
IWTR5S2\100009

Reducing Demand for Marine Turtle Products in Nicaragua

Trafficking of marine turtle products to meet non-subsistence domestic urban and international demand is the most immediate threat to marine turtles in Nicaragua. This project will reduce national and international consumer demand for marine turtle eggs and shell in Nicaragua, reducing incentives for poaching of Hawksbill, Leatherback and Olive Ridley turtle eggs and shell. Complementing a successful programme of community-led nesting beach protection and sustainable livelihood development, it will deliver a critical missing component of the response to trade-driven poaching.

Section 1 - Contact Details

PRIMARY APPLICANT DETAILS

Title Ms
Name Amy
Surname Duthie
Organisation Fauna & Flora International
Website (Work) www.fauna-flora.org
Tel (Work) [REDACTED]
Email (Work) [REDACTED]
Address [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

CONTACT DETAILS

Title Ms
Name Alison
Surname Gunn
Organisation Fauna & Flora International
Tel (Work) [REDACTED]
Email (Work) [REDACTED]
Address [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

GMS ORGANISATION

Type	Charity/ trusts
Name	Fauna & Flora International
Phone (Work)	[REDACTED]
Email (Work)	[REDACTED]
Website (Work)	[REDACTED]
Address	[REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

Section 2 - Title, Dates & Budget Summary

Q3. Title:

Reducing Demand for Marine Turtle Products in Nicaragua

Q4. Country(ies)

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

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

Country 1	Nicaragua	Country 2	No Response
Country 3	No Response	Country 4	No Response

Do you require more fields?

No

Q5. Project dates

Start date:

01 April 2019

End date:

31 March 2022

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

3 years

Q6. Budget summary

Year:	2019/20	2020/21	2021/22	Total request
Amount:	£72,328.00	£107,346.00	£105,644.00	£ 285,318.00

Q6a. Do you have proposed matched funding arrangements?

Yes

What matched funding arrangements are proposed?

FFI has a strong programme in Nicaragua with multiple ongoing donors and matched funding will be used wherever possible to maximise resources. Matched funding (see sections 23 and 24) has been secured from the US Fish & Wildlife Service Marine Turtle Conservation Fund and Marisla Foundation. FFI commits to securing additional funds to extend the impact of this project.

Section 3 - Project Summary & Objectives

Q7. Summary of Project

Please provide a brief summary of your project, its aims, and the key activities you plan on undertaking. Please note that if you are successful, this wording may be used by Defra in communications e.g. as a short description of the project on GOV.UK. Please bear this in mind, and write this summary for a non-technical audience.

Trafficking of marine turtle products to meet non-subsistence domestic urban and international demand is the most immediate threat to marine turtles in Nicaragua. This project will reduce national and international consumer demand for marine turtle eggs and shell in Nicaragua, reducing incentives for poaching of Hawksbill, Leatherback and Olive Ridley turtle eggs and shell. Complementing a successful programme of community-led nesting beach protection and sustainable livelihood development, it will deliver a critical missing component of the response to trade-driven poaching.

Q8. What will be the Outcome of the project?

(See Guidance Notes 3.1, 4 and Annex B - guidance on developing a logframe)

This should be an action orientated statement e.g. training provided to the judiciary results in increased successful prosecutions of poaching.

This should be the same as the Outcome statement given in Question 32.

Measurable change in consumer behaviour amongst three target groups contributes to reduced demand for eggs and shell and a measurable reduction in illegal poaching and trade in marine turtle products.

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

Please tick all that apply.

(See Guidance Note 3.1)

Reducing demand for the products of the illegal wildlife trade

Q10. Which of the commitments made in the London Conference Declaration, the Kasane Statement and/or the Hanoi Conference does this project support?

Please provide the number(s) of the relevant commitments and some brief information on how your project will contribute to them. There is no need to include the text from the relevant commitment.

(See Guidance Notes 4.1 and Annex A)

London 2018

- 19: This project addresses the gap in resources and effort spent globally on reducing demand. It builds on a long-term programme of community-led crime prevention and law enforcement, delivering against several additional commitments. As such, it is an excellent example to demonstrate how addressing this missing piece within an established wider response to IWT can be most impactful.
- 20: Initiatives to reduce demand must be based on evidence and best practice. This project builds on research led by University of Cambridge and FFI (supervised by experts in this field) which has identified three consumer groups, drivers for consumption behaviours, and potential strategies and influential individuals across civil society, business, government and religious institutions. It follows best practice approaches and places emphasis on sharing best practice and evaluating impact to inform wider learning.
- FFI's wider programme in Nicaragua contributes to further commitments, including building national capacity (14), cross-sectoral collaboration including with government (15), livelihood development (13) and community-led wildlife conservation, and international cooperation (16). Furthermore, this project contributes to recognising and addressing that a wide range of species are impacted by IWT including those already threatened with extinction (3).

Hanoi 2016 (A), Kasane 2015 (A), London 2014 (A, I):

- The project will implement well-targeted, evidence-based, product-specific and country specific demand reduction strategies, monitor effectiveness, and contribute to a portfolio of demand reduction good practice via its networks (e.g. www.changewildlifeconsumers.org and Oxford Martin School on Illegal Wildlife Trade) to more effectively bring about behaviour change.

Q11. Global Goals for Sustainable Development (SDGs)

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

This project contributes directly to:

SDG 15 (15.5 & 15.7): by changing consumptive behaviour for products from threatened turtle species thereby contributing to reducing demand and hence incentives for illegal poaching and trade in these products.

SDG 5 Gender Equality (5.1): by monitoring the gender-differentiated impacts of the project on women and men, seeking to ensure equity in the distribution of risks, costs and benefits arising from project activities.

The project is part of our wider programme of work on conservation and sustainable use of marine resources. Complementary projects under this wider programme of work contribute to multiple additional SDGs, including:

SDG 1 No Poverty: by promoting equitable rights to economic and natural resources (1.4) and building resilience amongst poor coastal communities through diversification of livelihood strategies (1.5).

SDG 8 Decent Work & Economic Growth: by supporting entrepreneurship and social enterprise development (8.3) and by implementing sustainable ecotourism, that incorporates community-based tourism products and services, provides employment and respects local culture (8.9).

SDG 14 Life under Water: by strengthening conservation and sustainable management of coastal-marine resources and habitats (14.2) and supporting responsible artisanal fisheries (14.4). Also through securing long-term protection of stretches of coastal habitat critical for Hawksbill nesting (14.5).

SDG 15: improving the capacity of local communities to pursue sustainable livelihood opportunities to reduce the need for engagement in illegal sourcing and trade in marine resources (15c).









Section 4 - Lead Organisation Summary

Q12. Lead organisation summary

Q12a. Please provide the below information on the lead organisation

What year was your organisation established/ incorporated/ registered?	01 January 1903
What is the legal status of your organisation?	<input checked="" type="radio"/> NGO
How is your organisation currently funded?	Fauna & Flora International is funded from a range of sources, including (in 2017) trusts and foundations (61%), government and multilateral sources (19%), individual donations (12%), and corporate partnerships (8%). The majority of funding is in the form of grants and awards, however individual donations and memberships donations are unrestricted. FFI also secures funds by undertaking contracts.
Have you provided the requested signed audited/independently examined accounts? If you select "yes" you will be able to upload these. Note that this is not required from Government Agencies.	<input checked="" type="radio"/> Yes

Please attach the requested signed audited/independently examined accounts.

 <u>FFI 2016 Annual-Report-and-Consolidated-Financial-Statements (2)</u>	 <u>FFI 2017 Annual-Report-and-Accounts</u>
 15/11/2018	 15/11/2018
 16:45:24	 16:44:46
 pdf 528.27 KB	 pdf 3.3 MB

Q12b. Provide details of 3 contracts/projects previously undertaken by the lead organisation that demonstrate your credibility as an organisation and provide track record relevant to the project proposed.

These contacts should have been held in the last 5 years and be of a similar size to the grant requested in your IWT Challenge Fund application. They can include IWT Challenge Fund and Darwin Initiative projects

Contract/Project 1 Title	Project reference 24-020: Realising the values and benefits for communities of Nicaragua's turtles
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Contract Value/Project budget (include currency)	£ [REDACTED] GBP
Duration (e.g. 2 years 3 months)	4 years (1 June 2017 - 31 March 2021)
Role of organisation in project	Project Lead. FFI leads management and delivery of this project, which builds on FFI's long-standing cooperation with government, NGOs, communities and private sector in Nicaragua. Implementation is led by FFI's in-country specialists in marine turtles, fisheries and sustainable livelihoods, supported by global experts in social processes, capacity building, environmental markets.
Brief summary of the aims, objectives and outcomes of the project	Project is building national technical capacity, generating sustainable livelihood benefits for coastal communities and strengthening stakeholder commitment to turtle conservation. By facilitating increased income from tourism, conservation and sustainable fisheries, the project will ensure that living turtles and their habitat become valuable natural assets, which communities are motivated to conserve.
Client/independent reference contact details (Name, e-mail, address, phone number)	Eilidh Young, darwin-projects@ltsi.co.uk, 0131 440 5181 LTS International Limited Pentlands Science Park, Bush Loan, Penicuik, Nr. Edinburgh EH26 0PL Scotland

Contract/Project 2 Title Conserving Critically Endangered Leatherback and Hawksbill Marine Turtles on Nicaragua's Pacific Coast

Contract Value/Project budget (include currency)	\$ [REDACTED] USD
Duration (e.g. 2 years, 3 months)	3 years (8 June 2017 - 30 June 2020)
Role of organisation in project	Project Lead. FFI leads implementation of this project, employing a collaborative approach which empowers local ownership of project activities and facilitates community participation – an approach which has been central to the success and growth of our Marine Turtle Conservation Programme in Nicaragua over the last 16 years.
Brief summary of the aims, objectives and outcomes of the project	1) Monitor and protect marine turtles and their nests along >30km of priority nesting beaches. 2) Strengthen commitment to marine turtle conservation among local stakeholders and target groups. 3) Identify priority areas for bycatch reduction and promote less-harmful fishing practices. 4) Enhance collaboration and social benefits for sustainable turtle conservation.

Client/independent reference contact details (Name, e-mail, address, phone number)	Earl Possardt [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]
Contract/Project 3 Title	Increasing Leatherback Nest Protection and Hatchling Production in the Eastern Pacific
Contract Value/Project budget (include currency)	\$ [REDACTED] USD
Duration (e.g. 2 years, 3 months)	2 years (1 May 2017 – 1 May 2019)
Role of organisation in project	Project Lead. FFI coordinates this tri-national project, heading a project team comprised of government and NGO partners in Mexico, Costa Rica, Nicaragua, and USA. Project builds on work led by FFI to establish the Eastern Pacific Leatherback Network (LaúdOPO) which fosters collaboration amongst specialists in leatherback research, monitoring and conservation.
Brief summary of the aims, objectives and outcomes of the project.	Contribute to recovery of Eastern Pacific leatherbacks through increased nest protection and hatchling production on index and secondary nesting beaches in Mexico, Nicaragua and Costa Rica. Project is generating comprehensive maps of regional nest abundance, increasing protection of secondary beaches and implementing measures to increase hatchling productivity on index beaches.
Client/independent reference contact details (Name, e-mail, address, phone number)	Michelle Pico [REDACTED] [REDACTED] [REDACTED] [REDACTED]

Section 5 - Project Partners

Q13. Project partners

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

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

N.B. There is a file upload button at the bottom of this page for the upload of a cover letter (if

applicable) and all letters of support.

Lead Organisation name:	Fauna & Flora International (FFI)
Website address:	fauna-flora.org
Details (including roles and responsibilities and capacity to engage with the project):	<p>FFI works by invitation around the world to save species from extinction and habitats from destruction while improving the livelihoods of local people. FFI is registered as an international NGO in the country and has been active in Nicaragua since 2002. We strive to take a holistic approach, applying solutions which address the needs, rights and roles of local communities that are directly involved or affected by conservation actions.</p> <p>FFI is recognized as a leading organization in marine turtle conservation in Nicaragua, with significant expertise in protection/monitoring, education, outreach and scientific understanding.</p> <p>FFI's wider Marine Turtle Conservation Programme in Nicaragua contributes to the recovery of Critically Endangered marine turtle populations in the Eastern Pacific. In collaboration with local partners, we have made significant progress in halting poaching, building local capacity to monitor and protect nests, and generating local support and awareness. This project builds upon this established programme of work and represents an essential next step toward sustainability of the programme.</p> <p>FFI will have overall programmatic and financial management responsibility for the project. The project team includes national specialists in conservation communications, environmental education, marine turtles and conservation, supported by global experts in illegal wildlife trade and social processes.</p>
Have you included a Letter of Support from this organisation? (Note: this can be uploaded at the bottom of the page)	<input checked="" type="radio"/> Yes
Have you provided a cover letter to address your Stage 1 feedback? (Note: this can be uploaded at the bottom of the page)	<input checked="" type="radio"/> Yes

Do you have partners involved in the Project?

Yes

1. Partner Name: SEE Turtles

Website address: <https://www.seeturtles.org/>

Details (including roles and responsibilities and capacity to engage with the project): SEE Turtles is a non-profit organisation based in Oregon, USA, which works to support the protection of marine turtles in Latin America and elsewhere through ecotourism, conservation volunteer trips, and educational programs. In 2017 SEE Turtles launched their Too Rare to Wear campaign - a coalition of tourism businesses, conservation organizations and media organizations, which aims to educate travellers about the trade in turtle-shell souvenirs and how to avoid them. This initiative has developed a range of educational materials to help tourists identify and distinguish between articles made from hawksbill shell and other materials. Experts from SEE Turtles have inputted into the design of this project and, drawing on their knowledge of social marketing and the international tourism market, will provide technical advice on the design of the behaviour change strategy, provide links with tourism operators (through their network of >60 operators) and will collaborate in the regional lesson sharing event in Y3 of the project. SEE Turtles have also pledged co-finance support of ██████████ USD.

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

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

Yes

2. Partner Name: Eastern Pacific Hawksbill Initiative (ICAPO)

Website address: <http://www.hawksbill.org/>

Details (including roles and responsibilities and capacity to engage with the project): Eastern Pacific Hawksbill Initiative (ICAPO) was established as a US non-profit organisation in 2008 in order to promote recovery of hawksbill turtles in the eastern Pacific – whose population was thought to be extinct in this region prior to work led by ICAPO's founders and FFI, which discovered important active nesting and foraging grounds in Nicaragua and El Salvador. ICAPO operates as a regional network of informed and diverse hawksbill scientists, experts and collaborators. The network facilitates collaborative research and promotes innovate methods for hawksbill protection and recovery. Experts from ICAPO will provide technical expertise and collaborate in the regional lesson sharing event in Y3 of the project.

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

3. Partner Name: National Sea Turtle Conservation Network (NSTCN)

Website address: <http://www.tortugasnicas.org/>

Details (including roles and responsibilities and capacity to engage with the project): The National Sea Turtle Conservation Network was formed in the mid-1990s to promote marine turtle conservation in Nicaragua. Now known as the Nicaraguan Turtle Network (NTN), this group serves to facilitate collaboration, coordinated conservation actions and dissemination of information, and to spearhead awareness national campaigns linked to turtle conservation. The NTN brings together a diverse range of individuals and organisations working in support of marine turtle conservation across Nicaragua - members include national and international NGOs, university departments, community groups, hotels and other tourism enterprises, and protected area co-management authorities. Whilst an informal collaboration and not a registered legal entity, the NTN is the lead platform for coordination and communication amongst turtle conservation initiatives in the country. Accordingly, through this project, the NTN will officially front the behaviour change campaign. Its website will host campaign content and information on the trade in turtle products, and NTN members will engage with the project through the Demand Reduction Working Group and Advisor Network. The project will support the recruitment of a Network Coordinator, who will help FFI chair the Working Group and implement the campaign.

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

4. Partner Name: Nicaraguan National Chamber of Commerce for Tourism (CANATUR)

Website address: www.canatur-nicaragua.org/

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

CANATUR promotes sustainable tourism development, including sound environmental practices, in Nicaragua and will support dissemination of campaign materials and messages to tourists through their membership of around 800 tourism enterprises. Importantly, one of the main consumer groups is tourists buying turtle shell products in local markets. One of the members of their partnership is the Network of Nicaraguan artisans, a key stakeholder of this project. Artisans are known to be transforming the hawksbill shell into the final products sold in the markets, and therefore a collective to be taken into account when changing behaviors, and also a channel to communicate with hawksbill consumers.

Have you included a Letter of Support from this organisation?

Yes
 No

5. Partner Name:

Alliance of Religions and Conservation (ARC)

Website address:

<http://www.arcworld.org/>

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

ARC is a secular body that helps the world's major faiths develop environmental programmes based on their own core teachings, beliefs and practices. ARC facilitates linkages between religions and environmental organisations, creating powerful alliances between faith communities and conservation groups. FFI's previous research shows a direct link between religion and the consumption of turtle eggs in Nicaragua in city based consumers. ARC will support and advise the project team in using faith-based approaches to leverage behaviour change. The project will draw upon ARC's expertise in facilitating dialogue between churches / religious leaders and NGOs and in finding common ground that combine faith and conservation in order to address environmental issues. Through this collaboration we will work with churches in Nicaragua to develop tailored communications materials for the Christian communities in Nicaragua.

Have you included a Letter of Support from this organisation?

Yes

6. Partner Name:

No Response

Website address:

No Response

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


No Response


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


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

No Response

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


 [IWTR5S2 100088 FFI Cover Letter](#)


 22/11/2018


 11:44:46

 pdf 401.61 KB

 [IWRR5S2 100088 FFI support letters](#)

 21/11/2018

 14:33:49

 pdf 3.28 MB

Section 6 - Project Staff

Q14. Project staff

Please identify the core staff on this project, their role and what % of their time they will be working on the project.

Please provide 1 page CVs for these staff or a 1 page job description or Terms of Reference for roles yet to be filled. Please include more rows where necessary. These should match the names and roles in the budget spreadsheet.

Name (First name, Surname)	Role	% time on project	CV attached below?
Alison Gunn	Project Leader	10	Checked
Velkiss Gadea	FFI Marine Turtle Programme Manager, Nicaragua	7	Checked
German Garcia	FFI Communications Specialist, Nicaragua	40	Checked
Isabel Vique	FFI Programme Officer, Americas & Caribbean (IWT specialist)	5	Checked

Do you require more fields?

Yes

Name (First name, Surname)	Role	% time on project	CV attached below?
Oscar Solis	FFI Finance & Admin Manager, Nicaragua	11	Checked
Rebecca Drury	FFI Senior Technical Specialist, Wildlife Trade	2	Checked
<i>No Response</i>	<i>No Response</i>	<i>No Response</i>	Unchecked
<i>No Response</i>	<i>No Response</i>	<i>No Response</i>	Unchecked

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

↓ **IWTR5S2 100088 FFI CVs**

📅 21/11/2018

🕒 15:00:44

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Have you attached all Project staff CVs?

Yes

Section 7 - Species & Project Statement

Q15. Species project is focusing on

(See Guidance Note 4.2)

Where there are more than 4 species that will benefit from the project's work, please add more fields using the selection option below.

Hawksbill turtle (CR)

Leatherback turtle (CR)

Olive Ridley turtle (VU)

Pacific Green turtle (EN)

Do you require more fields?

No

Q16. Problem the project is trying to address

What specific aspect(s) of the illegal trade in wildlife will your project address? Please describe the level of threat to the species concerned. Please also explain which communities are affected by this issue, and how this aspect of the illegal trade in wildlife relates to poverty or efforts of people and/or states to alleviate poverty.

The most immediate threat to marine turtles globally is from illegal poaching and trafficking of turtle

products. Nicaragua's Pacific coast hosts globally important populations of hawksbills, leatherbacks, olive ridleys and pacific greens - including >50% of all known nesting hawksbills in the Eastern Pacific and two of just nine olive ridley mass nesting beaches in the world. However, illegal and large scale poaching of eggs (all species) and adults for their shells (hawksbills) in Nicaragua is near 100% at nesting sites without conservation management.

A traditional culture of seasonal, subsistence consumption of turtle eggs amongst coastal communities has spawned widespread (and far greater) demand amongst more wealthy urban populations across Nicaragua and internationally. Greatly improved transport links between coastal and urban areas in the 1980-90s facilitated trade and led to population crashes for leatherbacks and hawksbills. National and international demand for hawkbill shell products (jewellery, trinkets) has also increased, with recent research across nine Central American countries indicating that Nicaragua accounts for ~60% of all turtle shell articles available for sale across the region (Harrison et al, 2017).

Collection and trade in the target species, their parts and derivatives is illegal under both Nicaraguan and international law (CITES Appendix I). Men and women from poor coastal fishing communities are involved in the trade chain; typically men illegally harvest eggs and shell and women sell the products at market. Accordingly these women, who have limited legal alternatives, are most at risk of arrest and prosecution. Loss of Nicaragua's turtles is predicted to have a significant negative impact on its appeal to tourists, with resultant reduction in income and employment for these coastal communities.

FFI promotes community-led turtle protection and crime prevention along Nicaragua's Pacific coast. By reducing demand for turtle products, this project is a critical missing component of this response.

Section 8 - Method, Beneficiaries & Exit Strategy

Q17. Methodology

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

Provide information on:

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

Please make sure you read the Guidance Notes, particularly Section 3, before answering this question.

This may be a repeat of some information from Stage 1, updated or refined as necessary.

Project design builds on research led by FFI in 2011 into the extent and underlying drivers of the illegal trade in marine turtle products in Nicaragua. It draws on TRAFFIC's five-step approach to demand reduction (www.changewildlifeconsumers.org): 1) Behaviour Identification; 2) Audience Segmentation; 3) Behaviour modelling; 4) Behaviour change strategy development; 5) Campaign development and implementation. Steps 1-3 have been completed through consumer research by the University of Cambridge undertaken in 2016 in collaboration with FFI (the lead researcher is now FFI staff working on this project) which identified and profiled three target consumer groups (see Q18) and their motivations. Building on this, the project will progress steps 3-5.

1: Develop evidence-based theory of change and behaviour change strategy

Hold workshops for specialists in social marketing, communications, behaviour change and conservation

(project partners and external agencies) to develop: a) evidence-based Theory of Change (TOC) based on knowledge of target consumer audiences and behaviours; b) behaviour change strategy, based on TOC; c) monitoring framework to measure effectiveness, impact and replicability. Inputs will be sought from regionally-based experts as well as from TRAFFIC's Social Behaviour Change Community (SBCC), the Oxford Martin Programme on IWT and FFI's United for Wildlife partners (as per the recently launched consortium of global behavioural change specialists supported by Defra).

2: Plan communications campaign

Based on the evidence-based behaviour change strategy, develop communications campaign plan, identifying the most effective messages and communication channels for three target consumer audiences for eggs and shell in Nicaragua. A range of media will be considered (audio-visual, printed, digital), alongside relevant events (festivals, concerts) and methods of engaging key influencers.

3: Develop and test communications concepts

Work with creative agency specialists to develop trial messages and graphics/materials specific to each target audience. Assess the effectiveness of messages and materials through iterative testing with at least 12 focus groups (>6 people per group) representative of target audiences, drawn from different geographies across Nicaragua.

4: Create and distribute multi-media campaign

Work with creative agency specialists to design, develop and refine appropriate media and methods of distribution for each target audience. Secure marketing through both 'owned' and 'earned' media coverage to maximise reach and return on investment. Possible channels include mainstream media (radio, TV, newspaper), social media (Facebook adverts, videos, hashtags, memes), billboards, leaflets, slogan wristbands/clothing and festivals. Time media to align with relevant events to increase reach and build momentum.

5: Engage key influencers

Cultivate relationships with individuals and sectors able to influence target audiences in Nicaragua. Specifically:

Religious leaders: drawing upon ARC's expertise in faith-based approaches to conservation, we will engage church leaders to endorse the campaign and distribute messages through sermons, church-run schools and Christian youth groups.

Private sector: restaurants, hotels, tour operators, market traders, musicians.

Government: airport authorities, market authorities, US embassy.

Popular artists, singers and sports personalities.

6: Assess impact on traders and stakeholders

Survey stakeholders who currently market and/or benefit from sale of turtle products, to determine direct and indirect impacts (gender disaggregated) of reduced demand for eggs/shell and inform design of appropriate and acceptable mitigation measures.

7: Measure behaviour change

Measure a) reach of messaging and b) self-reported behaviour change (consumer surveys and focus groups), c) market change (survey of availability of articles at principal markets, interviews with vendors), and d) species impact (monitoring of poaching at nesting sites) at project start, during campaign delivery and at project end – in line with agreed monitoring framework and indicators in the logframe and behaviour change strategy (1).

8: Share learning

FFI's IWT Initiative and Americas teams are linked with the TRAFFIC-led SBCC and Oxford Martin Programme on IWT, and are learning from and have contributed to events and platforms hosted by each. Through this project we will continue to share with and learn from these networks, amongst others. In collaboration with project partners, we will hold regional lesson/resource-sharing event, with representatives from five consumer countries linked to the trade in Nicaragua (Nicaragua, plus El Salvador, Honduras, Costa Rica and Colombia), and also contribute to related events (e.g. the IWT Conference to be held by Peru in 2019).

Project Management

At project inception, the project team will form a project Steering Committee, which will meet bimonthly to review progress and help resolve any issues. Drawing on project partners and specialists in social marketing, communications, behaviour change and conservation, the project will create a Demand Reduction Working Group and Advisor Network to steer design of the project's approach and as a forum for sharing lessons. At least 40% of participants will be female.

Q18. Beneficiaries

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

If your project is working in an Upper Middle Income Country, please explain how benefits will be delivered to people living in poverty in Low and/or Low Middle Income countries.

Include, where possible, information on whether and how there are ways to support the most vulnerable communities, including women.

Demand reduction projects should clearly demonstrate their indirect links to poverty reduction, for example, by identifying impacts in the source countries for the products concerned.

Nicaragua is classed as a Lower Middle Income Country. Isolated coastal communities are some of the poorest in Nicaragua. Many people in coastal areas live below the poverty line - poverty indicators, such as household food shortages, are highly prevalent, especially near hawksbill nesting areas to the north-east of the country (up to 44% of households). Urban populations, where the majority of consumption of turtle products takes place, are wealthier and less vulnerable to shocks.

FFI's wider marine turtle conservation programme in Nicaragua is already contributing to livelihoods and well-being benefits in 18 poor coastal communities (218 direct beneficiaries, 42% female). These comprise households engaged in artisanal fisheries, the provision of goods and services to the tourism industry, and includes those previously involved in collecting and trading turtle eggs/shell. In addition, economic benefits from FFI-supported enterprises indirectly benefit a greater number of people, through resulting wider stimulation of the local economy and additional members of coastal communities whose livelihoods are dependent on the healthy marine environment FFI ultimately aims to ensure (>2,000 beneficiaries, across 400 households).

As a demand reduction project, this project does not have direct impacts on poverty reduction; however it will undertake research into the direct and indirect impacts (gender disaggregated) of reduced demand for eggs and shell on market actors (traders and market stall holders, the majority of whom are women, and egg collectors). This study will look at economic and other factors (including vulnerability to prosecution), and its findings will inform the design of appropriate and acceptable mitigation measures for these market actors. In the long term, by ensuring healthy populations of marine turtles, this project will indirectly contribute to improvements to the coastal tourism economy and associated development potential, to cultural values and healthy fisheries, with resulting benefits across at least 18 coastal communities.

Three priority consumer groups have been identified (Vique, 2016) and will be targeted through this project. They are characterised as: “Don José” (consumer of eggs - middle aged, male, urban, working class, consumption linked to alcohol and perception that eggs are an aphrodisiac, no social pressure to change); “Doña Maria” (consumer of eggs – female, limited education, consumption linked to family occasions and religious festivities, not aware that consumption is illegal); “Rachael” (consumer of shell – young, female, tourist, highly educated, unaware she is committing a crime). It is worth noting that these target consumer groups do not rely upon turtle eggs for their subsistence and the project will reduce vulnerability to prosecution across all three groups for the illegal consumption of CITES Appendix I listed species.

Q19. Gender

(See Guidance Note 4.7)

All applicants must consider whether and how their project will contribute to reducing inequality between persons of different gender. Explain how your project will collect gender disaggregated data and what impact your project will have in promoting gender equality.

Throughout the illegal market chain in turtle products the roles of producers, processors, traders and consumers are highly gender-differentiated. Traditionally, men collect eggs or catch hawksbill turtles whilst fishing, while women are active in the market as traders. Women are more likely to be negatively impacted by law enforcement measures than men because they are a comparatively easy target: their roles as traders are more visible, they are less likely to resort to violence when apprehended; and they lack the social and financial capital for bribery or to defend themselves in court.

Men are the main (but not exclusive) consumers of traded eggs, whilst most turtle shell products are designed for women. The profiles and motivations of egg and shell consumers are gender-differentiated, as are their preferred information sources. The messages and channels used to motivate behaviour change will therefore be tailored to these gender differences.

Participation in conservation initiatives is often dominated by men despite women possessing their own perspectives on how the health of the marine environment affects their families and communities. The project will therefore make specific efforts to address the barriers to meaningful participation of women, particularly those in the poorest households, and to ensure the equitable sharing of risks, costs and benefits between women and men.

Addressing illegal trade will protect the natural resources upon which coastal communities depend and reduce the impact of sanctions on women and families. FFI’s wider work to promote turtle-friendly livelihoods strengthens economic opportunities for women in sustainable harvesting of cockles and in the provision of tourism goods and services. This work has been shown to increase women’s self-confidence and their social and economic status at the household and community level.

To assess the potentially gender-differentiated impacts of the project, our monitoring will use sex-disaggregated data for all relevant indicators.

Q20. Impact on species in focus

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

FFI aims to stabilise critical populations of marine turtles in the Eastern Pacific - at 700 breeding hawksbill females, 500 breeding leatherback females and 50,000 breeding olive ridley females. Our existing programme has successfully improved nesting and hatching success at index sites for hawksbills and leatherbacks, with community-led crime prevention and incentives securing a turn-around from 100% of nests poached to >95% protected. Efforts to promote responsible fishing are beginning to reduce incidental and intentional bycatch amongst artisanal fisheries. Concurrent work is building conservation capacity, increasing social benefits and supporting 'turtle-friendly' livelihood strategies. But this protection and comprehensive approach is not afforded to all Nicaragua's turtle nesting and foraging sites.

By addressing consumer demand, this project addresses a critical missing component of our Theory of Change and will reduce a significant underlying driver of poaching for both eggs and shell. Reduced demand will have a direct impact on reproductive success and populations of the target species; however this impact will only be measurable at a population level in the long term and beyond the lifetime of this project. The project will have the greatest impact on Critically Endangered hawksbills, as the project addresses demand for both adults (shell) and eggs.

Q21. Exit Strategy

State how the project will reach a stable and sustainable end point, and explain how the outcomes will be sustained, either through a continuation of activities, funding and support from other sources or because the activities will be mainstreamed in to "business as usual". Where individuals receive advanced training, for example, what will happen should that individual leave?

The aim of a demand reduction approach is to generate long-lasting changes in not only attitudes, but behaviours. Whilst we recognise that creating sustainable, long-term and widespread shift in consumer behaviour across Nicaragua and internationally is a long-term endeavour, this project will be a fundamental and high-profile catalyst for this change.


By the end of this project, FFI and our partners nationally and across the region will have a range of trialled, effective demand reduction campaign tools (materials, messages), as well as experience in their application. Indeed, as the first evidence-based behaviour change strategy targeting marine turtles in the Americas, the project has considerable 'added value' through catalysing further behaviour change strategies in the region beyond life of this project.


FFI is committed to investing in demand reduction approaches as a key strategy for addressing illegal wildlife trade globally, and will both draw upon and feed into the long-term delivery of this approach in Nicaragua. Post-project, FFI will continue to adapt and monitor this approach, which will be embedded within FFI's broader conservation programme in Nicaragua, which also works to build national capacity to deliver conservation impact and foster local ownership of innovative initiatives developed by FFI.

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


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Section 9 - Funding and Budget

Q22. Budget

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

IWT & Darwin Budget Template


Please refer to the Finance for Darwin/IWT Guidance for more information.

N.B.: Please state all costs by financial year (1 April to 31 March) and in GBP. The IWT Challenge Fund cannot agree any increase in grants once awarded.

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

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Q23. Funding

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

Development of existing work

Please give details:

This project builds on FFI's established programme in Nicaragua whose goal is the long-term recovery of Critically Endangered marine turtle populations in the Eastern Pacific. Since 2002, we have promoted community-led protection and crime prevention at the most important nesting beaches, built national capacity for turtle conservation and supported sustainable livelihood options for people from poor coastal communities. By reducing demand for turtle products, this project is a critical next step in achieving species recovery.

Over the past 16 years, at the most important sites for leatherbacks, we have protected 546 nests and released 8,983 hatchlings, increasing hatchling recruitment for first time in decades. Over the last 8 years, at the most important sites for hawksbills, we have protected 1,993 nests, tagged 349 individual females and successfully released 155,475 hatchlings. Our work with local people, including former poachers, has helped secure a turn-around from 100% of hawksbill nests being poached, to >95% of nests protected. Our work is documented as an example of good practice on the www.peoplenotpoaching.org platform (2018).

This programme has been funded by a range of donors including USFWS, NFWF, private trusts and foundations, in addition to support from the Darwin Initiative (2017-2021) focused on sustainable livelihoods.

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

Yes

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

FFI has strong links with many national and regional marine turtle conservation initiatives, including: the Wildlife Conservation Society's historic turtle conservation project on Nicaragua's Caribbean coast; privately run hatcheries at minor nesting beaches on the Pacific coast; the work of regional networks for hawksbills (ICAPO) and leatherbacks (Laúd OPO) and their member organisations in the USA, Mexico, El Salvador, Costa Rica and Colombia, amongst others (including a tri-national project currently led by FFI). The majority of these initiatives are focussed on monitoring and protection of nesting beaches, environmental education, sustainable fisheries and bycatch reduction. Building on SEE Turtles' Too Rare to Wear campaign, this project to reduce demand for turtle eggs and shell is therefore critical to complement these existing efforts focused upon limiting their supply.

Many of these national and regional partners will be involved through this project and will participate in the lesson/resource-sharing event scheduled for Y3 of the project. This will include WWF Colombia, who (although no longer applying for IWT support) have been developing complementary plans to address illegal trade of marine turtles in Nicaragua, focussing on working with fishing communities and traders on the Caribbean coast who use trafficking routes from Nicaraguan to Colombian territory.

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

Yes

Please give brief details including when you expect to hear the result. Please ensure you include the figures requested in the Budget Spreadsheet as Unconfirmed funding.

As per unsecured funding below.

Q24. Co-financing

Are you proposing co-financing?

Yes

Q24a. Secured

Provide details of all funding successfully levered (and identified in the Budget) towards the costs of the

project, including any income from other public bodies, private sponsorship, donations, trusts, fees or trading activity, as well as any your own organisation(s) will be committing.

(See Finance for Darwin/IWT and Guidance Note 3.3 and 8.1)

Donor Organisation	Amount	Currency code	Comments
US Fish & Wildlife Service – Marine Turtle Conservation Fund	██████	USD	Grant supports wider work of FFI's marine turtle conservation programme in Nicaragua. Cofinance amount reflects proportion of budget linked to IWTCF project. Grant runs to June 2020. GBP value £██████
Marisla Foundation	██████	USD	Grant supports wider work of FFI's marine turtle conservation programme in Nicaragua. Cofinance amount reflects proportion of budget linked to IWTCF project. Grant runs to May 2020. GBP value £██████
<i>No Response</i>	<i>No Response</i>	<i>No Response</i>	<i>No Response</i>
<i>No Response</i>	<i>No Response</i>	<i>No Response</i>	<i>No Response</i>

Q25b. Unsecured

Provide details of any co-financing where an application has been submitted, or that you intend applying for during the course of the project. This could include co-financing from the private sector, charitable organisations or other public sector schemes.

Date applied for	Donor Organisation	Amount	Currency code	Comments
01 December 2018	FFI Species Fund	██████	GBP	Established donor to FFI's marine turtle conservation programme in Nicaragua. Application for grant period Mar 2019 -Mar 2021.

01 May
2019

Taurus Foundation [REDACTED]

GBP

Established donor to FFI's marine turtle conservation programme in Nicaragua. Application for 2020-21.

No
Response

No Response

No Response

No Response

No Response

No
Response

No Response

No Response

No Response

No Response

Do you require more fields?

No

Section 10 - Capital Costs, Value for Money & Ethics

Q25. Financial Risk Management

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

FFI has a zero-tolerance approach to bribery and our anti-bribery policy is compliant with the Bribery Act (2010). The policy applies to all Members of Council, all FFI employees, volunteers, consultants, contractors, partners and any other person associated with FFI.

FFI procedures address the following areas related to bribery: Direct payments; Facilitation payments; Payments under duress; Gifts and hospitality; Partners; Suppliers, contractors and other 3rd parties; Procurement; Conflicts of interest; Political donations; Whistle-blowing.

That zero-tolerance approach is cascaded to our partners through our MoUs and subgrant agreements. FFI requires signed sub-grant agreements, with agreed financial and narrative reporting requirements, in order to transfer funding to partners. Further tranches of funding are only released once previous tranches have been fully reported and reconciled.

FFI has accounting practices in place that ensure all expenditure is approved by project managers and finance staff, and backed up with receipts, avoiding risk of financial mismanagement. Project and country programme accounts are reviewed every month by programme staff managers and finance staff to ensure expenditure and financial management is on track.

Unpredictable future currency fluctuations of both the GBP and the NIO are a recognised financial risk specific to this project, outside FFI's control.

Q26. Capital items

If you plan to purchase capital items with IWT funding, please indicate what you anticipate will happen to the items following project end. If you are requesting more than 10% capital costs, please provide

your justification here.

The following capital items will be purchased through the project:

- One good quality video camera, sound recording equipment, studio lighting and two digital cameras. These will be used to document campaign events and collect audio and visual material for use in the campaign. Post-project, this equipment will continue to be used by FFI in Nicaragua and will be available for use by members of the NTN and students / early career professionals in environmental communications.

- 16 seater campaign mini-bus. This will be used to mobilise the campaign to display campaign messages at key market hotspots and to new target audiences. FFI Species Fund funding will co-finance this purchase. Post-project the minibus will be used by FFI in Nicaragua to continue the dissemination of campaign materials and to mobilise our wider environmental education activities amongst coastal, rural and urban communities.

6% of IWT funding is for capital costs.

Q27. Value for money

Please describe why you consider your application to be good value for money including justification of why the measures you will adopt will secure value for money.

The project builds on FFI's existing experience, infrastructure and partner networks in Nicaragua – including our established, experienced and well connected in-country team, country office based in Managua, and our outstanding track record in mobilising people and institutions to affect change.

The project draws upon FFI's significant in-house expertise - both in Nicaragua and the UK - in addressing illegal wildlife trade (including through demand reduction approaches) and in marine turtle conservation across the region. This will ensure both value for money (staff being cheaper than consultants) and the continuity of this expertise throughout the project.

The fact that the project builds on existing information, relating to consumers and trade, as well as FFI's wider programme of work, will facilitate a quick start up for the project and minimises the need for baseline research.

The project team in-country is strong, with a good range of skills and experience, minimising the need for international travel by UK-based experts.

The procurement of goods and services (including the proposed contracts with creative media agencies and the purchase of a campaign minibus) will comply with FFI's Policy & Procedure for Procurement, Purchasing & Consultancy and/or donor regulations, whichever is more stringent. FFI's procurement policy is designed to avoid conflicts of interest and ensure value for money.

Overall the anticipated outcome of the project, and resultant positive impact on the target species, within a relatively modest budget, represents exceptional value for money.

Q28. Ethics and human rights

(See Guidance Notes 5.4 and 6.1)

Outline your approach to meeting the IWT's key principles for ethics as outlined in the Guidance Notes. Additionally, if there are any human rights and/or international humanitarian law risks in relation to your project? If there are, have you carried out an assessment of the impact of those risks, and of measures that may be taken in order to mitigate them?

FFI's policy is to ensure its conservation activities do not disadvantage poor, vulnerable or marginalised natural resource-dependent women and men. Wherever possible we seek to conserve biodiversity in ways that enhance human wellbeing and social equity. As a founding member of the Conservation Initiative on Human Rights (www.thecihr.org) FFI has also committed to respect human rights, promote their protection and realisation within our conservation programmes, and support the governance systems that can secure those rights.

FFI takes a sustainable livelihoods approach to understanding the complexity, diversity and dynamic nature of people's livelihoods. Our work with diverse local stakeholders, both female and male, emphasises local leadership, equitable meaningful participation and fair distribution of the costs and benefits of conservation. Respect for the right of Free Prior and Informed Consent (FPIC) guides project development and implementation.

When addressing illegal activities, including illegal wildlife trade, FFI supports appropriate law enforcement agencies to manage conflict and apply legitimate regulations fairly, using due process in line with internationally recognised human rights standards.

Indigenous and local knowledge will be respected and, wherever relevant, will be used alongside other scientific approaches and methods.

FFI has global policies to which all staff and offices must adhere, including anti-bribery, data protection, health and safety, and travel which we would be pleased to share on request.

Q29. Use of data

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

The project will comply with FFI's institutional Data Protection Policy, which specifies how FFI complies and adheres to data protection principles, protects individuals, meets our obligations with respect to data protection and mitigates against the risk of a data protection breach. This policy is in line with EU's General Data Protection Regulation (GDPR) which came into force in May 2018.

Any personal data collected during the project - for example through surveys of consumer attitudes and behaviours and market stakeholders, or through focus group discussions - will be anonymised then stored and analysed in line with data handling protocols which will be outlined in the project's M&E framework. Where campaign materials are to use of images or video that contain identifiable images of people, free, prior and informed consent (FPIC) will be sought from the subjects concerned. No publically available outputs will contain personal or identifiable data.

Q30. Safeguarding

(See Guidance Note 5.5)

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

Checked

Q31. Outputs of the project and Open Access

(See Guidance Note 5.6)

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

This project has a very strong public communications component. The communications plan for dissemination of campaign materials/messages will be guided by knowledge of target audiences, existing relationships with media and stakeholders in Nicaragua, and will be in line with FFI’s external communications guidelines.

Campaign outputs will be made available and sharable on-line (via the NTN’s tortugasnicas.org website, YouTube channel and social media outlets) and via other channels (events, radio, printed materials). Contracts with media agencies will acknowledge the intellectual property of the relevant photographers/film makers, the media agency and FFI, and will ensure all materials can be made freely available.

Other project outputs - including technical reports and presentations summarising baseline data, campaign impact and lessons learned - will be shared through the Demand Reduction Working Group, tortugasnicas.org and during the resource sharing event with stakeholders, decision makers and partners across five consumer countries. All campaign outputs and technical reports will be produced in Spanish.

Project outputs and findings will be disseminated in English through national and international fora, including the International Sea Turtle Symposium, the international IWT conference and amongst FFI’s Cambridge Conservation Initiative partners. All scientific publications and conference presentations will be open-access, enabling conservation partners and wider scientific community to learn from the project.

Major project news will be disseminated internationally through joint media releases coordinated by FFI’s Communications team. We will not publish sensitive information that could endanger the target species or vulnerable individuals involved in their, albeit illegal, trade or consumption.

Section 11 - Logical Framework

Q32. Logical Framework

IWT Challenge Fund projects will be required to monitor (and report against) their progress towards their expected Outputs and Outcome. This section sets out the expected Outputs and Outcome of your project, how you expect to measure progress against these and how we can verify this.

Annex B and Annex C in the Guidance Notes provides helpful guidance on completing a logical framework.

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

Impact:

Reduction in the illegal poaching and trade in marine turtle products contributes to stable marine turtle populations and improved sustainable livelihood opportunities amongst coastal communities on Nicaragua’s Pacific coast.

Project summary	Measurable Indicators	Means of verification	Important Assumptions
------------------------	------------------------------	------------------------------	------------------------------

Outcome:

Measurable change in consumer behaviour amongst three target groups contributes to reduced demand for eggs and shell and a measurable reduction in illegal poaching and trade in marine turtle products.

0.1 Percentage of each target consumer audience aware of behaviour change messaging by EOP (campaign reach) (target: 25% by Y2; 45% by End of Project/EoP).

0.2 Percentage of each target consumer audience reporting change in target behaviour (self-reported change in behaviour) (target: 25% amongst consumers or shell by EoP; 15% amongst consumers of eggs by EoP).

0.3 Percentage reduction in availability of eggs/shell articles for sale in principal markets (impact on market and trade) (15% reduction from baseline in proportion of outlets marketing eggs by EoP. 25% reduction from baseline in outlets marketing shell by EoP)

0.4 Percentage reduction in demand for eggs/shell articles, as reported by outlets in principal markets (market impact) (target: 25% for shell products by EoP; 15% for eggs by EoP)

0.5 Number of poaching incidents reported at the most important sites for hawksbills, leatherbacks and olive ridley turtles on Nicaragua's Pacific coast

0.1 & 0.2: Surveys and focus groups at project start, during campaign delivery (i.e. after key campaign events) and EoP – in line with agreed monitoring framework and indicators - using sampling methods to survey respondents fitting the target audience profile. Data to be sex-disaggregated

0.3 & 0.4 Survey of traders in principal markets for eggs (market traders, restaurants) and shell (handicraft shops and markets) at project start and EoP.

0.5: Annual nesting beach monitoring records; law enforcement records.

We assume that the security situation in Nicaragua is sufficiently stable for FFI to maintain operations.

We assume that no events take place to affect the current market system for turtle products that would cause an increase in demand.

We assume that the current positive attitudes locally and nationally to developing sustainable livelihoods compatible with turtles is maintained.

We assume that respondents' responses reflect their true attitudes and behaviours.

(at least two sites per species, including mass nesting sites for olive ridleys) (impact on species) (baseline: 10 hawksbill, 0 leatherback, 12,000 olive ridley; target by EoP: 0 hawksbill, 0 leatherback, 6,000 olive ridley).

Additional indicators to further triangulate with the above may be developed with partners as part of the behaviour change strategy and monitoring framework under activity 1 (e.g. this could include % change in number of hawksbill articles exported across international borders etc.).

<p>Output 1: 1. Evidence-based behaviour change campaigns targeting three consumer profiles for marine turtle eggs and shell developed.</p>	<p>1.1 Evidence-based Theory of Change (ToC), behaviour change strategy, monitoring framework and indicators finalised (target: by end of Y1 Q2).</p>	<p>1.1 ToC document; Strategy document; Monitoring framework document.</p>	<p>We assume that research undertaken in 2016 to profile target consumer audiences can inform development of TOC and strategy.</p>
	<p>1.2 Communications campaign plan finalised. By end of Y2 Q2, testing of trial messages and graphics to evaluate their effectiveness completed and learning incorporated (target: by end of Y2 Q4).</p>	<p>1.2 Communications plan document; Trial messages and graphics; Findings from testing incorporated into communications plan.</p>	<p>We assume that specialists in social marketing, communications, behaviour change and conservation from project partners and external agencies are willing and available to engage in project activities.</p>

Output 2:

2. Evidence-based targeted behaviour change campaign targeting three consumer profiles for marine turtle eggs and shell implemented.

2.1 Number and variety of communications messages, graphics and materials produced (specific target to be finalised under output 1.1).

2.2 Number of times messages are incorporated in appropriate media coverage (specific target to be finalised under output 1.1).

2.3 Number of times messages are shared on social media (specific target to be finalised under output 1.1).

2.4 Number of key influencers supportive of campaign and distributing key messages (specific target to be finalised under output 1.1).

2.5 Percentage of each target consumer audience receiving behaviour change messaging, through a variety of media channels (target: 25% by Y2; 35% by EoP).

2.1 Communications messages, graphics and materials.

2.2 Analysis of mainstream media coverage – i.e. radio broadcasts, TV commercials, newspaper adverts, billboards (summary report).

2.3 Analysis of social media coverage (summary report)

2.4 Minutes from discussions with key influencers.

2.5 Surveys and focus groups at project start, during campaign delivery (i.e. after key campaign events) and project end.

Data to be sex-disaggregated wherever relevant

We assume that National Turtle Conservation Network and its members will mobilise support for the campaign.

We assume that key influencers identified during behaviour change strategy development have time and ability to engage.

Output 3: 3. Behaviour change campaign monitoring used to assess impact and share learning regionally to promote innovation.	3.1 Number of decision makers and/or specialists on behaviour change and IWT issues informed about direct and indirect impacts of reduced demand on traders and other stakeholders' livelihoods (target: >20 by EoP).	3.1 Report summarising findings from survey of traders and stakeholders on impacts of reduced demand on livelihoods; meeting minutes.	Timeline of three years is sufficient to show measurable change in behaviours.
	3.2 Number of decision makers and/or specialists on behaviour change and IWT issues received demand reduction resources/tools and information on lessons learned from Nicaragua experience (target: >40 by EoP).	3.2 Report and PowerPoint presentation on key learning from experience of designing and implementing demand reduction campaign in Nicaragua; meeting minutes.	
	3.3 Number of conservation organisations working in the region receiving demand reduction resources/tools and informed on lesson learned from Nicaragua experience (target>15 by EoP)	3.3. Reports and presentations/posters shared at regional events; meeting minutes. Data to be sex-disaggregated wherever relevant	

Output 4:	<i>No Response</i>	<i>No Response</i>	<i>No Response</i>
<i>No Response</i>			

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

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

Activities (each Activity is numbered according to the Output that it will contribute towards, for example 1.1, 1.2 and 1.3 are contributing to Output 1).

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

Activity details

Activity Number

1.1

Activity Details

Reach out to specialists in social marketing, communications, behaviour change and conservation to create a Demand Reduction Working Group and Advisor Network.

Activity details

Activity Number

1.2

Activity Details

Strengthen the role of the Nicaraguan Turtle Network (NTN) in fronting the campaign, through recruitment of a Network Coordinator.

Activity details

Activity Number

1.3

Activity Details

Contract two complementary creative media agencies to lead the design and production of demand reduction campaign materials.

Activity details

Activity Number

1.4

Activity Details

Hold 3-day workshop for Working Group to develop an evidence-based Theory of Change (TOC) and framework for the behaviour change strategy, defining key communications objectives.

Activity details

Activity Number

1.5

Activity Details

Based on the strategy, develop a communications campaign plan, considering a range of media, alongside relevant events and methods of engaging key influencers.

Activity details

Activity Number

1.6

Activity Details

Develop trial messages and materials, assess their effectiveness and refine media and methods of distribution through iterative testing with at least 12 focus groups.

Activity details

Activity Number

2.1

Activity Details

Workshop to present behaviour change strategy and communications plan to national stakeholders (including CANATUR, NTN, tourism companies, campaign promoters) and agree workplan for campaign implementation.

Activity details

Activity Number

2.2

Activity Details

Work with creative agency specialists to produce and distribute campaign media and materials through appropriate

channels and partners. Specifics will be defined through activities 1.4-1.6.

Activity details

Activity Number

2.2a

Activity Details

Likely campaign channels include: broadcasts and 'jingles' via national radio and TV.

Activity details

Activity Number

2.2b

Activity Details

Likely campaign channels include: film trailer to be shown at cinemas across Nicaragua.

Activity details

Activity Number

2.2c

Activity Details

Likely campaign channels include: social media posts/advertising and www.tortugasnicas.org website content.

Activity details

Activity Number

2.2d

Activity Details

Likely campaign channels include: visual materials to be displayed on buses, billboards, at hotels and restaurants,

printed calendars, t-shirts, aprons, caps.

Activity details

Activity Number

2.2e

Activity Details

Campaign mini-bus will enable audio-visual and printed materials to be mobilised and displayed at key market hotspots, reaching target audiences in municipalities across Nicaragua.

Activity details

Activity Number

2.3

Activity Details

Cultivate relationships with individuals (artists, religious leaders) and sectors (e.g. tourism) able to influence target audiences in Nicaragua. Specifics will be defined through activities 1.4-1.6.

Activity details

Activity Number

2.3a

Activity Details

Engage popular singers to promote campaign messages through dedicated CD recordings (10 songs) and concerts.

Activity details

Activity Number

2.3b

Activity Details

Engage popular artists and sports personalities to promote campaign messages through an arts/sports festival.

Activity details**Activity Number**

2.3c

Activity Details

Engage key influencers in the Catholic, evangelical and Anglican churches in Nicaragua to share campaign messages through sermons, church-run schools and youth groups

Activity details**Activity Number**

2.3d

Activity Details

Engage international embassies to share information via their websites providing information to tourists visiting Nicaragua.

Activity details**Activity Number**

2.3e

Activity Details

Engage with the private sector - restaurants, hotels, tour operators, market traders – to generate commitment to being turtle-friendly as a unique-selling point for their clients.

Activity details**Activity Number**

3.1

Activity Details

Hold 1-day workshop for key members of the Working Group to develop a framework for measuring effectiveness and impact of the behaviour change strategy.

Activity details

Activity Number

3.2

Activity Details

In line with M&E framework, survey target consumer audiences to measure i) reach of messaging (knowledge, attitudes) and ii) self-reported intentions and behaviour change.

Activity details

Activity Number

3.3

Activity Details

In line with M&E framework, survey market stakeholders to i) characterise market availability, hotspots and change; ii) determine direct/indirect livelihood impacts of reduced demand.

Activity details

Activity Number

3.4

Activity Details

Collate data into report summarising baseline attitudes, behaviours, market availability and mapping hotspots and trade routes for eggs and shell. Share findings with project stakeholders.

Activity details

Activity Number

3.5

Activity Details

Collate data into report analysing impact of campaign, lessons learned, impact of reduced demand on livelihoods, recommendations for next steps. Share findings with project stakeholders.

Activity details

Activity Number

3.6

Activity Details

In collaboration with project partners, host a regional lesson/resource-sharing event, with representatives from five consumer countries (Nicaragua, El Salvador, Honduras, Costa Rica and Colombia).

Activity details

Activity Number

3.7

Activity Details

Share lessons and experiences from the project through national and international fora, including the International Sea Turtle Symposium and contributions to the international IWT Conference.

Section 12 - Implementation Timetable

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

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

[Implementation Timetable Template](#)

Please add columns to reflect the length of your project.

For each activity (add/remove rows as appropriate) indicate the number of months it will last, and fill/shade only the quarters in which an activity will be carried out. The workplan can span multiple pages if necessary.

📄 **IWTR5S2 100088 FFI Implementation Timet**

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Section 13 - Monitoring and Evaluation

Q34. Monitoring and evaluation (M&E) plan

Describe, referring to the indicators above, how the progress of the project will be monitored and evaluated, making reference to who is responsible for the project's M&E.

IWT Challenge Fund projects will need to be adaptive and you should detail how the monitoring and evaluation will feed into the delivery of the project including its management. M&E is expected to be built into the project and not an 'add' on. It is as important to measure for negative impacts as it is for positive impact. Additionally, please indicate an approximate budget and level of effort (person days) to be spent on M&E (see Finance for Darwin/IWT).

Measuring behaviour change can be challenging and is an area where best practice is evolving rapidly. In order to ensure this project is delivering best practice based on the latest thinking, it has drawn on the most recent guidance (as recommended by TRAFFIC) to design the measures presented in the log frame.

We will triangulate consumer-focused data with objectively verifiable data from market analysis, and seek to monitor changes at each stage of change (e.g. from unaware, to aware, to concerned, to knowledgeable, to motivated to change, to trialling behaviour change, to practicing sustained behaviour change). This will be monitored not only at project start and end but also during delivery in order to better understand barriers to behaviour change and practice adaptive management.

Measures will include a) reach of messaging, b) self-reported change in behaviour, c) market data (availability of articles for sale in principal markets and interviews with vendors), and d) poaching rates from marine turtle nesting sites. Data will be gender-disaggregated and, where appropriate, focus groups will be divided by gender. Existing data (such as that gathered through our existing Darwin-funded project) on attitudes and perceptions amongst coastal communities, will also be fed into the analysis as appropriate.

To further ensure good practice, the project will start with workshops convening regional and global expertise to develop the evidence-based theory of change and behaviour change strategy alongside a monitoring framework (Activities 1.4 and 3.1). This may result in additional indicators being developed to strengthen monitoring further. FFI's Nicaraguan Specialist in Environmental Communications will be responsible for the coordination and adaptive management of project M&E, in line with the agreed monitoring framework, and supported by specialists in Nicaragua (FFI's Country Director), the UK (Project Lead; Senior Technical Specialist, Wildlife Trade) and the locally hired and trained survey team (including the

project's Campaign Promoters).

FFI will use its networks (e.g. Oxford Martin Programme on Illegal Wildlife Trade, Cambridge Conservation Initiative, and with TRAFFIC who lead on the Social and Behavioural Change Community of Practice) to ensure that the learning from this project is shared widely, and also builds in wider learning from across this network. Through regional sharing of learning and resources, we also hope to support development of regionally-based expertise on this topic, building on the recent advances made at the London Conference on IWT and increasing support to tackle IWT in the region (for example through the IWT meeting in Peru in 2019).

Recognising that reducing demand for marine turtle products will impact intermediaries involved in trafficking and on those marketing these products, the project will survey stakeholders who currently market and/or benefit from trafficking and selling marine turtle products, to determine direct and indirect impacts (gender disaggregated) of reduced demand for eggs/shell and inform design of appropriate and acceptable mitigation measures. This will inform actions both within this project and our wider programme of work.

Total project budget for M&E (this may include Staff and Travel and Subsistence Costs) £ [REDACTED]

Number of days planned for M&E 114

Percentage of total project budget set aside for M&E [REDACTED]

Q35. FCO notifications

Q35a. Please put a tick in the box below if you think that there are sensitivities that the Foreign and Commonwealth Office will need to be aware of should they want to publicise the project's success in the IWT Fund in the host country.

Checked

Q35b. Please indicate whether you have contacted your Foreign Ministry or the local embassy or High Commission (or equivalent) directly to discuss security issues (see Guidance Notes) and attach details of any advice you have received from them.

No

Section 14 - Certification

Q36. Certification

On behalf of the
trustees

of

Fauna & Flora International

I apply for a grant of

£285,318.00

I certify that, to the best of our knowledge and belief, the statements made by us in this application are true and the information provided is correct. I am aware that this application form will form the basis of the project schedule should this application be successful.





(This form should be signed by an individual authorised by the applicant institution to submit applications and sign contracts on their behalf.)

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

Checked

Name Matthew Walpole

Position in the organisation Senior Director, Conservation Programmes

Signature (please upload e-signature)  **MW signature black**
 21/11/2018
 15:38:26
 jpg 20.39 KB

Date 22 November 2018

Section 15 - Submission Checklist

Checklist for submission

	Check
Have you read the Guidance, including the Guidance Notes for Applicants and Finance for Darwin and IWT Challenge Fund?	Checked
Have you read, and can you meet, the current Terms and Conditions for this fund?	Checked
Have you provided actual start and end dates for your project?	Checked

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

We would like to keep in touch! Please check this box if you would be happy for the lead applicant and project leader (if different) to be added to our mailing list. Through our mailing list we share updates on upcoming and current application rounds under the IWT Challenge Fund and our sister grant scheme, the Darwin Initiative. We also provide occasional updates on other UK Government activities related to the illegal wildlife trade and share our quarterly project newsletter. You are free to unsubscribe at any time.

Checked

Data protection and use of personal data

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

Information relating to the project or its results may also be released on request, including under the 2004 Environmental Information Regulations and the Freedom of Information Act 2000. However, Defra will not permit any unwarranted breach of confidentiality nor will we act in contravention of our obligations under the General Data Protection Regulation (Regulation (EU) 2016/679).