong Province; 3) on 1 December 2019, a workshop themed “Travel Ivory Free” was conducted together with Intrepid in Shenzhen, Guangdong Province.</p> <p>In addition, on 23 August 2019, TRAFFIC was invited by Intrepid to give a speech at an industry sustainable tourism workshop; on 17-18 December 2019, WWF/TRAFFIC were invited by the Market Management Department of the Ministry of Culture and Tourism of China (MCTC) to give a presentation at their “Industrial Criteria and Sustainable Tourism Training” workshop held in Hefei, Anhui Province.</p>	<p>Another two or more advocacy workshops will be conducted for Chinese travel companies and travellers who are heading to Lao PDR to raise awareness and reduce likelihood of consumption of illegal wildlife products among travellers. Messaging opportunities to associate health and safety contextualized with post-Covid19-19 precautionary actions will be explored to enhance IWT awareness and reinforce positive behaviours among target audience groups.</p>
<p>Activity 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.</p>		<p>On 19-20 December 2019, a tour guide training workshop was held in Luang Prabang, Laos to enhance the ability of local tour guides and tourism practitioners to help Chinese tourists avoid the risk of buying illegal wildlife products while travelling. The workshop took place as part of a collective effort to promote responsible tourism and reduce illegal wildlife trade, and was co-organised by WWF-Laos, WWF-China and TRAFFIC in collaboration with Trip.com Group and Intrepid Group, and the Luang Prabang Provincial Offices of Forest Inspection and of Information Culture and Tourism.</p> <p>60 participants (women 29) from the DoFI, The Provincial Agriculture, and Forestry Office (PAFO), The Provincial Office of Forest Inspection (POFI), The Provincial Office of</p>	<p>Another social marketing training workshop for tour guides in Lao PDR will be conducted in collaboration with RTA partners.</p>

Project summary	Measurable Indicators	Progress and Achievements July 2019 - March 2020	Actions required/planned for next period
		Information, Culture and Tourism (POICT), The Provincial Office of Industry and Commerce, Economic Police, Customs, the EU Delegation to the Lao PDR, Chinese Chamber of Commerce including 30 tour guides from 10 tourism companies in Lao and China attended.	
Activity 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).		With support from Shanghai CTS, the final version of responsible tourism guide has been developed and disseminated to other industry partners, e.g. Trip.com, Intrepid, Caissa, Qyer, Mafengwo and etc.	The guide will be disseminated to more tourism companies and at pre-travel workshops for Chinese travellers who are heading to Lao PDR; it will be also translated into Lao language and then shared with Lao government.
Output 3: By 2021, Chinese businesses in Lao PDR lead by example in preventing wildlife trafficking and illegal wildlife products consumption by engaging with relevant Lao government authorities and the Chinese embassy in Vientiane	<p>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 September 2019</p> <p>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 September 2020</p> <p>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 September 2020</p>	Approved by Defra, all activities under this output have been moved to Y2 due to the COVID-19. In Y1, WWF Laos’ quick desktop research on the investment policy supported by Lao government indicates that Lao PDR strongly encourages to develop SEZ, export processing zone, industrial park, tourism zone, duty free zone, international communication and telecommunication including other applicable zone by provided land concessions. Developers (foreigners) maybe a chairman of economic board of director for SEZ (Decree on Special Economic Zone and Specific Economic Zone in the Lao PDR- Article 34). Having full authorization in managing economic and financial management, Developers can design their own development within the area. They can receive SEZs’ special privileges such as tax holiday for a 10-year period, tax incentives on vehicles, and raw materials etc, and apply for their business licenses directly in the SEZs (Economic Board) within 24 hours.	
Activity 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.		Approved by Defra, this activity has been moved to Y2 due to the COVID-19.	In Y2, Plan A is to hold this meeting in Laos, and Plan B is to hold it in Kunming as a side event of CBD CoP15. In order to deliver this bilateral meeting and further expand the collaboration under the existing MOU between Ministry of Agriculture and Forestry of Lao People’s Democratic Republic and National Forestry & Grassland Administration of the People’s Republic of China, TRAFFIC will engage with the China CITES MA while WWF also will engage with Laos CITES MA and Ministry of

Project summary	Measurable Indicators	Progress and Achievements July 2019 - March 2020	Actions required/planned for next period
			Industrial and Commerce for the meeting planning.
Activity 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.		To be conducted together with Activity 3.1. However, in Y1, WWF Laos conducted a quick desktop research on the investment policy supported by Lao government, and the research results will contribute to this activity, particularly the development of 'green investment guideline'.	See Activity 3.1
Activity 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.		To be conducted together with Activity 3.1.	TRAFFIC will engage with China CITES MA together with WWF to engage with Chinese embassy, Chinese Chamber of Commerce in Laos in collaboration with the Lao governmental agencies to deliver this activity.
Output 4: By 2021, Data of physical market monitoring, consumer research and compliance with the commitments 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 4.2 Market information timely conveyed to Lao PDR authorities (DoFI) for their follow-up 4.3 Market availability and price at end of project assessed against baseline 4.4 A consumer research to update consumer attitude and intention to buy illegal wildlife products, which will be delivered by other projects 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	The project partners identified eight main trade hubs and key location in five northern provinces for market surveys, including Bokeo (Huay Xai and Golden Triangle Special Economic Zone), Luang Namtha (Boten, Namtha, Meuang Sing), Oudomxay(Meuang Xay), Luang Prabang (Luang Prabang City) and Vientiane Capital(San Chiang). The survey results revealed that those markets mainly targeted Chinese nationals (a few Vietnamese as well), and Chinese nationals purchased small wildlife products at the shops and then took them back to China. 24 incident survey reports were reported to the DOFI as the leading agency of Lao WEN taskforce against wildlife trafficking and trans-national crime in the Lao PDR. Law enforcement actions taken by authorities confiscated a total of 360kg of illegal wildlife parts and products in Bokeo, Oudomxay and Luang Namtha located in the Golden Triangle of Laos. The estimated total value of these wildlife products that were removed from the trade was 28,032,000 Lao Kip (US\$3,170). In Y2, a map will be plotted to assist law enforcement where to find the markets active on illegal wildlife trade.	
Activity 4.1 Conduct an annual market survey in target locations offering endangered species products.		Two rounds of market surveys and follow-up market assessment were conducted in Oudomay, Luang Namtha, Bokeo, Luang Prabang province and Vientiane capital in May and November 2019 with contribution support and unity from the INL project (US government fund). Eight main markets has been identified-Bokeo (Huay Xai and Golden Triangle Special Economic Zone), Luang Namtha (Boten, Namtha, Meuang Sing, and Viengphoukha), Oudomxay(Meuang Xay), Luang Prabang	TRAFFIC will be joining market surveys in Laos as suggested by WWF Laos. The timing of the next market survey is uncertain, possibly in Q2 (before the Golden Week) and Q4 (before the Chinese New Year).

Project summary	Measurable Indicators	Progress and Achievements July 2019 - March 2020	Actions required/planned for next period
		(Luang Prabang City) and Vientiane Capital (San Chiang.	
Activity 4.2 Timely share market survey results with enforcement agencies in Laos for their follow-up.		Market survey findings have been shared with government agencies under the Lao WEN taskforces in December 2019 including directly case by case to DOFI by DOFI SPIRIT reporting system. In early March 2020, WWF Laos also sent information to Interpol, environmental police and forestry officers to track the ivory carving factories.	Continue to timely share the information with enforcement agencies in Laos.
Activity 4.3 Produce and release a report to show the dynamics of the availability of illegal wildlife products.		To be reported in Y2.	WWF Laos will work together with TRAFFIC to do the data analysis and produce the report.
Activity 4.4 Conduct a consumer research to update consumer attitude and intention to buy illegal wildlife products, which will be funded by other projects.		To be reported in Y2.	The plan is to conduct an ivory consumption survey in later 2020 funded by BMZ/GIZ project.
Activity 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		There is less progress during this reporting period, but we worked closely with potential RTA members through advocacy workshops for travellers and social market training for tour guides, and also invited the contact person of China Chambers of Commerce in Luang Prabang to attend the social market training.	The project team will prioritize the relationship building with the existing references and consider how TRAFFIC and WWF manage to start understanding a bit more about how tourism companies recover after Covid-19. In addition, TRAFFIC and WWF will do a research with Chinese chambers of commerce and their structure in Laos, develop checklist both for responsible travel and green investment so as to get the reference point for further actions, and what the companies should be doing, and what TRAFFIC and WWF can advise them.

Annex 2: Project’s full current logframe as presented in the application form (unless changes have been agreed)

N.B. if your application’s logframe is presented in a different format in your application, please transpose into the below template. Please feel free to contact IWT-Fund@ltsi.co.uk if you have any questions regarding this.

Project summary	Measurable Indicators	Means of verification	Important Assumptions
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 (Max 30 words)			
Outcome: (Max 30 words) 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	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%) 0.2 At least 30% of shops offering illegal wildlife products have reduced their supply (Baseline: to be established in 2019)	0.1 Assessment reports and surveys; open source peer-reviewed publications 0.2 Assessment reports and surveys; open source peer-reviewed publications	Chinese leadership and government continue 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. Lao government authorities implement PM Order No. 5 and increase law enforcement efforts. Project participation of Lao PDR government in all Lao PDR-based activities is sustained.
Outputs: 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.	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 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	1.1 communications tools and materials, e.g. TV advertisements, posters; and campaign assessment reports 1.2 Ex-ante and ex-post surveys of Chinese nationals	Chinese nationals are willing to respond to campaigns.
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 December 2020 2.2 A commitment to “zero tolerance” towards illegal wildlife consumption made by a Responsible Tourism Alliance (RTA) by June 2020	2.1 Meeting notes; media reports 2.2 RTA member list; a written and signed “zero tolerance” initiative; 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.

	<p>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</p> <p>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</p> <p>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 commodities in Lao PDR by December 2019</p>	<p>2.3 Workshop minutes; media reports; participant lists, feedback from the participants</p> <p>2.4 Workshop minutes, participant list, media reports, feedback from the participants</p> <p>2.5 Guidance on responsible tourism distributed and used; media reports</p>	
<p>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</p>	<p>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 July 2020</p> <p>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 September 2020</p> <p>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 September 2020</p>	<p>3.1 Meeting notes, media reports, government reports</p> <p>3.2 Commitments from China’s Chamber of Commerce and its members in Lao PDR; media reports</p> <p>3.3 Workshop minutes, media reports, feedback from the participants</p>	<p>Government authorities in both China and Lao PDR show interests in promoting responsible investment among Chinese nationals in Lao PDR.</p> <p>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.</p>

<p>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</p>	<p>4.1 Annual survey on the availability of illegal wildlife products</p> <p>4.2 Market information timely conveyed to Lao PDR authorities (DoFI) for their follow-up</p> <p>4.3 Market availability and price at end of project assessed against baseline</p> <p>4.4 A consumer research to update consumer attitude and intention to buy illegal wildlife products, which will be delivered by other projects</p> <p>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</p>	<p>4.1 Market monitoring research report</p> <p>4.2 Reports to DOFI and seizures resulting from WWF/TRAFFIC's intelligence</p> <p>4.3 Final market availability report</p> <p>4.4 Final consumer research report</p> <p>4.5 representative report of interviews analysing levels of uptake/compliance with commitments to desired behaviour</p>	<p>The regulation of Lao PDR allows NGO's market monitoring.</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)

Output 1: By 2021, increased knowledge among Chinese nationals in Lao PDR on illegality and criminality of purchasing and bringing home illegal wildlife products through delivering behaviour change campaigns.

- 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.
- 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.
- 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.

Output 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 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.
- 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.
- 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.
- 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.
- 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. environmental-friendly souvenirs).

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

- 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.
- 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.
- 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.

Output 4: By 2021, Data of physical market monitoring, consumer research and compliance with the commitments from private sector partners to evaluate the effectiveness of demand reduction campaigns for Chinese nationals in Lao PDR is available and disseminated

- 1.1 Conduct an annual market survey in target locations offering endangered species products.
- 1.2 Timely share market survey results with enforcement agencies in Laos for their follow-up.
- 1.3 Produce and release a report to show the dynamics of the availability of illegal wildlife products.
- 1.4 Conduct a consumer research to update consumer attitude and intention to buy illegal wildlife products, which will be funded by other projects.
- 1.5 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

Annex 3 Standard Measures

In future years it is our intention to develop a series of standard measures in order to collate some of the quantitative measures of activity, input and output of IWT projects. These will not be measures of the impact or effectiveness of IWT projects but will contribute to a longer term dataset for Defra to draw upon. The collection of standard measures data will be important as it will allow us to understand the combined impact of all the UK Government funded Challenge Fund projects. This data will therefore provide useful information for the Defra Secretariat and for Defra Ministers regarding the Challenge Fund.

The standard measures for the IWT Challenge Fund are currently under development and it is therefore not necessary, at present, to complete this Annex. Further information and guidance about the IWT standard measures will follow.

Annex 4 Onwards – supplementary material (optional but encouraged as evidence of project achievement)

Checklist for submission

	Check
Is the report less than 10MB? If so, please email to IWT-Fund@ltsi.co.uk putting the project number in the subject line.	√
Is your report more than 10MB? If so, please discuss with IWT-Fund@ltsi.co.uk about the best way to deliver the report, putting the project number in the subject line.	
Have you included means of verification? You need not submit every project document, but the main outputs and a selection of the others would strengthen the report.	√
Do you have hard copies of material you want to submit with the report? If so, please make this clear in the covering email and ensure all material is marked with the project number. However, we would expect that most material will now be electronic.	√
Have you involved your partners in preparation of the report and named the main contributors	√
Have you completed the Project Expenditure table fully?	√
Do not include claim forms or other communications with this report.	