

## Illegal Wildlife Trade (IWT) Challenge Fund Half Year Report

(due 31<sup>st</sup> October 2019)

<b>Project reference:</b>	IWT071
<b>Project title:</b>	Reducing demand for wildlife products among Chinese nationals in Laos
<b>Country(ies):</b>	Laos (Lao PDR), China
<b>Lead organisation:</b>	TRAFFIC International
<b>Collaborator(s):</b>	WWF Laos, National Forestry & Grasslands Administration of China (NFGA)/China CITES Management Authority (MA), Department of Forest Inspection (DOFI) under the Ministry of Agriculture and Forestry (MAF), Shanghai CTS Private Overseas Affairs Co., LTD
<b>Project leader:</b>	<i>Ling XU</i>
<b>Report date and number (e.g. HYR1):</b>	<i>HYR1, 30 October 2019</i>
<b>Project website/blog/social media:</b>	

### 1. Outline progress over the last 6 months (April – Sept) against the agreed project implementation timetable (if your project has started less than 6 months ago, please report on the period since start up to the end September).

The project started in July 2019, so this HYR only covers progress made in the first three months (July-September). The project staff from TRAFFIC and WWF are all in place and the kick off meeting was organized in Beijing on 11-12 September. The progress reported below follows the numbering sequence of the implementation timetable.

- 1.1 Behaviour change campaign materials and consumer insights from previous initiatives are being reviewed and new materials will be developed by a creative social marketing agency by the end of 2019. The materials will be used in future online and offline campaigns.
- 1.2 The target towns on the China-Laos border have been identified as Mohan (China) and Boten (Laos). The offline behaviour change campaign will be conducted at the border in collaboration with CITES MA, Customs and Immigration Police in both sides during the peak tourist seasons such as Spring Festival in January 2020 and 2021, summer holidays, Golden Week in October 2020 and other local festivals.
- 1.3 The Golden Week campaign for Chinese travellers in Laos was conducted in collaboration with Immigration Police and Customs in five provinces, including Vientiane Capital, Luangprabang, Oudomxay, Luang Namtha and Bokeo. Targeted locations included international airports, international border check points, Special Economic Zones and tourist attractions. Laos immigration officers attached a leaflet ([IWT Pamphlet for Public Distribution](#)) explaining the law to passports when returning them to incoming travellers, and standee banners were displayed at the entrance of immigration check points.

During World Rhino Day, behaviour change messages including a video (featuring three famous collectors/key opinion leaders (KOLs) from the Chinese collection industry) and a visual (with a storyline about how rhinos are threatened by poaching and the illegal wildlife

trade, and that the use of products from rhino horn is no longer socially acceptable) were disseminated to high risk consumers on Weibo, a leading social media platform in China with around 500 million monthly active users.

- 2.1 The bilateral meeting is being coordinated with China's Ministry of Culture & Tourism and Lao PDR's Ministry of Information, Culture and Tourism. The detailed plan is to be decided.
- 2.2 The Responsible Tourism Forum was launched on Elephant Day on 12 August 2019 in Shanghai with some of 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>). Chen Jing, project 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. It is proposed to be launched in March 2020 during the World Wildlife Day when partner government agencies and tourist companies from Laos will be invited to join.
- 2.3 On 22 September 2019, World Rhino Day, under the Sustainable Tourism Forum, WWF/TRAFFIC China held a public event in Beijing to highlight the threat to rhinos mainly from illegal wildlife trade which is driven by consumer demand for rhino horn products. The presentations covered rhino conservation, domestic and international law and regulations and how to be a responsible traveller by refusing products from rhino horn, ivory and other endangered species products during overseas trips. More than 70 participants attended the event.
- 2.4 A training workshop for tour guides in Laos is planned to be organized in December before the 2020 Spring Festival with the participation of leading travel companies from China that have tour guides based in Laos.
- 2.5 The responsible tourism guide is being drafted and it is planned to have the first draft by the end of October. The guide will be reviewed and finalized by the end of 2019 and used for trainings for tour guides and campaigns.
- 3.1 The bilateral meeting is being coordinated with China CITES MA who will organize the government delegation from China. Corporation with the Laos government is covered under an MOU that is valid until the end of June 2020. Discussions with government agencies, especially the Department of Forest Inspection (DOFI) which is responsible for enforcement of wildlife and aquatic policies and coordination with the Lao Wildlife Enforcement Network (Lao WEN) including CITES MA have been initiated. The exact plan is to be finalised.
- 3.2 Y2 activity.
- 3.3 The advocacy workshop for Chinese companies and workers in Laos is being coordinated with China CITES MA who will need to contact the Chinese Embassy in Lao PDR to organise the workshop.
- 4.1 The market monitoring methodology in Laos has been developed and the monitoring will be conducted in November to December 2019 in targeted open-air markets, restaurants, hotels, and individual shops. Monitoring will focus on the project target species: tigers and other big cats, elephants, rhinos, bears, and pangolins.
- 4.2 The results of the market survey in Laos PDR will be shared promptly with enforcement agencies in Lao PDR.
- 4.3 The market survey report will be completed and released by the end of the project in 2021.
- 4.4 An updated consumer research for ivory will be completed in Y2 with matching funds.
- 4.5 The compliance of RTA members and members of China's Chamber of Commerce in Laos to their "zero tolerance" commitments towards the illegal wildlife trade will be measured by interviews in Y2 after the formation of RTA and the commitment event.
- 5.1 The inception meeting was organised on 11-12 September in Beijing. Project teams from TRAFFIC China and WWF Laos worked together to review the existing resources and

discuss the workplan, logframe etc to ensure the smooth implementation of the project. There were representatives from TRAFFIC Vietnam and Japan as well who had provided their valuable insights to the project preparation and implement.

5.2 M&E was discussed during the inception meeting. Another two trips will be made during the implementation of the project.

\*\*Please kindly noted that 2.2 & 2.3 were largely funded by other initiatives, but received a contribution from Defra.

**2a. Give details of any notable problems or unexpected developments/lessons learnt that the project has encountered over the last 6 months. Explain what impact these could have on the project and whether the changes will affect the budget and timetable of project activities.**

None to date.

**2b. Have any of these issues been discussed with LTS International and if so, have changes been made to the original agreement?**

Discussed with LTS: Yes/No

Formal change request submitted: Yes/No

Received confirmation of change acceptance Yes/No

**3a. Do you currently expect to have any significant (e.g. more than £5,000) underspend in your budget for this year?**

Yes  No  Estimated underspend: £

**3b. If yes, then you need to consider your project budget needs carefully.** Please remember that any funds agreed for this financial year are only available to the project in this financial year.

If you anticipate a significant underspend because of justifiable changes within the project, please submit a rebudget Change Request as soon as possible. There is no guarantee that Defra will agree a rebudget, so please ensure you have enough time to make appropriate changes if necessary.

**4. Are there any other issues you wish to raise relating to the project or to IWT Challenge Fund management, monitoring, or financial procedures?**

No, not at this point.

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

Please note: Any **planned** modifications to your project schedule/workplan can be discussed in this report but **should also** be raised with LTS International through a Change Request. **Please DO NOT send these in the same email.**

Please send your **completed report by email** to [IWT-Fund@ltsi.co.uk](mailto:IWT-Fund@ltsi.co.uk). The report should be between 2-3 pages maximum. **Please state your project reference number in the header of your email message e.g. Subject: IWT001 Half Year Report.**