

## Illegal Wildlife Trade (IWT) Challenge Fund Annual Report

To be completed with reference to the “Writing a Darwin/IWT Report” Information Note: (<https://iwt.challengefund.org.uk/resources/reporting-forms-change-request-forms-and-terms-and-conditions/>). It is expected that this report will be a **maximum** of 20 pages in length, excluding annexes)

**Submission Deadline: 30<sup>th</sup> April 2021**

### 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) 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 2020 - March 2021 Annual Report 2
Project Leader name	Alison Gunn
Project website/blog/social media	<a href="https://www.fauna-flora.org/projects/conserving-marine-turtles-eastern-pacific-nicaragua">https://www.fauna-flora.org/projects/conserving-marine-turtles-eastern-pacific-nicaragua</a> <a href="https://tortugasnicas.org">https://tortugasnicas.org</a>
Report author(s) and date	Alison Gunn, German Garcia, Carmen Guevara May 2021

### 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.

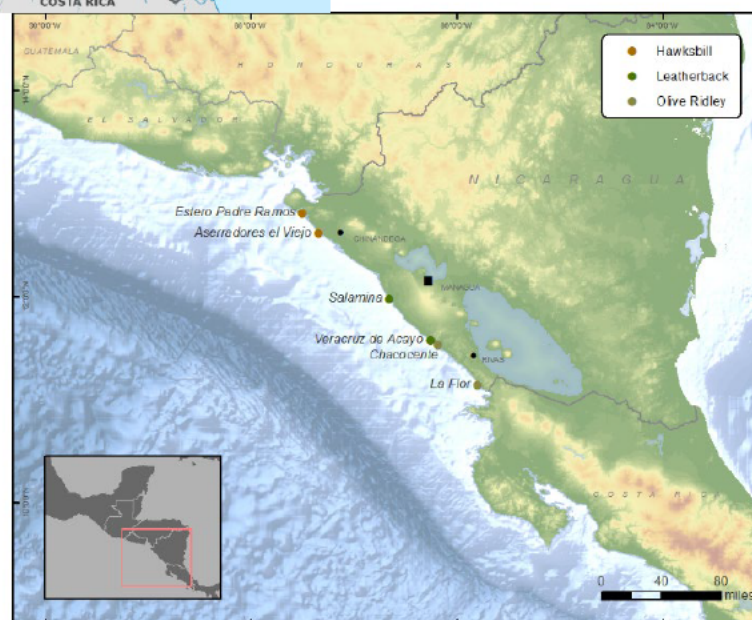


*Project location:* The project is working to reduce national and international consumer demand for marine turtle eggs and shell, with a focus on consumer demand arising across three administrative departments in the populated Pacific region of Nicaragua (Chinandega, Managua, Masaya).

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

The following national partners have a key role in the project:

**Ministry of Environment & Natural Resources (MARENA):** The behaviour change campaign being designed and implemented through this project aligns with the aims of the Nicaraguan government and this has now been formally recognised within the joint workplans (for 2020 and 2021) between FFI and key government departments, including MARENA. In Y2, FFI and MARENA held a series of project meetings at which the project approach and strategy, as well as communications plans, materials and messages, were shared with MARENA representatives and community leaders. Through these meetings it has been agreed that the campaign would be implemented as an integrated and collaborative initiative supported and led by both FFI and MARENA, alongside other project partners and stakeholders.

**National Turtle Network (NTN)** – The NTN is an informal network which brings together scientists, conservationists, community leaders and national and municipal authorities, as a platform (currently mainly via a WhatsApp group) for coordination and communication amongst those working for turtle conservation in Nicaragua. Although not a formal or registered entity in Nicaragua, it has a role in fronting the behaviour change campaign through the website [www.tortugas.nicas.org](http://www.tortugas.nicas.org).

The following international partners have a key role in the project:

**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 Y2, FFI worked with SEE Turtles to draw on their networks with tourists and tourism operators to invite individuals meeting the profile of the international consumer group of hawksbill products to participate in the online baseline survey. The project team have also collaborated with SEE Turtles in the initial field testing of their new Shell Alert app.

**SOS Social Solutions:** FFI began working with SOS Social Solutions in Y1, to draw on this Mexican organisation's extensive experience in the design and monitoring of behaviour change interventions. In Y2, SOS Social Solutions became a formal partner on the project. Their role focuses on training and technical support on monitoring behaviour change and the design of SMART indicators and associated monitoring protocols to assess the impact of campaign activities, with their specialist inputs formalised through a sub-grant agreement signed with FFI in November 2020.

**WWF-UK:** Through its Beliefs & Values Programme, WWF is supporting and advising FFI on using faith-based approaches to leverage behaviour change. An agreement was signed in Y1 between FFI and WWF-UK with respect to WWF-UK's support to project delivery. In Y2, WWF's Head of Values & Beliefs shared information with the project team on two initiatives through which there may be opportunity to strengthen church-led teachings and outreach on topics linked to biodiversity and nature, including addressing illegal wildlife trade in Nicaragua (see activity 2.3).

**Eastern Pacific Hawksbill Initiative (ICAPO):** FFI collaborates with ICAPO through our marine and turtle programme in Nicaragua. One of their specialists in hawksbill conservation attended the 3-day strategy development workshop in Y1 and ICAPO representatives/members will also be invited participate in the project's lesson sharing event in Y3.

### **3. Project progress**

#### **3.1 Progress in carrying out project Activities**

##### ***Project Management***

During Y2, project management has been coordinated through bi-weekly meetings of the in-country implementation team (four FFI Nicaragua staff – 20 meetings in total), plus quarterly meetings of the project **Steering Committee** (one full committee meeting, plus three sub-committee meetings). Steering Committee meetings were held remotely via Teams, whilst in-country meetings were held both in-person and via Teams. The Yr2 workplan and budget were reviewed by FFI in detail in May, to evaluate scheduling and budgetary impacts of Covid-19 pandemic and associated restrictions; this process identified a suite of adaptations to the design of project activities and monitoring but no substantive changes to the project or overall Yr2

budget. In Y2, the project **Steering Committee** was expanded to comprise seven FFI staff members – three UK-based (Project Lead / Senior Programme Manager, Central America; Head of Wildlife Trade; Programme Officer / IWT Specialist) and four Nicaragua-based (Marine Turtle Programme Manager; Country Director; Communications Specialist; Environmental Education & Behaviour Change Officer).

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

***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.***

As previously reported, external specialist support to the project has been strengthened by the formal addition of SOS Social Solutions (SOS) as a project partner in Y2, with a key advisory role on monitoring and evaluating impact on attitudes, perceptions and behaviours, to inform adaptive management and maximise the impact of campaign interventions. Throughout Y2, SOS's Projects Director (a specialist in behaviour change and monitoring) has provided regular and significant support to the in-country project team and consultants on the design of protocols for focal group discussions and the collection and analysis of baseline data.

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

As previously reported, the NTN has not become registered as a legal entity and, as such, was unable to directly recruit a Coordinator. As per the Change Request submitted and approved in June 2020, the expected responsibilities of this role have been assumed by FFI through the appointment of a new role of Programme Officer, Environmental Education & Behaviour Change. Responsibilities include: coordinating campaign activities and campaign promoters, alongside the refinement of monitoring plans, the planning and coordination of data collection through locally hired and trained survey teams, and collation of lessons learned.

The NTN still has a role in fronting the behaviour change campaign through the website [www.tortugas.nicas.org](http://www.tortugas.nicas.org), which was re-branded and re-launched in Y2 in line with the “Son Nicas” campaign image, and also linked to the web address [www.sonnicas.org](http://www.sonnicas.org). During Y2, FFI has also continued to facilitate improved communications and collaboration amongst members of the Network, through the WhatsApp group “Tortugeros Nicaragua” (29 members, 540 messages over the last 12 months).

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

Two Nicaraguan creative media agencies with complementary skills and experience were contracted to work on the project:

“*Crea Communications*”: As reported in Y1 *Crea* was contracted to lead the design, validation and production of communications materials and messaging, drawing on the project's Social and Behaviour Change Communications approach and working closely with FFI's Communications Specialist in Nicaragua. Through Y2 *Crea* proposed alternative communications concepts and materials, subsequently developing these into a Digital Communications Strategy and workplan, incorporating a range of media, graphic design, messages, events, communications channels and ways of involving key influencers (see Activities 1.5 & 1.6 and Annexes 4h, 4i and 4k).

“*Tendencia*” is a Nicaraguan media agency with experience in behaviour change approaches and monitoring social change, which participated in the strategy development workshop in Yr1. In Y2, *Tendencia* was contracted on complementary terms of reference to *Crea*. *Tendencia* led the collection and analysis of baseline data (see Activities 3.2 & 3.4), working closely with FFI's Environmental Education & Behaviour Change Officer in Nicaragua and with SOS Social Solutions.

***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 3-day workshop was held and reported in Y1. In Y2, the detailed Theories of Change (TOCs) were refined/finalised for each target audience, using the templates developed by Rare and adopted by the project – these define key communications objectives and associated SMART indicators linked to Knowledge; Attitudes; Interpersonal Communication; Barrier Removal; Behaviour Change; and Threat Reduction. TOCs were completed for five target audiences - i.e. the three consumer groups identified pre-project (egg consumers ‘Don Jose’ and ‘Doña Maria’, and consumer of turtle-shell ‘Rachel’), plus two further audiences identified as priorities during the Yr1 strategy development workshop (consumer of turtle-shell ‘Ramona’ and market vendors ‘Jorge & Daisy’). This process has benefitted from both internal and external expert review, with inputs from FFI’s Head of Wildlife Trade and SOS’s Projects Director. For the two profiles ‘Don Jose’ and ‘Doña Maria’, baseline data (see Activity 3.2) was used to define targets (i.e. % change) for the SMART objectives and indicators within the TOCs and associated monitoring plans (as per Green, et al., 2019). However, the impact of Covid-19 on international travel and tourism prevented the collection of baseline data for the profile of ‘Rachel’ (international solo traveller).

**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.**

In Y2 the creative media agency *Crea Communications* has led and completed the creative design process for the campaign logos, slogans and communications strategy and plans - through 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).

In May 2020, *Crea* shared their creative concepts and communications strategy proposals, defining these within three distinct phases of the campaign - inform, educate, call to action - for all three profiles (Annex 4h *Crea Comms Strategy Proposals*). Following feedback from the project team through a series of meetings and presentations from May to July 2020, and initial testing of materials and messages with individuals fitting the audience profiles, *Crea* refined the campaign messages and materials in line with the agreed strategic approach. Once the creative concepts and plans were agreed with the project team in August 2020, the effectiveness of the proposed messages and materials was assessed through focus group testing (Activity 1.6).

The resulting campaign slogan “*Son Nicas*” (“*They’re Nicaraguan*”), draws strongly on a sense of national pride. The campaign logo superimposes a stylised turtle into the slogan, alongside the call to action “*Protegerlas a toda costa*” which is a play on words between “*Protect them at all costs*” and “*Protect them all along the coast*”. Tailored graphics for each turtle species and each audience, linked to the hashtags #NoComoSusHuevos and #NoComproSuConcha (#IDontEatTheirEggs and #IDontBuyTheirShell), as well as #TheLooksWeDieFor have also been developed. Whilst more radical or controversial branding was considered for the campaign (including branding debunking aphrodisiac beliefs and with double meanings), the selected branding was deemed - both through feedback from focal groups, the national project team and partners - to be the most appropriate to the current socio-political context in Nicaragua.

The resulting Digital Communications Strategy (Annex 4i) and Workplan (Annex 4j) was completed by *Crea* and shared with the project team in February 2021. The strategy incorporates a range of media, graphic design, messages, events, communications channels and ways of involving key influencers, for implementation through this project and beyond, encompassing: visual materials displayed on buses, printed materials and clothing; radio infomercials and a radio novella to give the turtles a ‘voice’; publication of a ‘fanzine’ linked to the novella; artistic competitions for songs, cartoons and a community mural; social mobilization and recognition of individuals and groups committed to not consuming turtle products (e.g. via social media); engaging influencers, including working with a popular chef to design and popularise alternative recipes (i.e. substituting turtle eggs with ingredients with similar symbolic or cultural values, such as yucca or pork) working with companies (e.g. to produce branded sports gear).

As previously reported, at Steering Committee meetings in April and July 2020, impacts of Covid-19 on project activities and schedule were evaluated. The two main adaptations are for the behaviour change campaign to have:

- (i) a reduced focus on demand for hawksbill shell from international tourists - due to the collapse in international travel;

- (ii) an increased reliance on digital communications - in light of the need to connect with people virtually due to Covid-19 restrictions, the fact that there are 3.1 million users of social media in Nicaragua (almost 50% of the population, both male and female) and the increased use of social media throughout the pandemic.

Accordingly, the Strategy has a strong focus on the use of digital communications and social media to reach all target audiences. Recognising that we do not have sufficient budget to implement all activities of the Communications Strategy within the timeframe of this IWTCF project, the project team have developed a costed Project Campaign Plan, incorporating all the elements of the Digital Communications Strategy that are priorities and feasible for delivery through this IWTCF project (see Annex 4k). Campaign activities and associated monitoring are focused on three administrative departments in Nicaragua - Managua, Masaya and Chinandega - known hotspots for the consumption of eggs and shell (as corroborated by 2011 study of market availability). Activities are targeted towards priority consumer groups 'Don Jose' in all three departments, 'Doña Maria' at one pilot site in El Viejo in Chinandega, and 'Rachel' via online communications only.

***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.***

Whilst work to validate the effectiveness of campaign slogans, messages and materials through trials with focus groups was delayed due to Covid-19, these were conducted virtually via Google Meet between October and December 2020. A written manual was produced to guide this focus group validation process and ensure consistency (regarding number of people per group, geographic location of participants, design of questions and software for data analysis) and was adapted for application virtually (see Annexes 4a & 4b). For the national consumers of turtle eggs, five focal group sessions (~1.5hrs each session) were held, with a total of 38 participants from Masaya, Managua and Chinandega, 50% of whom were female and 50% male (see Annex 4c). Feedback through these focus groups also informed a review of the characteristics for these profiles. For international consumers of turtle-shell products, due to Covid-19 it proved impossible to convene any focus groups - individuals matching Rachel's profile were contacted, limited number agreed to participate, but none attended. An online survey was designed and published instead, but participation in this was also low.

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

***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.***

The alignment of the project's approach and behaviour change campaign activities with the interests of the Nicaraguan government has been formally recognised through the joint workplans (for 2020 and 2021) between FFI and key government departments. In Y2, FFI and MARENA held a series of three project meetings at which the project approach and strategy, as well as communications plans, materials and messages, were shared with MARENA representatives, municipal authorities, tourism actors and community leaders. Through these meetings it has been agreed that the campaign would be implemented as an integrated and collaborative initiative supported and led by both FFI and MARENA, alongside other project partners and national stakeholders (including those from the tourism sector). As per minutes of one of these meetings between FFI and MARENA in March 2021: "...it should not be seen as an independent campaign or that it belongs only to one organization, since that the fact of working together with institutions, municipalities, schools and other interested parties will obviously guarantee better results". FFI views this official endorsement of the campaign as a real advantage and which will enable us to further increase its profile and reach.

***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.***

Following completion of the collection of pre-campaign baseline data (Activity 3.2) in Q4, the launch of campaign activities could begin. So far these have included:

- Updating and re-branding of the [www.tortugasnicas.org](http://www.tortugasnicas.org) website in line with the “Son Nicas” campaign branding, also linked to the web address [www.sonnicas.org](http://www.sonnicas.org).
- Social media posts linked to the hashtag #sonnicas
- Radio infomercials within sports commentaries (see audiofile in Annex 4m and wording in Annex 4l) - In Q4, the project team began working with radio station La Primerísima and their sports commentators to incorporate short campaign infomercials within their sports commentary for the national baseball league (five different messages on rotation, 15 messages per game, 4 games per week, totalling 240 messages per month). This radio station has national coverage and is the second most listened-to station for Nicaraguan sports, reaching an estimated 150,000 people per game.
- Production of printed t-shirts, caps, stickers and banners.
- Collaboration with SEE Turtles in initial field testing of the new Shell Alert app to help consumers distinguish hawksbill shell products from other materials, at point of sale.
- Purchase of campaign vehicle to enable audio-visual and printed materials to be mobilised and displayed at key hotspots, and to reach target audiences in municipalities across the Nicaraguan Pacific.

It should be noted that the majority of campaign activities are scheduled for Q1-3 of Y3, which is a shorter timeframe than originally envisaged for the campaign - due to the postponement of the Y1 strategy development workshop from Y1 Q2 to Y1 Q4, compounded by delays and constraints caused by the Covid pandemic in 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.**

In Y2, the project team begun work to cultivate relationships with the following key influencer groups:

- *Popular Nicaraguan musicians/singers:* In January 2021, the Nicaraguan composer and musical arranger, Ronald Hernández, began working on the composition and production of a pop song to promote campaign messages. Ronald has written the song lyrics (see Annex 4n) and is now working on the musical composition and production.
- *Celebrity chefs:* In Q4, the project team began collaborating with a popular chef, who has a strong TV and social media presence in Nicaragua, including his own programme “Noches con Sabor” on Vos TV (@chefjuancarlosgutierrez). This chef is working to develop recipes (following traditional preparation methods but which substitute turtle eggs with alternative ingredients) and, in Y3, will deliver cooking demonstrations for these recipes at six events - food fairs, national trade fairs and an ‘ocean fair’ organised by government departments (see Annex 4o).
- *Tourism sector:* Although travel restrictions remain in place, there is interest amongst hotels and tour operators in the campaign, its messages and commitment to turtle-friendly operations as a positive selling point.
- *Church groups:* Through our collaboration with WWF-UK, through their Beliefs & Values Programme, members of the project team have been discussing how we may be able to facilitate linkages between church groups in Nicaragua with two initiatives in which WWF is engaged - through which there is opportunity to strengthen church-led teachings and outreach on topics linked to biodiversity and nature, including addressing illegal wildlife trade. WWF is currently supporting development of a toolkit (which will be available in Spanish) for Catholic communities linked to the Pope’s invitation through the *Laudato Si* to everyone on to care for our planet “*Common Care for our Common Home*”, and we are exploring whether there is interest amongst church leaders to access this toolkit and resources. At the same time, we are also exploring whether church groups in Nicaragua are interesting in committing to developing a “Faith Long-term Plan for the Environment” which help them drive positive action on climate change, biodiversity and sustainable development, and can incorporate messaging around relevant local environmental issues, for example the illegal trade in turtle products in Nicaragua.

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

**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) plans incorporates methods and measures to:

(i) Validate communications strategies and the effectiveness of communications messages and materials (as per Activity 1.6); and

(ii) Measure the impact of the campaign through baseline (pre-campaign) and post-campaign surveys. As described in Activity 1.4, the TOCs for each target consumer group (see Annex 4f) include defined targets (i.e. % change) for each SMART objective / indicator, and these are reflected within the associated monitoring plans for each consumer group. In Y2, these ToCs and monitoring plans were refined and finalised with technical support from SOS Social Solutions' specialist in monitoring behaviour change. Targets linked to each indicator have been finalised following the completion and analysis of baseline monitoring for the consumer profiles of 'Don Jose' and 'Doña Maria' (as per Green, et al., 2019), with the proviso that the baseline dataset for 'Doña Maria' was limited to one pilot site in El Viejo, Chinandega.

**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.**

In Y2, data was collected on knowledge, attitudes and behaviours to provide a baseline against which the reach and impact of the behaviour change campaign can be measured. Whilst planned collection of baseline (pre-campaign) data in Q1-2 was delayed due to Covid-19, a full baseline survey for the 'Don Jose' profile and a smaller baseline survey conducted in one pilot site for the 'Doña Maria' profile were completed by the end of Y2.

*Survey methods:* Survey questionnaires, designed in Y1, were finalised and transposed into Survey 123 as the digital platform for the collection of data (via handheld tablets). A small team of three interviewers was recruited and trained in the application of the surveys. The survey was trialled (sample size 30 participants) to evaluate the questions posed, length of interview, and trial the software – this process informed minor adjustments to the survey design.

*Baseline for the 'Don Jose' profile:* Tendencia led the baseline data collection and analysis, with technical support from SOS Social Solutions in data analysis and interpretation. The sampling sites were those selected at the beginning of the project; Chinandega, Managua and Masaya. A total of 1002 people matching the Don Jose profile were surveyed in Q4, of which 625 were men (62.4%) and 377 women (37.6%) – following corroboration through the focus group discussions that this profile incorporates both men and women. Data was collected in restaurants, bars, markets and homes.

*Baseline for the 'Doña María' profile:* FFI organised independent survey teams to collect data in three communities (Padre Ramos, Venecia and El Tintal) of El Viejo municipality in Chinandega, where campaign activities targeting this profile will be piloted through the project. A total of 70 people matching the Doña Maria were surveyed – this corresponds to a 17.5% sample, across the 350 households of these 3 communities; however a further 15% declined to participate in the survey. Due to the small sample size, we are exercising caution in extrapolating this as a robust baseline and the associated campaign targets for this pilot site may be overly/under-ambitious because of this.

*Baseline for the Rachel profile:* Unfortunately the impact of Covid-19 on international travel and tourism prevented the collection of baseline data for the profile of 'Rachel' - i.e. international consumers of turtle-shell products. Drawing on contacts in the tourism sector and in the USA and UK, individuals matching Rachel's profile were contacted and invited to participate in focus groups and an online survey, but participation was insufficient to generate a meaningful baseline. Depending on the trajectory of Covid over the coming months, further steps to generate a baseline will be attempted in Y3.

Data collection was completed in Q4, and the quantitative data was used to define targets for post-campaign percentage point change within the TOCs (as per Activity 3.1; see Annex 4f).



**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.**

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 FFI's 2011 study "*Analysis of the trade in turtle by-products in the Nicaraguan Pacific*", with additional indicators to measure knowledge, attitudes, dependencies and behaviours of the traders themselves. Terms of reference for this work were finalised and agreed with the lead investigator.

However, the market surveys can only be conducted in person by visiting the markets and accordingly have been on hold since the outbreak of the Covid pandemic. Initially the markets were closed due to the Covid-19 outbreak, whilst they reopened in Q3, our assessment at that time indicated that risks related to Covid-19 could not be sufficiently mitigated, as densely populated 'wet' markets pose a potentially high-risk of contagion. A Change Request was submitted in December 2020 to postpone the budget for this activity until Y3 and this was approved in March 2021.

In March 2021, the Covid risk was assessed to be low enough for the work to start across urban markets in seven administrative departments (Rivas, Granada, Masaya, Carazo, Managua, León and Chinandega). The lead investigator, a lecturer at UNAN-Managua who played a lead role in the 2011 study, in collaboration with FFI held an initial workshop to review and update survey protocols and train the survey team (see Annex 4r). At time of writing, FFI has been made aware that there are some new constraints on the collection of survey data in this election year in Nicaragua which may impact the timeline for this survey in Y3. FFI will monitor this situation closely, conscious of the importance of this study for measuring the project Outcome, and keep IWT Secretariat informed accordingly.

**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.**

For the *Don Jose* profile, *Tendencia* presented a draft baseline report (see Annex 4d), which included analysis of further audience segmentation (per age class, education level, etc.) on reported knowledge, attitudes and behaviour. FFI and SOS Social Solutions have provided feedback, in order for this to be incorporated into a final baseline report. Key findings include: 96% of those surveyed said that they consume turtle eggs; 56.4% said they had last consumed turtle eggs more than 1 year ago; 46% buy turtle eggs in markets and 44% then consume these eggs in the home. The season of the year where the highest consumption of sea turtle eggs occurs is at Easter with 42.3% of the consumption, however 28.9% responded that they consume turtle eggs all year round. The main motivation for eating turtle eggs is attributed to their flavour with 60.7%, with 18.2% reporting that they consume because it is a family custom. 23.6% did not identify any benefit to stopping consuming turtle eggs; however 71.1% reported that they thought it would benefit turtle conservation. An encouraging 62.38% of those surveyed said they are very willing to reduce the consumption of sea turtle eggs (a more positive result than the focus groups, however it should not be forgotten that people may feel committed to giving this type of response), with 56.9% saying their willingness was linked to benefits for turtles and 16.4% saying their willingness was linked to economic benefits linked to ecotourism. 70% of respondents reported that they have not discuss consumption of turtle eggs with their family, friends or peers in the last 6 months.

For the *Doña Maria* profile, data was collated by FFI into a preliminary report for the chosen pilot site in Chinandega (see Annex 4e). As above, we are exercising caution in extrapolating this as a robust baseline for this profile - nevertheless, key findings include: 87.2% of those surveyed said that they consume turtle eggs; 61.2% said they had last consumed turtle eggs more than 1 year ago; 85.7% consume turtle eggs in the home. 30% responded that they consume turtle eggs all year round. The main motivation for eating turtle eggs is attributed to their flavour with 75.7%. 31.4% did not identify any benefit to stopping consuming turtle eggs; however 67.1% reported that they thought it would benefit turtle conservation. An encouraging 48.6% of those surveyed said they are very willing to reduce the consumption of sea turtle eggs, with 34.3%

saying their willingness was linked to benefits for turtles and but only 1.4% saying their willingness was linked to economic benefits linked to ecotourism. 78.6% of respondents reported that they have not discussed consumption of turtle eggs with their family, friends or peers in the last 6 months.

Qualitative data arising from the surveys indicated that the majority of people in the profiles of both *Don Jose* and *Doña Maria* do not know that consuming turtle eggs is illegal throughout the year – many believe that there is a seasonal closure and that at other times of year consumption is legal (this law changed in 2006). Of those reluctant to change their behaviour to reduce or eliminate their consumption of sea turtle eggs, they cited two main contributing factors; that consumption of turtle eggs is part of their culture, and they think that if they stop consuming in the supposed ban period then that is enough.

**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 Impact Working Group (IWG), through a presentation on "*Measuring the impact of behaviour change interventions*" made by the Project Lead and FFI's Programme Officer, Environmental Education & Behaviour Change, alongside FFI's Head of Illegal Wildlife Trade, in March 2021. See Annex 4g for presentation.

## 3.2 Progress towards project Outputs

*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.

- *Achieved:* The project is following a Social Behavioural Change Communications (SBCC) approach ([www.changewildlifeconsumers.org/](http://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 (see Annex 4f) for each target consumer group have been based on previous research into the consumer profiles and refined following focus group discussions and baseline surveys. 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.

- *Achieved for all three audiences in Y2:* As evidenced by: Crea's Communications Strategy Proposals (May 2020); final Digital Communications Strategy & Graphics and Workplan (February 2021); and excel-based Project Campaign Plan (see Annex 4k).

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

- *Achieved:* In Y1, 24 specialists (in a variety of disciplines) were directly involved in brainstorming relevant communications concepts. In Y1 and Y2, 9 specialists in the fields

of behaviour change (3 external specialists), strategic communications and creative design (1 from FFI and 5 from the creative media agency) were 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 (target: 1,500 times by End of Project).

- *In progress:* Media coverage in Y2 focused on the radio infomercials delivered within sports commentary on Radio La Primerísima (5 messages scripted, messages delivered 360 times to end of Y2).

*Indicator 2.2* Number of times messages are shared on social media in Y2 and Y3 (target: 1,000 times by EoP)

- *In preparation:* In Y2, work got underway to update the campaign's social media channels (Facebook @tortugas.nicas.7; YouTube channel Tortugas Nicas) in line with the #SonNicas campaign materials, with message distribution via these channels scheduled to begin in Y3 Q1.

*Indicator 2.3* Number of key influencers supportive of campaign and distributing key messages in Y2 and Y3 (target 12 people by EoP).

- *In progress:* Two key influencers engaged in Y2 (one musician and one chef), with plans to work with additional artists, YouTubers, youth and Church leaders in Y3.

*Indicator 2.4* Percentage of each target consumer audience receiving behaviour change messaging, through a variety of media channels. (NB: Target updated in line with Green, et al. 2019 and estimated total target audience of 600,000 people across the three profiles: Target: 25% of target audiences by EoP, or c. 150,000 people).

- *Partially Achieved:* Radio infomercials are estimated to already have reached 150,000 people matching Don Jose's profile (data from [radio station website](#)), however message saturation amongst this audience will be strengthened throughout Y3 through this and additional channels. Campaign messaging will also reach people matching Doña Maria's profile in the pilot site in Chinandega in Y3.

**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).

- *Not yet Achieved:* Survey of market stakeholders to determine direct/indirect livelihood impacts of reduced demand delayed due to Covid pandemic and rescheduled for Y3 (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).

- *In progress:* In Y2, a series of three meetings were held with government decision makers (MARENA representatives, municipal authorities) and community leaders, at which the demand reduction campaign approach was shared with participants (21 participants at the first meeting and 42 participants at the second and third meetings).

*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 progress:* In Y1, 7 organisations working in the region received information on demand reduction and the context for this project (SEE Turtles, ICAPO, Rare, SOS Social Solutions, CIDE, Crea, Tendencias). In Y3, the project will reach additional regional partners through the planned virtual lesson/resource-sharing event.

### 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 have been reviewed based upon the baseline data, 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 ensures that the targets in our monitoring plans and project logframe are realistic, based on sound science and hopefully achievable within the project timeframe.

*Indicator 0.1* Percentage and number of each target consumer audience aware of behaviour change messaging by EOP (*campaign reach*). (NB: Target updated in line with Green, et al. 2019 and estimated total target audience of 600,000 people across the three profiles and the proviso that the campaign may not be able to reach the profile of Rachel due to Covid-19: Target: 25% of turtle product consumers for each of the 3 selected profiles c. 150,000 people by End of Project / EoP).

- Pre-campaign baseline for *Don Jose*: 0% aware of campaign messaging.
- Pre-campaign baseline for *Doña Maria*: 0% aware of campaign messaging.
- Pre-campaign baseline for *Rachel*: 0% aware of campaign messaging.
- Post-campaign reach to be measured in Y3 Q4.

*Indicator 0.2* Percentage and number of each target consumer audience reached reporting change in target behaviour (*self-reported change in behaviour*) (NB: Targets updated in line with Green, et al. 2019 and estimated total target audience of 600,000 people across the three profiles and the proviso that the campaign may not be able to reach the profile of 'Rachel' due to Covid-19: Target: Consumers of shell: 25% of proportionate sample interviewed, c. 450 people total by EoP. Consumers of eggs: 6.9% of proportionate sample interviewed, c. 41,400 people total by EoP).

- Pre-campaign baseline for *Don Jose*: 56.4% of individuals surveyed matching the *Don Jose* profile self-report that it is more than 1 year since they last purchased and /or consumed turtle eggs - from markets, mobile vendors, restaurants, bars and beaches.
- Pre-campaign baseline for *Doña Maria*: 54.3% of individuals surveyed matching the *Doña Maria* profile (in El Viejo, Chinandega) self-report that it is more than 1 year since they last purchased and /or consumed turtle eggs at family and religious occasions.
- Pre-campaign baseline for *Rachel*: xx% of individuals surveyed matching the *Rachel* profile self-report: active avoidance of turtle shell products; that they actively choose to visit hawksbill-free shops and tell other businesses why they don't buy tortoiseshell.
- Post-campaign self-reported change in behaviour to be measured in Y3 Q4.

*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 postponed to Y3 due to Covid-19 (Activity 3.3) so progress towards this indicator cannot yet be reported. Progress will therefore be measured as a numerical value, rather than a % change over the course of the project.

*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 postponed to Y3 due to Covid-19 (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, and 6 hawksbill and 0 leatherback nests in the 2020/21 nesting seasons. Data on the olive ridley poaching from law enforcement records is being sought.

### 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 remains relatively stable. As a result, FFI has been able to strength our relationships with the Nicaraguan government throughout Y2.*

**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 has exacerbated 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 reduced tourism to near zero in 2020 and, whilst national tourism is showing signs of recovery, international travel is largely on-hold. It is uncertain how long this will last or the likely trajectory of recovery of tourism in Nicaragua. Accordingly, and as already communicated to the IWT Secretariat, the project has a reduced focus on influencing the profile of international tourists.*

#### *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 consumer audiences 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 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. This support has continued through Y2.*

**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 functions as a digital communications platform, with some reliance upon FFI's facilitation and support. However this platform 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. However, the delays and constraints in Y2 caused by the Covid pandemic mean that the majority of campaign activities are scheduled to take place within a shorter timeframe than originally envisaged for the campaign. The Steering Committee's recommendation is that we continue as per our revised campaign plans and timeframe, conduct robust post-campaign monitoring at End of Project and seek to continue campaign implementation post-project - and use the results and lessons to inform this next phase.*

### **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.changewildlifeconsumers.org](http://www.changewildlifeconsumers.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 18<sup>th</sup> 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 and FFI drew upon up-to-date best practice guidance to design the measures presented in the log frame. During implementation, work to develop and refine the project's M&E approach and framework has benefitted from external M&E support from project partner SOS Social Solutions, who in Y2 became a formal partner with a role in supporting and advising on project M&E.

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 *trailing and practicing sustained behaviour change* (indicators related to *behaviour change*). Measures 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.

The evidence-based TOCs per target audience (Annex 4f) reflect these stages of behavioural change, with SMART indicators and targets defined at each stage. In Y2, and as described in Section 3.3, proposed targets for percentage change in indicators relating to reported knowledge, attitudes and behaviours have been reviewed based upon the baseline data, 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 ensures that the targets in our monitoring plans and project logframe are realistic, based on sound science and hopefully achievable within the project timeframe.

**9. Lessons learnt**

*What worked well?* The TOC framework has proved a highly valuable tool to structure the project interventions and monitoring. The use of digital tools and software for data collection (i.e. Survey 123) required some time to put in place, but have proved powerful, robust, and a learning opportunity for all involved.

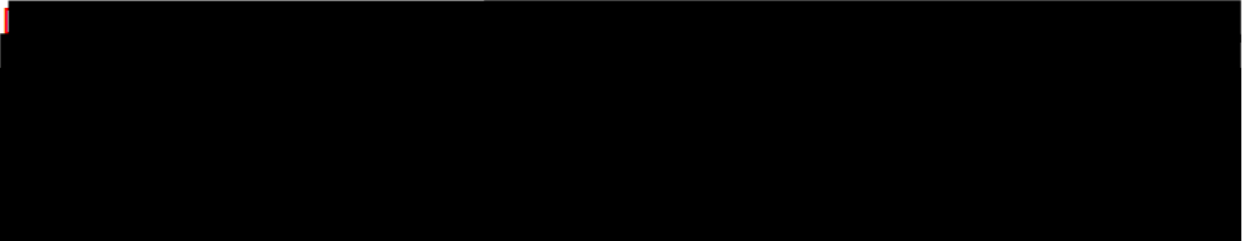
*What didn’t work well?* The work relating to the profile of the international tourist and consumer of hawksbill shell articles is no longer possible in the context of the global pandemic and associated collapse in international travel. The project therefore has a reduced focus on demand for hawksbill shell from international tourists and may not be able to reach this audience within the project timeframe.

*What would we do differently?* Whilst this 3-year project is relatively well resourced, our ambitions for the campaign are limited by budget and timeframe constraints. Only a subset of the elements proposed in the Digital Communications Strategy can be delivered under this project, as per our Campaign Workplan. Securing continued funding is now a priority, so as not to lose momentum.

*Recommendations for others doing similar projects:* The project team have been on a steep learning curve regarding social marketing and the Social and Behaviour Change Communications (SBCC) approach. Whilst there is now significantly increased capacity within the FFI team and therefore in Nicaragua about SBCC, in retrospect we believe that incorporating more time and budget for targeted training at project inception would have been beneficial.

*Incorporating learning into future plans:* The Covid-19 pandemic, alongside socio-economic instability, mean that many people in Nicaragua currently have significant health concerns and economic pressures. This may prove a difficult context in which to catalyse the changes in behaviour that this project seeks to generate, although this is yet to be seen.

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



**Budget clarity:** All information has been provided as per IWTCF guidance.

**Activity 3.1:** The project Steering Committee confirm that the proposed 1-day workshop to develop the project’s M&E framework was rolled into the outputs of the 3-day workshop under Activity 1.4, and the project has completed this activity and associated deliverables.

**Meaningful contribution to the “improved sustainable livelihood opportunities amongst coastal communities” part of the impact statement:** FFI’s broader programme of work in Nicaragua incorporates sustainable livelihoods interventions (including through our recent Darwin project 24-010). Under this IWTCF project, data collected will enable us to better define those likely to be most impacted by a change in demand, and therefore poaching and trade, for turtle products – through both the market surveys and pre-/post-campaign surveys. This data will inform FFI’s strategy for continued livelihoods support amongst Nicaraguan coastal communities in particular, funded outside and beyond the lifetime of this project.

## **11. Other comments on progress not covered elsewhere**

Targets for the Outcome Indicators within the project logframe have been reviewed in the light of baseline data and to align with the Theories of Change per target audience. These changes are minor and do not imply any significant change to the project’s Outcome - the changes are highlighted in section 3.3 and Annexes 1 and 2. Should the IWT Secretariat or report reviewer consider that these require a formal Change Request, we would be happy to submit this in due course.



## **12. Sustainability and legacy**

*National profile:* This project has a very strong public communications component. In Y1, the profile of the project was relatively low. However, in Y2, FFI has strengthened our relationship with relevant national authorities and this has increased the profile and understanding of the project amongst key decision makers. These successful efforts to increase political support for the campaign should prove highly beneficial in increasing its visibility and impact in Y3. Through our meetings with authorities, we will continue to disseminate learning on SBCC approaches and their value for application in multiple sectors, including environment and public health.

*Open access:*

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 Y3. The approach being applied and experiences from this project have already been shared through FFI’s Wildlife Trade Working Group (WTWG – in Y1) and Impact Working Group (IWG – in Y2), the first American Conference on Illegal Wildlife Trade in Peru (in Y1), and through meetings with project stakeholders and authorities (in Y1 & Y2). Campaign outputs will be made available and sharable on-line (via the NTN’s [tortugasnicas.org](http://tortugasnicas.org) website, YouTube 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 Y3 resource sharing event with stakeholders, decision makers and regional partners. Project outputs and findings will be further disseminated in English through national and international fora, including 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. Due to Covid, the majority of campaign activities under this project are scheduled to take place within a shorter timeframe than originally envisaged for the campaign; however FFI is committed to seeking funding to deliver continued and future campaigns and will use the results and lessons from this IWTCF project to inform this next phase.

### **13. IWT Challenge Fund identity**

Support of the UK Government's IWT Challenge Fund to this project has been publicised through FFI's meetings with government departments (including MARENA and municipal authorities), as well as on project documentation (such as workshop proceeding) and outputs (e.g. logo/IWTCF name on project banners). UK government support has also been referenced within relevant [tortugas.nicas.7](#) Facebook posts (#IWT). Whilst this is viewed as a distinct project with a clear identity, it does form part of FFI's wider turtle and marine programme in Nicaragua, which also works to protect and monitor nesting beaches, reduce threats to turtles from bycatch, strengthen sustainable livelihood options for coastal communities, and build capacity for conservation in Nicaragua.

### **14. Impact of COVID-19 on project delivery**

The pandemic has had significant impacts on both project context and implementation. Overall, although official figures for the number of cases of Covid-19 remains low in comparison to other nations, the true figures are likely to be higher. The Nicaraguan government has not put in place any restrictions on national movement or activities. FFI continues to do everything we can to minimise the risk to staff and partners, in line with our internally agreed Covid protocols and risk assessments.

The pandemic has impacted an already fragile tourism industry in Nicaragua. There is very limited domestic tourism and no international travel - almost all flights remain suspended and some land borders (i.e. with Honduras) are closed. The majority of touristic markets (i.e. those selling hawksbill shell) were closed for the much of 2020, but reopened towards the end of the year. Wholesale food markets, where turtle eggs are found for sale, have also closed intermittently. These factors will affect our ability to measure the project's impact, as consumer behaviours will have been significantly affected by market closures and travel restrictions and it will be difficult to unpick which changes are due to the project versus the pandemic.

Meanwhile, the pandemic and associated quarantine measures has increased the number of hours people spend online, potentially increasing the reach and therefore impact of digital campaign activities (e.g. via social media).

Accordingly, the project team have reviewed the project logframe, activities, monitoring and budget, in the light of the adaptive management decisions needed in response to the COVID-19 pandemic and associated national context. As mentioned above, due to the collapse in international travel, the project cannot avoid having a reduced focus on demand for hawksbill shell from international tourists and will therefore have a greater focus on target audiences inside Nicaragua. In addition, no massive events can be held as part of the campaign's approach. However, we are able to adapt the campaign to increase use of virtual / digital tools for data collection and to have an increased focus on use of digital communications to reach target audiences.

In Y2, the pandemic delayed the collection of baseline data on knowledge, attitudes and behaviour and therefore the delivery of campaign activities themselves. Parallel market surveys - to characterise availability, hotspots and change (since 2011), and determine direct/indirect livelihood impacts of reduced demand - were originally scheduled for Yr1 Q4, were delayed as markets closed due to the Covid-19 outbreak, remained on hold until it becomes safer to visit the markets in person, and finally were postponed to Y3 (although preparation work finally began in March 2021).

## 15. Safeguarding

Please tick this box if any safeguarding or human rights violations have occurred during this financial year.

If you have answered yes, please ensure these are reported to [ODA.safeguarding@defra.gov.uk](mailto:ODA.safeguarding@defra.gov.uk) as indicated in the T&Cs.

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 UN 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.

In terms of social safeguards, FFI has publicly available position papers on our approach to Livelihoods and Governance, Free, Prior and Informed Consent, Gender in Conservation, Displacement and Restrictions on Access to Resources and Conservation, and Rangers and Human Rights (links below). Our specialist Conservation, Livelihoods and Governance team supports regional FFI staff and partners to take a holistic, people-centred approach to biodiversity conservation, and ensure project activities are 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://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](https://cms.fauna-flora.org/wp-content/uploads/2017/11/FFI_2013_FFIs-position-and-approach-to-conservation-livelihoods-and-governance.pdf)

[https://api.fauna-flora.org/wp-content/uploads/2017/11/FFI\\_2016\\_Displacement-and-restrictions-on-access-to-resources.pdf](https://api.fauna-flora.org/wp-content/uploads/2017/11/FFI_2016_Displacement-and-restrictions-on-access-to-resources.pdf)

[https://cms.fauna-flora.org/wp-content/uploads/2021/03/FFI\\_2020\\_Position-on-rangers-and-human-rights.pdf](https://cms.fauna-flora.org/wp-content/uploads/2021/03/FFI_2020_Position-on-rangers-and-human-rights.pdf)

## 16. Project expenditure

**Table 1: Project expenditure during the reporting period (April 2020-March 2021)**

Project spend (indicative) since last annual report	2020/21 Grant (£)	2020/21 Total actual IWT Costs (£)	Variance %	Comments (please explain significant variances)
Staff costs (see below)				
Consultancy costs				
Overhead Costs				
Travel and subsistence				
Operating Costs				
Capital items (see below)				
Others (see below)				
<b>TOTAL</b>				

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

I agree for the IWT Secretariat to publish the content of this section (please leave this line in to indicate your agreement to use any material you provide here)

## Annex 1: Report of progress and achievements against Logical Framework for Financial Year 2020-2021

Project summary	Measurable Indicators	Progress and Achievements April 2020 - March 2021	Actions required/planned for next period
<p><b>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.</b></p>		<p>Too soon to report contribution towards positive impact on illegal poaching and trade.</p>	
<p><b>Outcome</b></p> <p><b>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.</b></p>	<p>0.1 Percentage and number of each target consumer audience aware of behaviour change messaging by EOP (<i>campaign reach</i>). Target: <del>c. 80,000 people by Y2</del> (25% of <del>estimated</del> turtle product consumers in 3 selected profiles); c. 1540,000 people by End of Project (EoP) (<del>45% of estimated turtle product consumers in 3 selected profiles</del>). <del>Targets to be finalised in Y1.</del></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: <del>6.945%</del> of proportionate sample interviewed, c. <del>418,000</del> 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>Targets have been reviewed (as per track changes, <u>left</u>) in line with Rare's 2019 meta-analysis of 84 social marketing campaigns (Green, et al., 2019) which provides average percentage changes in indicators according to the baseline situation. Our aim is to ensure ensures that targets are realistic, based on sound science and achievable within the project timeframe.</p> <p>0.1. Pre-campaign baseline across all target audiences = 0% aware of campaign messaging.</p> <p>0.2 Pre-campaign baselines:</p> <ul style="list-style-type: none"> <li>- <i>Don Jose</i>: 56.4% self-report that it is &gt;1 year since they last purchased and /or consumed turtle eggs.</li> <li>- <i>Doña Maria</i>: 54.3% self-report that it is &gt;1 year since they last purchased and /or consumed turtle eggs at family and religious occasions.</li> <li>- <i>Rachel</i>: xx% self-report: active avoidance of turtle shell products; that they actively choose to visit hawksbill-free shops and tell other businesses why they don't buy tortoiseshell.</li> </ul>	<p>0.1 &amp; 0.2 Post campaign / end-of-project surveys of campaign reach, and self-reported change in behaviour scheduled for Y3 Q4.</p> <p>0.3 &amp; 0.4 Conduct market surveys, once local conditions allow. Monitor situation closely, due to importance of this study for measuring project Outcome, and keep IWT Secretariat informed accordingly.</p> <p>Continuation of nesting beach monitoring and compiling data on illegal poaching incidents.</p>

Project summary	Measurable Indicators	Progress and Achievements April 2020 - March 2021	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>0.3 Survey of market availability postponed to Y3 due to Covid-19 (Activity 3.3) so progress towards this indicator cannot yet be reported. Progress will therefore be measured as a numerical value, rather than a % change over the course of the project.</p> <p>0.4 Survey of market demand postponed to Y3 due to Covid-19 (Activity 3.3) 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, and 6 hawksbill and 0 leatherback nests in the 2020/21 nesting seasons. Data on the olive ridley poaching from law enforcement records is being sought.</p>	
<p><b>Output 1.</b></p> <p><b>Evidence-based behaviour change campaigns targeting three consumer profiles for marine turtle eggs and shell developed.</b></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, &gt;10 specialists have been directly involved in behaviour change materials development and testing</p>	<p>1.1 <i>Achieved.</i> Following an SBCC approach, the TOCs developed for each target consumer group have been based on previous research into the consumer profiles, refined following focal group discussions and baseline surveys (see Annex 4f).</p> <p>1.2 <i>Achieved for all three audiences in Y2.</i> As evidenced by: Crea's Communications Strategy Proposals (May 2020); final Digital Communications Strategy &amp; Graphics and Workplan (February 2021); and excel-based Project Campaign Plan (see Annexes 4h, 4i and 4j).</p> <p>1.3 <i>Achieved.</i> In Y1 24 specialists were involved in design of behaviour change strategy. In Y1&amp;2, 9 specialists in behaviour change, strategic communications and creative design have been directly involved the development of behaviour change materials.</p>	

Project summary	Measurable Indicators	Progress and Achievements April 2020 - March 2021	Actions required/planned for next period
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.		Formal addition of SOS Social Solutions (Mexico) as a project partner. Regular advisory support provided to project team.	Specialists in social marketing and communications will be invited to engage in lesson sharing event (Activity 3.6).
Activity 1.2 Strengthen the role of the National Sea Turtle Conservation Network (NTN) in fronting the campaign, through recruitment of a Network Coordinator.		Responsibilities of proposed NTN Coordinator assumed by FFI through appointment of Environmental Education & Behaviour Change Officer (as approved by Change Request).  Website <a href="http://www.tortugasnicas.org">www.tortugasnicas.org</a> updated and relaunched as platform for campaign.  Communications and collaboration amongst NTN members continued through WhatsApp group.	Campaign messages, materials and information will continue to be added to and disseminated through the <a href="http://tortugasnicas.org">tortugasnicas.org</a> website. ,
Activity 1.3 Contract two complementary creative media agencies to lead the design and production of demand reduction campaign materials.		Two Nicaraguan creative media agencies with complementary skills and experience have worked on the project, to (i) lead design of campaign materials and messaging, and (ii) collect and analyse pre-campaign baseline data.	The two agencies will continue to work on the project in Y3, to support delivery and placement of media and messaging (Activities 2.1-2.3) and collection and analysis of post-campaign data (Activity 3.2).
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.		Following workshop held in Y1, TOCs were completed for each of the three target consumer groups (plus draft TOCs developed for two further audiences). Post-campaign targets were defined for two profiles' SMART indicators, compared to baseline.	N/A
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 strategy proposed and refined in line with feedback (from project team and focal groups under Activity 1.6). Digital Communications Strategy and Workplan finalised, and	N/A (delivery of Project Campaign Plan comes under Activities 2.1-2.3)



Project summary	Measurable Indicators	Progress and Achievements April 2020 - March 2021	Actions required/planned for next period
		incorporated into excel-based Project Campaign Plan (see Annex 4k).	
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 tested through focus group discussions held between October and December 2020 (5 groups, 38 participants), plus an online survey for individuals matching Rachel's profile (4 participants).	N/A
<b>Output 2.</b> <b>Evidence-based targeted behaviour change campaign targeting three consumer profiles for marine turtle eggs and shell implemented.</b>	<p>2.1 Number of times messages are incorporated in appropriate media coverage in Y2 and Y3 (<del>target 1,500 times by EoP</del>)(<del>specific target to be finalised in Y1 strategy development</del>).</p> <p>2.2 Number of times messages are shared on social media in Y2 and Y3 (<del>target 1,000 times by EoP</del>)(<del>specific target to be finalised in Y1 strategy development</del>).</p> <p>2.3 Number of key influencers supportive of campaign and distributing key messages in Y2 and Y3 (<del>target 12 people by EoP</del>)(<del>specific target to be finalised in Y1 strategy development</del>).</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 <del>by Y2, or c. 80,000 people</del>; (35% of target audience by EoP, or c. <del>1530,000 people</del>).</p>	<p>2.1 <i>In progress</i>: 360 messages incorporated into radio sports commentary Radio La Primerísima.</p> <p>2.2 <i>In preparation</i>: Distribution via social media channels, including Facebook @tortugas.nicas.7; YouTube channel Tortugas Nicas, scheduled for Y3.</p> <p>2.3 <i>In progress</i>: Two key influencers engaged in Y2 (one musician and one chef).</p> <p>2.4 <i>Partially Achieved</i>: Radio infomercials are estimated to already have reached 150,000 people matching Don Jose's profile (data from <a href="#">radio station website</a>),</p>	
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.		Series of meetings held in Q4, through which it was agreed that the campaign would be endorsed by MARENA and implemented as a collaborative initiative.	Continued collaboration with MARENA and other stakeholders.

Project summary	Measurable Indicators	Progress and Achievements April 2020 - March 2021	Actions required/planned for next period
<p>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.</p>		<p>Campaign plans were adapted in light of Covid: i) to have a reduced focus on demand for hawksbill shell from international tourists; and ii) an increased focus on use of digital communications. Activities are targeted towards 'Don Jose' in three departments, 'Doña Maria' at one pilot site in El Viejo in Chinandega, and 'Rachel' via online media only.</p> <p>Campaign activities were launched in Y2 Q4 and included: updating of tortugasnicas.org website; social media #sonnicas; radio infomercials during baseball game commentaries, production of printed materials, collaboration with SEE Turtles on field testing their Shell Alert app; purchase of campaign vehicle.</p>	<p>Campaign implementation in line with Campaign Plan (see Annex 4k – excel file) – to also include: digital media placement (weekly); press releases; national radio; culinary workshops; music competition; "TortugaTV" channel on YouTube, mural painting; turtle festival, national concert.</p>
<p>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.</p>		<p>Collaborations established with:</p> <ul style="list-style-type: none"> <li>• a popular Nicaraguan musician to compose a pop song linked to the campaign.</li> <li>• a celebrity chef to develop turtle egg-free recipes and deliver cookery demonstrations.</li> </ul> <p>Collaborations being explored with:</p> <ul style="list-style-type: none"> <li>• Hotels and tour operators, to publically commit to being turtle-friendly.</li> <li>• Church groups, in collaboration with WWF's Belief &amp; Values programme, to facilitate linkages with <i>Laudato Si</i> toolkit for catholic communities and the Faith Long Term Plans initiative.</li> </ul>	<p>Continue collaborations with:</p> <ul style="list-style-type: none"> <li>• Musicians/singers - through recording and production of pop song; song competition.</li> <li>• Sports commentators - placement of infomercials in radio baseball commentaries (15 messages per game).</li> <li>• Celebrity chefs - cooking demonstrations at 6 national events.</li> <li>• Tourism sector - to generate commitment to being turtle-friendly as a unique-selling point for their clients.</li> <li>• Church groups - scope to be defined and will be influenced by the churches' interests and motivation.</li> </ul>

Project summary	Measurable Indicators	Progress and Achievements April 2020 - March 2021	Actions required/planned for next period
			<ul style="list-style-type: none"> <li>• International embassies - to share information via their websites / social media providing information to tourists visiting Nicaragua.</li> </ul>
<p><b>Output 3. Behaviour change campaign monitoring used to assess impact and share learning regionally to promote innovation.</b></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: &gt;20 by EoP).</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: &gt;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&gt;15 by EoP)</p>	<p>3.1. <i>Not yet Achieved:</i> Survey of market stakeholders to determine direct/indirect livelihood impacts of reduced demand delayed due to Covid pandemic and rescheduled for Y3.</p> <p>3.2 <i>In progress:</i> In Y2, three meetings were held with government decision makers (MARENA representatives, municipal authorities) and community leaders, at which the demand reduction campaign approach was shared with participants (21 participants at the first meeting and 42 participants at the second and third meetings).</p> <p>3.3 <i>In progress:</i> In Y1, 7 organisations working in the region received information on demand reduction and the context for this project (SEE Turtles, ICAPO, Rare, SOS Social Solutions, CIDE, Crea, Tendencias). In Y3, the project will reach additional regional partners through the planned virtual lesson/resource-sharing event.</p>	
<p>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.</p>		<p>M&amp;E framework completed and incorporates methods and measures to (i) validate campaign strategy and messages; (ii) measure campaign impact, informed by TOC, SMART indicators and monitoring plans for each target audience.</p>	<p>N/A – complete post-campaign monitoring under Activity 3.2</p>
<p>Activity 3.2 In line with M&amp;E framework, survey target consumer audiences to measure i) reach of messaging (knowledge, attitudes) and ii) self-reported intentions and behaviour change.</p>		<p>Survey questionnaire finalised; Survey 123 used as data collection platform; Interviewer team recruited and trained; Survey trial (30 respondents); <i>Don Jose</i> baseline data collected from 1,002 participants; <i>Doña Maria</i></p>	<p>Repeat to conduct post-campaign monitoring in Y3 Q4.</p>

Project summary	Measurable Indicators	Progress and Achievements April 2020 - March 2021	Actions required/planned for next period
		baseline data collected from 70 participants; data analysed.	
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.		Scope of study and terms of reference agreed with lead investigator. Market surveys delayed due to Covid. Change Request approved to move budget for this activity to Y3.	Complete market surveys. Update IWT Secretariat regarding restrictions on collection of survey data prior to November 2021 elections on this.
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.		<p><i>Don Jose</i> profile: Baseline report (draft) produced by Tendencia agency and reviewed by FFI and SOS Social Solutions.</p> <p><i>Doña Maria</i> profile: Summary of baseline data produced for pilot site (3 communities of El Viejo, Chinandega).</p> <p><i>Rachel</i> profile: Baseline could not be compiled due to Covid.</p>	Share key findings from baseline with stakeholders.
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.	Report will be produced in Y3 Q4 following completion of post-campaign monitoring.
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.	Online workshop scheduled for Y3 Q4: Develop agenda. Identify and invite participants. Compile lessons learned. Translate results / outputs / lessons as appropriate. Host workshop.
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 experiences shared through presentation at FFI's Impact Working Group (IWG) on "Measuring the impact of behaviour change interventions" in March 2021, by 3 members of project team.	Identify and reach out to appropriate virtual fora for dissemination, in coordination with FFI Head of IWT.

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

\*NB Track changes show proposed targets in line with TOCs.

Project Summary	Measurable Indicators	Means of Verification	Important Assumptions
<p><b>Impact:</b> (Max 30 words) <b>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.</b></p>			
<p><b>Outcome:</b> (Max 30 words) <b>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.</b></p>	<p>0.1 Percentage and number of each target consumer audience aware of behaviour change messaging by EOP (<i>campaign reach</i>). Target: <del>c. 80,000 people by Y2 (25% of estimated turtle product consumers in 3 selected profiles);</del> c. 1540,000 people by End of Project (EoP) (<del>45% of estimated turtle product consumers in 3 selected profiles</del>). <del>Targets to be finalised in Y1.</del></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: <del>6.945%</del> of proportionate sample interviewed, c. <del>418,000</del> 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.</p>	<p>0.1 &amp; 0.2: Surveys and focus groups at project start, during campaign delivery (i.e. after key campaign events) and EoP – in line with agreed monitoring framework and indicators - using sampling methods to survey respondents fitting the target audience profile. Data to be sex-disaggregated</p> <p>0.3 &amp; 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>42 fewer outlets marketing shell by EoP)</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><b>Outputs:</b></p> <p><b>1. Evidence-based behaviour change campaigns targeting three consumer profiles for marine turtle eggs and shell developed.</b></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</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>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</p>

	<p>communication channels most appropriate to each of the three audiences.</p> <p>1.3 By end of Y1, &gt;10 specialists have been directly involved in behaviour change materials development and testing</p>	<p>1.3 Development process agendas and minutes</p>	<p>from project partners and external agencies are willing and available to engage in project activities.</p>
<p><b>2. Evidence-based targeted behaviour change campaign targeting three consumer profiles for marine turtle eggs and shell implemented.</b></p>	<p>2.1 Number of times messages are incorporated in appropriate media coverage in Y2 and Y3 (<u>target 1,500 times by EoP</u>) (<del>specific target to be finalised in Y1 strategy development</del>).</p> <p>2.2 Number of times messages are shared on social media in Y2 and Y3 (<u>target 1,000 times by EoP</u>) (<del>specific target to be finalised in Y1 strategy development</del>).</p> <p>2.3 Number of key influencers supportive of campaign and distributing key messages in Y2 and Y3 (<u>target 12 people by EoP</u>) (<del>specific target to be finalised in Y1 strategy development</del>).</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 <del>by Y2, or c. 80,000 people</del>; (35% of <del>target audience</del> by EoP, or c. <del>1530,000</del> 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><b>3. Behaviour change campaign monitoring used to assess impact and share learning regionally to promote innovation.</b></p>	<p>3.1 Number of decision makers and/or specialists on behaviour change and IWT issues informed about direct and indirect impacts of</p>	<p>3.1 Report summarising findings from survey of traders and stakeholders on impacts of reduced</p>	<p>Timeline of three years is sufficient to show measurable change in behaviours.</p>

	<p>reduced demand on traders and other stakeholders' livelihoods (target: &gt;20 by EoP).</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: &gt;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&gt;15 by EoP)</p>	<p>demand on livelihoods; meeting minutes.</p> <p>3.2 Report and PowerPoint presentation on key learning from 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><b>Activities</b> (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>			



- 2.2b Likely campaign channels include: film trailer to be shown at cinemas across Nicaragua.
- 2.2c Likely campaign channels include: social media posts/advertising and [www.tortugasnicas.org](http://www.tortugasnicas.org) website content.
- 2.2d Likely campaign channels include: visual materials to be displayed on buses, billboards, at hotels and restaurants, printed calendars, t-shirts, aprons, caps.
- 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

**Table 1 Project Standard Output Measures**

Cod e No.	Description	Gender of people (if relevant )	Nationalit y of people (if relevant)	Year 1 Total	Year 2 Total	Yea r 3 Total	Total to date	Total planne d during the project
18A	Number of individuals surveyed on relevant IWT behaviour pre-intervention (baseline)	625 men; 447 (=377+70) women	Nicaragua n	N/A	1,072 people (in-person survey)	N/A	1,072	1,072
18B	Number of individuals surveyed on relevant IWT behaviour post-intervention			N/A	N/A		0	~1,000
18C	Number and type of IWT behaviour change materials produced / Number and type of IWT behaviour change materials distributed	N/A	N/A	0	5 radio infomercial s; printed materials (t-shirts, caps, stickers and banners)		9 materials produced. 9 materials distributed (360 message placements)	t.b.c.
18D	Number of communication channels carrying campaign message	N/A	N/A	0	2 (radio & social media)		2	9
18E	Number of champions/key influencers speaking on behalf of the demand reduction campaign	2 men	Nicaragua n	0	2 (musician & chef)		2	12
18F	Number of appropriate partners with direct influence on target audience that have distributed campaign message(s)	N/A	N/A	0	1 (MARENA)		1	1
18G	Number of people reached with behaviour change messaging (i.e. audience)	Not known	Nicaragua n & international	0	150,000 Nicaraguans		150,000 Nicaraguans	150,000
19	Number of individuals that have had their relevant IWT behaviour changed	Not known	Nicaragua n & international	0	0		0	41,000
20	Number of stakeholders/key influencers that have actively discouraged the purchase/use of IWT products e.g. pledges signed	N/A	Nicaragua n	0	0		0	96 fewer outlets selling turtle eggs
22A	Amount of match funding secured (£) for delivery of	N/A	N/A	██████	██████		██████	██████ 1

	project during the period of the IWT Challenge Fund grant							
22B	Funding leveraged (£) for work after the IWT Challenge Fund grant ends	N/A	N/A	N/A	N/A	N/A	0	t.b.c.
23	Estimated value (£) of physical assets to be handed over to host country(ies)	N/A	N/A	0	£		£	£
26A	Number of conferences/seminars/ workshops organised to present/disseminate findings	N/A	N/A	0	0		0	1 learning event
26B	Number of conferences/seminars/ workshops attended at which findings from IWT project work will be presented/ disseminated	N/A	N/A	2 (FFI Wildlife Trade Working Group; American Conference on IWT in Peru)	1 (FFI Impact Working Group on Measuring Behaviour Change)		3	3
26C	Number of individual media articles featuring the project	N/A	N/A	0	0		0	t.b.c.

**Table 2 Publications**

Title	Type (e.g. journals, manual, CDs)	Detail (authors, year)	Gender of Lead Author	Nationality of Lead Author	Publishers (name, city)	Available from (e.g. weblink or publisher if not available online)
N/A						

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

We attach the following supporting documents:

- Annex 4a Protocol for focal group discussions with individuals matching *Don Jose* profile (Oct 2020)
- Annex 4b Protocol for focal group discussions with individuals matching *Rachel* profile (Oct 2020)
- Annex 4c Results of KAP focal group discussions for *Don Jose* profile (Report - Dec 2020)
- Annex 4d Baseline report for *Don Jose* profile – *Tendencia* (March 2021)
- Annex 4e Baseline data for *Doña Maria* profile in pilot site (March 2021)
- \*Annex 4f Theories of Change and SMART indicators for all profiles
- \*Annex 4g FFI Impact Working Group presentation on Measuring Behaviour Change (Mar 2021)
- Annex 4h *Crea* Communications Strategy proposals (May 2020)
- Annex 4i *Crea* Digital Communications Strategy & Graphics (Feb 2021) – *NB. This document, even in compressed format, is 9MB, so will be submitted as a separate supporting document in a follow up email.*
- Annex 4j *Crea* Communications Activities & Budget (Feb 2021)
- Annex 4k IWTCF Campaign Workplan for 2021 (with budget redacted)
- Annex 4l Radio infomercial for baseball games – wording (Feb 2021)
- Annex 4m Recording of radio sports commentary infomercial (Feb 2021)
- \*Annex 4n Lyrics for campaign song (March 2021)
- \*Annex 4o Minutes of meeting with celebrity Chef (March 2021)
- Annex 4p Photo of women in El Viejo wearing campaign t-shirts (March 2021)
- Annex 4q Photo of project meeting (Feb 2021)
- \*Annex 4r Minutes of training workshop for market surveys (March 2021)

Please note that the working language for this project is Spanish. Supporting documents supplied in English are marked with an \*.

## Checklist for submission

	Check
<b>Is the report less than 10MB?</b> If so, please email to <a href="mailto:IWT-Fund@ltsi.co.uk">IWT-Fund@ltsi.co.uk</a> putting the project number in the subject line.	
<b>Is your report more than 10MB?</b> If so, please discuss with <a href="mailto:IWT-Fund@ltsi.co.uk">IWT-Fund@ltsi.co.uk</a> about the best way to deliver the report, putting the project number in the subject line.	Yes (one supporting document exceeds this limit, and will be sent separately)
<b>Have you included means of verification?</b> You should not submit every project document, but the main outputs and a selection of the others would strengthen the report.	Yes
<b>Do you have hard copies of material you need to submit with the report?</b> 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.	No
Have you involved your partners in preparation of the report and named the main contributors	N/A
Have you completed the Project Expenditure table fully?	Yes
Do not include claim forms or other communications with this report.	