



Illegal Wildlife Trade (IWT) Challenge Fund Half Year Report

(due 31st October 2019)

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| Project reference: | IWT072 |
| Project title: | Reducing Demand for Marine Turtle Products in Nicaragua |
| Country(ies): | Nicaragua |
| Lead organisation: | Fauna & Flora International |
| Collaborator(s): | SEE Turtles; Eastern Pacific Hawksbill Initiative (ICAPO) National Turtle Network (NTN) Nicaraguan National Chamber of Commerce for Tourism (CANATUR) Alliance of Religions and Conservation (ARC) |
| Project leader: | Alison Gunn |
| Report date and number (e.g. HYR1): | HYR1 |
| Project website/blog/social media: | www.fauna-flora.org |

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

Project Management

At project inception, FFI submitted minor amendments to the project logframe (to specific indicators and means of verification under Outputs 1 and 2) in response to feedback received from the IWTCF Advisory Group. These changes were approved.

At project inception, the **Project Steering Committee** was established, comprising six members of the project team (three based in Nicaragua and three in the UK), including FFI's Head of Wildlife Trade. The committee met three times during the period to review and agree the detailed project workplan, including roles and responsibilities, as well as to coordinate efforts to reach out to external experts in behavioural change and plan the strategy development workshop.

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

As a first step, 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, Behavioral and Experimentation Unit at the National Public Policy Lab of the Center 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 have mapped out two tiers of external specialist involvement: (i) Face-to-face participation in the Nicaragua-based **Behaviour Change Strategy development workshop** (to date, a representative from Rare is confirmed as attending, with attendance by representatives from CIDE and SOS Social Solutions to be confirmed). (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 (all external specialists contacted have agreed to contribute to this, time permitting).

The project team has also developed Terms of Reference for the Nicaraguan creative media agency who will lead the design and production of communications materials and messaging, based upon the agreed Behaviour Change Strategy for the project.

The **three-day workshop** to develop an evidence-based Theory of Change (TOC) and framework for the Behaviour Change Strategy is scheduled for 25th-27th November 2019 in Managua, Nicaragua. Invited **participants** include; ten specialists in marine turtle conservation in Nicaragua (four from FFI and six external conservationists); three external behavioural change specialists (as described above); three specialists in communications (one from FFI and two from the in-country media agency engaged on the project); two specialists in consumer profiles and markets for marine turtle products in Nicaragua and Central America (one from FFI and one external); and the project's specialist in faith-based approaches to behaviour change (from project partner ARC). Some participants, such as the representative from ARC, will connect remotely via Skype to feed into the relevant workshop sessions.

The **agenda** for the workshop is being finalised, based on inputs from external specialists, and will include:

- a) Overview of the national context for turtle conservation on beaches and the consumption of sea turtle products in Nicaragua;
- b) Research results regarding profiles, motivations and factors under the behaviour of consumers in Nicaragua;
- c) Application of the theory of behaviour change and social marketing in conservation;
- d) Application of faith-based approaches to behaviour change;
- e) Review of the project Theory of Change;
- f) Strategy development process for each consumer profile: i.e. i) identify barriers to desired behaviours; ii) identify strategies to address barriers; iii) identify channels, messengers and messages.
- g) Agree monitoring and evaluation (M&E) framework and indicators to measure behaviour change over time.

In collaboration with workshop participants, a package of **pre-reading documents** for workshop participants is being compiled (and translated where necessary), covering topics a) to e) above.

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

FFI's Programme Officer for the Americas & Caribbean and project IWT Specialist attended the first American Conference on Illegal Wildlife Trade held in Peru in October 2019. 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. FFI shared news from the conference via its social media channels, tagging Defra IWT.

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

N/A

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

Discussed with LTS: No

Formal change request submitted: No

Received confirmation of change acceptance No

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

Yes No Estimated underspend: £

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

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

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

N/A

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

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

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