



Illegal Wildlife Trade (IWT) Challenge Fund Final Report

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
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Project Leader's name	Ling XU
Project website/blog/social media	N/A
Report author(s) and date	Jing CHEN, Ling XU (TRAFFIC) Sonephet Mounlamany (WWF-Laos) 9 July 2021

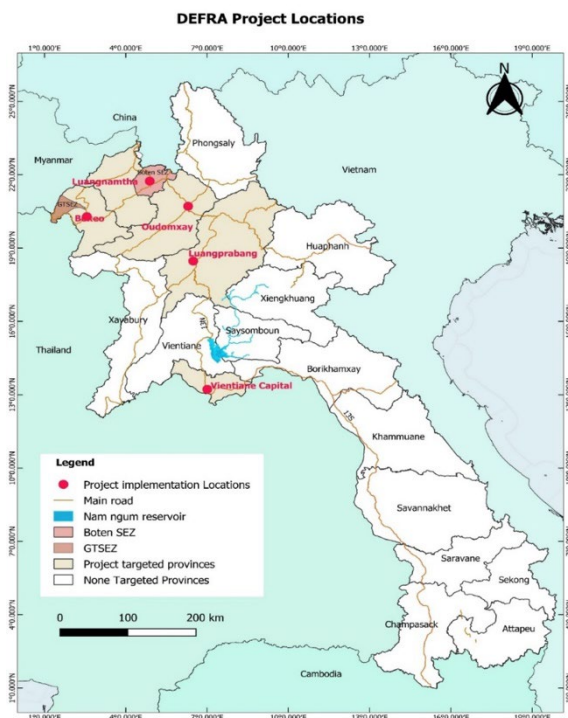
1. Project summary

The project's objective was to reduce the threats to endangered wildlife caused by the increasing demand from Chinese nationals visiting Laos for products derived from endangered species. There were multiple activities including an effective behaviour-change campaign, research to inspire future campaigns, and capacity building and joint actions in partnership with government and travel industry stakeholders in Yunnan Province in China and northern Laos.

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, poached from forests, or trafficked from other Asian countries and Africa. Site visits in Bokeo, Luang Namtha, and Oudomxay in 2016-17 and reports published by TRAFFIC and EIA have revealed the availability of high-value products including tigers, rhinos, big cats, elephants, pangolins, and bears, among others, in markets, shops and Chinese restaurants, with signs written in Chinese and prices quoted in Chinese currency.

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

According to the [Laos Tourism Report 2017](#), around 545,000 Chinese tourists went to Laos in 2016, an increase of 7% from 2015. 66% entered through Boten, Luang Namtha from Yunnan Province. With the Lao PDR Government promoting a "Visit Laos year" tourism campaign, the number of Chinese tourists further increased in 2018 and 2019. However, the China-Laos border has been closed since the outbreak of COVID-19 in early 2020.



The project built on a WWF-Laos initiative in northern Laos under an existing MoA with the Department of Forest Inspection (DOFI) under the Ministry of Agriculture and Forestry (MAF) of Lao PDR. The initiative aimed to address illegal wildlife product availability by strengthening wildlife law enforcement and cross-border collaboration. It was supported by WWF-Singapore (until the end of December 2018) and the US State Department's Bureau of International Narcotics and Law Enforcement Affairs (INL) (until end of March 2020).

WWF-Laos is also part of the implementation consortium of the Integrated Conservation of Biodiversity and Forests (ICBF) project funded by KfW (until 2021) assisting inter-agency and cross-border cooperation in northern Laos. This project complemented the ICBF project by expanding its focus to targeting Chinese tourists to reduce their demand and strengthening multi-stakeholder engagement. This also supported the Lao PDR Government's plan for its "Stop Wildlife Crime" national awareness-raising campaign.

In China, TRAFFIC has initiated work with the CITES MA targeting tourism companies and travel agencies, with a special event jointly organized in 2016 at which the China National Tourism Administration (CNTA) and leading tourism companies and travel agencies in China pledged to follow a zero-tolerance policy towards illegal wildlife trade. This project built on that work by scaling-up the engagement with the tourism sector in Yunnan Province.

The objective of the project is that by 2020 opportunistic illegal wildlife consumption by Chinese nationals in Laos will decrease by 30% because of increased awareness of the illegal wildlife trade, zero-tolerance commitments from relevant stakeholders, and enhanced multi-agency partnerships within the country and region.

The increasing purchasing power of Chinese tourists visiting northern Laos has led to increased demand for endangered wildlife species there. This demand was addressed by this project, and enhanced by law enforcement efforts by other WWF/DoFI initiatives and those of other stakeholders, which should ultimately have an impact on poaching numbers in the source countries. 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 the increasing availability of elephant skin, rhino horn products, helmeted hornbill, tiger products, pangolin, and bear products in the same outlets. Many outlets for these products also exist in Luang Namtha and Oudomxay provinces. Elephant populations 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 attempted to slow this decline by reducing the demand for these products.

2. Project Partnerships

TRAFFIC as the 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), China Customs, Department of Forest Inspection (DOFI) under the Ministry of Agriculture and Forestry (MAF) of Lao PDR and the World Tourism Alliance (WTA) in relevant components of the project. Adaptive management has been required since January 2020 to overcome constraints resulting from the COVID-19 pandemic, including online rather than in-person meetings.

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

WWF-Laos has been leading the project development process in Laos, coordinating input from project partners 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 worked in partnership with the OFI, MAF as the lead agency of the Lao-Wildlife Enforcement Network (Lao-WEN) which includes DOFI, Customs, Environmental Police, Army, Prosecutor, and Court. They engaged with Provincial Wildlife Enforcement Networks (P-WEN) in the same framework of Lao-WEN.

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 26 other government agencies domestically, including the Ministry of Culture and Tourism of China and Ministry of Commerce, as well as internationally with counterparts in other countries.

CITES MA built on its collaboration with TRAFFIC on multiple facets of wildlife trade over many years, including delivery of over 10 annual advocacy events and many public campaigns to reduce demand for IWT in the past five years. In this project, China's CITES MA provided its support in coordinating other government departments, TRAFFIC, companies in the relevant business sectors, and provided policy and regulatory supervision on communication materials and publications.

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, and has had a more formalized working relationship with DOFI since 2007 through the Carbon and Biodiversity (Carbi) project and the Forest Law Enforcement, Governance and Trade (FLEGT) program. WWF-Laos has a Memorandum of Agreement (MoA) with DOFI on wildlife law enforcement and cooperation support.

DOFI provided 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 coordinated with Lao PDR's Ministry of Information, Culture and Tourism for them to be engaged in this project, and attended an annual advocacy workshop for Chinese companies/workers in Lao PDR.

China Customs: TRAFFIC has developed a partnership with China Customs since launching its operation in China. The partnership was further strengthened through co-organizing an international training workshop in China for customs from Asia and Africa that was funded by the previous Defra project *IWT042 Combatting Global Wildlife Cybercrime: Building on the Success in China*. During the implementation of this project, China Customs supported the project team to host the first-ever virtual meeting with Laos Customs to discuss trans-boundary law enforcement collaboration against wildlife trafficking.

Lao Customs: WWF Laos has established a good partnership with Laos Customs under this project through the ground-breaking virtual meeting with China Customs facilitated by TRAFFIC and WWF. The Laos Customs has shown its willingness to work with WWF Laos in the future especially in international law enforcement capacity building.

World Tourism Alliance: The pandemic has hit the tourism industry hard, making outbound travel almost impossible. The project team originally planned to organize cross-border joint activities for the tourism industry in China and Laos, aiming to drive changes in the behaviour of Chinese outbound tourists. However, due to travel restrictions, WWF Laos and TRAFFIC China organized alternative activities domestically. WTA is a brand-new partner engaged during the project, who supported the call for refusing IWT by tourism companies. On 23 March 2021, eight leading Chinese tourist companies signed the Tourism Industry's Illegal Wildlife Trade Convention, created by the WTA and China Wildlife Conservation Association (CWCA), at a dedicated event hosted by TRAFFIC China.

Besides the key partners listed above, the project engaged other stakeholder partners including international organizations (UNODC, INTERPOL, WCS, and Free the Bears), project donors (KFW-ICBF project, World Bank-LENN2 project, a GIZ project in China, an 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 the EU Delegation). These partners supported TRAFFIC and WWF in minimizing areas of conflict or duplication of effort, mobilizing more resources, and amplifying the impacts.

Engagement with industry and commerce, tourism, other private-sector organisations and the Chinese Chamber of Commerce in Laos played an important part in achieving the project goal.

3. Project Achievements

3.1 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.*

In China:

Behaviour change materials to reduce the demand for tiger, rhino horn, and ivory products in Y1 were fully funded by other TRAFFIC projects in China, so this project focused on developing a set of bilingual materials about pangolin conservation, a species which was identified as a potential intermediate host of COVID-19 in early 2020.

Videos and posters were developed for the pangolin campaign. The video was distributed through Weibo and TRAFFIC/WWF's WeChat account during World Pangolin Day in February 2020. It was viewed by more than 54 million people, including those from the target audience heading to Laos with the intention 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, which was viewed by seven million people and 6,000 people in the platforms of Weibo and WeChat, respectively; Iqiyi and Toutiao (two major video platforms) also played this video with over 10,000 views.

The poster with the message of 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 which have high numbers of outbound Chinese travellers were also identified for the poster distribution.

A set of social and behaviour change materials to reduce demand for rhino horn was developed jointly with WildAid and China Wildlife Conservation Association (CWCA) in December 2020. The materials included a cartoon video and a poster aiming to persuade buyers to not purchase rhino horn and encourage the public to report IWT incidents to law enforcement agencies. The rhino horn demand reduction campaign was delivered through WeChat moments in December 2020. The campaign was distributed through TRAFFIC's WeChat account on 24-25 December and achieved 632,209 impressions and a 0.46% Click Through Rate (CTR). In addition, 3,363 OOH panels with messages of punishments related to IWT were placed in eight cities where the incidence of IWT is high (Yunnan, Beijing, Chengdu, Shanghai, Guangzhou, Xiamen, Haikou, and Changsha). These eight cities were prioritised by TRAFFIC based on results of online and physical market surveys. There were 123.8 million estimated views during the campaign period.

A set of posters containing five species including elephant, pangolin, rhino, hawksbill turtle, and rosewood were developed jointly with China Customs, CWCA, WildAid, IFAW, WCS, and Visual China Group in early 2021 (not publicly available as they haven't been officially launched yet). The key message of the posters was to persuade Chinese travellers not to be involved in smuggling endangered species and their products, but take action to contribute to biodiversity conservation. Due to the travel restrictions resulting from the pandemic and the postponement of the CBD CoP15, the delivery of the posters has been re-scheduled from June to October 2021 when the high-level CBD COP15 will be held in Kunming. The posters will be placed in the Custom areas all over the country at airports, land and sea ports. Hundreds of million views of the campaign materials are expected.

In Lao PDR:

WWF Laos developed four behaviour change campaign materials with multi-lingual messages about penalties for buying illegal wildlife products. The leaflets/pamphlets, post cards and stickers were developed in 2019, aiming to stop ivory consumption among Chinese nationals in Laos. During Golden Week in 2019, the materials were distributed to Chinese travellers and Chinese communities at international entry points in five provinces in Lao PDR, including Vientiane Capital, Luang Prabang, Oudomxay, Luang Namtha, and Bokeo Province. Over 75 law enforcement officers (including eight women)

from Immigration Police and Customs carried out the on-the-spot inspections of the distribution of the materials.

Co-funded by other projects, the 2020 Chinese New Year Campaign was conducted in the same five provinces, focusing on four main administration zones including Bokeo SEZ, Boten SEZ, Luang Prabang, and Wattay Airport, and five international border crossings and their surrounding areas. 56 officials (including 11 women) from seven agencies (DOFI, POFI, Environmental Police, Immigration Police, Customs, Public Prosecution, and District Agriculture and Forestry Office) together with WWF Laos distributed the stickers and postcards to Chinese travellers and local people. A total of 10,000 leaflets, 16,000 postcards, and 4,050 stickers of anti-ivory trade were distributed to more than 29,050 Chinese nationals in Lao PDR during the two campaigns.

In addition, the materials were also distributed in the official Facebook of WWF Laos during the high seasons of Golden Week from September to October in 2019 and Chinese New Year in January 2020.

A large billboard with the headline on "Stop Illegal Wildlife Trade" and posters were developed in September 2020 to introduce key species protected under national and international laws, including Asian elephants, Asiatic black bears, Tigers, Pangolins and Deer. In October 2020, WWF Laos conducted an offline campaign targeting local Chinese nationals in 20 Districts of 5 main provinces (Vientiane Capital, Luang Prabang, Oudomxay, Luang Namtha, and Bokeo) covering special economic zones, local and international borders. 65 officials from the national and provincial levels were engaged and 1,000 units of the posters were distributed at hotels, restaurants, markets, shops, and popular areas for tourists.

In collaboration with central and provincial government officials, WWF Laos introduced the Lao New Penal Code and Wildlife Law regarding the IWT through local radio news three times per day for five days in four targeted provinces (Luang Prabang, Oudomxay, Luang Namtha and Bokeo) during Golden Week in October 2020. At the same time, the large billboard and posters were also launched on the official Facebook of WWF Laos.

As a result of WWF Lao's targeted campaigns and law enforcement engagement, one Chinese national was arrested at Luang Prabang International Airport attempting to smuggle 3kg of ivory and 2kg of elephant bone products during the Golden Week Campaign and Law Enforcement operation from 28 September to 6 October 2019. A total of 88.8kg of wildmeat was confiscated and live animals were released back to the wild during the Chinese New Year Campaign & Law Enforcement operation implemented in January 2020.

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 China:

Before the COVID-19 pandemic, co-funded by other projects, TRAFFIC organized three advocacy workshops participated by a total of 372 Chinese travellers intending to travel to Lao PDR and launched the Responsible Tourism Forum (RTF).

- A workshop to celebrate the World Rhino Day in Beijing on 22 September 2019 with 70 participants. Based on the evaluation result of the workshop, more than 80% of the participants committed to reject products from endangered species, rhino, elephant, pangolin, tiger, and bear, when traveling to Laos and other Southeast Asian countries in the future and to spread the relevant knowledge to their friends and relatives.
- A workshop themed "Sustainable tourism for the elephant" in Shenzhen on 23 November 2019 with 50 participants. Another workshop, themed "Travel Ivory Free", in the same city on 1 December 2019 with 207 participants. The two workshops called for Chinese outbound travellers heading for Lao PDR and Vietnam to join in elephant conservation efforts and reject illegal elephant ivory during their trips and highlighted the value of elephants to the ecosystem. According to the evaluation results of the workshops, more than 90% of the participants supported severe penalties to punish illegal purchases of ivory and wildlife trafficking. They committed to reject ivory products during travelling and convince their loved ones not to purchase illegal wildlife products.
- The Responsible Tourism Forum jointly launched by WWF and TRAFFIC in Shanghai on the World Elephant Day of 12 August 2019, participated in by more than 60 participants from the most influential travel companies and environmental conservation experts (PR). Ms. Jing CHEN, DR

manager of this project, gave a presentation on the status of IWT in China and appealed to reduce demand for ivory, rhino horn, and other endangered species products among Chinese nationals, particularly those traveling to Laos and other SEA countries. Mr. Chris Wood, the British Consul-General in Shanghai, was invited to give an opening remark during the event. He gave a high appraisal to this Forum and thought it important for the Chinese tourism industry to take a responsible attitude to persuade travellers not to purchase any illegal wildlife product during traveling.

TRAFFIC attended Intrepid Group's 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. In total, 120 participants from 31 provincial branches of Culture and Tourism throughout China attended the workshop. TRAFFIC's participation at the event re-established the partnership with MCTC and laid a foundation for future collaboration, especially for the formation of the RTA.

The outbreak of the COVID-19 pandemic exposed the potential risks of zoonotic disease transmission along the wildlife supply chain. Travellers may consume illegal wildlife products while on holiday or business in countries that may have inadequate laws and challenges with law enforcement. Despite stringent restrictions during the pandemic, there are still several wildlife cases detected by China Customs every day showing that passengers still carry ivory and other endangered species products back to China. To address this issue, with support from TRAFFIC, the Chinese tourism industry has been deeply engaged in educating their customers not to purchase illegal wildlife products while travelling. Building on the success of the RTF and the continuing engagement with tourist sectors, on 23rd March 2021, global leaders from China's tourism industry pledged their commitment to tackling IWT by signing the Tourism Industry's Illegal Wildlife Trade Convention created by the World Tourism Federation (WTF) and China Wildlife Conservation Association (CWCA), at a dedicated event hosted by TRAFFIC. More than 80 participants from the National Forestry and Grassland Administration (NFGA), the Anti-Smuggling Bureau of the General Administration of China Customs (ASB of GACC), the British Embassy in China, the European Union Representative Office in China, the German International Cooperation Agency and other government agencies, and representatives of travel companies attended the event. Commitment to this Convention means signatories will train staff to detect and report IWT or any suspicious activity to law enforcement agencies. The Convention also encourages tourism operators to offer more eco-tourism experiences and promote ethical travel to their customers, and engage with them on the issue of wildlife protection and encourage them to refuse illegally sourced wildlife products on holiday. In the afternoon of the same day, a training workshop was organized for the tourism companies and more than 50 participants from the tourist sector attended the training. Experts from the NFGA, ASB of GACC, China Youth Travel Service, and TRAFFIC presented wildlife laws and regulations, typical cases of passengers carrying endangered species products into China, requirements related to civilized tourism, and commonly traded illegal wildlife and their products. The participating companies expressed that they will actively implement the Convention. (PR, Certificate to companies, agenda, participant)

In Lao PDR:

Following on from the RTF launched by WWF and TRAFFIC, co-funded by other projects, a tour guide training workshop was held in Luang Prabang, Lao PDR on 19 December 2019. The workshop was co-organised by WWF and TRAFFIC in collaboration with Trip.com Group, Intrepid Group, and the Luang Prabang Provincial Offices of Forest Inspection and Information Culture and Tourism. 30 tour guides from 10 tourism companies in Laos participated, and there were another 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 traveling. The workshop took place as part of a collective effort to promote responsible tourism and reduce IWT. All the participants made a commitment and pledged to

promote responsible tourism practices and to prevent Chinese travellers and their customers from buying illegal wildlife products.

Following the discussions at the tour guide training workshop in Luang Prabang, [a guide on responsible tourism](#) was developed for Chinese travellers in March 2020. It included content about stopping illegal wildlife consumption and promoting the sustainable use of traditional commodities in the Lao PDR. The guide includes four parts: the background to responsible tourism; the status of illegal wildlife trade in Lao PDR; commonly traded illegal wildlife products; and how tour guides and travellers can practice responsible tourism by. This guide has been distributed to tourism industry partners in both China and Lao PDR during the tourism events.

In December 2020, WWF Laos and TRAFFIC in collaboration with Souphanouvong University (SU) in Luang Prabang Province and DoFI organized a workshop about "Green Investment and Responsible Tourism to Refuse Illegal Wildlife Products" for Chinese Investors and Tour Guides in Lao PDR". A total of 147 participants attended the workshop, including tour guides and representative companies, tourism associations, Provincial Office of Information, Culture and Tourism and Chinese' Chamber of Commerce, Chinese Investment companies, and Law Enforcement agencies in Luang Prabang Province. A joint commitment on Responsible Tourism, Green Investment and Refusing Illegal Wildlife Products was made by tour guides, Chinese investment companies, and Lao PDR government authorities.

In February 2021, WWF Laos conducted a workshop to disseminate laws related to wildlife and combating IWT in collaboration with the tourism, industrial & commerce sectors in Oudomxay. There were 36 participants including ten women from multiple agencies in Oudomxay, Luang Namtha, and Luang Prabang.

In January and February 2021, WWF Laos conducted four rounds of awareness-raising activities targeting Chinese and local Lao communities in Luang Namtha, Oudomxay, and Luang Prabang. 207 people including 984 Women from the Chinese and local Lao communities across 15 districts in three provinces attended. 19 billboards with anti-IWT messages were set up and installed in these districts.

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.*

Due to the impact of the COVID-19 pandemic, the in-person bilateral meeting of government authorities between China and Laos was changed to a virtual meeting between Customs of China and Lao PDR, which was approved by Defra.

On 17 December 2020, facilitated by TRAFFIC China and WWF Laos, Customs officials in China and Lao PDR met in a ground-breaking virtual forum to discuss the future measures both countries can take to combat illegal wildlife trafficking across their borders. This meeting signals the increased commitment from both countries to tackle the illegal wildlife trade between China and Lao PDR which, despite the pandemic, remains active. During the meeting, officials discussed intelligence sharing, transboundary law enforcement, exchanges, and training plans alongside the need for greater public education, the latest trafficking situation, and wildlife crime investigation methods. Both sides committed to tackling the illegal wildlife trade and know that by strengthening their collaboration, progress will continually be made. 11 participants from Customs of Lao PDR and China, TRAFFIC China and WWF Laos attended the virtual meeting. As a follow-up to this virtual meeting, on 15 April 2021 Customs of China, Laos, and other SEA countries had another virtual meeting to promote law enforcement exchanges between China and SEA countries.

In February 2021, WWF-Laos conducted a workshop on wildlife law enforcement and combating wildlife trafficking in Xayaburi Province. 144 officials from multiple sectors participated, including 11 women from law enforcement agencies in Oudomxay, Bokeo, Luang Namtha, Luang Prabang, Xayaburi and Phongsanli Province. At the workshop, the participants shared experiences related to law enforcement operations, multi-agency cooperation, provision of the law and penalties applied in their locations and identified gaps and solutions for law enforcement with unified standards.

WWF Laos and TRAFFIC engaged with Chinese's Chamber of Commerce in Laos to commit to "Zero Tolerance" towards illegal wildlife trafficking in Lao PDR, in combination with the tour guide workshop under activity 2.4. 25 Chinese investment companies with more than 1,000 workers in Laos and China's Chamber of Commerce in Luang Prabang Province participated in the workshop. They made a commitment to apply the green investment' guidelines to their business operations in Laos.

[Guides for Chinese Banks and Chinese Banks with Operations in Lao PDR](#) were finalised in English and Chinese, co-funded by other projects. In addition, a [Briefing Note](#) for Institutional Investors (such as asset owners, investment managers, and insurance companies) was developed. These guides included an introduction to the illegal wildlife trade and explained why it is a relevant consideration for banks and institutional investors. They outlined the business case for the organisations to take a zero-tolerance approach to the consumption of and the purchase of products from illegally traded species and provided guidelines explaining what actions to take and how to take them. The scope of these actions should include their own staff and operations and those of their suppliers and customers. The guides were launched in April 2021 with support in multiple online and offline channels, including TRAFFIC China's social media accounts (Weibo, WeChat), and importantly via a precision targeting campaign in China where the resources were sent directly to more than 4.36 million relevant professionals from the finance sector identified based on their online activity. There were 10,760 interactions (retweets, comments, likes) and 2,914 clicks on and downloads of the guidelines from the TRAFFIC China website. The resources were also sent proactively to 16 Chinese Banks and two International Banks in China, the World Bank in China, and key partners who are active in activities to combat the facilitation of the illegal wildlife trade by the finance sector, including the Association of Certified Anti-Money Laundering Specialists (ACAMS), the Financial Action Taskforce (FATF), the United for Wildlife (UfW) Financial Taskforce, as well as relevant government agencies and banks themselves. Articles on the subject that summarised the guides were prepared and published in Environmental Finance, Global Trade Review, and by the Organised Crime and Corruption Reporting Project and are awaiting publication in Ethical Corporation.

A [CSR Guide](#) for Chinese businesses operating in Lao PDR was developed in the Chinese language to help companies in Lao PDR design their CSR policy and implement CSR activities in refusing illegal wildlife products. The guide provides clear and easy-to-follow instructions. The Guide was shared with the China' Chamber of Commerce in Lao PDR, WTA, Chinese tourism companies, the UK Embassy in Beijing, and other interested stakeholders in China and Laos.

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.*

WWF Laos conducted market surveys twice a year during the project period (May and November 2019 and 2020) and compared with the previous market survey data since 2016. 16 main locations in six provinces including Bokeo (Huay Xai and Golden Triangle Special Economic Zone), Luang Namtha (Boten, Namtha, Meuang Sing) were surveyed. The survey results revealed that those markets mainly targeted Chinese nationals and a few Vietnamese as well. Chinese nationals purchased small wildlife products from the shops and then took them back to China.

WWF Laos has shared 24 incident reports (case by case) about the wildlife market to Lao-WEN and P-WEN task forces for their follow up. DOFI is the leading agency of the Lao WEN task force against wildlife trafficking and trans-national crime in the Lao PDR. About 18 cases were followed up and 1553 kg of illegal wildlife and their products were confiscated by law enforcement authorities across targeted provinces (Bokeo, Luang Namtha, Oudomxay, Luang Prabang, and Vientiane capital) during the project period based on the information provided by WWF Laos. The estimated total value of these wildlife products that were removed from the trade. The law enforcement operation data was included in the market survey report.

The data from the market surveys, including the previous data collected since 2016, has been summarized in the market survey report which demonstrated the situation of wildlife markets, trade trends and commonly-traded species in Lao PDR. The market survey report is the first-ever comprehensive report describing the wildlife market situation in Lao PDR and incorporated market survey data collected in the past five years. It provides informative resources to understand the situation and trends for the wildlife market in Lao PDR for future conservation, law and legislation improvement, law enforcement strategy and policy making.

WWF Laos has engaged with the China' Chamber of Commerce since the beginning of the project and established a good relationship. WWF coordinated meetings among the China's Chamber of Commerce, the Provincial office of Forest Inspection, and the Provincial Office of Information, Culture, and Tourism in 2019. The partnership was strengthened through the tour guide workshop organized in Luang Prabang in 2019. A second larger-scale workshop was organized in Luang Prabang in December 2020 to follow up with the China' Chamber of Commerce regarding a commitment against illegal wildlife made in 2019 and to promote the "Green Investment and Responsible Tourism to Refuse Illegal Wildlife Products" for the

Chinese travel agencies and investment companies in Lao PDR. 25 Chinese companies joined the workshop and signed a commitment as mentioned in Output 3 as well.

3.2 Outcome

Outcome: *By 2021, a measurable reduction in Chinese nationals' demand for illegal wildlife products in Lao PDR is achieved through the development and distribution of evidence-based behaviour change campaigns and collaborations with governments/businesses.*

Following the unprecedented public health crisis, movement restrictions, and other aspects of the challenging operating environment for the project after the outbreak of the COVID-19, the project Team made monumental efforts to mitigate impacts to milestone delivery.

In total, eight offline campaigns and three online campaigns for the target species (including elephants, tigers, rhinos, pangolins, and bears) were conducted, and achieved more than 100 million views during the project period.

In China, one online and offline campaign to reduce demand for pangolins, identified as a potential intermediate host of COVID-19, was successfully rolled out. More than 54 million people viewed the campaign messages on Weibo between 7-9 February 2020, of which 6.82 million viewed the campaign video. Posters with the message about the illegality of consuming pangolins were distributed in high profile locations in the priority cities which are major transit/consumption locations for pangolin products according to TRAFFIC's market survey in 2018. The materials were distributed at the airports in Kunming, Nanning and Guangzhou and in the subway stations in Shenzhen between 13-26 February 2020. The voices against pangolin consumption from WWF/TRAFFIC and other organizations raised the level of concern among government authorities, resulting 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 hunting, catching, trading, transporting, and eating wild animals. In June 2020, all pangolin species were upgraded from CITES Class II to Class I level protection in China. The corresponding protection measures were also issued, including strengthening the crackdown on the illegal trade in pangolins and recovering the wild population. Still, addressing the inventory of scales that ensures the limitation of the medicinal use of pangolin scales to the maximum extent is not listed as a priority for the NFGA. Furthermore, there are still eight TCM prescriptions containing pangolin scales in *2020 Chinese Pharmacopeia*, although pangolin scales have been deleted from permitted raw materials for medicine.

In Lao PDR, the campaigns engaging the Lao WEN task force, immigration police, and customs during the Golden Week and Chinese New Year from 2019 to 2021 are the first-ever awareness-raising activities targeting Chinese nationals who live close to the border areas which are trade hubs and hotspots for illegal wildlife market. The campaigns have helped more than 29,050 people understand the messaging about avoiding IWT and penalties under the new penal code, and also resulted in the ivory smuggling seizure related to one Chinese national at Luang Prabang International Airport and 88.8 Kg of wild meat confiscated in Lao PDR.

Following the "Responsible Tourism Forum" in 2019 and the subsequent signing of the Convention by leading Chinese tourist companies in 2021, TRAFFIC and WWF have amplified communication to the public by holding pre-travel workshops with experts in wildlife conservation and tourism practitioners. The workshops in China and Lao PDR aimed to provide legitimate, green, and innovative travel suggestions for Chinese travellers intending to visit Lao PDR and create a positive change before the Fifteenth Conference of the Parties to the CBD (CoP15) to be hosted in China.

All the above efforts have contributed to reducing demand for illegal wildlife products among Chinese nationals in Lao PDR. The results of three consumer survey reports by WWF have indicated some reduction in Chinese nationals' demand for illegal wildlife products.

WWF's fourth annual consumer survey, released in April 2021 found that demand for elephant ivory in China had dropped to its lowest level since the national ban on the sale and purchase of ivory was implemented in December 2017:

- Consumers' intention to purchase ivory in the future, both before and after being reminded about the ivory ban (19% and 8% respectively), continues to drop and is less than the levels in 2018 (26%, 14%).
- Regular outbound traveller's future intention to buy ivory decreased from 58% in 2018 to 48% in 2020.

- Self-reported purchase of ivory in the past 12 months decreased to 12% in 2020 (from 14% in 2018) which is the lowest level since the annual studies began in 2017. Gifting is reported to be the most popular reason that people buy ivory.
- Although people's awareness of the ivory ban specifically in 2020 declined to the lowest level since 2017, 88 percent of those surveyed believed that the sale of ivory in China is illegal.
- After remaining relatively stable at 14% of the surveyed population in 2018 and 2019, the proportion of the population defined as Diehard Buyers has decreased significantly to 8% in 2020, less than half of the pre-ban level in 2017, although the remaining "core" Diehard Buyers are even more firm in their resolve to purchase ivory. Among this group, the most compelling driver to purchase ivory is the perception of its artistic value.

In October 2020, WWF released a report, to better understand the motivations and potential influencing factors of outbound Chinese travellers, specifically about their purchases of wildlife parts and products while abroad. This study was focused on travellers to 7 target destinations Cambodia, Hong Kong SAR, Japan, Laos, Myanmar, Thailand, and Vietnam. The report found that 11 percent of the 3,011 travellers surveyed reported that they plan to purchase ivory before making a trip to one of the seven target destinations. For the travellers to Laos, 9% planned to buy ivory before the trip and 17% visited a shop/market that sold ivory during their trip. The research identified the profile and behaviour of Chinese overseas travellers, and these insights will be used in developing future campaigns targeting Chinese overseas travellers in Lao PDR and other Asian destinations. The efforts made under this Defra-funded project will contribute towards changing illegal wildlife products consumption behaviour among Chinese nationals, particularly by engaging the tourism sector and law enforcement agencies in China and Lao PDR. In May 2021, WWF published a report entitled, 'COVID-19: One Year Later: Public Perceptions about Pandemics and their Links to Nature'. The report identified that nearly 30% of people surveyed across China, Myanmar, Thailand, Viet Nam, and the United States say they have consumed less or stopped consuming wildlife altogether after the breakout of COVID-19 because of the health crisis. After more than one year since the emergence of COVID-19, support is strong (85%) in five countries for the governments to close high-risk markets selling wildlife. The results could also reflect people's perceptions in Laos. The pandemic created a chance for the world to think more about the relationship between people and animals, and the use of wild animals.

The project also contributed to reducing the supply of illegal wildlife products to shops in Lao PDR through campaigns and law enforcement efforts. WWF Laos' market monitoring results indicate a decline in shops selling wildlife of any species from 78% in 2016 and late 2019 to 69% in late 2020 and at the end of the project. At the same time the proportion of outlets trading wildlife products of priority species has been steadily decreasing since 2017. In 2017, the availability of priority species products was 48% for elephant, 40% for tiger, 30% for bear, 20% for pangolin, 17% for helmeted hornbill and 12.5% for rhino. These figures have declined to 15% (elephant), 5% (bear), 8% (tiger), 0% (pangolin, helmeted hornbill) and 1.9% (rhino) respectively in late 2020. Most of the outlets which stopped selling such products were operated by Chinese. Following WWF Laos' market survey findings, about 1,535 items (1,553 Kg) of Category I/II protected species and their products have been confiscated by law enforcement authorities across two years (2019-2020).

3.3 Monitoring of assumptions

All the assumptions under both Outcome and Output levels are still valid.

In China, Chinese leadership and government continue to have the 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' behaviour towards illegal wildlife products by co-hosting advocacy workshops for Chinese nationals heading for Laos and other Southeast Asian countries and participating in tour guides training events in both China and Laos to increase their ability to educate their customers.

In Laos, WWF has a very good relationship with the Lao government under an MOU from the project "Strengthen Wildlife Law Enforcement and Cross-border Cooperation" (Funded by the US Government's INL). This Defra-funded project has supported Lao government authorities to implement the PM Order No. 5 and increase law enforcement efforts in collaboration with China and other neighbouring countries to eliminate transnational and organized criminal groups and individuals.

When designing this project, TRAFFIC and WWF did not anticipate the global pandemic, which was far beyond our experience of SARS and other viral outbreaks since the early part of this century. COVID-19 has affected the implementation of the proposed activities under this project, and several of them had to be postponed from Y1 to Y2. In response to COVID-19, all international travel was cancelled, and domestic travel was also limited during the lockdown period, which not only affected all kinds of in-situ and face-to-face activities but also devastated the tourism industry, the main partner of the project.

There were some mitigation measures by the Lao government related to domestic travel which helped the Lao team to deliver all activities in Y2. The tour guides and tour companies in Lao PDR also showed their continuing willingness after their commitment in 2019 at the workshop in Luang Prabang. And Chinese companies are still willing to continue to work with TRAFIC and WWF to change their customer's behaviour in refusing illegal wildlife products TRAFFIC successfully partnered with the WTA and engaged the leading Chinese tourist companies to sign the Convention in refusing illegal wildlife products and made commitments.

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

The objective of the project was to change behaviour and reduce demand for illegal wildlife products among Chinese nationals in Lao PDR, by making them aware that purchasing and trading protected wildlife species and their products are illegal and violators will be punished under the law in Lao PDR. The project aimed to reduce the availability of illegal wildlife products in the markets, prevent protected species being poached for commercial purposes, build capacity of government officers to tackle wildlife trafficking, promote sustainable tourism, and engage with government counterparts and stakeholders to expand the governmental commitment under CITES.

Through the project implementation, all relevant stakeholders in China and Lao PDR and the wider public in China have paid higher attention to wildlife trafficking, particularly Chinese travellers in Lao PDR who committed not to consuming illegal wildlife products after receiving the communication materials; WWF and TRAFFIC's cooperation with government agencies in China and Lao PDR has supported the improvement of policymaking and legislation, and strengthened law enforcement against illegal wildlife trade; China upgraded the pangolin's domestic protection level and adopted special measures to protect the species, and further strengthened law enforcement against IWT. Lao PDR's confiscation of illegal wildlife products based on the project team's market findings has shown the government's investments in law enforcement actions enable them to more effectively address illegal wildlife trade in Lao PDR.

The engagement with the tourism industry has promoted responsible tourism in China and Lao PDR, and helped tourism companies integrate the policy of refusing illegal wildlife products into their everyday operations, boosted their capacity to comply with the law and increased their commitment to raise awareness and reduce the likelihood of consumption of illegal wildlife products among Chinese travellers.

The responsible tourism will benefit local communities' livelihoods. The Responsible Tourism Guide developed under this project will be used to promote legal and sustainable purchases of traditional commodities and ultimately sustainable business development and corporate social responsibility. In addition, the Green Investment Guideline and Bank Guideline for Chinese nationals will also help to foster good business practices in Lao PDR by engaging the China's Chamber of Commerce and financial institutions in China. These efforts will make China's support for Lao PDR in economic development more sustainable and provide longer-term support for poverty eradication.

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

This project supports Objective 4 of the IWT Challenge Fund "*Reducing demand for the products of the illegal wildlife trade*". Demand reduction was highlighted as a priority in the London Declarations (2014 and 2018), Kasane Statement, Hanoi Statement, and at CITES CoPs. A CITES Conf. Resolution 17.4, was adopted encouraging Parties to take action to reduce demand for IWT products through the development of evidence-based behaviour change strategies. Two Decisions 18.86-18.87 also show that the Secretariat shall develop CITES guidance on demand-reduction strategies to combat illegal trade in CITES-listed species and provide training and other technical support to Parties in implementing the strategies.

This project contributed to commitments at the **London 2014 Conference Declaration** through 1) providing actions to eradicate the 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 the illegal trade of elephant parts, including Lao PDR's NIAP; 4) supporting sustainable livelihoods through reducing pressures on wildlife populations, contributing to wildlife tourism; 5) filling knowledge gaps on IWT markets dynamics in Lao PDR; and 6) promoting trans-boundary law enforcement through organizing bilateral customs meetings between China and Lao PDR .

Regarding **London 2018 Conference Declaration**, this project has supported to 1) introduce 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 also contributed to commitments of the **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 adding to the 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 driving factors causing their decline.

TRAFFIC China together with WWF Laos scaled up collaborative efforts to reduce demand and change the behaviour of Chinese nationals in Lao PDR. The large-scale online campaign about pangolin conservation reached millions. The voices against pangolin consumption from TRAFFIC/WWF and other organizations raised the level of concern from government authorities and resulted in a complete ban on the consumption as a 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. On 5 June 2020, China officially upgraded all species of pangolins from the National Protected Class II to Class I accompanied by a series of measures to strengthen the protection of pangolin.

Other online and offline campaigns for elephants, tigers, rhinos and bears under this project also reached millions of Chinese nationals in China and Lao PDR. These demand reduction campaigns are designed to have positive impacts on changing consumers' behaviours on the consumption of illegal wildlife products. Three WWF's consumer survey reports have indicated the reduction of such a demand among Chinese nationals in the past two years.

The project also reduced the availability of endangered species products in the local physical markets in Lao PDR through market monitoring and sharing the survey results on a timely basis with law enforcement agencies for their follow-up.

The above measures have been very beneficial in the crackdown on the illegal trade of pangolin and other endangered species and curbed the demand for illegal wild meat.

This project also directly assisted these two countries in their commitment to 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 project.

6. Project support to poverty alleviation

This project has supported and driven investments in law enforcement actions by the timely sharing of information and intelligence from market monitoring, which has more effectively addressed the illegal wildlife trade in Lao PDR, and reduced the poaching as well. It is thought that the reduced poaching can help local communities continue to access to their natural heritage and resources that are an invisible wealth for sustainable tourism and investment in the future.

This project also has had 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 helped to foster good business practices of tourism companies and Chinese investors in Lao PDR. An evidence-based behaviour change campaign has been integrated into the tourism business' everyday operations, boosting their capacity to comply with the law and increase social responsibilities of raising awareness and reducing the likelihood of consumption of illegal wildlife products among Chinese travellers.

7. Consideration of gender equality issues

WWF and TRAFFIC have a non-discrimination policy concerning gender; project staff includes a proportional balance of females and males. This project ensured 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 training, workshop, awareness-raising including law enforcement actions. More than 25% of 191 participating officers in Laos were females.

The project took into account differences in culture, education, socio-economic status, and/or willingness to change to more sustainable behaviour when designing targeted behaviour change interventions and other activities to ensure that the project does not increase inequality between demographics.

8. Sustainability and legacy

The project aimed to catalyse (1) governments in Lao PDR and other countries with a 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 require, and are interested in improving their practices by promoting the Responsible Tourism guide, guidance for Chinese Banks and Green Investment guidelines, and will have a strong interest in maintaining them as necessary following the project's conclusion.

This project engaged government partners at the national level (Lao WEN taskforce) to advise P-WEN in the target provinces on the sustainability and legacy matters, which will enable them to make informed and balanced decisions to maximize positive impacts, minimize negative impacts, and foster positive change and legacies in the social, economic and environmental spheres.

To ensure sustainable outcomes and impacts, the project team formed the Responsible Tourism Forum to call for the refusal of illegal wildlife products when travelling, and facilitated the signature of the Tourism Industry's Illegal Wildlife Trade Convention by leaders from China's tourism industry to tackle the illegal trade of wildlife. Beyond this project, TRAFFIC will work together with the World Tourism Alliance (WTA) to encourage tourism operators to offer increasing ecotourism experiences and promote ethical travel to their customers while engaging them on the issue of wildlife protection and refusing to buy illegally sourced wildlife products on holiday. Meanwhile, TRAFFIC will support the tourism industry to train staff to detect and report any illegal wildlife trade or suspicions of illicit trade to law enforcement. Since Chinese outbound travellers continue to be major consumers of wildlife products from endangered species, TRAFFIC and its partners are exploring science-based behavioural change approaches to understand their motivations and address their behaviour. The Social Behaviour Change (SBC) toolkit, developed and adapted by TRAFFIC will be widely used for the training of tourism industry staff and their customers in the future.

The guidance and guidelines will be further adapted for 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. The partnership and regular communication mechanisms developed between Customs in China and Laos during the project will support more trans-boundary law enforcement cooperation on endangered species, and continue to facilitate Customs law enforcement training and exchange activities for key countries. TRAFFIC and WWF will promote the collaboration by using our own networks' resources and actively providing information and intelligence on illegal wildlife trade to Customs in a timely manner.

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

9. Lessons learned

The main challenge for the project was the unavoidable delays and limitations of some activities due to the outbreak of COVID-19 since the beginning of 2020. However, the pandemic also provided an opportunity for the world to rethink the relationship between human beings and wildlife and pay more attention to reducing consumption of illegal wildlife products.

The lockdown and travel restrictions in some locations required adaptive management and the planning of activities with a high level of flexibility and a backup plan. Throughout the project, WWF and TRAFFIC learned to mitigate the impacts of the pandemic by looking for alternatives to the planned activities. For example, as approved by Defra, the bilateral government meeting was moved to an online platform in December 2020, and then WWF Lao and TRAFFIC China organized meetings with their respective partners in order to better implement the cooperation plans reached at bilateral meetings. In the same month, the tour guide workshop and the advocacy workshop for the Chinese company in Laos were combined into one joint workshop in order to reduce the risks. Beside the activity adjustment, from late December 2019 to May 2020, the DR manager (Jing CHEN) took a long-term sick leave, which resulted in additional work for the project leader (Ling XU). 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 went well with good cooperation with all relevant partners, particularly the tourism industry and government agencies in China and Lao PDR. TRAFFIC and WWF not only strengthened the existing relationships with partners but also developed new partnerships, for example, with the WTA in China and Laos Customs which were critically important and very supportive during the implementation of the project and for TRAFFIC and WWF's future work on combating wildlife trafficking as well.

9.1 Monitoring and evaluation

Monitoring and Evaluation were an integral part of the project across all activities. Project progress was monitored by measurable indicators, which were identified for the outcome and outputs in the logframe. The outcome indicator has been measured with intermediate planned results and planned results by the end of the project, and verified by assessment reports and surveys, and open source peer-reviewed publications.

A project kick-off meeting (Agenda, participant) 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. 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. A dedicated M&E Leader (7% of James Compton's time) was part of the Project Implementation Team. M&E meetings with the key implementation team members were scheduled at both the 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 was on 26 March 2019 to review and evaluate the progress of Y1 activities; the second was on 31 March 2019 to re-visit this project after some important progress had been updated in the M&E notes. In Y3, an M&E call was organized on 19 May 2021, and then a second M&E call was organized on 30 June led by Steve Watson from TRAFFIC who took over James' M&E role after James moved to another

position within TRAFFIC. Key project staff, including Sean Lam, Ling XU, Jing CHEN from TRAFFIC, and Sonephet Mounlamany and Anousone Mexayteng from WWF Laos, attended the meetings. The calls went through all the activities against the logframe and discussed progress, challenges and lesson learned throughout the project implementation.

During the project, bi-weekly review calls were held between the internal Project Implementation Team, which were organized by Jing CHEN except for Ling XU's facilitation from January to May 2020. The meeting minutes were shared with the project implementation team shortly after the calls.

There were monthly calls between the wider Project Partnership Team providing a 'Steering Group' function. The 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.

There was monitoring for all project activities against the plan on a quarterly basis. The first quarterly monitoring meeting 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 2021 to overall review the progress of all project activities against the plan.

An Annual Report was prepared at the end of Year 1, which is in effect a project mid-term review. It included recommendations for adaptive management, to strengthen the pace, quality, and quantity of project implementation during Year 2. Under TRAFFIC and WWF's regular project review system, this project was reviewed by James Compton, Senior Director of TRAFFIC Asia-Pacific, including assessment of the timeliness of deliverables, effectiveness of external relationships, impact to conservation and expected outcomes, project legacy, and sustainability and budget efficiency.

In response to the pandemic, the project team kept monitoring and evaluating the project assumptions and logframe during the regular catch-up calls and also set up special calls to discuss the work plan and adaptive solutions. The project submitted two change requests for the activity adjustment since the outbreak of the COVID 19 and both of them were approved by Defra.

Overall, good communication mechanisms and frequent monitoring and evaluation ensured the project implementation and output deliveries in spite of the challenging situation in 2020 and 2021.

9.2 Actions taken in response to annual report reviews

N/A. No feedback was received from the annual report.

10. IWT Challenge Fund Identity

The IWT Challenge Fund funding was recognised as a distinct project with a clear identity. We acknowledged the support of the IWT Challenge Fund in all campaign materials, workshops, meetings, and presentations relating to the project both in China and Lao PDR. UK Embassies in China and Lao PDR were always promptly informed of the progress of the project and invited to 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. He gave a high appraisal to this Forum and thought it important for the Chinese tourism industry to take a responsible attitude to persuade travellers not to purchase any illegal wildlife product during travelling. Two representatives, Ms. Colette Lancaster and Ms. Denise TAN from the UK Embassy in Beijing, were invited to attend the IWT Convention signing event for Chinese tourism companies in Beijing on 23 March 2021.

WWF Laos has been working closely with the Diplomatic communities including the UK embassy in Lao PDR. Mr. Jeff Matthewman from the UK embassy is the focal point for wildlife crime, so he was invited to participate in all the activities funded by this project, and the branding of the UK government was included in the event and the press releases in English and local language.

11. Impact of COVID-19 on project delivery

The project started in July 2019 and progressed well before the outbreak of the COVID-19. Since the

beginning of 2020, it has been challenging to carry out the proposed activities due to the potential risks to health and safety, travel restrictions, and the impact on the tourist industry as well.

Regarding the health and safety of project staff and beneficiaries while implementing project activity, prevention and mitigation measures including wearing a face mask, sanitising washing hands, and social distancing were applied during project implementation. Regular face-to-face communication with important partners was significantly reduced, and there were fewer opportunities to meet partners in the activities organized by government authorities, private sector and other NGOs. Although communication could still be carried out through e-mail, telephone and social media platforms, the effectiveness was less than face-to-face communication. In addition, the pandemic also resulted in the temporary cancellation of activities. For example, the project team planned to hold an event to celebrate the World Wildlife Day and announce the establishment of a Responsible Tourism Alliance in Xishuangbanna, Yunnan Province with the CWCA in the end of February 2021. However, due to the resurgence of the pandemic in Beijing and Yunnan (Ruili, bordering Myanmar), the activity was cancelled.

As the border of China and Lao PDR was closed, the planned in-person bilateral governmental meeting was moved to an online platform. Building on TRAFFIC's experience in organizing the international Customs training in 2019 (also funded by Defra), a virtual customs meeting between China and Lao PDR was delivered in December 2020 as an alternative to the planned in-person bilateral governmental meeting. WWF Laos and TRAFFIC China organized their respective customs officers in the physical meeting rooms, conducted internet testing in advance, and communicated topics for discussion by e-mail and calls before the meeting. As a result, this was a successful meeting. The multi-department workshops in China and Lao PDR respectively were organized in early 2021 in order to enhance the departmental collaboration against wildlife trafficking, which was originally expected to be achieved by the bilateral meeting with the participants from both countries. The availability of illegal wildlife products was much lower due to travel restrictions and strengthened law enforcement. However, Chinese outbound travellers are still identified as a major consumer group of ivory products according to WWF's fourth consumer survey for ivory products. WWF Laos' market survey also identified Chinese communities as the primary target audience for illegal wildlife products, including pangolin meat at the border areas. Therefore, the project team re-allocated funding from travel to support campaigns to highlight the potential legal and health risks related to IWT and zoonotic disease transmission to change the consumption behaviour of Chinese travellers.

During the lockdown in China and Lao PDR in the first half year of 2020, the project team maintained regular virtual communication with respective government and private partners to prepare the activities related to workshops, meetings, visits, training and campaigns. After the travel restriction was lifted, the project team quickly implemented the postponed activities to ensure that the project was completed within the specified time.

For the tourism industry, the pandemic was a heavy blow, especially for international tourism. However, it made the tourism practitioners fully aware of the potential legal and public health risks associated with the illegal wildlife trade. As Mr. Liu Shijun, Secretary-General of the World Tourism Alliance, said at the signing event of the Tourism Industry's IWT Convention on 23 March 2021, "As a tourism practitioner, we cannot limit our vision to the tourism industry itself, but should have a higher structure and a sense of responsibility that allows more people to realize the role and potential of tourism in promoting social development." For the next step, TRAFFIC will continue to support the tourism industry to train their staff to detect and report any illegal wildlife trade or suspicions of illicit trade to law enforcement and educate their customers to refuse to buy illegally sourced wildlife products on holiday.

12. Finance and administration

12.1 Project expenditure

Year 2 (April 2020-March 2021)

Project spend (indicative) since last annual report	2020/21 Grant (£)	2020/21 Total actual IWT Costs (£)	Variance %	Comments (please explain significant variances)
Staff costs (see below)				

Consultancy costs				
Overhead Costs				
Travel and subsistence				
Operating Costs				
Capital items (see below)				
Others (see below)				
TOTAL				

Staff employed (Name and position)	Cost (£)
James Compton, Senior Programme Director -Asia, TRAFFIC	
Steve Watson, Behavioural Change Senior Specialist, TRAFFIC	
Marcus Cornthwaite, Communications Support Manager, TRAFFIC	
Sean Lam, Project Administration Officer, TRAFFIC	
Xu Ling, China Office Director, TRAFFIC	
Chen Jing, Senior Programme Manager, TRAFFIC	
Cheng Wu, Finance Manager, TRAFFIC	
Zhang Huan, Communications Officer, TRAFFIC	
Francois Guegan, Conservation Director, WWF Laos	
Sonephet Mounlamany, Project Manager, WWF Laos	
Anousone Mexayteng, Project Officer, WWF Laos	
Jason Guttic Battad, Senior Finance Officer, WWF Laos	
Parry Sanixay, Combatting Illegal Wildlife Trade Consultant, WWF Laos	
TOTAL	

Capital items – description	Capital items – cost (£)
N/A	
TOTAL	

Other items – description	Other items – cost (£)
TRAFFIC China, telephone and mobile phone fees (Jan – March 2021) WWF Laos, car rental for market monitoring, meetings WWF Laos, material printing and gifts for tour guide workshop WWF Laos, printing billboards for awareness raising event	
TOTAL	

Year 3 (April 2021-June 2021)

Project spend (indicative) since last annual report	2021/22 Grant (£)	2021/22 Total actual IWT Costs (£)	Variance %	Comments (please explain significant variances)

Staff costs (see below)				
Consultancy costs				
Overhead Costs				
Travel and subsistence				
Operating Costs				
Capital items (see below)				
Others (see below)				
TOTAL				

Staff employed (Name and position)	Cost (£)
Steve Watson, Behavioural Change Senior Specialist, TRAFFIC	
Marcus Cornthwaite, Communications Support Manager, TRAFFIC	
Sean Lam, Project Administration Officer, TRAFFIC	
James Compton, Senior Programme Director -Asia, TRAFFIC	
Gayle Burgess, Behavioural Change Coordinator, TRAFFIC	
Xu Ling, China Office Director, TRAFFIC	
Chen Jing, Senior Programme Manager, TRAFFIC	
Cheng Wu, Finance Manager, TRAFFIC	
Zhang Huan, Communications Officer, TRAFFIC	
Sonephet Mounlamany, Project Manager, WWF Laos	
Anousone Mexayteng, Project Officer, WWF Laos	
Parry Sanixay, Combatting Illegal Wildlife Trade Consultant, WWF Laos	
TOTAL	

Capital items – description	Capital items – cost (£)
N/A	
TOTAL	

Other items – description	Other items – cost (£)
Reverse the accrual of Xu Ling's mobile phone in March	
TOTAL	

12.2 Additional funds or in-kind contributions secured

Source of funding for project lifetime	Total (£)
GIZ	

SRI	
EC DG DEVCO	
USAID	
DFID	
WWF Laos	
TOTAL	

Source of funding for additional work after project lifetime	Total (£)
TOTAL	

12.3 Value for Money

Project staff have been working with partners for several years in monitoring and combating IWT and securing behaviour change. This project drew on this experience, for example, using TRAFFIC's established SBCC approach, methods for market monitoring, and engagement with public and private sectors.

Private sector partners in China and Lao PDR bore their own travel cost and provided in-kind support for in-depth discussions, behaviour change message design and workshop/webinar delivery. The project leveraged the WTA's strength of efficient targeting of tourism companies, and the promotion of responsible tourism.

The Customs partnership added value to combatting wildlife trafficking through enhanced trans-boundary law enforcement collaboration, and synergies with global actions, e.g., Cobra Action. The lessons learnt from the project can be applied elsewhere to other IWT products, further enhancing value for money.

TRAFFIC and WWF's policies and systems have ensured financial efficiency, which was a priority. Key cost drivers, including staff time, meetings, travel, and consultant fees, were minimised without compromising quality. Competitive pricing was sought for all purchases, including multiple quotes prior to decisions on suppliers and travel. Travel was planned well in advance where possible and kept to a minimum, using the lowest economy airfare and virtual monitoring and evaluation calls in Year 3. TRAFFIC and WWF reimbursed reasonable actual expenses incurred when travelling and generally does not issue per diems apart from small daily allowances for incidentals as per HMRC guidelines.

13. **OPTIONAL: Outstanding achievements of your project during the (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.

Through this project, TRAFFIC and WWF aimed to strengthen the transboundary wildlife law enforcement collaboration between China and Laos PDR, significantly reduce demand for illegal wildlife products among Chinese nationals in Laos PDR, and help promote sustainable trade development. A few of the outstanding achievements of this project were:

- The large-scale online and offline social media campaigns against pangolin consumption in China raised great concern and contributed to a complete ban on the consumption as a food of all terrestrial wild animals, stricter enforcement of China's Wild Animal Protection Law, and upgrading of pangolin species from Class II to Class I level protection in China in June 2020.
- Following the "Responsible Tourism Forum" launched in 2019, leaders from China's tourism industry pledged their commitment to tackling IWT by signing the Tourism Industry's Illegal Wildlife Trade Convention at a dedicated event hosted by TRAFFIC China on 23 March 2021. The convention asks signatories from the tourism industry to train staff to detect and report any illegal wildlife trade or suspicions of illicit trade to law enforcement. The convention also encourages tourism operators to offer more ecotourism experiences and promote ethical travel to their

customers while engaging them on the issue of wildlife protection and refusing to buy illegally sourced wildlife products on holiday.

- Customs officials in China and Lao PDR met in a ground-breaking virtual forum on 18 December 2020 to discuss the future measures both countries can take to combat illegal wildlife trafficking across their borders. This meeting signalled the increased commitment from both countries to tackle the illegal wildlife trade between China and Laos which, despite COVID-19, remains active. Officials discussed intelligence sharing, trans-boundary law enforcement, exchanges and training plans alongside the need for greater public education, the latest trafficking situation and wildlife crime investigation methods.
- The market survey findings have indicated that the number of outlets selling illegal wildlife products decreased from 2016 to 2020. Based on these findings, Lao enforcement authorities confiscated about 1,553 kg of wildlife products in 2019 and 2020.
- Greatly supported by the local government authorities in Lao PDR, the campaign billboards were placed in Chinese communities with more than 10,000 people living along the borders. Such collaboration indicates that law enforcement agencies at the border have significantly increased their awareness of and attention to illegal wildlife trade.

Annex 1 Project’s original (or most recently approved) logframe, including indicators, means of verification and assumptions.

Note: Insert your full logframe. If your logframe was changed since your application and was approved by a Change Request the newest approved version should be inserted here, otherwise insert application logframe.

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 campaigns 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 trading 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 the 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 the 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 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 2.3 At least 400 Chinese travellers in total intending to travel to Lao PDR attend a biannual	2.1 Meeting notes; media reports 2.2 RTA member list; a written and signed “zero tolerance” initiative; media reports 2.3 Workshop minutes; media reports; participant lists, feedback from the participants	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>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 from buying any illegal wildlife products by participating in an annual training workshop by the end of 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>2.4 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 end of 2020</p> <p>3.2 A commitment to “zero tolerance” towards wildlife trafficking and unsustainable consumption is made by China’s Chamber of Commerce in Lao PDR by the end of 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 the end of 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 interest 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 a 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 the desired behaviour</p>	<p>The regulation of Lao PDR allows NGO's market monitoring.</p>
<p>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)</p> <p><u>Output 1:</u> 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.</p> <p>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>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> <p>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.</p> <p><u>Output 2:</u> 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> <p>2.1 Multiple sector workshops within China and Laos respectively to enhance the cross-sector communication and collaboration in combating illegal wildlife trade, especially addressing the issue in the tourism sector. (Due to the impact of COVID-19, multiple sector meetings in China and Lao PDR respectively were an alternative when the face-to-face bilateral meeting was not feasible.</p> <p>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>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. (The advocacy workshops in Y2 were cancelled as the border was closed.)</p> <p>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>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).</p> <p><u>Output 3:</u> 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> <p>3.1 Facilitate a bilateral virtual Customs meeting between China and Lao PDR, which was replace the in-person CITES MA exchange visit as approved by the Defra.</p>			

- 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 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

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

Annex 2 Report of progress and achievements against final project logframe for the life of the project

Project summary	Measurable Indicators	Progress and Achievements
<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>		<p>Through the project implementation, all relevant stakeholders in China and Lao PDR and the wider public in China have paid higher attention to wildlife trafficking, particularly Chinese travellers in Lao PDR who committed not to consuming illegal wildlife products after receiving the communication materials; WWF and TRAFFIC's cooperation with government agencies in China and Lao PDR has supported the improvement of policymaking and legislation, and strengthened law enforcement against illegal wildlife trade; China upgraded the pangolin's domestic protection level and adopted special measures to protect the species, and further strengthened law enforcement against IWT. Lao PDR's confiscation of illegal wildlife products based on the project team's market findings has shown the government's investments in law enforcement actions enable them to more effectively address illegal wildlife trade in Lao PDR</p> <p>The engagement with the tourism industry has promoted responsible tourism in China and Lao PDR, and helped tourism companies integrate the policy of refusing illegal wildlife products into their everyday operations, boosted their capacity to comply with the law and increased their commitment to raise awareness and reduce the likelihood of consumption of illegal wildlife products among Chinese travelers.</p> <p>The responsible tourism will benefit local communities' livelihoods. The Responsible Tourism Guide developed under this project will be used to promote legal and sustainable purchases of traditional commodities and ultimately sustainable business development and corporate social responsibility. In addition, the Green Investment Guideline and Bank Guideline for Chinese nationals will also help to foster good business practices in Lao PDR by engaging the China's Chamber of Commerce and financial institutions in China. These efforts will make China's support for Lao PDR in economic development more sustainable and provide longer-term support for poverty eradication.</p>
<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 campaigns 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</p>	<p>0.1 WWF's fourth annual consumer survey, Demand under the Ban – China Ivory Consumption Research 2020 released in April 2021 found that demand for elephant ivory in China had dropped to its lowest level since the national ban on the sale and purchase of ivory was implemented in December 2017.</p> <p>Consumers' intention to purchase ivory in the future, both before and after being reminded about the ivory ban (19% and 8% respectively), continues to drop and is less than the levels in 2018 (26%, 14%).</p> <p>Self-reported purchase of ivory in the past 12 months decreased to 12% in 2020 (from 14% in 2018) which is the lowest level since the annual studies began in 2017. Gifting is reported to be the most popular reason that people buy ivory.</p>

	<p>supply (Baseline: to be established in 2019)</p>	<p>Regular outbound travellers' future intention to buy ivory decreased from 58% in 2018 to 48% in 2020. Although travel was greatly reduced in 2020 due to COVID-19 related restrictions, Chinese outbound travellers have continuously been identified as the group that most frequently purchased ivory in the past and that has the strongest intention to buy ivory in the future compared with other groups.</p> <p>In October 2020, WWF released a report, Beyond the Ivory Ban: Research on Chinese Travelers While Abroad, to better understand the motivations and potential influencing factors of outbound Chinese travellers, specifically about their purchases of wildlife parts and products while abroad. This study was focused on travellers to 7 target destinations Cambodia, Hong Kong SAR, Japan, Laos, Myanmar, Thailand, and Vietnam. The report found that 11 percent of the 3,011 travellers surveyed reported that they plan to purchase ivory before making a trip to one of the seven target destinations. For the travellers to Laos, 9% planned to buy ivory before the trip and 17% visited a shop/market that sold ivory during their trip.</p> <p>The above two research identified the profile and behaviour of Chinese overseas travellers, and these insights will be used in developing future campaigns targeting Chinese overseas travellers in Lao PDR and other Asian destinations. The efforts made under this Defra-funded project will contribute towards changing illegal wildlife products consumption behaviour among Chinese nationals, particularly by engaging the tourism sector and law enforcement agencies in China and Lao PDR.</p> <p>0.2 The project also contributed to reducing the supply of illegal wildlife products to shops in Lao PDR through campaigns and law enforcement efforts. WWF Laos' multiyear market survey analysis report indicated a decline in shops selling wildlife of any species from 78% in 2016 and late 2019 to 69% in late 2020 and at the end of the project. At the same time the proportion of outlets trading wildlife products of priority species has been steadily decreasing since 2017. In 2017, the availability of priority species products was 48% for elephant, 40% for tiger, 30% for bear, 20% for pangolin, 17% for helmeted hornbill and 12.5% for rhino. These figures have declined to 15% (elephant), 5% (bear), 8% (tiger), 0% (pangolin, helmeted hornbill) and 1.9% (rhino) respectively in late 2020. Most of the outlets which stopped selling such products were operated by Chinese. Following WWF Laos' market survey findings, about 1,535 items (1,553 Kg) of Category I/II protected species and their products have been confiscated by law enforcement authorities across two years (2019-2020).</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>1.1 WWF Laos developed four behaviour change campaign materials (pamphlets/leaflets, postcards/stickers, posters and billboards) with multi-lingual messages about penalties for buying illegal wildlife products. A total of 10,000 leaflets, 16,000 postcards, and 4,050 stickers of anti-ivory trade were distributed to more than 29,050 Chinese nationals in Laos PDR during the two campaigns of the Golden week in October 2019 and Chinese New Year in January 2020. The materials were also distributed in the official Facebook of WWF Laos at the same time. The campaigns reached more than 40% of Chinese nationals living in Lao PDR (about 70,000 in total).</p> <p>In addition to the campaigns in Lao PDR, TRAFFIC/WWF's social media campaign in China during World Pangolin Day in February 2020 reached more than 54 million people, including</p>

		<p>those from the target audience heading to Laos with the intention of pangolin consumption. TRAFFIC/WildAid/CWCA's social media campaign on reducing demand for rhino horn in December 2020 achieved 632,209 impressions. Further, 3,363 OOH panels with messages of punishments related to IWT were placed in eight cities where the incidence of IWT is high (Yunnan, Beijing, Chengdu, Shanghai, Guangzhou, Xiamen, Haikou, and Changsha). There were 123.8 million estimated views during the campaign period.</p> <p>1.2 When receiving the communication materials, most of the Chinese nationals in Lao PDR expressed their thanks to WWF and promised not to sell or purchase any illegal wildlife products in the future. WWF Laos stucked the posters in more than 300 shops, restaurants and company offices owned by the Chinese nationals during the campaign. The shops that used to sell wildlife products stopped such business based on the market survey results.</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><i>In Lao PDR:</i></p> <p>WWF Lao developed four sets of campaigning materials focusing on ivory and other project species under the IUCN red list and Lao Wildlife and Aquatic Law Category I, including billboard, leaflets, postcards and stickers with the messages of anti-illegal wildlife trade.</p> <p><i>In China:</i></p> <p>With technical support from SBC experts, a total eight communication products were developed for the pangolin demand reduction campaign, including two key visuals, two WeChat articles (article1, article2) and one article for Global People magazine, one press release, one interactive program (H5) and one video.</p> <p>Building on the existing partnership with WildAid and CWCA, a set of rhino demand reduction communication materials were designed, including a poster and a cartoon video, aiming to persuade buyers to give up purchasing rhino horn products and encourage the public to report IWT as well.</p> <p>A set of communication poster materials (not publicly available as they haven't been officially launched yet) covering elephant, rhino, pangolin, hawksbill turtle and timber have been designed together with China Customs and other NGOs.</p>
<p>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>		<p><i>In Lao PDR:</i></p> <p>During Golden Week in October 2019, the materials were distributed to Chinese travellers and Chinese communities at international entry points in five provinces in Lao PDR, including Vientiane Capital, Luang Prabang, Oudomxay, Luang Namtha, and Bokeo Province. Over 75 law enforcement officers (including eight women) from Immigration Police and Customs carried out the on-the-spot inspections of the distribution of the materials.</p> <p>The 2020 Chinese New Year Campaign was conducted in the same five provinces, focusing on four main administration zones including Bokeo SEZ, Boten SEZ, Luang Prabang, and Wattay Airport, and five international border crossings and their surrounding areas. 56 officials (including 11 women) from seven agencies (DOFI, POFI, Environmental Police, Immigration Police, Customs, Public Prosecution, and District Agriculture and Forestry Office) together with WWF Laos distributed the stickers and postcards to Chinese travellers and local people.</p> <p>During Golden Week in October 2020, a large billboard with the headlineon "Stop Illegal Wildlife Trade" and posters were distributed to local Chinese nationals in 20 Districts of 5 main provinces</p>

	<p>(Vientiane Capital, Luang Prabang, Oudomxay, Luang Namtha, and Bokeo) covering special economic zones, local and international borders. 65 officials from the national and provincial levels were engaged and 1,000 units of the posters were distributed at hotels, restaurants, markets, shops, and popular areas for tourists.</p> <p><i>In China:</i></p> <p>The poster with the message of 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 (subway line 1, 2, 5, 7, 9 and 11). In addition, the airports of Shanghai Hongqiao-T2, Beijing Daxing, and Chengdu T2 which have high numbers of outbound Chinese travellers were also identified for the poster distribution.</p> <p>3,363 OOH panels with messages of punishments related to rhino horn trade were placed in eight cities where the incidence of rhino horn trade is high (Yunnan, Beijing, Chengdu, Shanghai, Guangzhou, Xiamen, Haikou, and Changsha). These eight cities were prioritised by TRAFFIC based on results of online and physical market surveys. There were 123.8 million estimated views during the campaign period.</p> <p>Due to the travel restrictions resulting from the pandemic and the postponement of the CBD CoP15, the delivery of the posters jointly with China Customs has been re-scheduled from June to October 2021 when the high-level CBD COP15 will be held in Kunming. The posters will be placed in the Custom areas all over the country at airports, land and sea ports. Hundreds of million views of the campaign materials are expected.</p>
<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.</p>	<p><i>In Lao PDR:</i></p> <p>Four sets of campaigning materials were distributed in the official Facebook of WWF Laos during the high seasons of Golden Week, from September to October in 2019 and Chinese New Year in January 2020.</p> <p>In collaboration with central and provincial government officials, WWF Laos introduced the Lao New Penal Code and Wildlife Law regarding the IWT through local radio news three times per day for five days in four targeted provinces (Luang Prabang, Oudomxay, Luang Namtha and Bokeo) during Golden Week in October 2020.</p> <p><i>In China:</i></p> <p>Videos and posters were developed for the pangolin campaign. The video on pangolin was distributed through Weibo and TRAFFIC/WWF's WeChat account during World Pangolin Day in February 2020. It was viewed by more than 54 million people, including those from the target audience heading to Laos with the intention 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 seven million people and 6,000 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 views.</p>

		<p>The rhino horn demand reduction campaign was delivered through WeChat moments in December 2020. The campaign was distributed through TRAFFIC's WeChat account on 24-25 December and achieved 632,209 impressions and a 0.46% Click Through Rate (CTR).</p>
<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>	<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>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 from buying any illegal wildlife products by participating in an annual training workshop by the end of 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>2.1 The project team cancelled the original activity due to the impact of the COVID 19, but organized two separate multi-sector workshops in China and Lao PDR, which has enhanced the inter-agency communication and collaboration in combating illegal wildlife trade, especially addressing the issues in the tourism sector.</p> <p>2.2 The Responsible Tourism Forum launched on 12 August 2019 shared 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. Mr. Chris Wood, the British Consul-General gave a high appraisal to this Forum in his opening remark and thought it important for the Chinese tourism industry to take a responsible attitude to persuade travellers not to purchase any illegal wildlife product during traveling. As a follow-up, global leaders from China's tourism industry pledged their commitment to tackling IWT by signing the Tourism Industry's Illegal Wildlife Trade Convention. Commitment to this Convention means signatories will train staff to detect and report IWT or any suspicious activity to law enforcement agencies. The Convention also encourages tourism operators to offer more eco-tourism experiences and promote ethical travel to their customers, and engage with them on the issue of wildlife protection and encourage them to refuse illegally sourced wildlife products on holiday.</p> <p>2.3 Before the COVID-19 pandemic, co-funded by other projects, TRAFFIC organized three advocacy workshops participated by a total of 372 Chinese travellers intending to travel to Lao PDR and launched the Responsible Tourism Forum (RTF). There were no advocacy workshops after the outbreak due to travel restrictions. However, TRAFFIC gave the presentation about the significance of addressing IWT and practicing responsible tourism in the travel and tourism industry in China at the training workshops organised by the partners, including one for 15 hospitality staff and 30 tour guides in Beijing by Intrepid Group and the other for 120 participants by the Ministry of Culture and Tourism of China (MCTC).</p> <p>2.4 30 tour guides from 10 tourism companies were trained at a joint WWF-TRAFFIC workshop in Lao PDR on 19 December 2019 in collaboration with Trip.com Group, Intrepid Group, and the Luang Prabang Provincial Offices of Forest Inspection and Information Culture and Tourism. The workshop enhanced tour guides' ability to help Chinese tourists avoid the risk of buying illegal wildlife products while traveling. The workshop took place as part of a collective effort to promote responsible tourism and reduce IWT. All the participants made a commitment and pledged to promote responsible tourism practices and to prevent Chinese travellers and their customers from buying illegal wildlife products.</p> <p>A total of 147 participants attended the other workshop in Luang Prabang Province in December 2020, organized by WWF Laos and TRAFFIC in collaboration with Souphanouvong University (SU) and DoFI. A <u>joint commitment</u> on Responsible Tourism, Green Investment and Refusing Illegal Wildlife Products was made by tour guides, Chinese investment companies, and Lao PDR government authorities.</p> <p>36 participants attended another workshop in Oudomxay in collaboration with the tourism, industrial & commerce sectors in February 2021, which disseminated laws related to wildlife and combating IWT.</p>

		<p>2.5 Following the discussions at the first tour guide training workshop in Luang Prabang, a guide on responsible tourism was developed for Chinese travellers in March 2020. It included content about stopping illegal wildlife consumption and promoting the sustainable use of traditional commodities in the Lao PDR. This guide has been distributed to tourism industry partners in both China and Lao PDR during the tourism events.</p>
<p>Activity 2.1 Multiple sector workshops within China and Laos respectively to enhance the cross-sector communication and collaboration in combating illegal wildlife trade, especially addressing the issue in the tourism sector. (Due to the impact of COVID-19, multiple sector meetings in China and Lao PDR respectively were an alternative when the face-to-face bilateral meeting was not feasible.)</p>		<p>In February 2021, WWF Laos conducted a workshop to disseminate laws related to wildlife and combating IWT in collaboration with the tourism, industrial & commerce sectors in Oudomxay. There were 36 participants including ten women from multiple agencies in Oudomxay, Luang Namtha, and Luang Prabang. (agenda, participants)</p> <p>On 23 March 2021, TRAFFIC China coordinated a meeting with the Ministry of Culture & Tourism, NFGA and China Customs during the Responsible Tourism Event (Activity2.2). Representatives of these government agencies discussed how to better support the Chinese tourism industry to implement the sustainable development and educate tourists in refusing illegal wildlife products.</p>
<p>Activity 2.2 Form a Responsible Tourism Alliance (RTA) in China to promote collaboration with key Chinese tour companies to disseminate campaign messages at scale.</p>		<p>The Responsible Tourism Forum jointly launched by WWF and TRAFFIC in Shanghai on the World Elephant Day of 12 August 2019, participated in by more than 60 participants from the most influential travel companies and environmental conservation experts (PR). Ms. Jing CHEN, DR manager of this project, gave a presentation on the status of IWT in China and appealed to reduce demand for ivory, rhino horn, and other endangered species products among Chinese nationals, particularly those traveling to Laos and other SEA countries.</p> <p>Building on the success of the RTF and the continuing engagement with tourist sectors, on 23rd March 2021, global leaders from China's tourism industry pledged their commitment to tackling IWT by signing the Tourism Industry's Illegal Wildlife Trade Convention created by the World Tourism Federation (WTF) and China Wildlife Conservation Association (CWCA), at a dedicated event hosted by TRAFFIC. More than 80 participants from the National Forestry and Grassland Administration (NFGA), the Anti-Smuggling Bureau of the General Administration of China Customs (ASB of GACC), the British Embassy in China, the European Union Representative Office in China, the German International Cooperation Agency and other government agencies, and representatives of travel companies attended the event. In the afternoon of the same day, a training workshop was organized for the tourism companies and more than 50 participants from the tourist sector attended the training. Experts from the NFGA, ASB of GACC, China Youth Travel Service, and TRAFFIC presented wildlife laws and regulations, typical cases of passengers carrying endangered species products into China, requirements related to civilized tourism, and commonly traded illegal wildlife and their products. The participating companies expressed that they will actively implement the Convention.</p>
<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. (The advocacy workshops in Y2 were cancelled as the border was closed.)</p>		<p>A total of three advocacy workshops were organized with the participation of 372 Chinese travellers, including 1) A workshop to celebrate the World Rhino Day in Beijing on 22 September 2019 with 70 participants. Based on the evaluation result of the workshop, more than 80% of the participants committed to reject products from endangered species, rhino, elephant, pangolin, tiger, and bear, when traveling to Laos and other Southeast Asian countries in the future and to spread the relevant knowledge to their friends and relatives; 2) a workshop themed "Sustainable tourism for the elephant" in Shenzhen on 23 November 2019 with 50 participants; 3) another</p>

	<p>workshop, themed "Travel Ivory Free", in the same city on 1 December 2019 with 207 participants. The two workshops in Shenzhen called for Chinese outbound travellers heading for Lao PDR and Vietnam to join in elephant conservation efforts and reject illegal elephant ivory during their trips and highlighted the value of elephants to the ecosystem. According to the evaluation results of the workshops, more than 90% of the participants supported severe penalties to punish illegal purchases of ivory and wildlife trafficking.</p> <p>In addition, TRAFFIC attended Intrepid Group's 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. In total, 120 participants from 31 provincial branches of Culture and Tourism throughout China attended the workshop.</p> <p>On 13-14 November 2020, TRAFFIC was invited to 2020 World Tourism Alliance's Xianghu Dialogue in Hangzhou, a platform to communicate with top leaders of the tourism industry.</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 preventing Chinese travellers from buying illegal wildlife products.</p>	<p>Two workshop events were held in Luang Prabang, Laos PDR in 2019 and 2020 respectively and one was in Oudomxay in February 2021.</p> <p>On 19 December 2019, a tour guide training workshop was held in Luang Prabang (<u>PR</u>, <u>agenda</u>, <u>participant</u>). The workshop was co-organised by WWF and TRAFFIC in collaboration with Trip.com Group, Intrepid Group, and the Luang Prabang Provincial Offices of Forest Inspection and Information Culture and Tourism. 30 tour guides from 10 tourism companies in Laos participated, and there were another 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.</p> <p>In December 2020, WWF Laos and TRAFFIC in collaboration with Souphanouvong University (SU) in Luang Prabang Province and DoFI organized a workshop about "Green Investment and Responsible Tourism to Refuse Illegal Wildlife Products" for Chinese Investors and Tour Guides in Lao PDR". A total of 147 participants attended the workshop, including tour guides and representative companies, tourism associations, Provincial Office of Information, Culture and Tourism and Chinese' Chamber of Commerce, Chinese Investment companies, and Law Enforcement agencies in Luang Prabang Province. A <u>joint commitment</u> on Responsible Tourism, Green Investment and Refusing Illegal Wildlife Products was made by tour guides, Chinese investment companies, and Lao PDR government authorities.</p> <p>In February 2021, WWF Laos conducted a workshop to disseminate laws related to wildlife and combating IWT in collaboration with the tourism, industrial & commerce sectors in Oudomxay. There were 36 participants including ten women from multiple agencies in Oudomxay, Luang Namtha, and Luang Prabang. (<u>agenda</u>, <u>participants</u>)</p>

<p>Activity 2.5 Develop and disseminate a responsible tourism guide for Chinese travellers to Lao PDR which promotes the legal and sustainable purchase and use of traditional commodities in Lao PDR (e.g. environmentally-friendly souvenirs).</p>	<p>TRAFFIC and WWF developed a Guide for responsible tourism in 2019 which is available in their languages. It included content about stopping illegal wildlife consumption and promoting the sustainable use of traditional commodities in the Lao PDR. The guide includes four parts: the background to responsible tourism; the status of illegal wildlife trade in Lao PDR; commonly traded illegal wildlife products; and how tour guides and travellers can practice responsible tourism by. This guide has been distributed to tourism industry partners in both China and Lao PDR during the tourism events.</p>
<p>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>	<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 to “zero tolerance” towards wildlife trafficking and unsustainable consumption is made by China’s Chamber of Commerce in Lao PDR by the end of 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 the end of 2020</p> <p>3.1 Due to the impact of the COVID-19 pandemic, the in-person bilateral meeting of government authorities between China and Laos was changed to a virtual meeting between Customs of China and Lao PDR, which was approved by Defra.</p> <p>Customs officials in China and Lao PDR met in a ground-breaking virtual forum to discuss the future measures both countries can take to combat illegal wildlife trafficking across their borders. This meeting signals the increased commitment from both countries to tackle the illegal wildlife trade between China and Lao PDR which, despite the pandemic, remains active. Both sides committed to tackling the illegal wildlife trade and know that by strengthening their collaboration, progress will continually be made.</p> <p>3.2/3.3 25 Chinese companies with more than 1,000 workers in Laos and China’s Chamber of Commerce in Luang Prabang Province made a commitment to sustainable tourism and the green investment in Laos at a workshop themed “Green Investment and Responsible Tourism to Refuse Illegal Wildlife Products” for Chinese Investors and Tour Guides in Luang Prabang in December 2020.</p>
<p>Activity 3.1 Facilitate a bilateral virtual Customs meeting between China and Lao PDR, which was replace the in-person CITES MA exchange visit as approved by the Defra.</p>	<p>On 17 December 2020, the first virtual bilateral Customs meeting was delivered, participated by 11 representatives from Customs of Lao PDR and China, TRAFFIC China and WWF Laos. During the meeting, officials discussed intelligence sharing, transboundary law enforcement, exchanges, and training plans alongside the need for greater public education, the latest trafficking situation, and wildlife crime investigation methods. As a follow-up to this virtual meeting, on 15 April 2021 Customs of China, Laos, and other SEA countries had another virtual meeting to promote law enforcement exchanges between China and SEA countries.</p> <p>In February 2021, WWF-Laos conducted a workshop on wildlife law enforcement and combating wildlife trafficking in Xayaburi Province. 144 officials from multiple sectors participated, including 11 women from law enforcement agencies in Oudomxay, Bokeo, Luang Namtha, Luang Prabang, Xayaburi and Phongsanli Province. At the workshop, the participants shared experiences related to law enforcement operations, multi-agency cooperation, provision of the law and penalties applied in their locations and identified gaps and solutions for law enforcement with unified standards.</p>
<p>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.</p>	<p><u>Guides for Chinese Banks and Chinese Banks with Operations in Lao PDR</u> were finalised in English and Chinese, co-funded by other projects. In addition, a <u>Briefing Note</u> for Institutional Investors (such as asset owners, investment managers, and insurance companies) was developed. These guides included an introduction to the illegal wildlife trade and explained why it is a relevant consideration for banks and institutional investors. They outlined the business case for the organisations to take a zero-tolerance approach to the consumption of and the</p>

	<p>purchase of products from illegally traded species and provided guidelines explaining what actions to take and how to take them. The scope of these actions should include their own staff and operations and those of their suppliers and customers. The guides were launched in April 2021 with support in multiple online and offline channels, including TRAFFIC China's social media accounts (Weibo, WeChat), and importantly via a precision targeting campaign in China where the resources were sent directly to more than 4.36 million relevant professionals from the finance sector identified based on their online activity. There were 10,760 interactions (retweets, comments, likes) and 2,914 clicks on and downloads of the guidelines from the TRAFFIC China website. The resources were also sent proactively to 16 Chinese Banks and two International Banks in China, the World Bank in China, and key partners who are active in activities to combat the facilitation of the illegal wildlife trade by the finance sector, including the Association of Certified Anti-Money Laundering Specialists (ACAMS), the Financial Action Taskforce (FATF), the United for Wildlife (UfW) Financial Taskforce, as well as relevant government agencies and banks themselves. Articles on the subject that summarised the guides were prepared and published in Environmental Finance, Global Trade Review, and by the Organised Crime and Corruption Reporting Project and are awaiting publication in Ethical Corporation. (PR)</p> <p><u>A CSR Guide</u> for Chinese businesses operating in Lao PDR was developed in the Chinese language to help companies in Lao PDR design their CSR policy and implement CSR activities in refusing illegal wildlife products. The guide provides clear and easy-to-follow instructions. The Guide was shared with the China' Chamber of Commerce in Lao PDR, WTA, Chinese tourism companies, the UK Embassy in Beijing, and other interested stakeholders in China and Laos.</p> <p>A workshop themed “Green Investment and Responsible Tourism to Refuse Illegal Wildlife Products” for Chinese Investors and Tour Guides in Luang Prabang was organized in December 2020. During the workshop, 25 Chinese companies with more than 1,000 workers in Laos and China’s Chamber of Commerce in Luang Prabang Province made a a commitment to sustainable tourism and the green investment in Laos. (PR)</p>								
<p>Activity 3.3 Conduct an annual advocacy workshop for Chinese companies/workers in Lao PDR to raise awareness of the ivory ban and illustrate the risks of illegal wildlife trade. (the activity could not be organized with the participant from China delegates due to the pandemic. It changed to a domestic workshop in Lao PDR.TRAFFIC China’s gave a presentation during the workshop)</p> <p>Activity 3.3 Conduct an annual advocacy workshop for Chinese companies/workers in Lao PDR to raise awareness of the ivory ban and illustrate the risks of illegal wildlife trade.</p>	<p>Conducted together with Activity 2.4/3.2.</p>								
<p>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</p>	<table border="0"> <tr> <td data-bbox="593 1139 1055 1225"> <p>4.1 Annual survey on the availability of illegal wildlife products</p> </td> <td data-bbox="1055 1139 2089 1225"> <p>4.1 The annual market findings in Lao PDR indicated a decline in shops selling wildlife of any species from 78% in 2016 and late 2019 to 69% in late 2020 and at the end of the project. At the same time, the proportion of outlets trading wildlife products of priority species has been steadily decreasing since 2017. Most of the outlets which stopped selling such products were operated by Chinese.</p> </td> </tr> <tr> <td data-bbox="593 1225 1055 1311"> <p>4.2 Market information timely conveyed to Lao PDR authorities (DoFI) for their follow-up</p> </td> <td data-bbox="1055 1225 2089 1311"></td> </tr> <tr> <td data-bbox="593 1311 1055 1398"> <p>4.3 Market availability and price at end of the project assessed against a baseline</p> </td> <td data-bbox="1055 1311 2089 1398"> <p>4.2 24 incident reports were shared with Lao WEN and P-WEN task forces, which resulted in about 1,535 items (1,553 Kg) of Category I/II protected species and their products have been confiscated by law enforcement authorities across two years (2019-2020).</p> </td> </tr> <tr> <td data-bbox="593 1398 1055 1463"> <p>4.4 A consumer research to update consumer attitude and intention to buy</p> </td> <td data-bbox="1055 1398 2089 1463"> <p>4.3 WWF Laos' multiyear market survey analysis report indicated a decline in shops selling wildlife of any species from 78% in 2016 and late 2019 to 69% in late 2020 and at the end of the</p> </td> </tr> </table>	<p>4.1 Annual survey on the availability of illegal wildlife products</p>	<p>4.1 The annual market findings in Lao PDR indicated a decline in shops selling wildlife of any species from 78% in 2016 and late 2019 to 69% in late 2020 and at the end of the project. At the same time, the proportion of outlets trading wildlife products of priority species has been steadily decreasing since 2017. Most of the outlets which stopped selling such products were operated by Chinese.</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 the project assessed against a baseline</p>	<p>4.2 24 incident reports were shared with Lao WEN and P-WEN task forces, which resulted in about 1,535 items (1,553 Kg) of Category I/II protected species and their products have been confiscated by law enforcement authorities across two years (2019-2020).</p>	<p>4.4 A consumer research to update consumer attitude and intention to buy</p>	<p>4.3 WWF Laos' multiyear market survey analysis report indicated a decline in shops selling wildlife of any species from 78% in 2016 and late 2019 to 69% in late 2020 and at the end of the</p>
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	<p>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>project. At the same time the proportion of outlets trading wildlife products of priority species has been steadily decreasing since 2017. In 2017, the availability of priority species products was 48% for elephant, 40% for tiger, 30% for bear, 20% for pangolin, 17% for helmeted hornbill and 12.5% for rhino. These figures have declined to 15% (elephant), 5% (bear), 8% (tiger), 0% (pangolin, helmeted hornbill) and 1.9% (rhino) respectively in late 2020.</p> <p>The price data was not collected with sufficient consistency or frequency, which didn't allow any trends to be observed. The highest prices for any product were recorded, including carved elephant ivory pieces (up to \$) and a tiger skull (\$). The following most expensive products were live caged birds. The highest prices recorded for white-whiskered bulbuls and red-whiskered bulbuls were close to \$ and \$ respectively, most likely for prize-winning singers. For the limited data available, recorded prices for all types of products fluctuated substantially over time, following no discernible patterns. Further price information, including the max and mean prices for top-selling species. The prices for high-value and food products were provided in Annex 6- Analysis of multiyear market survey data report.</p> <p>4.4 WWF's fourth annual consumer survey, Demand under the Ban – China Ivory Consumption Research 2020 released in April 2021 found that demand for elephant ivory in China had dropped to its lowest level since the national ban on the sale and purchase of ivory was implemented in December 2017. Consumers' intention to purchase ivory in the future, both before and after being reminded about the ivory ban (19% and 8% respectively), continues to drop and is less than the levels in 2018 (26%, 14%). Self-reported purchase of ivory in the past 12 months decreased to 12% in 2020 (from 14% in 2018) which is the lowest level since the annual studies began in 2017. Gifting is reported to be the most popular reason that people buy ivory. Regular outbound travellers' future intention to buy ivory decreased from 58% in 2018 to 48% in 2020. Although travel was greatly reduced in 2020 due to COVID-19 related restrictions, Chinese outbound travellers have continuously been identified as the group that most frequently purchased ivory in the past and that has the strongest intention to buy ivory in the future compared with other groups.</p> <p>In October 2020, WWF released a report, Beyond the Ivory Ban: Research on Chinese Travelers While Abroad, to better understand the motivations and potential influencing factors of outbound Chinese travellers, specifically about their purchases of wildlife parts and products while abroad. This study was focused on travellers to 7 target destinations Cambodia, Hong Kong SAR, Japan, Laos, Myanmar, Thailand, and Vietnam. The report found that 11 percent of the 3,011 travellers surveyed reported that they plan to purchase ivory before making a trip to one of the seven target destinations. For the travellers to Laos, 9% planned to buy ivory before the trip and 17% visited a shop/market that sold ivory during their trip.</p> <p>The above two research identified the profile and behaviour of Chinese overseas travellers, and these insights will be used in developing future campaigns targeting Chinese overseas travellers in Lao PDR and other Asian destinations. The efforts made under this Defra-funded project will contribute towards changing illegal wildlife products consumption behaviour among Chinese nationals, particularly by engaging the tourism sector and law enforcement agencies in China and Lao PDR.</p> <p>4.5 At a workshop themed "Green Investment and Responsible Tourism" in Luang Prabang in December 2020, the China's Chamber of Commerce committed to refusing IWT. The meeting</p>
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		among the China's Chamber of Commerce, WWF Laos, and local authorities in Luang Prabang in March 2021 discussed the future collaboration in implementing the commitment. The Chinese Chamber of Commerce also promised to supervise the Chinese business in Lao PDR against IWT.
Activity 4.1 Conduct an annual market survey in target locations offering endangered species products.		WWF Laos conducted market surveys twice a year during the project period (May and November 2019 and 2020) and compared with the previous market survey data since 2016. 16 main locations in six provinces including Bokeo (Huay Xai and Golden Triangle Special Economic Zone), Luang Namtha (Boten, Namtha, Meuang Sing) were surveyed.
Activity 4.2 Timely share market survey results with enforcement agencies in Laos for their follow-up.		A total of 24 incident reports were shared with Lao WEN and P-WEN task forces
Activity 4.3 Produce and release a report to show the dynamics of the availability of illegal wildlife products.		The data from the market surveys, including the previous data collected since 2016, has been summarized in the market survey report which demonstrated the situation of wildlife markets, trade trends and commonly-traded species in Lao PDR. The market survey report is the first-ever comprehensive report describing the wildlife market situation in Lao PDR and incorporated market survey data collected in the past five years. It provides informative resources to understand the situation and trends for the wildlife market in Lao PDR for future conservation, law and legislation improvement, law enforcement strategy and policy making.
Activity 4.4 Conduct consumer research to update consumer attitude and intention to buy illegal wildlife products, which will be funded by other projects.		Funded by other grants, WWF released the fourth annual consumer survey, Demand under the Ban – China Ivory Consumption Research 2020 released in April 2021. The findings have been shared through both internal and external webinars.
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		WWF Laos has engaged with the China' Chamber of Commerce since the beginning of the project and established a good relationship. WWF coordinated meetings among the China's Chamber of Commerce, the Provincial office of Forest Inspection, and the Provincial Office of Information, Culture, and Tourism in 2019. A second larger-scale workshop was organized in Luang Prabang in December 2020 to follow up with the China' Chamber of Commerce regarding a commitment against illegal wildlife made in 2019 and to promote the "Green Investment and Responsible Tourism to Refuse Illegal Wildlife Products" for the Chinese travel agencies and investment companies in Lao PDR. 25 Chinese companies joined the workshop and signed a commitment as mentioned in Activity 3.2 as well.

Annex 3 Standard Measures

Table 1: Project reporting against IWT Challenge Fund Standard Measures

Project Ref and Title: IWT071 Reducing demand for wildlife products among Chinese nationals in Laos							
Code	Description	Total	Nationality (if relevant)	Gender (if relevant)	Title Focus or (if relevant)	Language (if relevant)	Comments
Sustainable livelihoods and economic development measures							
1A	Number of individuals who received training in sustainable livelihood skills						
1B	Number of households who received training in sustainable livelihood skills						
1C	Number of individuals benefitting from training (i.e. broader HH of individual directly trained)						
1D	Number of training weeks provided						
2A	Number of cooperatives established						
2B	% cooperatives established that are functioning at project end (at least a year after establishment)						
3A	Number of credit and savings groups established						
3B	Number of loans provided to micro, small and medium enterprises (MSMEs)						
3C	Total value (£) of loans provided						
4A	Number of sustainable livelihoods enterprises established						
4B	Number of existing enterprises receiving capacity building support						
5A	Number of households that have experienced an increase in household income as a result of involvement						
5B	Average percentage increase per household against baseline						
6A	Number of people to receive other forms of education/training						

Project Ref and Title: IWT071 Reducing demand for wildlife products among Chinese nationals in Laos

Code	Description	Total	Nationality (if relevant)	Gender (if relevant)	Title Focus or (if relevant)	Language (if relevant)	Comments
6B	Number of training weeks provided						
7	Number of (i.e., different types - not volume - of material produced) training materials to be produced for use by host country						
Law enforcement and legal framework measures							
8	Number of illegal wildlife trade management plans, action plans, or strategies produced for use by Governments, public authorities, or other implementing agencies in the host country						
9	Number of field guides/manuals produced to assist work related to IWT product identification, classification and recording	1			Identification of commonly-traded wildlife with a focus in Golden Triangle		EN: https://wwfasia.awsassets.panda.org LA: https://wwfasia.awsassets.panda.org
10A	Number of customs officials trained	8	4 Laotians and 4 Chinese	1 female and 7 males			Through a virtual bilateral meeting
10B	Number of prosecutors/judges trained						
10C	Number of police officers trained						
10D	Number of trainers trained						
10E	Number of individuals who attended refresher training						
10F	Number of other specialist services trained (e.g. dog units, rangers, forensic services).						
11A	Number of criminal networks/trade routes mapped/identified	1			Market location map and trade routes		
11B	Number of illegal wildlife shipments detected						
12	Duration or frequency of patrols by law enforcement rangers						

Project Ref and Title: IWT071 Reducing demand for wildlife products among Chinese nationals in Laos

Code	Description	Total	Nationality (if relevant)	Gender (if relevant)	Title Focus or (if relevant)	Language (if relevant)	Comments
	supported through the project						
13A	Number of arrests (linked to wildlife crime) facilitated by the project	2	Local Laotians and Vietnamese	Male	Asiatic Black Bear and bile	Lao	
13B	Value of illegal wildlife products seized through law enforcement action facilitated by the project						
13C	Number of wildlife crime cases submitted for prosecution	18	Local Laotians and Vietnamese	Male	Asiatic Black Bear and bile, and other wildlife products	Lao	About 18 cases were followed up and 1 provinces (Bokeo, Luang Namtha, Oud by WWF Laos. The estimated total value of law enforcement operation data was in
13D	Number of individuals charged for wildlife crime						
13E	Number of individuals successfully prosecuted for wildlife crime cases, charges brought for wildlife crime offences using non-wildlife crime specific legislation – e.g. money laundering						
13F	Number of actioned cases handed to/received from another agency						
14	Value of assets seized through money laundering or proceeds of crime legislation						
15A	Number of intelligence reports fed into management decisions on species protection						
15B	Number of intelligence or information reports exchanged with INTERPOL or the World Customs Organization						
15C	Number of amendments to national laws and regulations in project countries	2			Forestry Law; Wildlife protection list	Lao	
16A	Number of databases established in project countries						

Project Ref and Title: IWT071 Reducing demand for wildlife products among Chinese nationals in Laos

Code	Description	Total	Nationality (if relevant)	Gender (if relevant)	Title or Focus (if relevant)	Language (if relevant)	Comments
16B	Number of databases established that are operational in project countries	1			Wildlife market survey data	English	
16C	Number of databases established that are used for law enforcement	1			Wildlife market survey data	English	
17A	Number of people who received other forms of education/training (which does not fall into the above category)	2063	Local Laotian and Chinese		IWT, law and regulation related to wildlife		In February 2021, WWF Laos conducted surveys in the industrial & commerce sectors in Oudomxay, Luang Namtha, and Luang Prabang. In January and February 2021, WWF Laos conducted surveys in Luang Namtha, Oudomxay, and Luang Prabang districts in three provinces attended. 19
17B	Number of training weeks provided						
Behaviour change for demand reduction measures							
18A	Number of individuals surveyed on relevant IWT behaviour pre-intervention (baseline)	2000	Chinese	51.2%: male 48.8%: female		English, Chinese	
18B	Number of individuals surveyed on relevant IWT behaviour post-intervention	2200	Chinese	51.2%: male 48.8%: female		English, Chinese	
18C	Number and type of IWT behaviour change materials produced / Number and type of IWT behaviour change materials distributed	6 types, nearly 30000 copies	Chinese, Lao			Chinese, Lao, English	2 videos, 7 different posters with 7,000
18D	Number of communication channels carrying campaign message	13	Chinese, Lao			Chinese, Lao, English	Offline: bus station, train station, airport Online: 5 social media platforms includ
18E	Number of champions/key influencers speaking on behalf of the demand reduction campaign	3	Chinese	Male	Pangolin demand reduction campaign		Sa Beining (the Eminent Anchor of CC Wang Shi (Founder of Vanke Group) Zhang Jinshuo (Deputy Director of Nat
18F	Number of appropriate partners with direct influence on target audience that have distributed campaign message(s)	6	Chinese and Lao				NFGA/CITES MA, China China Customs DOFI, Lao PDR Lao Customs World Tourism Alliance China's Chamber of Commerce

Project Ref and Title: IWT071 Reducing demand for wildlife products among Chinese nationals in Laos

Code	Description	Total	Nationality (if relevant)	Gender (if relevant)	Title Focus or (if relevant)	Language (if relevant)	Comments
18G	Number of people reached with behaviour change messaging (i.e. audience)	More than 100 million	Chinese and Lao			Chinese, Lao and English	Lao PDR: over 29, 050 Chinese national China: ~61 million (pangolin video/post)
19	Number of individuals that have had their relevant IWT behaviour changed						
20	Number of stakeholders/key influencers that have actively discouraged the purchase/use of IWT products e.g. pledges signed	542	Chinese and Lao				Lao PDR: 187 through tourism workshops China: 355 through tourism workshops
Cross cutting measures							
21A	Number of papers published in peer reviewed journals						
21B	Number of papers submitted to peer reviewed journals						
21C	Number of other publications produced	4				Chinese, English and Lao	The Illegal Wildlife Trade and the Bar TRAFFIC,2021 The Illegal Wildlife Trade and Chinese R., van de Weerd, H. 2021. CSR Guide for Chinese Business in L TRAFFIC 中国, 2021) Sustainable Tourism Guideline, Amy W
22A	Amount of match funding secured (£) for delivery of project during the period of the IWT Challenge Fund grant <i>(please note that the figure provided here should align with financial information provided in section 12.2)</i>						
22B	Funding leveraged (£) for work after the IWT Challenge Fund grant ends <i>(please note that the figure provided here should align with financial information provided in section 11.2)</i>						
23	Estimated value (£) of physical assets to be handed over to host country(ies)						2 laptops

Project Ref and Title: IWT071 Reducing demand for wildlife products among Chinese nationals in Laos

Code	Description	Total	Nationality (if relevant)	Gender (if relevant)	Title Focus or (if relevant)	Language (if relevant)	Comments
24A	Number of Bachelor qualifications (BSc) obtained						
24B	Number of Masters qualifications (MSc/MPhil etc) obtained						
24C	Number of other qualifications obtained						
25A	Number of undergraduate students who received training						
25B	Number of training weeks provided						
25C	Number of postgraduate students who received training						
25D	Number of training weeks provided						
26A	Number of conferences/seminars/workshops organised to present/disseminate findings	9					<ol style="list-style-type: none"> 12 August 2019, the Responsible Tourism Forum 22 September 2019, a workshop to discuss findings 23 November 2019, a workshop to discuss findings 1 December 2019, a workshop to discuss findings 19 December 2019, a tour guide training workshop December 2020, a workshop about "Responsible Tourism and Tour Guides in Lao PDR" in Laos 23 March 2021, the event signing the Responsible Tourism Charter 23 March 2021, a training workshop for tour guides 15 February 2021, a workshop to discuss findings
26B	Number of conferences/seminars/workshops attended at which findings from IWT project work will be presented/disseminated	2	Chinese			Chinese	<ol style="list-style-type: none"> 23 August 2019, Intrepid Group's Responsible Tourism Forum 17-18 December, the Market Mania Conference on Responsible Tourism Criteria and Sustainable Tourism
26C	Number of individual media articles featuring the project	8					<ol style="list-style-type: none"> https://wwf.panda.org/?351412/WWF-Responsible-Tourism-Forum-jointly-launches-Responsible-Tourism-Charter https://www.traffic.org/news/30-tour-guides-in-lao-pdr-on-19-december-2019 https://d2ouvy59p0dg6k.cloudfront.net/wp-content/uploads/2019/12/Specialized-Training-for-Tour-Guides-in-Lao-PDR-19-December-2019.pdf https://www.traffic.org/news/customers-are-coming-their-borders/, a bilateral CN-LA Co-operation Agreement https://www.laophattananews.com/2021/02/15/laos-opens-up-to-green-investment-and-funding-in-english-green-investment-and-funding-forum/ https://www.wwf.org/la/media/press-releases/2021/02/15/specialized-workshop-december-2020

Project Ref and Title: IWT071 Reducing demand for wildlife products among Chinese nationals in Laos

Code	Description	Total	Nationality (if relevant)	Gender (if relevant)	Title Focus or (if relevant)	Language (if relevant)	Comments
							7. https://www.traffic.org/news/china/tourism-industry-illegal-wildlife-trade/ 8. https://www.traffic.org/publications/zero-tolerance-approach/ , releasing Guides for China

Publications

Table 2: Details of project publications

Type * (e.g. journals, manual, CDs)	Detail (title, author, year)	Nationality of lead author	Nationality of institution of lead author	Gender of lead author	Publishers (name, city)	Available from (e.g. web link, contact address etc)
Report	The Illegal Wildlife Trade and the Banking Sector in China: The Need for a Zero-Tolerance Approach, Rory Sullivan, Heleen van de Weerd, TRAFFIC, 2021	The UK	The UK	Male	TRAFFIC International, Cambridge	https://www.traffic.org/publications/reports/zero-tolerance-approach/
Report	The Illegal Wildlife Trade and Chinese Banks Operating in Lao People's Democratic Republic: The need for a zero-tolerance approach, Sullivan, R., van de Weerd, H. 2021.	The UK	The UK	Male	TRAFFIC International, Cambridge	https://wwfasia.awsassets.panda.org/downloads/illegal-wildlife-trade-and-chinese-banks-operating-in-lao-people-s-democratic-republic-the-need-for-a-zero-tolerance-approach.pdf
Guide	CSR Guide for Chinese Business in Laos in rejecting IWT (a Guide in Chinese, 更负责任的企业: 在老中资企业抵制野生动植物非法贸易指南, TRAFFIC 中国, 2021)	China	China	Female	TRAFFIC China, Beijing	The Guide Contact person: CHEN Jing
Guideline	Sustainable Tourism	China	China	Female	WWF/TRAFFIC China, Beijing	Lao Chinese

	Guideline, Amy Wang, 2019					English
Communication materials	Campaign materials including billboard, leaflets, postcards and stickers, WWF Laos, 2019	Lao PDR	Lao PDR	Male	WWF Laos, Vientiane	billboard, leaflets, postcards and stickers Contact person: Anousone Mexayteng
Communication materials	Campaign materials for pangolins and rhinos, WWF/TRAFFIC China, 2020	China	China		WWF/TRAFFIC China, Beijing	Pangolin demand reduction campaign: tw Global People magazine, one press relea Rhino demand reduction communication Poster with China Customs: A set of com Contact person: CHEN Jing
Newspaper	Sustainable Tourism, Refuse Illegal Wildlife Products Specialized Training for Tour Guides, Keoviengkhone Bounviseth, 2019	Chinese and Laotian	Lao PDR	Unknown	Vientiane	Vientiane time news paper
Newspaper	Green Investment and Responsible Tourism to Refuse Illegal Wildlife Products - Specialized Workshop, Anon. 2020	Chinese and Laotian	Lao PDR	Unknow	Luang Prabang	Luang Prabang daily news

Annex 4 IWT Contacts

Ref No	IWT071
Project Title	Reducing demand for wildlife products among Chinese nationals in Laos
Project Leader Details	
Name	Ling XU
Role within IWT Project	Project lead
Address	
Phone	
Fax/Skype	
Email	
Partner (WWF-Laos)	
Name1	Sonephet Mounlamany
Organisation	WWF Laos
Role within IWT Project	Project Manager-IWT, WWF Laos
Address	
Fax/Skype	
Email	
Name2	Parry Sanixay
Organisation	WWF Laos
Role within IWT Project	Programme Manager-Combating IWT
Address	
Fax/Skype	
Email	
Partner-	World Tourism Alliance
Name	Fan Ruiqing
Organisation	World Tourism Alliance
Role within IWT Project	Partner for the project implementation in China for engaging with tourism industry
Address	
Phone	
Fax/Skype	
Email	
Partner-DOFI	
Name	Madam Lomkham SENGCHANOUDOM

Organisation	DOFI
Role within IWT Project	Project Steering Committee
Address	
Phone	
Fax/Skype	
Email	
Partner-China Customs	
Name	Lei Yutian
Organisation	China Customs
Role within IWT Project	Supporting the project implementation
Address	
Fax/Skype	
Email	
Partner Laos Customs	
Name	Canda Sinpaseuth
Organisation	Laos Customs
Role within IWT Project	Supporting the project implementation
Address	
Tel	
Email	

Annex 5 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.	X
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.	X
If you are submitting photos for publicity purposes, do these meet the outlined requirements (see section 13)?	X
Have you included means of verification? You should not submit every project document, but the main outputs and a selection of the others would strengthen the report.	X
Do you have hard copies of material you need 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.	X
Have you involved your partners in preparation of the report and named the main contributors	X
Have you completed the Project Expenditure table fully?	X
Do not include claim forms or other communications with this report.	