



Illegal Wildlife Trade (IWT) Challenge Fund Annual Report

Submission Deadline: 30th April 2020

IWT Challenge Fund Project Information

Project reference	IWT072
Project title	Reducing Demand for Marine Turtle Products in Nicaragua
Country/ies	Nicaragua
Lead organisation	Fauna & Flora International
Partner institution(s)	SEE Turtles; Eastern Pacific Hawksbill Initiative (ICAPO) National Turtle Network (NTN) Nicaraguan National Chamber of Commerce for Tourism (CANATUR) WWF-UK (WWF)
IWT grant value	£285,318
Start/end dates of project	01/04/2019 – 31/03/2022
Reporting period (e.g. April 2019-Mar 2020) and number (e.g. Annual Report 1, 2, 3)	April 2019 - March 2020 Annual Report 1
Project Leader name	Alison Gunn
Project website/blog/social media	www.fauna-flora.org
Report author(s) and date	Alison Gunn, Velkiss Gadea, German Garcia 28 April 2020

1. Project summary

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 hawksbill 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.

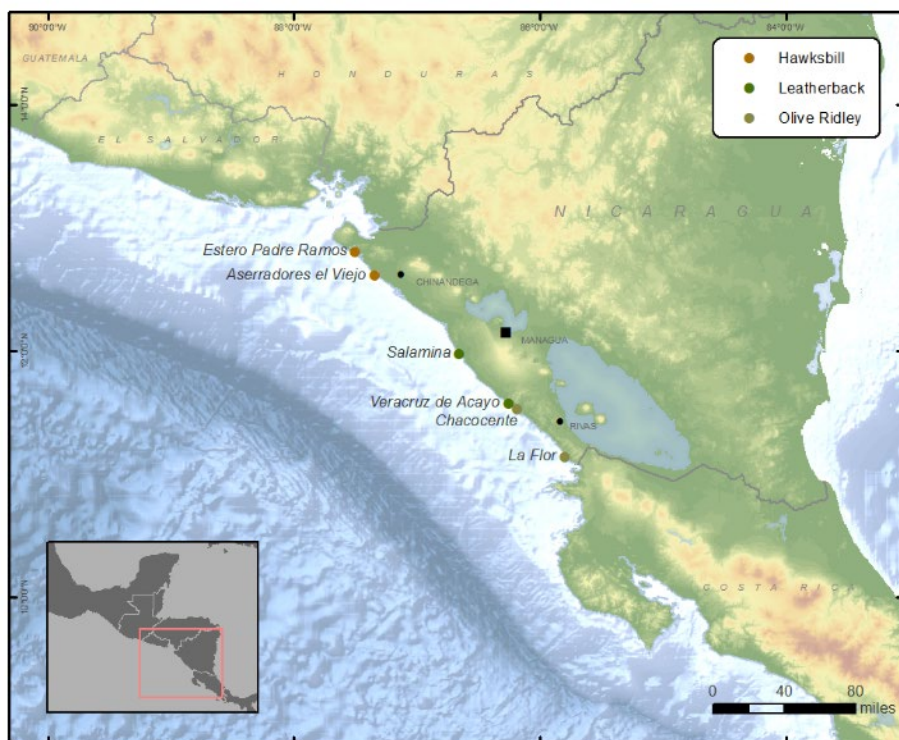
FFI promotes community-led turtle protection and crime prevention along Nicaragua’s Pacific coast. By reducing demand for turtle products, this project fills a critical missing component of this response.



Project location: The project is working to reduce national and international consumer demand for marine turtle eggs and shell, with a focus on consumer demand arising across three administrative departments in the populated Pacific region of Nicaragua (Chinandega, Managua, Masaya).

The accompanying maps show:

- a) Nicaragua’s administrative departments (left), and
- b) the main marine turtle nesting sites on the Pacific coast of Nicaragua (below).



2. Project partnerships

Through this project, FFI is working with the following international partners:

SEE Turtles: SEE Turtles worked with FFI on the design of this project, drawing upon their knowledge of social marketing, the international tourism market, and their 2017 study into the availability of hawksbill articles for sale across Central America and the Caribbean. The project also builds on their *Too Rare To Wear* initiative - 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. In this first year of the project, SEE Turtles' President participated in the project's 3-day strategy development workshop in Managua in January 2020 (Activity 1.4). We are also working with SEE Turtles to draw on their networks with tourists and tourism operators to conduct focal group discussions and collect baseline data on the international consumer group of hawksbill products.

WWF-UK: A named member of the project team, who previously worked for the Alliance of Religions and Conservation (ARC) is now working for WWF as the Head of their Values & Beliefs Programme; accordingly a Change Request was approved in December 2019 regarding this change of partner. Through its Beliefs & Values Programme, WWF is now supporting and advising FFI on using faith-based approaches to leverage behaviour change and an agreement has been signed between with respect to WWF-UK's support to project delivery. In Year 1, during the strategy development workshop (Activity 1.4) WWF's Head of Values & Beliefs made a presentation on faith-based approaches to conservation, sharing learning and experiences of working with the world's major faiths to develop environmental programmes based on their own core teachings, beliefs and practices.

Eastern Pacific Hawksbill Initiative (ICAPO): A specialist in hawksbill conservation from ICAPO participated in the project's 3-day strategy development workshop in Managua in January 2020 (Activity 1.4) and continues to advise and be involved in the review of the project's strategy.

The following national organisation is also a named partner on the project:

National Turtle Network (NTN) – The NTN is an informal network which brings together scientists, conservationists, community leaders and national and municipal authorities. As a key platform for coordination and communication amongst those working for turtle conservation in Nicaragua, it is envisaged that it will have a role in fronting the behaviour change campaign, particularly through its website. All the Nicaraguan participants in the project's strategy development workshops in Y1 are members of the Network.

The following technical specialists, who are not formally partners in the project, have also been involved:

Rare, Inc: The project team reached out to Rare's Campaigning for Conservation team and connected with their behaviour change specialists based in Mexico. Through a consultancy, Rare helped design the 3-day behaviour change strategy workshop (Activity 1.4) and provided training materials in specific topics linked to behaviour change theory and practice, including pre-reading and practical material for sessions. One of Rare's talented trainers facilitated the majority of the workshop sessions.

SOS Social Solutions: The project team was recommended to connect with SOS Social Solutions, also based in Mexico, to draw on their extensive experience in the design and monitoring of behaviour change interventions. Through a consultancy, SOS Social Solutions participated in the 3-day behaviour change strategy workshop (Activity 1.4) and led training sessions on Monitoring & Evaluation and the design of SMART indicators. Their specialist also provided ongoing support to the project team in the design of monitoring protocols to assess the impact of campaign activities. We see an ongoing role for SOS Social Solutions in becoming a formal partner on the project with a role in supporting project monitoring and evaluation.

Centre for Research and Teaching in Economics (CIDE): Again, when exploring regional capacity and expertise in behaviour change, the project team were recommended to connect with the Innovation, Behavioural and Experimentation Unit at CIDE's National Public Policy Lab

in Mexico. The head of this Unit was keen to support the project, and one of their researchers also participated in the workshop (Activity 1.4).

3. Project progress

3.1 Progress in carrying out project Activities

Project Management

At project inception, the project was set up within FFI's institutional project management systems.

The **Project Steering Committee** was established, comprising six members of the FFI project team - Project Lead (UK), Head of Wildlife Trade (UK), Programme Officer & IWT Specialist (UK), Communications Specialist (Nicaragua), Marine Turtle Programme Manager (Nicaragua) and Country Director (Nicaragua). Steering Committee meetings were convened via conference call (6 meetings held via Skype during Y1), to discuss and agree the annual workplan, to coordinate efforts to reach out to external experts in behavioural change, to plan the strategy development workshop and make key decisions with respect to design and adaptive management of activities. Multiple additional meetings took place between committee members (via Skype and in person) throughout the year to plan, coordinate and follow up on project implementation.

Sub-agreements and contracts were signed with the project partners and collaborators, relating to their roles and responsibilities in the project.

Activity 1.1 Reach out to specialists in social marketing, communications, behaviour change and conservation to create a Demand Reduction Working Group and Advisor Network.

During the first 4 months of the project, the project team reached out to specialists in social marketing and behaviour change. Recommendations for external specialists, particularly those fluent in Spanish and familiar with the region, were sought from DEFRA's International IWT Team, TRAFFIC's Behaviour Change Coordinator and through contact with individuals and organisations initially recommended. As a result, the project team reached out to seven social marketing and behaviour change specialists, of the 14 recommended to us, on the basis of the relevance of their experience. These included specialists from; The Behavioural Insights Team (BIT); Rare's Campaigning for Conservation Initiative; SOS Social Solutions (Mexico); the Innovation, Behavioural and Experimentation Unit at the National Public Policy Lab of the Centre for Research and Teaching in Economics (CIDE); as well as one freelance consultant and two specialists working in academia (from Princeton University and the University of Western Australia). This resulted in useful and productive discussions by phone, skype and email, all of which corroborated the project's approach on behavioural change, whilst generating some new areas of thinking.

These conversations enabled us to scope out the behaviour change specialists' willingness and ability to contribute to the project. As a result, we mapped out two tiers of external specialist involvement: (i) Face-to-face participation in the Nicaragua-based Behaviour Change Strategy development workshop (three specialists); (ii) Remote review and inputs via a Demand Reduction "Working Group and Advisor Network" which will seek inputs on the workshop outputs, and help to steer design of the project's approach as well as provide a forum for sharing lessons (seven specialists have agreed to contribute to this, time permitting).

As our collaboration with behaviour change specialists from Rare, Inc., SOS Social Solutions and CIDE evolved, it became apparent that the project would benefit from their increased support in designing the behaviour change interventions and in helping the project team design appropriate monitoring protocols to assess the impact of campaign activities. Following consultation with the IWT Secretariat (Change Request, December 2019) we formalised their inputs through two new consultancies: Technical Advisor, Behaviour Change Campaigns (Rare), and Technical Advisor, Monitoring Behaviour Change (SOS Social Solutions), through which these specialists have helped design and facilitate the development of the behaviour change strategy and monitoring framework, through the 3-day workshop (Activity 1.4) and beyond.

Activity 1.2 Strengthen the role of the National Sea Turtle Conservation Network (NTN) in fronting the campaign, through recruitment of a Network Coordinator.

The National Turtle Network (NTN) brings together scientists, conservationists, community leaders and national and municipal authorities and is a key platform for coordination and communication amongst those working for turtle conservation in Nicaragua. During Year 1, FFI has worked to strengthen the capacities of and collaboration amongst members of the Network. We have supported meetings with and between NTN members and helped to keep the Network's website up to date (<https://tortugasnicas.org/quienes-somos/>). We have also facilitated improved communications amongst through the WhatsApp group "Tortugeros Nicaragua" (34 members, ~800 messages over the last 12 months).

The NTN is an informal collaboration and is not a registered entity. Legal registration is not an immediate prospect and the NTN therefore cannot directly recruit a Coordinator. A role is still envisaged for the NTN in fronting the behaviour change campaign, particularly through its website. Following consultation with the IWT Secretariat (Change Request, December 2019) Y1 funds for the Coordinator role were used for operational costs for facilitating collaboration and motivation of NTN member organisations. Nevertheless, the project Steering Committee propose that the lead "Campaign Promoter" contracted by FFI in Y1 of the project, will assume key elements of this Coordinator role in Y2, but as an employee of FFI. A Change Request is in preparation with respect to this.

Activity 1.3 Contract two complementary creative media agencies to lead the design and production of demand reduction campaign materials.

Following the design of Terms of Reference for the media agencies and a selection process in line with FFI's Procurement Policy and Procedures, two Nicaraguan creative media agencies with complementary skills and experience were shortlisted. Both agencies were invited to participate in the 3-day workshop (Activity 1.4) and two representatives from each attended.

Following the workshop, the first agency "Crea Communications" was contracted to lead the design, validation and production of communications materials and messaging. Through this initial contract, the agency is working to design the first phase of the project's Communications Campaign, in line with the agreed approach of the project's Behaviour Change Strategy, incorporating a range of media, graphic design, messages, events, communications channels and ways of involving key influencers. They are due to present their proposed creative concepts for the campaign, test (i.e. validate through trials with focus groups) and refine initial messages and materials by July 2020.

Complementary terms of reference were agreed by the project team for the second communications agency with strengths in behaviour change approaches and monitoring social change. However, contractual terms were not agreed and the selection process will be reopened in Y2 Q1.

Activity 1.4 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.

The workshop was originally scheduled for 25th-27th November 2019 in Managua, Nicaragua. However, in early November, the project team took the decision to postpone the workshop in order to secure attendance of the full range of invited specialists in conservation and behaviour change. The workshop was rescheduled for and took place on 22-24 January 2020.

The agenda (see Annex 4a) for the workshop was designed in collaboration with the invited behaviour change specialists. The objectives for each day of the workshop were as follows:

Day # 1:

- Understand the past and current context for Marine Turtle Conservation in Nicaragua.
- Gain knowledge of former campaigns "Yono como huevos de tortuga" and "Yo no uso carey".
- Update and agree upon profiles of primary target audiences, behaviours to address.

- Understand fundamentals of **Social and Behavioural Change Communications**.
- Develop a Behaviour Change identification of key stakeholders with influencers.

Day # 2:

- Gain knowledge of faith-based approaches to conservation.
- Understand the fundamentals of a Theory of Change.
- Articulate SMART objectives as metrics of success.
- Define reinforcing activities and interventions for each consumer group.
- Creatively and strategically create effective messages for behaviour change for each consumer group.
- Choose channels that are most appropriate for each consumer group.

Day # 3:

- Finalize Theories of Change per consumer group.
- Apply specific indicators for M&E per consumer group.
- Advance on an M&E strategy including research instruments.
- Develop framework for communications plan component of the behaviour change strategy.
- Agree roles, responsibilities and next steps.

A compendium of pre-reading documents was compiled, translated where necessary, and shared with workshop participants via GoogleDocs one week prior to the workshop. The information was organised into five themes: a) marine turtles in Nicaragua and strategies for their conservation; b) existing knowledge of consumption and trade; c) behaviour change for demand reduction; d) faith-based approaches to conservation; e) further reading. A risk assessment for international travel to Nicaragua was also shared with meeting participants.

A total of 24 people participated in the workshop, two of whom connected remotely via Skype video conference. Meeting participants comprised:

- Ten members of the FFI team (five members of the project steering committee, including the Project Lead, plus five field staff from FFI's marine turtle conservation programme and campaign promoters);
- Three international specialists in marine turtle conservation, from project partners ICAPO and SEE Turtles, as well as a collaborator Stanford University (a further two international specialists were due to attend from WIDECASST and the University of Florida, but both were unable to travel at the last minute for personal reasons);
- Three external behavioural change specialists, from Rare, Inc., SOS Social Solutions and CIDE;
- Four specialists in communications, marketing and behaviour change, representing the two media agencies Crea Communications and Tendencias;
- The project's specialist in faith-based approaches to behaviour change, from project partner WWF;
- A community leader and marine turtle conservationist from Salamina Costa Grande beach in Nicaragua;
- A collaborator and specialist in national markets for marine turtle products in Nicaragua from UNAN-Managua;
- The independent workshop facilitator / minute taker.

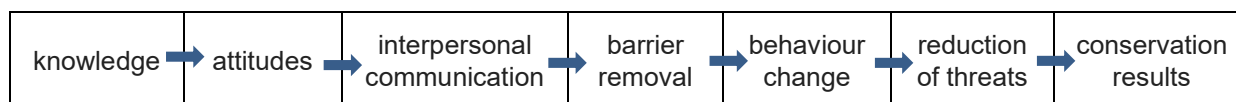
The workshop was highly productive and motivating for all involved. The agenda proved to be ambitious, but the workshop's talented facilitation team maintained momentum throughout the three days and significant advances were made towards all the workshop's objectives.

All workshop presentations were saved and shared with participants via Google Drive, alongside the minutes of the workshop, key outputs, related learning materials and resources discussed during the meeting.

Through the workshop and subsequent working sessions of the project team, the following components of the behaviour change strategy have been developed:

- **Evidence-based Theories of Change (TOCs)**, based on knowledge of target consumer audiences and behaviours: Pre-project research identified and profiled three priority consumer groups for eggs and shell in Nicaragua – characterised as “*Don Jose*” (Nicaraguan male, middle-aged, urban, working class, consumes turtle eggs in bars and restaurants); “*Dona Maria*” (Nicaraguan female, middle aged, rural, low-skilled, religious, consumes turtle eggs in the home); and “*Rachel*” (female, international tourist, independent, highly educated, unwitting consumer of hawksbill shell articles). Through the workshop, additional target groups were identified: “*Ramona*” (Nicaraguan female, middle aged, wealthy/middle class, purchaser of hawksbill shell articles); “*Jorge/Daisy*” (Nicaraguan, owner of market stalls selling eggs/shell).

TOCs for behaviour change were developed using templates developed by Rare, which define indicators for:



Whilst the project will maintain its focus on the implementation of campaigns to influence the behaviour of priority consumer groups *Don Jose* and *Rachel*, the TOCs and associated strategic actions have been designed for all five groups, ready for future implementation. The TOCs have gone through a number of iterations of varying complexity and detail, with final versions for the priority target groups *Don Jose* and *Rachel* refined and simplified.

- **Maps of key influencers** for all five consumer groups - undertaken as a group work exercise during the workshop and reviewed post-workshop.
- **Stakeholder map**; undertaken as a participatory exercise during the workshop and refined post-workshop.
- **Communications concepts ‘brainstorm’**; undertaken during the workshop, and refined through participants voting for the most compelling concepts. Results are informing the work of the creative media agency under Activity 1.5.
- **Detailed work-plan**, defining specific activities per consumer group, timeframes, roles and responsibilities of the project team and collaborators.
- **Monitoring framework**, comprising: the project’s overall indicator matrix and M&E plan; monitoring plans for target consumer groups, design of guides for focus group discussions and baseline / End of Project survey design (distribution, sampling and questionnaires) (see Activity 3.1).

A selection of workshop outputs and strategy components are provided as supporting documentation in Annex 4. A framework for compiling these elements within a strategic plan narrative has been developed, but not yet finalised.

Activity 1.5 Based on the strategy, develop a communications campaign plan, considering a range of media, alongside relevant events and methods of engaging key influencers.

As outlined in Activity 1.3, the project has begun work with a creative media agency to develop the communications campaign plan, which will incorporate a range of media, graphic design, messages, events, communications channels and ways of involving key influencers. The agency is leading on three initial phases of the plan’s development; conceptualization of ideas based upon the defined components of the behaviour change strategy, production of trial messages and materials, followed by validation of their effectiveness (Activity 1.6). At the end of this process, in July 2020, the agency will put forward a proposal for the communications campaign plan for the remainder of the project. This plan will be reviewed and refined by the project team.

Activity 1.6 Develop trial messages and materials, assess their effectiveness and refine media and methods of distribution through iterative testing with at least 12 focus groups.

In Y1 Q4, the agency's team of designers made progress on the conceptualization of campaign messages and materials. Following a series of meetings with the project's Communications Specialist, they analysed the briefing documents arising from the strategy development process and began the process of brainstorming ideas and communications concepts. Drawing upon the existing profiles and Theories of Change for the target consumer groups, as well as focus group discussions, individual interviews and a survey of consumers, their team began developing "mind maps" of keywords used by respondents and "mood boards" of ideas, images, typography, colour and other sensory elements to visualise the terms that the mind-map process generates. The production and validation through of the resulting materials and messages will be undertaken in Y2 Q1.

Activity 2.1 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.

In Q4, the in-country project team, led by our new Country Director, provided an update on the project to national authorities, including the Ministry of Environment & Natural Resources (MARENA) and Tourism Institute (INTUR). A formal workshop to present the strategy and plan and agree plans for implementation was scheduled for February 2020, and the agenda and participants proposed, however this event was pushed back by MARENA to Y2 Q1.

Activity 2.2 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.

This activity was originally scheduled to start in Y1 Q4 and to continue throughout the remainder of the project. However, due to the strategy development workshop not taking place until Q4, and the fact that work under Activities 1.5 and 1.6 is ongoing, the production and distribution of materials will not begin until Y2.

Activity 2.3 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.

As for Activity 2.2.

Activity 3.1 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.

The project's monitoring and evaluation (M&E) framework aims to i) validate proposed strategies for behaviour change, ii) validate the effectiveness of communications messages and materials, iii) measure the impact of the campaign through surveys pre- (i.e. baseline) and post-campaign implementation. It incorporates both qualitative data collection from focus group discussions and in-depth interviews to understand the behaviours, beliefs and attitudes of our audiences; and quantitative data collection from surveys of representative samples of each target consumer group. The framework comprises: the project's overall indicator matrix and M&E plan; monitoring plans for target consumer groups, design of guides for focus group discussions and baseline / End of Project survey design (distribution, sampling and questionnaires).

The design of M&E framework has been informed by the advances made through specific sessions of the January strategy development workshop - on use of SMART objectives as metrics of success; on designing Theories of Change and specific indicators for target consumer groups; and on appropriate M&E research tools and approaches. Following the workshop, monitoring plans for two target consumer groups, *Don Jose* and *Rachel*, have been refined by the project team (Annex 4f), with technical support from SOS Social Solutions' specialist in behaviour change and monitoring of social impacts. Accordingly a separate one-day workshop has not been convened.

Activity 3.2 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.

The priority in Y1 has been to design the plans and protocols for data collection, and to begin to collect data on knowledge, attitudes and behaviours to provide a baseline against which the reach and impact of the behaviour change campaign can be measured. In order to generate the project baseline, the project team, with support from SOS Social Solutions, have progressed the following:

Defining indicators: As described in Activity 3.1, appropriate SMART objectives and indicators have been defined through the design of the Theories of Change (TOCs) and associated monitoring plans for the target consumer groups.

Designing questionnaires: Based upon the monitoring plans, the project team have developed questionnaire templates and associated guidance for survey teams, to be trialled on focus groups for the two priority consumer groups, *Don Jose* and *Rachel*. Complementary questionnaires and guidance have also been developed and will be applied to focus groups of key influential actors (i.e. bar/restaurant owners for *Don Jose* and tour operators for *Rachel*) for each consumer group.

Undertaking focal group discussions: Discussions amongst homogenous groups of 6-12 people, guided by a facilitator (following the established guidance) in a safe space so participants can speak freely, will be used to collect specific information on attitudes and feelings, and to understand unknown elements of agents for change. Networks to reach and convene focus groups from the target audiences have been formed, however the focus group discussions planned for the final weeks of Y1 were postponed due to the uncertainties around the coronavirus outbreak.

Refining survey questions: This will be undertaken using feedback from the focus group discussions.

Undertaking baseline surveys: Surveys will provide quantitative information in order to demonstrate the impact of campaign, by measuring the responses of the same audiences pre- and post-campaign. Surveys will be conducted in Spanish for *Don Jose* and English for *Rachel*. Progress has been made on survey design, including defining locations and sample sizes for data collection. We hope that the surveys, initially scheduled to start in March, can be completed in Y2 Q1 (depending on the impacts of COVID-19 restrictions on data collection).

Produce baseline report: We hope that this can be completed in Y2 Q1, but this depends on the impacts of COVID-19.

Activity 3.3 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.

Through this activity, we will update FFI's 2011 study "*Analysis of the trade in turtle by-products in the Nicaraguan Pacific*". This updated study will provide insights into the current availability of turtle eggs and shell in key markets (both touristic and 'wet' markets) throughout the Nicaraguan Pacific region, and on how trade has changed over the last decade. The study will be based on the methodological approach applied in 2011, with additional indicators to measure knowledge, attitudes, dependencies and behaviours of the traders themselves. The terms of reference for the study have been developed and the geographic scope agreed – urban markets in seven administrative departments (Rivas, Granada, Masaya, Carazo, Managua, León and Chinandega) will be surveyed. A lecturer in Environmental Management at UNAN-Managua, who played a lead role in the 2011 study, has been selected as the lead investigator on the study, supported by a survey team. Originally scheduled for Q3, the start of the study was pushed back so that its design could be informed by the outputs of the strategy development workshop. Work was due to begin in Q4 (March), but was then put on hold due to the coronavirus outbreak; as densely populated 'wet' markets pose a potentially high-risk of contagion and many stalls in the touristic markets had already shut. The study team have proposed a revised workplan, whereby the majority of data collection will be completed by August (overlapping with the first months of the peak season for availability of turtle eggs), although some monitoring will continue for 12 months in order to provide insight into fluctuations in trade over the course of a year. Timing now depends upon how the pandemic unfolds in Nicaragua over the coming weeks and months.

Activity 3.4 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.

This activity will be completed in Y2, once results are available from Activities 3.2 and 3.3.

Activity 3.5 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.

Scheduled for Y3.

Activity 3.6 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).

Scheduled for Y3.

Activity 3.7 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.

The approach being applied and experiences from this project were shared through FFI's Wildlife Trade Working Group (WTWG), through a presentation on "Behaviour Change for Demand Reduction" made by FFI's Head of Wildlife Trade at a WTWG meeting in August 2019.

In October 2019, FFI's Programme Officer for the Americas & Caribbean and project IWT Specialist attended the first American Conference on Illegal Wildlife Trade held in Peru. She participated in a panel on Behaviour Change for Demand Reduction and shared learning and experience behaviour change related to FFI's research on and experience working with marine turtle consumers in Nicaragua.

In March 2020, FFI's Marine Turtle Programme Manager was due to attend the International Sea Turtle Symposium in Cartagena, Colombia, however the event was cancelled on 8 March due to the coronavirus outbreak.

3.2 Progress towards project Outputs

Output 1: Evidence-based behaviour change campaigns targeting three consumer profiles for marine turtle eggs and shell developed.

Indicator 1.1 By end of Y1, content of behaviour change resources developed shows clear evidence of their basis in research into three consumer profiles.

- The project is following a Social Behavioural Change Communications (SBCC) approach (www.changewildlifeconsumers.org/), drawing on behavioural insights to identify the root causes, influences and intervention points for changing knowledge, attitude, behaviour and social norms, and to design interventions that are evidence-based, targeted and multi-layered. The Theories of Change for each target consumer group have been based on previous research into the consumer profiles (Vique, *et al.*, In prep). The project will continue to use insights from behavioural sciences to ensure we understand the audiences we wish to speak to, what we want the audiences to do, and how they react to certain messages. The design of all project interventions is / will be based upon the TOCs and these insights.

Indicator 1.2 By end of Y1, behaviour change resources are developed for the communication channels most appropriate to each of the three audiences.

- As described in Activity 1.5 and 1.6, communications resources are under development. According to our agreed workplans with the creative media agency, we will meet this target for two audiences by end of July 2020.

Indicator 1.3 By end of Y1, >10 specialists have been directly involved in behaviour change materials development and testing.

- As per Activity 1.4, a total of 24 specialists (in a variety of disciplines) were directly involved in brainstorming relevant communications concepts, which are now being used to inform the development of behaviour change materials under Activity 1.5. To date a total of 9 specialists in the fields of behaviour change (3), strategic communications and creative design (1 from FFI and 5 from the creative media agency) have been directly involved in the development of the materials.

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

Indicator 2.1 Number of times messages are incorporated in appropriate media coverage in Y2 and Y3 (*specific target to be finalised in Y1 strategy development*).

- None to date.

Indicator 2.2 Number of times messages are shared on social media in Y2 and Y3 (*specific target to be finalised in Y1 strategy development*).

- Not measured in Y1.

Indicator 2.3 Number of key influencers supportive of campaign and distributing key messages in Y2 and Y3 (*specific target to be finalised in Y1 strategy development*).

- Not applicable in Y1.

Indicator 2.4 Percentage of each target consumer audience receiving behaviour change messaging, through a variety of media channels (target: (25% of target audience by Y2, or c. 80,000 people; (35% of target audience by EoP, or c. 130,000 people).

- Not applicable in Y1.

Output 3: Behaviour change campaign monitoring used to assess impact and share learning regionally to promote innovation.

Indicator 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).

- Survey of market stakeholders to determine direct/indirect livelihood impacts of reduced demand to be undertaken in Y2 (Activity 3.3).

Indicator 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).

- Not applicable in Y1. Although initial meeting held with 5 decision makers, as described in Activity 2.1.

Indicator 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)

- In Y1, 7 organisations working in the region have received information on demand reduction and the context for this project (SEE Turtles, ICAPO, Rare, SOS Social Solutions, CIDE, Crea, Tendencias).

3.3 Progress towards the project Outcome

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.

It should be noted that the proposed targets for percentage change in indicators relating to reported knowledge, attitudes and behaviours will be reviewed once baseline information has been compiled. They will be updated in line with Rare's 2019 meta-analysis of 84 social marketing

campaigns (Green, et al., 2019) which provides average percentage changes in these indicators according to the baseline situation – i.e. the change a campaign can expect to achieve varies according to whether only a few ‘innovators’ (followed by ‘early adopters’) are trialling new attitudes and behaviours, or whether a significant proportion of the population are adopting target attitudes and behaviours. This will ensure that the targets in our monitoring plans and project logframe are realistic, achievable and based on sound science.

Indicator 0.1 Percentage and number of each target consumer audience aware of behaviour change messaging by EOP (*campaign reach*). Target: c. 80,000 people by Y2 (25% of estimated turtle product consumers in 3 selected profiles); c. 140,000 people by End of Project (EoP) (45% of estimated turtle product consumers in 3 selected profiles).

- As explained in the paragraph above, targets for this indicator will be reviewed and finalised once baseline is complete. Campaign not yet launched, so progress towards this indicator cannot yet be reported.

Indicator 0.2 Percentage and number of each target consumer audience reached reporting change in target behaviour (*self-reported change in behaviour*) (target: Consumers of shell: 25% of proportionate sample interviewed, c. 4,500 people total by EoP. Consumers of eggs: 15% of proportionate sample interviewed, c. 18,000 people total by EoP).

- As per the paragraph above, targets for this indicator will be reviewed and finalised once baseline is complete. Campaign not yet launched, so progress towards this indicator cannot yet be reported.

Indicator 0.3 Percentage reduction in availability of eggs/shell articles for sale in principal markets (*impact on market and trade*) (15% reduction, or c. 96 fewer outlets marketing eggs by EoP. (25% reduction, to c. 42 fewer outlets marketing shell by EoP).

- Survey of market availability and fluctuations in trade over time to be undertaken in Y2 (Activity 3.3) so progress towards this indicator cannot yet be reported.

Indicator 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).

- Survey of market demand to be undertaken in Y2 (Activity 3.3) so progress towards this indicator cannot yet be reported.

Indicator 0.5 By end of project, there is a reduction in the number of poaching incidents reported at the most important sites for hawksbills, leatherbacks and olive ridley turtles on Nicaragua’s Pacific coast (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 at EoP: 0 hawksbill, 0 leatherback, 6,000 olive ridley).

- FFI-led monitoring of nesting beaches confirmed 3 hawksbill nests and 0 leatherback nests poached in from main Pacific coast beaches during the 2019/20 nesting seasons. Data on the olive ridley poaching from law enforcement records is not yet available.

The project indicators remain adequate for measuring the intended Outcome. Once the baseline studies are complete and updated indicators defined, we will contact the IWTCF Secretariat to confirm any changes.

3.4 Monitoring of assumptions

Outcome Level Assumptions

Assumption O.1: We assume that the security situation in Nicaragua is sufficiently stable for FFI to maintain operations. *Comments: Assumption still holds true. Whilst the national political and socio-economic context in Nicaragua is complex, we are pleased to report that the situation is currently relatively stable. As a result, FFI has been able to strength our relationships with the Nicaraguan government in recent months.*

Assumption O.2: We assume that no events take place to affect the current market system for turtle products that would cause an increase in demand. *Comments: Assumption still holds true. The 2018 political instability led to increased dependencies on natural resources amongst poor, vulnerable communities and the impact of COVID-19 could exacerbate this situation. However this may be counterbalanced by avoidance of wildlife products and wet markets.*

Assumption O.3: We assume that the current positive attitudes locally and nationally to developing sustainable livelihoods compatible with turtles is maintained. *Comments: Assumption still holds true. FFI's wider marine turtle programme supports development of sustainable livelihoods and positive impacts at household and community level is welcomed by communities, municipal and national authorities.*

Assumption O.4: We assume that respondents' responses reflect their true attitudes and behaviours. *Comments: Assumption still holds true.*

Assumption O.5: We assume that the reported drop in tourism to 40% of 2018 levels does not decrease to lower levels during the project period. *Comments: The COVID-19 outbreak has reduced tourism to near zero and it is uncertain how long this will last or the likely trajectory of recovery of tourism in Nicaragua. Whilst we can conduct focus group discussions with tourists remotely, it may be that within the timeframe of this IWT project it makes sense to focus campaign activities on the alternative target group of national consumers of hawksbill articles "Ramona", instead of "Rachel". The Steering Committee began discussing this and a decision will be made in Y2 Q1.*

Output Level Assumptions

Assumption 1.1: We assume that research undertaken in 2016 to profile target consumer audiences can inform development of TOC and strategy. *Comments: Assumption has proven to be true. The 2016 research has proven highly valuable in informing the development of the TOCs for the three target groups included in the 2016 study and resulting strategies.*

Assumption 1.2: 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. *Comments: Assumption has proven to be true. The process of reaching out to behaviour change specialists in Y1 Q1-2 was highly productive, with all those approached really keen to support the project where they can, including through direct participation in the strategy development workshop.*

Assumption 2.1: We assume that National Turtle Conservation Network and its members will mobilise support for the campaign. *Comments: Assumption still holds true. The NTN in its current form is still reliant upon FFI's facilitation and support, however it brings together a valuable cohort of conservationists, practitioners and academics working in support of turtles and highly supportive of the aims of the campaign.*

Assumption 2.2: We assume that key influencers identified during behaviour change strategy development will be supportive of the campaign and willing to engage. *Comments: Assumption still holds true.*

Assumption 3.1: We assume that timeline of three years is sufficient to show measurable change in behaviours. *Comments: Assumption still holds true. Through the strategic planning process, the project's advisors confirmed that this timeframe is feasible for the impacts of a behaviour change campaign to be measured.*

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

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.

It is too early to report progress towards this higher level impact on illegal wildlife trade and poverty alleviation. However, the project is compiling data through which project impact on both poaching (*Outcome Indicator 0.5*) and trade (*Outcome Indicator 0.3 and 0.4*) can be measured. FFI's wider programme (including actions funded by Defra's Darwin Initiative) is working to support sustainable livelihoods, facilitating community-based enterprise and market system development, in order to generate measurable improvements in subjective and relational, as well as material, aspects of wellbeing.

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

Project is contributing to IWTCF theme: Reducing demand for the products of the illegal wildlife trade

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 which identified three priority consumer groups and the drivers for their consumption behaviours. In Y1, the development of the project's behaviour change strategy has drawn on experience and best practices in applying behavioural insights. The project also 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.changewildifeconsumers.org and Oxford Martin School on Illegal Wildlife Trade) to more effectively bring about behaviour change.

CITES:

- In Y1, FFI contributed to a global study (<https://cites.org/sites/default/files/eng/cop/18/inf/E-CoP18-Inf-018.pdf>) that formed the basis for discussions and corresponding decisions regarding marine turtles at the 18th CITES CoP in August 2019. The information we shared highlighted Nicaragua's global importance for hawksbill turtles alongside data and findings from the 2011 study of trade and market availability (which is being updated through this project).

5. Impact on species in focus

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 (*Outcome Indicators 0.4 and 0.5*). 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.

6. Project support to poverty alleviation

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.

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. 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.

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 (Indicator 3.1). 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.

7. Consideration of gender equality issues

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, but it is too early to report on these here.

8. Monitoring and evaluation

Measuring behaviour change can be challenging and is an area where best practice is evolving rapidly. Monitoring and evaluation (M&E) is central to project design. In order to ensure this project delivers best practice based on the latest thinking, FFI has drawn on the most recent guidance to design the measures presented in the log frame, as well as the support of an M&E specialist during Y1 to develop and refine the project's M&E approach and framework.

We are triangulating consumer-focused data with objectively verifiable data from market analysis. Measures are to 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. As described in Activity 3.1, the project's M&E framework aims to i) validate proposed strategies for behaviour change, ii) validate the effectiveness of communications messages and materials, iii) measure the impact of the campaign through pre- and post-campaign surveys. It incorporates qualitative data from focus group discussions and in-depth interviews on behaviours, beliefs and attitudes; and quantitative data from surveys. We are seeking to monitor each stage of behavioural change – i.e. from unaware to aware (indicators related to *awareness*), to concerned (indicators related to *attitudes*), to knowledgeable (indicators related to *interpersonal communication*), to motivated to change (indicators related to *barrier removal*), to trialling and practicing sustained behaviour change (indicators related to *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. Data will be gender-disaggregated.

In Y1, the project drew upon regional expertise to develop the evidence-based TOCs and monitoring framework (Activities 1.4 and 3.1), resulting in refined SMART indicators. Together with the project team and M&E specialist from SOS Social Solutions, the project's lead Campaign

Promoter is adopting a key role in the refinement of monitoring plans and the planning and coordination of data collection through locally hired and trained survey teams. We propose to continue working, with SOS Social Solutions becoming a formal partner with a role in supporting and advising on M&E throughout the project.

9. Lessons learnt

Project Steering Committee: The creation of a Project Steering Committee has facilitated project communications, streamlined decision making and permitted effective adaptive project management throughout implementation. Bringing the range of expertise and knowledge of the Steering Committee members together on a regular basis has proved highly beneficial, ensuring that all decisions are well informed, priorities are identified and team members' responsibilities are clear.

Networking with specialists: Our experience of networking with specialists in behavioural insights, social marketing and behaviour change has shown how open this sector is to collaboration and supporting the development of new initiatives to generate positive change. People have been highly enthusiastic and generous with their time; they have shared resources, discussed ideas and, importantly, corroborated the project's approach.

Value of collaborative processes: The behaviour change strategy development workshop was a highly collaborative process, bringing together external specialists in marine turtle conservation, hawksbill shell trade, research, communications and behaviour change, alongside the FFI team. The workshop also drew in community voices, through the presence of a community leader and turtle conservationist from one of Nicaragua's key leatherback nesting beaches. It was highly valuable having this broad spectrum of experience and perspectives, with experienced facilitators present to draw out insights and inputs from all participants.

Developing an SBCC approach: The project team have been on a steep learning curve regarding social marketing and the Social and Behaviour Change Communications (SBCC) approach. There is now significantly increased capacity, within the FFI team and therefore in Nicaragua, about SBCC; how to structure a SBCC-focused workshop, how to incorporate SBCC into TOCs, workplans, and associated monitoring and evaluation.

Knock-on effects of delays: The postponement of the strategy development workshop from November to January, which was necessary to secure the involvement of external specialists, had significant knock on effects on activities which logically had to follow the workshop. This meant that many activities were pushed back to the last two months of Y1 and some of these were then disrupted by COVID-19, resulting in some Y1 targets being missed. The Steering Committee and implementation team are taking steps to ensure robust planning for Y2 and Y3.

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

At the start of the project (April 2019), in response to feedback received from the IWTCF Advisory Group, FFI submitted minor amendments to the project logframe. Changes were made to specific indicators and means of verification under Outputs 1 and 2, to include time-bound targets and baselines, where possible, with the proviso that these would be reviewed and finalised through development of the behaviour change strategy. These changes were approved.

11. Other comments on progress not covered elsewhere

Risks related to COVID-19 in Nicaragua: Whilst the situation in Nicaragua is unusual and notable insofar as official cases of COVID-19 are low and the government still has not put in place any restrictions on movement or activities, unofficial reports indicate that the number of cases is rising. FFI is doing everything we can to minimise the risk to staff and partners. We closed the FFI office in Managua on 20 March, since when FFI's in-country team have been working from home in line with an internally agreed protocol. We are maintaining essential field activities where possible, but only once risk assessments have been undertaken. We anticipate and are planning

for the significant challenges ahead, although these remain largely unknown. Overall, we will continue to stay focussed on our long term objectives whilst mitigating against current risks and challenges.

12. Sustainability and legacy

National profile: This project has a very strong public communications component. However, in the first months of the project, the profile of the project was low, in accordance with political sensitivities around the role of international NGOs in Nicaragua and because campaign implementation had not begun. In recent months, FFI's new Country Director has successfully strengthened our relationship with relevant national authorities and has increased the profile and understanding of the project amongst key decision makers. We are hopeful that these efforts to increase political support for the campaign will prove highly beneficial in increasing its visibility and impact. Through our meetings with authorities, we will disseminate learning on SBCC approaches and their value for application in multiple sectors, including environment and public health.

Open access: As described in Activity 3.7, the approach being applied and experiences from this project have been shared through FFI's Wildlife Trade Working Group (WTWG), the first American Conference on Illegal Wildlife Trade in Peru, through meetings with project stakeholders and authorities. The project's open access plan remains as originally designed, but will come further into effect once campaign messages and materials, and associated technical reports and presentations, are disseminated in Y2. Campaign outputs will be made available and sharable on-line (via the NTN's tortugasnicas.org website, You Tube channel and social media outlets) and via other channels (events, radio, printed materials). 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. 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.

Exit strategy: The project aims to deliver a targeted and time-bound campaign and has the advantage that it will not create dependencies on the project. The project's legacy and exit strategy will arise from i) the capacity it will have built in-country for the design and delivery of SBCC, alongside ii) the fact that the design of the behaviour change strategy includes TOC and activities to reduce demand for turtle products from additional consumer groups beyond the scope of this project. FFI is committed to seeking funding to deliver these future campaigns.

13. IWT Challenge Fund identity

Although part of FFI's wider marine turtle conservation programme, the project is a new element of our programme and accordingly has a clear identity as an IWT Challenge Fund initiative. As described in Q12 above, FFI has made recent progress in increasing the profile of the project amongst national authorities, as a distinct IWT Challenge Fund initiative funded by the UK Government. The support of IWT Challenge Fund and its UK Government sponsors was acknowledged verbally and publicised (through relevant UK aid logos on printed workshop materials and banners) amongst stakeholders and partners at the strategy development workshop. In October 2019, FFI shared news from the Peru conference via its social media channels, tagging Defra IWT.

14. Safeguarding

Update on FFI's policies:

FFI's **Safeguarding Children and Adults at Risk Policy & Procedure** was developed in December 2014 and last updated in March 2018. The policy applies to Members of Council and its sub-committees, FFI employees, temporary staff provided through agencies, volunteers and interns, contractors, consultants, service providers and any third parties who carry out work on behalf of FFI, in partnership with FFI or in conjunction with FFI. The policy demonstrates the organisation's commitment to safeguarding children and adults at risk and to complying with the United Nations Convention on the Rights of the Child; confirms the arrangements and procedures in place to safeguard children and adults at risk, including FFI's code of conduct; and provides clear guidance on how to raise, and how FFI responds to, concerns and allegations regarding the maltreatment of children and adults at risk. The policy expressly states that FFI does not tolerate sexual exploitation and abuse of any kind.

FFI's **Anti-bullying and Anti-harassment Policy** was developed in March 2018. The policy applies to Members of Council and its sub-committees, FFI employees, temporary staff provided through agencies, volunteers and interns, contractors, consultants and any other third parties who carry out work on FFI's behalf. The stated purpose of the policy is to ensure a safe, welcoming and inclusive working environment, which is free from intimidation, threats, discrimination, bullying or harassment; to communicate clearly FFI's zero-tolerance of any form of bullying or harassment; to define the terms 'bullying' and 'harassment' and provide examples, so that there is a clear understanding of the types of conduct that are prohibited; to communicate the importance of reporting incidents of bullying and harassment; and to communicate the procedures in place to manage incidents of bullying and harassment. The policy expressly states that bullying or harassment of any kind against a person or group of people, whether persistent or an isolated incident, will not be tolerated under any circumstances.

FFI's **Whistleblowing Policy** was developed in June 2013 and last updated in December 2019. The policy applies to FFI employees. The stated purpose of the policy is to encourage employees to report suspected wrongdoing in the organisation as soon as possible, in the knowledge that their concerns will be taken seriously and investigated as appropriate, and that their confidentiality will be respected. It provides guidance on how to raise those concerns and aims to reassure employees that they can raise genuine concerns in good faith without fear of reprisals, even if they turn out to be mistaken.

FFI's partner due diligence procedures include checking whether any safeguarding concerns have arisen with the partner concerned and the Safeguarding Children and Adults at Risk Policy & Procedure forms part of contracts and agreements with third party contractors and sub-grantees. We are also currently researching LMS platforms (Learning Management Systems) which would enable online training in policies & procedures.

We monitor updates in Government and Charity Commission guidance and review our policies and procedures accordingly.

No safeguarding issues have been reported during the reporting year.

In terms of **social safeguards**, FFI has publically available position papers on our approach to **Free, Prior and Informed Consent Position, Gender in Conservation, Displacement and Restrictions on Access to Resources and Conservation, Livelihoods and Governance** (links below). Our specialist Conservation, Leadership and Governance team support regional FFI staff and partners to take a holistic, people-centred approach to biodiversity conservation, and to ensure all project activity is strongly aligned with these principles.

https://cms.fauna-flora.org/wp-content/uploads/2019/06/FFI_2019_Position-on-free-prior-and-informed-consent.pdf

<https://www.fauna-flora.org/approaches/livelihoods-governance/gender>

https://cms.fauna-flora.org/wp-content/uploads/2017/11/FFI_2013_FFIs-position-and-approach-to-conservation-livelihoods-and-governance.pdf

15. Project expenditure

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

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

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

We hope to have outstanding and innovative achievements and results to share and for the IWT Secretariat to publish next year!

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

Project summary	Measurable Indicators	Progress and Achievements April 2019 - March 2020	Actions required/planned for next period
<p>Impact</p> <p>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.</p>		<p>Too soon to report any contribution towards positive impact on illegal poaching and trade.</p>	
<p>Outcome</p> <p>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.</p>	<p>.1 Percentage and number of each target consumer audience aware of behaviour change messaging by EOP (<i>campaign reach</i>). Target: c. 80,000 people by Y2 (25% of estimated turtle product consumers in 3 selected profiles); c. 140,000 people by End of Project (EoP) (45% of estimated turtle product consumers in 3 selected profiles). Targets to be finalised in Y1.).</p> <p>0.2 Percentage and number of each target consumer audience reached reporting change in target behaviour (<i>self-reported change in behaviour</i>) (target: Consumers of shell: 25% of proportionate sample interviewed, c. 4,500 people total by EoP. Consumers of eggs: 15% of proportionate sample interviewed, c. 18,000 people total by EoP).</p> <p>0.3 Percentage reduction in availability of eggs/shell articles for sale in principal markets (<i>impact on market and trade</i>) (15% reduction, or c. 96 fewer outlets marketing eggs by EoP. (25% reduction, to c. 42 fewer outlets marketing shell by EoP)</p>	<p>Proposed targets for percentage change in outcome indicators relating to reported knowledge, attitudes and behaviours will be updated once baseline is confirmed, in line with Green, et al., 2019 which provides guidance on realistic, achievable percentage changes in these indicators according to baseline.</p> <p>0.1 & 0.2 Campaign not yet launched, so progress towards this indicator cannot yet be reported.</p> <p>0.3 & 0.4 Market survey to be undertaken in Y2, so progress towards this indicator cannot yet be reported.</p> <p>0.5 FFI-led monitoring of nesting beaches confirmed 3 hawksbill nests and 0 leatherback nests poached in from main Pacific coast beaches during the 2019/20 nesting seasons. Data on the olive ridley poaching is not yet available.</p>	<p>Completion of baseline study.</p> <p>Market surveys.</p> <p>Continuation of nesting beach monitoring and compiling data on illegal poaching incidents.</p>

Project summary	Measurable Indicators	Progress and Achievements April 2019 - March 2020	Actions required/planned for next period
	<p>0.4 Percentage reduction in demand for eggs/shell articles, as reported by outlets in principal markets (<i>market impact</i>) (target: (25%) for shell products by EoP; (15%) for eggs by EoP)</p> <p>0.5 By end of project, there is a reduction in the number of poaching incidents reported at the most important sites for hawksbills, leatherbacks and olive ridley turtles on Nicaragua's Pacific coast (at least two sites per species, including mass nesting sites for olive ridleys) (<i>impact on species</i>) (baseline: 10 hawksbill, 0 leatherback, 12,000 olive ridley; target at EoP: 0 hawksbill, 0 leatherback, 6,000 olive ridley).</p>		
<p>Output 1. Evidence-based behaviour change campaigns targeting three consumer profiles for marine turtle eggs and shell developed.</p>	<p>1.1 By end of Y1, content of behaviour change resources developed shows clear evidence of their basis in research into three consumer profiles</p> <p>1.2 By end of Y1, behaviour change resources are developed for the communication channels most appropriate to each of the three audiences.</p> <p>1.3 By end of Y1, >10 specialists have been directly involved in behaviour change materials development and testing</p>	<p>1.1 Following an SBCC approach, the Theories of Change developed for each target consumer group have been based on previous research into the consumer profiles (see Annex 4f).</p> <p>1.2 Behaviour change communications resources for two target audiences are under development (see Annex 4j).</p> <p>1.3 24 specialists from various disciplines have been involved in the design of the behaviour change strategy (see Annexes 4b, 4c and 4d). 9 specialists in behaviour change, strategic communications and creative design have been directly involved the development of behaviour change materials.</p>	
<p>Activity 1.1 Reach out to specialists in social marketing, communications, behaviour change and conservation to create a Demand Reduction Working Group and Advisor Network.</p>		<p>Project team reached out to 7 specialists in social marketing and behaviour change, 3 of whom participated in the strategy development workshop and all others agreed to provide remote support and advice to the project.</p>	<p>Formalise role of SOS Social Solutions as a project partner.</p> <p>Seek inputs from members of the Advisor Network on the strategy.</p>

Project summary	Measurable Indicators	Progress and Achievements April 2019 - March 2020	Actions required/planned for next period
Activity 1.2 Strengthen the role of the National Sea Turtle Conservation Network (NTN) in fronting the campaign, through recruitment of a Network Coordinator.		Supported improved communications amongst NTN members. Maintained tortugasnicas.org website as platform for campaign.	Submit Change Request for Coordinator role to be contracted directly by FFI as NTN not registered as a legal entity.
Activity 1.3 Contract two complementary creative media agencies to lead the design and production of demand reduction campaign materials.		Selection process conducted. 2 representatives from 2 media agencies participated in strategy development workshop. 1 agency contracted. ToRs drafted for second agency.	Reopen selection process to contract second media agency.
Activity 1.4 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.		3-day workshop held on 22-24 January 2020, with 24 meeting participants. ToCs produced for 5 key consumer groups; stakeholder map developed; communications concepts brainstormed; M&E framework developed.	Compile elements of the strategy (TOCs, stakeholder maps, communications concepts, workplan, M&E plans) into narrative strategic document.
Activity 1.5 Based on the strategy, develop a communications campaign plan, considering a range of media, alongside relevant events and methods of engaging key influencers.		Communications campaign plan under development, through initial conceptualisation, production and validation of messages and materials.	Review, refine and finalise communications campaign plan and associated chronogram.
Activity 1.6 Develop trial messages and materials, assess their effectiveness and refine media and methods of distribution through iterative testing with at least 12 focus groups.		Trial messages and materials under development and testing through focus group discussions.	Production and validation of materials.
Output 2. Evidence-based targeted behaviour change campaign targeting three consumer profiles for marine turtle eggs and shell implemented.	2.1 Number of times messages are incorporated in appropriate media coverage in Y2 and Y3 (<i>specific target to be finalised in Y1 strategy development</i>). 2.2 Number of times messages are shared on social media in Y2 and Y3 (<i>specific target to be finalised in Y1 strategy development</i>). 2.3 Number of key influencers supportive of campaign and distributing key messages in Y2 and Y3 (<i>specific target to be finalised in Y1 strategy development</i>).	2.1 None to date. 2.2 Not measured in Y1. 2.3 Not applicable in Y1. 2.3 Not applicable in Y1.	

Project summary	Measurable Indicators	Progress and Achievements April 2019 - March 2020	Actions required/planned for next period
	2.4 Percentage of each target consumer audience receiving behaviour change messaging, through a variety of media channels (target: (25% of target audience by Y2, or c. 80,000 people; (35% of target audience by EoP, or c. 130,000 people).		
Activity 2.1 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.		Initial meeting held with authorities. Workshop, postponed from February, now scheduled in Y2 Q1.	Hold workshop with MARENA, INTUR and other stakeholders, to present strategy and agree plans for implementation.
Activity 2.2 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.		Scheduled for Y2	Build on work of creative media agency to produce and distribute campaign media and messages through a variety of channels.
Activity 2.3 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.		Scheduled for Y2	Draw on project partners' experience of a) working with the world's major faiths to engage church leaders in Nicaragua, b) regional tourism networks to engage tour operators and service providers.
Output 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). 3.2 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). 3.3 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)	3.1. Activity which will generate this information scheduled for Y2. 3.2 Not applicable in Y1. Although initial meeting held with 5 decision makers, as described in Activity 2.1. 3.3 In Y1, 7 organisations working in the region have received information on demand reduction and the context for this project (Evidence provided in section 3.2 and Annex 4b)	

Project summary	Measurable Indicators	Progress and Achievements April 2019 - March 2020	Actions required/planned for next period
Activity 3.1 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.		Components of M&E framework developed during 3-day workshop (Activity 1.4), so separate 1-day workshop was not convened. The framework comprises: the project's overall indicator matrix; monitoring plans for target consumer groups, guides for focus group discussions and surveys (incl. survey distribution, sampling and questionnaires).	Finalise and bring together all components of the M&E framework.
Activity 3.2 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.		With support from M&E specialist, TOC indicators have been refined, questionnaires designed, guides produced for focal group discussions.	Undertake focal group discussions, refine survey questions, undertake baseline surveys, produce baseline report.
Activity 3.3 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.		TOR for study and geographic scope agreed. Lead researcher selected. Market survey delayed due to COVID-19.	Undertake market surveys.
Activity 3.4 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.		To take place in Y2, once results are available from Activities 3.2 and 3.3.	Collate data into report. Share findings.
Activity 3.5 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.		Scheduled for Y3.	
Activity 3.6 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).		Scheduled for Y3.	
Activity 3.7 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.		Project approach shared through FFI's IWT Working Group (Aug 2019) and American Conference on IWT in Peru (Oct 2019).	

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

Project Summary	Measurable Indicators	Means of Verification	Important Assumptions
<p>Impact: (Max 30 words) 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.</p>			
<p>Outcome: (Max 30 words) 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.</p>	<p>0.1 Percentage and number of each target consumer audience aware of behaviour change messaging by EOP (<i>campaign reach</i>). Target: c. 80,000 people by Y2 (25% of estimated turtle product consumers in 3 selected profiles); c. 140,000 people by End of Project (EoP) (45% of estimated turtle product consumers in 3 selected profiles). Targets to be finalised in Y1.).</p> <p>0.2 Percentage and number of each target consumer audience reached reporting change in target behaviour (<i>self-reported change in behaviour</i>) (target: Consumers of shell: 25% of proportionate sample interviewed, c. 4,500 people total by EoP. Consumers of eggs: 15% of proportionate sample interviewed, c. 18,000 people total by EoP).</p> <p>0.3 Percentage reduction in availability of eggs/shell articles for sale in principal markets (<i>impact on market and trade</i>) (15% reduction, or c. 96 fewer outlets marketing eggs by EoP. (25% reduction, to c. 42 fewer outlets marketing shell by EoP)</p>	<p>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.</p> <p>Data to be sex-disaggregated</p> <p>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.</p>	<p>We assume that the security situation in Nicaragua is sufficiently stable for FFI to maintain operations.</p> <p>We assume that no events take place to affect the current market system for turtle products that would cause an increase in demand.</p> <p>We assume that the current positive attitudes locally and nationally to developing sustainable livelihoods compatible with turtles is maintained.</p> <p>We assume that respondents’ responses reflect their true attitudes and behaviours.</p> <p>We assume that the reported drop in tourism to 40% of 2018 levels does not decrease to lower levels during the project period.</p>

	<p>0.4 Percentage reduction in demand for eggs/shell articles, as reported by outlets in principal markets (<i>market impact</i>) (target: (25%) for shell products by EoP; (15%) for eggs by EoP)</p> <p>0.5 By end of project, there is a reduction in the number of poaching incidents reported at the most important sites for hawksbills, leatherbacks and olive ridley turtles on Nicaragua's Pacific coast (at least two sites per species, including mass nesting sites for olive ridleys) (<i>impact on species</i>) (baseline: 10 hawksbill, 0 leatherback, 12,000 olive ridley; target at EoP: 0 hawksbill, 0 leatherback, 6,000 olive ridley).</p> <p><i>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.).</i></p>	<p>0.5: Annual nesting beach monitoring records; law enforcement records.</p>	
<p>Outputs:</p> <p>1. Evidence-based behaviour change campaigns targeting three consumer profiles for marine turtle eggs and shell developed.</p>	<p>1.1 By end of Y1, content of behaviour change resources developed shows clear evidence of their basis in research into three consumer profiles</p> <p>1.2 By end of Y1, behaviour change resources are developed for the communication channels most</p>	<p>1.1 Proofs of behaviour change campaign materials.</p> <p>1.2 Communications plan document, proofs of behaviour change campaign materials.</p> <p>1.3 Development process agendas and minutes</p>	<p>We assume that research undertaken in 2016 to profile target consumer audiences can inform development of TOC and strategy.</p> <p>We assume that specialists in social marketing, communications, behaviour change and conservation from project partners and external</p>

	<p>appropriate to each of the three audiences.</p> <p>1.3 By end of Y1, >10 specialists have been directly involved in behaviour change materials development and testing</p>		<p>agencies are willing and available to engage in project activities.</p>
<p>2. Evidence-based targeted behaviour change campaign targeting three consumer profiles for marine turtle eggs and shell implemented.</p>	<p>2.1 Number of times messages are incorporated in appropriate media coverage in Y2 and Y3 (<i>specific target to be finalised in Y1 strategy development</i>).</p> <p>2.2 Number of times messages are shared on social media in Y2 and Y3 (<i>specific target to be finalised in Y1 strategy development</i>).</p> <p>2.3 Number of key influencers supportive of campaign and distributing key messages in Y2 and Y3 (<i>specific target to be finalised in Y1 strategy development</i>).</p> <p>2.4 Percentage of each target consumer audience receiving behaviour change messaging, through a variety of media channels (target: (25% of target audience by Y2, or c. 80,000 people; (35% of target audience by EoP, or c. 130,000 people).</p>	<p>2.1 Analysis of mainstream media coverage – i.e. radio broadcasts, TV commercials, newspaper adverts, billboards (summary report).</p> <p>2.2 Analysis of social media coverage (summary report)</p> <p>2.3 Minutes from discussions with key influencers.</p> <p>2.4 Surveys and focus groups at project start, during campaign delivery (i.e. after key campaign events) and project end.</p> <p>Data to be sex-disaggregated wherever relevant</p>	<p>We assume that National Turtle Conservation Network and its members will mobilise support for the campaign.</p> <p>We assume that key influencers identified during behaviour change strategy development will be supportive of the campaign and willing to engage.</p>
<p>3. Behaviour change campaign monitoring used to assess impact and share learning regionally to promote innovation.</p>	<p>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).</p>	<p>3.1 Report summarising findings from survey of traders and stakeholders on impacts of reduced demand on livelihoods; meeting minutes.</p> <p>3.2 Report and PowerPoint presentation on key learning from</p>	<p>Timeline of three years is sufficient to show measurable change in behaviours.</p>

	<p>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).</p> <p>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)</p>	<p>experience of designing and implementing demand reduction campaign in Nicaragua; meeting minutes.</p> <p>3.3. Reports and presentations/posters shared at regional events; meeting minutes.</p> <p>Data to be sex-disaggregated wherever relevant</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>1.1 Reach out to specialists in social marketing, communications, behaviour change and conservation to create a Demand Reduction Working Group and Advisor Network.</p> <p>1.2 Strengthen the role of the National Sea Turtle Conservation Network (NTN) in fronting the campaign, through recruitment of a Network Coordinator.</p> <p>1.3 Contract two complementary creative media agencies to lead the design and production of demand reduction campaign materials.</p> <p>1.4 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.</p> <p>1.5 Based on the strategy, develop a communications campaign plan, considering a range of media, alongside relevant events and methods of engaging key influencers.</p> <p>1.6 Develop trial messages and materials, assess their effectiveness and refine media and methods of distribution through iterative testing with at least 12 focus groups.</p> <p>2.1 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.</p> <p>2.2 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.</p> <p>2.2a Likely campaign channels include: broadcasts and ‘jingles’ via national radio and TV.</p> <p>2.2b Likely campaign channels include: film trailer to be shown at cinemas across Nicaragua.</p> <p>2.2c Likely campaign channels include: social media posts/advertising and www.tortugasnicas.org website content.</p> <p>2.2d Likely campaign channels include: visual materials to be displayed on buses, billboards, at hotels and restaurants, printed calendars, t-shirts, aprons, caps.</p>			

- 2.2e 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.
- 2.3 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.
- 2.3a Engage popular singers to promote campaign messages through dedicated CD recordings (10 songs) and concerts;
- 2.3b Engage popular artists and sports personalities to promote campaign messages through an arts/sports festival;
- 2.3c Engage key influencers in the Catholic, evangelical and Anglican churches in Nicaragua to share campaign messages through sermons, church-run schools and youth groups.
- 2.3d Engage international embassies to share information via their websites providing information to tourists visiting Nicaragua;
- 2.3e 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.
- 3.1 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.
- 3.2 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.
- 3.3 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.
- 3.4 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.
- 3.5 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.
- 3.6 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).
- 3.7 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.

Annex 3 Standard Measures

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

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

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

Checklist for submission

	Check
Is the report less than 10MB? If so, please email to IWT-Fund@ltsi.co.uk putting the project number in the subject line.	Y
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.	Additional supporting docs (>10MB) including workshop presentations available upon request.
Have you included means of verification? You need not submit every project document, but the main outputs and a selection of the others would strengthen the report.	Y
Do you have hard copies of material you want to submit with the report? If so, please make this clear in the covering email and ensure all material is marked with the project number. However, we would expect that most material will now be electronic.	N
Have you involved your partners in preparation of the report and named the main contributors	Partners have not been involved directly in report preparation.
Have you completed the Project Expenditure table fully?	Y
Do not include claim forms or other communications with this report.	