
IWTR6S2\1030

Social marketing to reduce demand for tiger products in Vietnam

Vietnamese demand for tiger products threatens the future of the species. TRAFFIC's 2017 consumer survey found that 6% of Vietnam's urban population self-reported using tiger products; 64% of them would recommend these to others. Drivers of consumption include gifting, medicine, and good luck. This project will build on these behavioural insights and recent successes to reduce rhino horn consumption to implement a culturally relevant and carefully targeted social-marketing campaign, aiming to stop consumption of tiger products of main user groups.

Section 1 - Contact Details

PRIMARY APPLICANT DETAILS

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Surname Gill
Organisation TRAFFIC International
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CONTACT DETAILS

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GMS ORGANISATION

Type	Organisation
Name	TRAFFIC International
Phone	[REDACTED]
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Section 2 - Title, Dates & Budget Summary

Q3. Project title:

Social marketing to reduce demand for tiger products in Vietnam

What was your Stage 1 reference number? e.g. IWTR6S1\100123

IWTR6S1\100150

Q4. Country(ies)

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

Country 1	Vietnam	Country 2	No Response
Country 3	No Response	Country 4	No Response

Do you require more fields?

No

Q5. Project dates

Start date:

01 April 2020

End date:

31 March 2023

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

3 years

Q6. Budget summary

Year:	2020/21	2021/22	2022/23	Total request
Amount:	£126,624.40	£125,058.30	£148,517.41	£ 400,200.11

Q6a. Do you have proposed matched funding arrangements?

Yes

What matched funding arrangements are proposed?

This work is project is based on a consumer survey that was previously conducted under funding from the US Fish and Wildlife Service, and leverages value from previous work (see Q17). TRAFFIC is a subcontractor for USAID Saving Species to September 2021, but tigers are not a target species; our USAID Wildlife Asia subcontract ends in May 2020, so neither is used as match-funding. There is currently no work ongoing in Vietnam using social marketing to reduce demand for tiger bone glue. However, TRAFFIC is match-funding the time of our global behaviour change experts, from our core funds.

Q6b. Proposed (confirmed and unconfirmed) matched funding as % of total Project cost (total cost is the IWT Challenge Fund request plus other funding required to run the project).

Section 3 - Project Summary & Objectives

Q7. Summary of project

Please provide a brief summary of your project, its aims, and the key activities you plan on undertaking. Please note that if you are successful, this wording may be used by Defra in communications e.g. as a short description of the project on [GOV.UK](https://www.gov.uk).

Please write this summary for a non-technical audience.

Vietnamese demand for tiger products threatens the future of the species. TRAFFIC's 2017 consumer survey found that 6% of Vietnam's urban population self-reported using tiger products; 64% of them would recommend these to others. Drivers of consumption include gifting, medicine, and good luck. This project will build on these behavioural insights and recent successes to reduce rhino horn consumption to implement a culturally relevant and carefully targeted social-marketing campaign, aiming to stop consumption of tiger products of main user groups.

Q8. What will be the Outcome of the project?

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

This should be the same as the Outcome statement given in Question 34.

By December 2022, self-reported demand for tiger products is reduced by 30% in Vietnam through behaviour change activities, contributing to a decline in illegal trade of tiger and look-alike products.

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

Please tick all that apply.

Reducing demand for the products of the illegal wildlife trade

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

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

London 2014

I: Supports eradication of demand through targeted, evidence-based behaviour change approaches, engaging key influencers and decision-makers from the public/private/civil society sectors for upscaling.
IV: Engages the private sector for zero-tolerance to IWT, including corporate gifting, and the traditional medicine sector.
VII: Partners with the Central Committee for Propaganda and Education (CCPE) to promote accurate information to reduce demand.
X: Facilitates improved law enforcement through engagement with officials and decision-makers.
XVII: Contributes to sustainable livelihoods by reducing pressures on wildlife, contributing to wildlife tourism in tiger-bearing areas.
XXIV: Fills knowledge gaps on IWT markets dynamics.

Kasane

1: Builds public/private sector partnerships for demand reduction.
2: Researches market drivers, demand, and effectiveness of demand reduction, building a good practice portfolio in Vietnam.
12: Promotes information-sharing for knowledge and best practice for behaviour change and demand reduction.

Hanoi

Action A: Aiming to eradicate the market for tiger products in Vietnam
Annex A - Action Proposed by Vietnam: Supporting the commitment to raise public awareness, and deliver wildlife demand reduction programmes.
Annex C - Action Proposed by Vietnam: Supporting the commitment to monitor and eradicate domestic markets, and improve law enforcement capacity.

London 2018

9: Helps deploy a range of tools and a systemic approach to demand reduction
15: Goes beyond working with environmental sectors, engaging the Health Ministry and traditional medicine sectors
19: Responds to the urgent need for demand reduction
20: Uses evidence-based methods for behaviour change, builds on best practice, and tailors the response to specific drivers of demand.

Q11. Global Goals for Sustainable Development (SDGs)

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

The project is most relevant to SDG 1: No Poverty, SDG 3: Good Health and Wellbeing, SDG 5: Gender equality, SDG 8: Decent Work and Economic Growth, SDG 12 Sustainable Consumption, SDG 15: Life on Land, and SDG 16: Peace Justice and Strong Institutions. Specifically:

1: Contributing to sustainable development in source countries through reducing pressures from poaching and trafficking, ultimately contributing to poverty alleviation through wildlife tourism potential and improved security.
3.8: Working with traditional medicine institutes and the Department of Medicine to encourage messaging around effective medicines.
5: Recognising that motivations, use, and purchase patterns of tiger parts differ between genders, and using awareness-raising campaigns that address gender norms/stereotypes.
8.4: Engaging traditional medicine businesses to encourage sustainable consumption that protects biodiversity.
12.6: Offering local companies guidance on adopting CSR policies that foster a zero tolerance on illegal wildlife consumption.

12.8: Encouraging Vietnamese people to live in harmony with nature by promoting sustainable alternatives to tiger bone glue.

15.7: As a key demand country, Vietnam is a significant driver of the illegal global trade in wildlife. The project's behaviour change approaches will contribute to addressing Asia's hunger for wildlife products and result in reductions in poaching of high value, threatened species in source countries.

15.C: Enhancing global support, engaging the UK, Vietnam, and sharing learning internationally, to address the trafficking of wildlife, enhancing regional cooperation on IWT issues.

16.3: Promoting the rule of law through encouraging implementation of legal frameworks in relation to IWT in tiger parts.

Section 4 - Lead Organisation Summary

Q12. Lead organisation summary

Has your organisation been awarded an IWT Challenge Fund or Darwin Initiative award before (for the purposes of this question, being a partner does not count)?

Yes

If yes, please provide details of the most recent awards (up to 6 examples).

Reference No	Project Leader	Title
IWT042	Xu Ling	Combatting global wildlife cybercrime: building on success in China
22-010	Madelon Willemsen	Enhancing management and benefit flows in Vietnam's wild medicinal products
25-018	Anastasiya Timoshyna	Succeeding with CITES: Sustainable and equitable Jatamansi trade from Nepal
IWT071	Ling Xu	Reducing demand for wildlife products among Chinese nationals in Laos
<i>No Response</i>	<i>No Response</i>	<i>No Response</i>
<i>No Response</i>	<i>No Response</i>	<i>No Response</i>

Have you provided the requested signed audited/independently examined accounts? If you select "yes" you will be able to upload these. Note that this is not required from Government Agencies.

Yes

Please attach the requested signed audited/independently examined accounts.

↓ **TRAFFIC FY18 accounts**

📅 12/11/2019

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📄 pdf 2.68 MB

↓ **TRAFFIC FY17 accounts**

📅 12/11/2019

🕒 18:44:50

📄 pdf 3 MB

Section 5 - Project Partners

Q13. Project partners

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

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

N.B: There is a file upload button at the bottom of this page for the upload of a cover letter (if applicable) and all letters of support.

Lead Organisation name: TRAFFIC International

Website address: www.traffic.org

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

Role: TRAFFIC will lead the project, including implementation of workshops, training, and campaigns; the provision of technical knowledge on wildlife trade issues and social and behaviour change communications (SBCC) to reduce consumption among the target audience; consumer research to guide behaviour change messaging and evaluate the success of the project; and project reporting. We will ensure synergies with previous and ongoing, complementary work. Capacity: TRAFFIC's mission is to ensure trade in wild animals and plants is not a threat to the conservation of nature. TRAFFIC works through a network of programme offices co-ordinated by TRAFFIC International in Cambridge, UK.

TRAFFIC is a member of Defra's 'Global Consortium of Demand Reduction Specialists' and convenes and facilitates the Behaviour Change Community of Experts and Practitioners, so replicability aspects and lessons learned will also be shared with a wide audience to support future work to protect this keystone species. TRAFFIC is also preparing draft 'Guidance' associated with the CITES Demand Reduction Resolution 17.4, and any relevant aspects will also be considered here.

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

Have you provided a cover letter to address your Stage 1 feedback? (Note: this can be uploaded at the bottom of the page) Yes

Do you have partners involved in the Project?

Yes

1. Partner Name: The Vietnam Chamber of Commerce and Industry

Website address: <https://vcci.com.vn>

Details (including roles and responsibilities and capacity to engage with the project): Role: The Vietnam Chamber of Commerce and Industry (VCCI) will provide technical and logistical support to implement workshops, training sessions, and interactive high-profile events to foster social responsibility and engage the business community in the fight against consumption of illegal wildlife products. The organisation will co-design and co-lead behaviour change interventions with TRAFFIC to maximize the impacts of the proposed activities on the key consumer groups.

Capacity: VCCI is Vietnam's biggest business umbrella civil society organisation

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

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

Yes

2. Partner Name: Intelligentmedia

Website address: <http://intelligentmedia.vn>

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

Role: In this project, Intelligentmedia will work with its network of government partners and civil society organisations to help organise key activities and communications outputs.

Capacity: Intelligentmedia is the first social enterprise in Vietnam to focus on behavioural change communications. Intelligentmedia offers a strong track record and extensive knowledge and experience of the success factors and lessons learned in applying SBCC in Vietnam.

Have you included a Letter of Support from this organisation?

Yes

3. Partner Name:

Behavioural Insights Team

Website address:

No Response

Letter of Support:

Role: BIT will be responsible for conducting impact evaluation for this project's behaviour change intervention(s). BIT will engage through two phases.

Phase 1: Advisory and planning

BIT will advise on intervention implementation from an impact evaluation standpoint as pre-implementation activities are carried out, including but not limited to consumer research, intervention design and planning, contracting of local partners, etc. BIT will help guide the eventual implementation so as to enable better evaluation - for example, advising on timing and location of delivery, and embedded data collection measures.

Phase 2: Impact evaluation

BIT will design an experimental or quasi-experimental trial to evaluate the impact of the intervention(s). Our preference is for this evaluation to include (a) measurement of realised preferences (e.g. behaviours, decisions) and/or (b) elicitation of stated preferences (e.g. attitudes) using instruments that avoid misreporting or misrepresenting. BIT will:

- Design an impact evaluation trial;
- Create an implementation protocol; and,
- Collectively execute that protocol; before,
- BIT analyses results of the trial and reports accordingly.

Capacity: BIT is world-renowned for conducting robust impact evaluation of social purpose projects and has conducted over 400 randomised controlled trials in addition to numerous quasi-experimental studies, lab studies, and mixed-methods evaluations

Have you included a Letter of Support from this organisation?

Yes

4. Partner Name: Scientific Committee of Party Organisation, Central Committee of Propaganda and Education (CCPE)

Website address: *No Response*

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

Role: Under this project, the CCPE will co-design suitable interventions which could include workshops, events, or placement of SBCC materials to motivate change in behaviours of government officers towards consumption of tiger products and other illegally traded wildlife products.

This partnership helps ensure effective measures to change social norms in the Vietnamese Government towards tiger product consumption and gifting so that it is seen as a socially unacceptable behaviour.

Capacity: CCPE is an advisory body of the Central Committee, the highest authority within the Communist Party of Vietnam. CCPE advises to the Party on politics, ideology, guidelines, views and its policies in the field of propaganda, press, publishing, culture, arts, science and technology, education, training and certain social fields. It is the umbrella agency governing all information, press, and media and other communications that is sent out to the public and government. CCPE therefore is a key-change agent to deliver behaviour change messages.

Since 2008 CCPE has signed MOUs with TRAFFIC and have a productive relationship communicating the Chi Initiative amongst the wildlife users in Vietnam. CCPE has extensive experience in the organisation of workshops, events and communications activities for multi-level government officials across the country.

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

5. Partner Name: Vietnam CITES Management Authority

Website address: <https://www.mard.gov.vn/en>

Letter of Support:

Role: Under this project, the Vietnam CITES Management Authority (CITES MA) will work with TRAFFIC to link with high level government officials and facilitate political linkages to provide technical training, development of information and provide assistance to raise awareness and change behaviour among public officials for tiger parts and products.

Capacity: The Vietnam CITES MA is the national authority directed to lead Vietnam's enforcement of CITES and to combat illegal wildlife trade in Vietnam. Their key responsibilities are to coordinate enforcement, issue permits for CITES listed species, and monitor the trade in wildlife to ensure biodiversity conservation is in a sustainable manner and in compliance with CITES regulations.

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

6. Partner Name:

Hanoi Medical University

Website address:<http://hmu.edu.vn/>

Letter of Support:

Role: The Hanoi Medical University (HMU) worked actively with TRAFFIC under the rhino horn social marketing initiative to distribute behaviour change messaging on stopping using wildlife products for TM practices to over 1000 of their staff and students. HMU will continue to act as change-agent for the social mobilisation to stop consumption of tiger products through trainings, workshops and SBCC activities. HMU has extensive networks of TM practitioners, pharmacies, medical experts/doctors to advise and co-design strategic SBCC interventions.

Capacity: The HMU was established in 1902. It is the oldest and most influential medical school in Vietnam, with a prestige and strong voice in the TM community, particularly among the future TM generation of the country.

Although it has a long tradition of producing high quality medical doctors, it is also in the forefront of modernization and development of medical education in Vietnam. HMU has two faculties in addition to the medical school; Public Health and Traditional Medicine. The school has nearly 1000 staff members and a relatively high proportion of postgraduate students compared to other medical schools. The students are young and very creative and able to propose innovative ideas to integrate new social norms to their peers and families.

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


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

No Response

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


 **Covering letter**


 12/11/2019


 19:38:39

 pdf 250.61 KB

 **Combined letters of support**

 12/11/2019

 18:51:41

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Section 6 - Project Staff

Q14. Key project staff

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

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

If your team is larger than 12 people please review if they are core staff, or whether you can merge roles (e.g. 'admin and finance support') below, but provide a full table based on this template in the pdf of CVs you provide.

Name (First name, Surname)	Role	% time on project	1 page CV or job description attached?
Sarah Ferguson	Project Leader	10	Checked
James Compton	Project Supervisor	3	Checked
Trinh Nguyen	Behaviour Change Lead	30	Checked
Nga Bui	Behaviour Change Expert	50	Checked

Do you require more fields?

Yes

Name (First name, Surname)	Role	% time on project	1 page CV or job description attached?
Amanda Quinn	Communications	10	Checked


Gayle Burgess	Behavioural Change Coordinator	5	Checked
Stephen Watson	Project Specialist-Behaviour Change	5	Checked
<i>No Response</i>	<i>No Response</i>	0	Unchecked
<i>No Response</i>	<i>No Response</i>	<i>No Response</i>	Unchecked
<i>No Response</i>	<i>No Response</i>	<i>No Response</i>	Unchecked
<i>No Response</i>	<i>No Response</i>	<i>No Response</i>	Unchecked
<i>No Response</i>	<i>No Response</i>	<i>No Response</i>	Unchecked

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

Ensure the file is named clearly, consistent with the named individual and role above.

 **2019 Vietnam BCC CVs**

 12/11/2019

 19:06:31

 pdf 180.46 KB

Have you attached all project staff CVs?

Yes

Section 7 - Species & Project Statement

Q15. Species project is focusing on

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

Panthera tigris	Panthera leo
Panthera pardus	<i>No Response</i>

Do you require more fields?

No

Q16. Problem the project is trying to address

What specific aspect(s) of the illegal trade in wildlife will your project address? Please describe the level of threat to the species concerned.

Please also explain which communities are affected by this issue, and how this aspect of the illegal trade in wildlife relates to poverty or efforts of people and/or states to alleviate poverty.

In Vietnam, increasing incomes and low awareness of IWT impacts enable a dramatic increase in wildlife trafficking and consumption. Demand for tiger products is threatening the future of the species. Since 2000, Vietnam has seized the equivalent of 216 tigers, accounting for around 10% of tigers seized in 13 tiger range countries. TRAFFIC research suggests that Vietnam is both a transit and destination country for tiger products. Globally, tigers are in a perilous state with fewer than 4,000 left in the wild. This project will work to drive down illegal trade in and poaching of tigers by reducing demand for the most popular tiger product in the Vietnam – tiger bone glue.

In TRAFFIC's 2017 consumer survey, 6% of the urban population in Hanoi and Ho Chi Minh City self-reported using or buying tiger products and 64% of users said they would recommend tiger products to others. The survey revealed the prevalence of use of tiger bone glue, finding that 83% of people who admitted having bought tiger products in the past had bought tiger bone glue. Evidence suggests lion and leopard bones are also being imported and sold as 'tiger bones' in Vietnam.

Poaching and trafficking of wildlife and associated criminal activities to meet demand in Vietnam and other consumer countries are jeopardising the livelihoods of rural communities and undermining governance in tiger range countries. The negative impacts of wildlife crime on social stability and sustainable development include proliferation of organised crime, weapons, and violence, which threaten local security and rule of law, as well as loss of income opportunities from wildlife-based tourism.

Proactive efforts to change consumer behaviour to reduce demand will help eliminate an incentive for trafficking pathways and improve governance, indirectly reducing poaching and improving sustainability, benefitting socio-economic outcomes for local communities in source countries.

Section 8 - Method, Beneficiaries & Exit Strategy

Q17. Methodology

Describe the methods and approach you will use to achieve your intended Outcome and Impact. Provide information on:

- **How you have analysed historical and existing initiatives and are building on or taking work already done into account in project design, Please cite evidence where appropriate.**
- **The rationale for carrying out this work and a justification of your proposed methodology.**
- **How you will undertake the work (materials and methods).**
- **How you will manage the work (roles and responsibilities, project management tools etc.).**

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

Previous initiatives

The project will build on TRAFFIC's Chi Initiative, an ongoing social marketing campaign launched in 2014 targeting Vietnamese demand for rhino horn. The Initiative, initially funded by Defra IWT004 (via Save the Rhino International), applies social marketing principles and approaches co-created with the target audience and their influencers to change status-seeking consumption behaviours.

Chi Initiative messaging targets wealthy urban men, aged 35-55, a primary rhino horn user group, emphasising that strength comes from within, rather than a piece of horn. Members of the target audience are encouraged to demonstrate their Chi, or strength of will, through corporate social responsibility and wildlife protection. A 2017 survey indicated a self-reported 50% decrease in Vietnam's urban rhino horn consumption since the initiative's launch.

The Chi Initiative demonstrated TRAFFIC's five-step behaviour change process: (i) behaviour identification, (ii) audience segmentation, (iii) behaviour modelling, (iv) marketing framework, and (v) initiative

implementation/M&E. This project will apply the same proven framework to tiger products. This project will complement USAID's Wildlife Asia and Saving Species projects co-implemented by TRAFFIC. These focus on systemic change to strengthen law enforcement, to constrict supply and availability of tiger products in Vietnam. It also builds on TRAFFIC's 2017 survey of 1,120 people from Hanoi and Ho Chi Minh City, in which 6% reported buying or using tiger products, with 93% buying for themselves/close family, and 7% for managers. Medicinal use motivated 71% of purchases, with 81% of users confirming tiger bone glue as their last-used tiger product. These projects promote complementary law enforcement, which will combine with behaviour change efforts to reduce demand.

Methodology rationale

Using prior/recent research to inform consumer archetype development, the project will choose targeted points in relevant personal environments (work-life, family-life, social-life, and media) to deliver behavior-change messaging. Leveraging knowledge on the main functional driver (medicinal) and emotional driver (respect for family) of tiger-product usage, the project will engage key partners, such as the traditional medicine community and the Ministry of Health, to speak out, changing Vietnamese societal norms against tiger products.

Training others to conduct their own communications exercises will be emphasized throughout project execution, encouraging and enabling partners to take ownership of messaging and to cascade it throughout their networks. Through this and sharing of lessons learned through the Behaviour Change Community of Experts and Practitioners, the project will continue to catalyse impact long after it is finished. Lessons learned will also be shared through the Global Consortium of DR Specialists and via TRAFFIC's work to support DR Guidance for CITES Parties.

Output 1: Finalise the demand reduction strategy for tiger products using TRAFFIC's existing research (including on gender) and engaging experts in relevant disciplines:

- Develop SBCC campaign and materials, working across multiple media platforms in a strategic manner in line with social marketing best practice, including:

- a) films/videos on targeted social media sites;
- b) graphics/visuals for LCD and other displays in key locations frequented by the target audience;
- c) radio programmes.

Output 2: Leverage existing relationships with government agencies and forge new ones to secure advocacy against the consumption of tiger products from the country's leaders and ensure that these partners have the tools and ability to create and disseminate meaningful messaging against tiger product consumption, reinforcing the work of the campaign. This includes:

- Partnering with CCPE, for training and the co-creation of behaviour change communications materials;
- Partnering with key traditional medicine governmental agencies to develop toolkits offering alternatives to tiger-based medicines;
- Organising interactive events (including TM practitioners and leading decision-makers) to guide policymakers on implementing more effective demand reduction programmes.

Output 3: Engage business associations, VCCI, and women-led businesses to adopt zero tolerance on tiger products into their own CSR policies, and roll out SBCC to change social norms around tiger product consumption among 10,000 people:

- Run workshops to empower TM pharmacies, journalism schools, and universities to run zero-tolerance communication campaigns;
- Encourage social mobilisation through social media platforms (e.g. Facebook) against tiger consumption;
- Recruit influencers to spread behaviour change messages through person-to-person and media exchanges.

Output 4: Evaluate project impacts with BIT through experimental or quasi-experimental methods to ensure self-reported change amongst consumers and actual changes in consumer decision-making are reconciled in

an objectively verifiable manner. This is in line with good practice identified through CITES (ref. CITES SC70 Working Document 11, and the Research Analysis, prepared through DEFRA's support and launched ahead of the London Conference on Illegal Wildlife Trade.)

- Collate findings with learning from the Chi Initiative, and disseminate nationally and internationally

Q18. Beneficiaries

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

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

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

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

Direct beneficiaries

The project will reach at least 50,000 male and female consumers of tiger products in Vietnam, who will benefit from targeted social marketing messaging about the use of tiger products, tailored to drivers of demand for men and women, to enable them to make more sustainable choices and access alternative medicines.

The traditional medicine sector in Vietnam, and business associations more widely, will benefit from targeted messaging and information about alternatives to tiger products, enabling the private sector to take a proactive role in closing down demand for tiger products.

The public health sector will benefit, including from work with medical schools to help them integrate behaviour change approaches into curricula, and to disseminate messaging to dissuade consumption of tiger products.

Indirect beneficiaries

By significantly reducing demand in the world's second-largest market for tiger products, we expect to reduce trafficking and poaching, to generate long-term benefits from ecotourism and security for communities in tiger range states and reduce the drain on government resources due to anti-poaching efforts.

Poor people living in rural areas of developing countries can benefit from jobs and revenue from wildlife-based tourism based on healthy populations of tigers. For example, tourism contributes 8% of GDP in Nepal, where nature tourism is growing rapidly, and community committees around protected areas are allocated 30-50% of park revenues. Communities around Chitwan National Park (home to the country's largest tiger population and attracting 127,000 tourists annually) invested US\$ [REDACTED] in the decade to 2014/15, spending the greatest proportion of this income on community development. Most Chitwan residents agreed or strongly agreed with the statement "Wildlife attracts tourists and brings revenue to the Park, which benefits us."

Similarly, further research indicates that tiger-bearing reserves in India attract greater numbers of tourists than non-tiger bearing reserves and are able to charge higher gate fees. Mechanisms for sharing this revenue vary by state, but in some reserves these fees remain within the reserve and are potentially available to support actions with neighbouring communities.

As well as realizing the benefits of tiger populations, the project aims to reduce the costs for communities associated with poaching. Not only are armed poachers a threat to security for men and women, in terms of risking drawing them into criminality, human trafficking, and conflict, but the militarization of park protection also poses risks, as community members committing 'low-level' incursions into reserves to collect livestock fodder risk being treated as potential poachers. Protecting wildlife also has costs to rangers: 21 died during their service in India in 2018.

Governments in developing countries should also benefit, from ecotourism revenues, and a gradual reduction in the levels of public investment for wildlife protection and investigating and combating trafficking.

Q19. Gender Equality

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

The participation of women is fundamental to this initiative. The 2017 survey showed equal gender participation among users/buyers of tiger products in Vietnam and tested different messaging/images for male/female consumer groups (e.g. men responded to images encouraging leadership by not using tiger bone glue; while women responded to positive messaging about health and fitness). Messaging will be distinct to target the different motivations of women and men and their opinions will help shape the project's SBCC materials.

Awareness-raising campaigns that address gender stereotypes and norms may help reduce consumer demand for exotic wildlife products. Initiatives are needed to change people's attitudes toward wildlife consumption and corruption in a culturally sensitive way that does not marginalize certain social groups, especially indigenous people, women, girls and youth.

The project will leverage established partnerships with women-led business associations, such as Hanoi Women's Association of Small and Medium-Sized Enterprises (HAWASME), and the Centre for Women and Development, to organise workshops on how adopting wildlife-focused CSR can make local businesses more competitive, offering female-owned companies a boost in competition. Influencers from these organisations will play key roles disseminating messaging.

TRAFFIC has non-discrimination policy, including in relation to gender, and project staff will include both women and men. A gender-sensitive approach will be taken in designing research activities and analysis, and in the design and delivery of interventions and messaging. TRAFFIC will strive to achieve gender balance with regard to participation and leadership/facilitation of project meetings, workshops, and other events. We will collect sex-disaggregated data and gender analysis.

The indirect benefits (Q18) could particularly benefit women in source countries, reducing their exposure to traffickers, poachers and militarised anti-poaching units. Women and girls are often manipulated to act as couriers for moving wildlife products across borders, because these demographics tend to raise less suspicion to border enforcement.

Q20. Impact on species in focus

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

Actual numbers of wild and captive tigers is unknown, but estimates find fewer than 4,000 remain in the wild, while as many as 8,000 are held in captive facilities in China, Laos, Thailand, and Vietnam. The commercial international trade in tiger parts and products was banned by a CITES Appendix I listing in 1987, yet both wild and captive tigers are found in illegal trade to the Vietnamese market. Captive tiger facilities often obtain cubs from the wild in Asia, or from captive facilities in Africa.

CITES Trade Data shows South Africa exports lion bones to Vietnam, and seizure data indicates leopard bones enter Vietnam, although market surveys for lion and leopard bones have found none in physical or online markets in Vietnam, as they are likely passed off as tiger bones and enter the illegal trade. During 2008-2015, nearly 98% of lion skeletons exported from South Africa went to either Vietnam or Laos.

Tiger bone glue is found uniquely in Vietnamese traditional medicine, and makes big cat bone laundering easy. A 30% reduction in demand for tiger products would significantly reduce the number of wild and captive tigers and other big cats killed for the bone trade.

Q21. Pathway to change

Please outline your project's expected pathway to change. This should be an overview of the overall project logic and outline how you expect your Outputs to contribute towards your overall Outcome and, longer term, your expected Impact.

The project employs evidence-based, impactful SBCC methodology which has proved effective in creating wide-scale consumer behavior change, especially in Vietnam where legislative change is lengthy and cumbersome and law enforcement makes a limited impact.

The project engages central Government, prominent CSOs and especially the traditional medicine sector as leaders to eliminate demand by key users. By taking ownership of SBCC toolkits to conduct their own interventions, partners contribute to sustain changed behavior. SBCC interventions drive change by bringing benefits of non-use and alternatives in line with the interests of tiger product consumers. It gradually creates the overarching social movement against illicit use of tiger products, spreading considerable social pressure to conform on users.

During project implementation, adaptive management and learning will secure the timely adjustment and improvement of project activities. This is crucial for the successful delivery of project outputs while maximising impacts. Success is tracked via baseline and end-line consumer surveys, pre-and-post event questionnaires, stakeholder feedback and market survey data, and used to change actions/messaging to secure final outcomes.

The project, therefore, directly reduces demand for tiger and look-alike products by 30% in Vietnam by December 2022. Ultimately, it helps sustain populations of the species in the wild.

Q22. Exit Strategy

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

The project outputs and results will remain to benefit beneficiaries, i.e. project partners, through enhanced knowledge, capacity, and availability of proven SBCC messaging and toolkits. The central government, civil society, and the traditional medicine sector are capable of continuing to promote the momentum of the

project and messaging, as well as conducting interventions on their own, after the end of this award. Strong commitment and determination of national counterparts are key to the effective transfer of leadership of the project for long-term impacts.

Past experiences reveal strong commitment of partners such as VCCI on continuation of SBCC activities, including disseminating SBCC messaging to target audiences, recruiting champions and integrating SBCC activities in their own working schedule. Output 4 aims to sustain and promote scaling-up of project impacts and learning, including findings of BIT's evaluation, and collated learning from this and the Chi Initiative, through national and international dissemination.

As a major market for IWT products, Vietnam will remain a priority country for TRAFFIC for the foreseeable future, and we expect to continue to expand and adjust our demand reduction work to reach different markets and consumer groups, drawing on the learning from this project and IWT004.

if necessary, please provide supporting documentation e.g. maps, diagrams, references etc., as a PDF using the file upload below:

No Response

Section 9 - Funding and Budget

Q23. Budget

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

Note that there are different templates for projects requesting over and under £100,000 from the IWT Challenge Fund budget.

- **Budget form for projects under £100,000**
- **Budget form for projects over £100,000**

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


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

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

 **Challenge Fund Vietnam Tiger Budget**

 12/11/2019

 19:14:16

 xlsx 67.48 KB

Q24. Funding

Q24a. Is this a new initiative or a development of existing work (funded through any source)?

New Initiative

Please provide details:

This initiative will be a new and first-ever holistic social marketing initiative dedicated to tiger conservation work in Vietnam. The strategies and approaches to develop and implement this initiative will build on TRAFFIC's Chi Initiative, an ongoing social marketing campaign launched in 2014 targeting Vietnamese demand for rhino horn. Chi, partially funded by Defra IWT004 (via Save the Rhino International), applies social marketing principles and approaches co-created with the target audience and their influencers to change status-seeking consumption behaviours.

This tiger-focused Initiative will continue test TRAFFIC's five-step behaviour change process, which includes: (i) behaviour identification, (ii) audience segmentation, (iii) behaviour modelling, (iv) marketing framework, and (v) initiative implementation. Under funding of US Fish and Wildlife Service and the World Bank, TRAFFIC has already completed Steps (i) and (ii) of this process. New funding from the IWT Challenge Fund, will enable TRAFFIC and our partners to carry out the remaining steps, and at the end of the project conduct a consumer survey to evaluate the impacts of the project outputs on changing the behaviour of key consumer groups for tiger products.

Q24b. Are you aware of any other individuals/organisations/projects carrying out or applying for funding for similar work?

Yes

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

We are aware of a project in which the Environmental Investigation Agency (EIA), funded by the IWT Challenge Fund, carried out work aimed at reviewing the market for tigers, law enforcement efforts, products found on the market, seizure information, and threats posed to wild tigers from demand for tiger parts and products. This TRAFFIC project will complement the work done by EIA, by building on an understanding of who and why tiger parts and products are being purchased and used and putting this evidence to use to change the behaviour of those buyer/users to non-buyer/users.

TRAFFIC and EIA, along with the WWF/TRAFFIC Tigers Alive Initiative, are all working towards the global aim of doubling tiger populations by 2022. Together we hosted a side event at the 18th Meeting of the Conference of the Parties to CITES (Geneva, Switzerland, 17-28 August 2019) entitled Asian Big Cats in which TRAFFIC presented the findings of the consumer survey used as a basis for this project and EIA presented findings from the IWT Challenge Fund project on tiger markets in Vietnam.

USAID Saving Species targets IWT product consumption in Vietnam, with TRAFFIC sub-contracted for behaviour change, but this does not target tiger products.

Q25. Co-financing

Are you proposing co-financing?

Yes

Q25a. Secured

Provide details of all funding successfully levered (and identified in the Budget) towards the costs of the project, including any income from other public bodies, private sponsorship, donations, trusts, fees or trading activity, as well as any your own organisation(s) will be committing.

Donor Organisation	Amount	Currency code	Comments
TRAFFIC International	██████	GBP	Core Funds
<i>No Response</i>	0	<i>No Response</i>	<i>No Response</i>
<i>No Response</i>	0	<i>No Response</i>	<i>No Response</i>
<i>No Response</i>	0	<i>No Response</i>	<i>No Response</i>

Q25b. Unsecured

Provide details of any co-financing where an application has been submitted, or that you intend applying for during the course of the project. This could include co-financing from the private sector, charitable organisations or other public sector schemes. This should also include any additional funds required where a donor has not yet been identified.

Date applied for	Donor Organisation	Amount	Currency code	Comments
<i>No Response</i>	<i>No Response</i>	0	<i>No Response</i>	<i>No Response</i>
<i>No Response</i>	<i>No Response</i>	0	<i>No Response</i>	<i>No Response</i>
<i>No Response</i>	<i>No Response</i>	0	<i>No Response</i>	<i>No Response</i>
<i>No Response</i>	<i>No Response</i>	0	<i>No Response</i>	<i>No Response</i>

Do you require more fields?

- Yes
- No

Section 10 - Capital Costs, Value for Money & Ethics

Q26. Outputs of the project and Open Access

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

To sustain change, the project will produce a wide variety of outputs, particularly SBCC toolkits and traditional medicine-driven (TM) manuals/guidelines, creating both online and print versions. During project implementation, relevant end-users of these products will be engaged in capacity building so that they can take ownership of these tools to conduct interventions on their own. The targeted SBCC toolkits for individuals and businesses will provide guidance on steps to motivate changes of behaviour.

To support the work of project champions as they disseminate behavior change messaging, the project will produce SBCC videos, brochures, and other communication products. This will include a Facebook fan page where visitors can stay up-to-date with project information and events, as well as conversations on the issue.

Manuals on alternatives to tiger products will be distributed to TM practitioners, Western doctors, TM students, pharmacies, and the broader TM community. As engaging future TM practitioners is vital to sustain wildlife-free TM practices, the project will explore opportunities to integrate socially responsible messaging against the prescription of IWT products into curriculums of TM universities and colleges.

To communicate the results and methodology of the project globally, results will be analysed alongside the Chi Initiative, and disseminated relevant international channels and events. All relevant project output will be shared in English on www.changewildlifeconsumers.com, ensuring that it is readily available for free to anyone with an interest in SBCC approaches to demand reduction.

Q27. Financial Risk Management

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

Fraud and corruption are ever-present threats to project activities, and TRAFFIC has frameworks in place to effectively manage these risks. First, TRAFFIC implements a zero-tolerance approach to fraud and corruption, as detailed in TRAFFIC's Fraud and Corruption Prevention and Investigation Policy. TRAFFIC requires all staff to comply with this at all times. TRAFFIC's whistleblower policy and procedures ensure that concerns of both project staff and beneficiaries can be raised in a manner that protects the rights, anonymity, and safety of those reporting financial misconduct.

TRAFFIC remains bound by UK laws, including the Bribery Act 2010, with respect to conduct both at home and abroad.

In addition, the financial management capacity of funded project partners has been assessed, and they are expected to comply with TRAFFIC's financial policies and procedures on prevention of fraud and corruption during project implementation.

Large exchange rate fluctuations pose another financial risk to projects and could impact the availability of funds. As per donor requirements, the submitted budget is in GBP, but implementation will be in VND. Therefore, budgeting has been based on an exchange rate appropriate at the time of writing. Fluctuations will be monitored throughout implementation and discussed with the donor as needed.

Q28. Capital items

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

No Response

Q29. Value for money

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

Project staff have been working for many years with partners from the Vietnamese public sector and the TM sector, on using SBCC to combat IWT; this project draws on this valuable experience and partnerships. For

example, the baseline research on tiger consumption is already in place, while the Chi Initiative tested the innovative SBCC methodology.

The project will disseminate learning nationally through an existing network of TM practitioners, Champions/influencers, and the Wildlife Support Network. TRAFFIC's international network will disseminate findings to influence demand reduction work globally through www.changewildlifeconsumers.com. TRAFFIC has policies and systems in place to ensure financial efficiency. A priority is to identify key cost drivers and minimise these without compromising on quality. For TRAFFIC, these drivers are staff time, meetings and travel costs, and consultant fees.

Competitive pricing will be sought for all purchases, including multiple quotes prior to decisions on suppliers and travel. Travel is planned well in advance where possible; staff are aware that travel should be kept to a minimum, using the lowest economy airfare. TRAFFIC reimburses reasonable actual expenses incurred when travelling and generally does not issue per diems apart from small daily allowances for incidentals in line with HMRC guidelines.

Q30. Ethics and human rights

Outline your approach to meeting the IWT's key principles for ethics as outlined in the Guidance Notes. Additionally, if there are any human rights and/or international humanitarian law risks in relation to your project?

If there are, have you carried out an assessment of the impact of those risks, and of measures that may be taken in order to mitigate them?

This project will meet all legal and ethical obligations in Vietnam as well as Defra's key principles for ethics.

The Project Leader and organisations involved will also take steps to protect the health and safety of all personnel working on the project and ensure that the same rigorous standards for assessing health and safety risks are applied to all individuals engaged in this project, regardless of gender, nationality or ethnicity. TRAFFIC has a comprehensive set of policies and procedures in place to encourage and support the highest standards of conduct and professional ethics from its staff, including respect for colleagues, society, and communities, following the law, ensuring safety, and being good stewards.

The project is low-risk in relation to ethics and human rights violations.

Specifically:

- The project does not directly engage indigenous or local communities in relation to benefit sharing, resource access or proposed law enforcement actions and as such does not contravene the United Nations Declaration on the Rights of Indigenous Peoples and does not require a Free, Prior and Informed Consent (FPIC) approach.
- The project does not infringe on human rights as laid out in the Universal Declaration of Human Rights.
- The project does not involve collection of genetic resources and as such does not trigger safeguards in relation to benefit sharing in a fair and equitable way as per the Nagoya Protocol.
- The project does not entail the use of force in any of the planned project activities.

Q31. Corruption

Explain how you have considered any risk of corruption that may affect the success of this project, and how you plan to manage this.

As leading specialists on IWT, TRAFFIC recognises that corruption is a potential risk. Wildlife trafficking often involves high value products with low risk of enforcement action against traffickers, and weak criminal penalties, making it highly prone to corruption. Projects in Vietnam pose a particular risk, with Transparency

International in 2018 ranking Vietnam 117 out of 180 countries in terms of corruption and on a declining trend. While tiger and other illegal wildlife product seizures do occur, arrests and prosecutions are rare, due to corruption in the legal system. Similarly, and relevantly for this project, TM practitioners and enforcement sometimes collaborate to ensure tiger products enter the TM market, due to the desire of consumers and economic value to sellers.

The project will support the government, TM practitioners, and end-use consumers of tiger products to adopt a zero-tolerance to buy/use tiger bone glue, and money will not be exchanged to support this behaviour change journey. By cutting demand for tiger products, supply will also reduce, and incentives for corruption along the supply change will be thwarted.

The TRAFFIC staff Code of Conduct requires that staff refrain from participating in or condoning bribery, nepotism or other forms of corruption.

Q32. Use of data

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

If any aspect of your project relates to informant network data please also explain what measures are in place to ensure it is properly controlled.

TRAFFIC has extensive experience in collecting data through anonymous interview questionnaires to ascertain profiles of consumers for use in demand reduction behavior change messaging. Our Sensitive Activity Management Policy and Manual covers activities such as management of information sources, inspection of confiscated wildlife goods, monitoring judicial processes, and interviewing convicted offenders.

Data collected for this project will only contain broad demographic data (age, sex, salary etc.), not personal identification data. A protocol will require the interviewer to request informed consent from each respondent before beginning data collection, and participants can decline involvement or withdraw from the survey at any point. The interviewee will be informed of the anonymous nature of the survey. Data will be secured through use of encrypted tablets with responses automatically uploaded to a password-protected Google Drive account with limited access. Data cannot be accessed by interviewers as data is not stored on tablets.

Q33. Safeguarding

Projects funded through the IWT Challenge Fund must fully protect vulnerable people all of the time, wherever they work. In order to provide assurance of this, projects are required to have appropriate safeguarding policies in place. Please confirm the lead organisation has the following policies in place and that these can be available on request:

We have a safeguarding policy, which includes a statement of our commitment to safeguarding and a zero tolerance statement on bullying, harassment and sexual exploitation and abuse Checked

We have a detailed register of safeguarding issues raised and how they were dealt with	Checked
We have clear investigation and disciplinary procedures to use when allegations and complaints are made, and have clear processes in place for when a disclosure is made	Checked
We have shared our safeguarding policy with downstream partners	Checked
We have a whistle blowing policy which protects whistle blowers from reprisals and includes clear processes for dealing with concerns raised	Checked
We have a Code of Conduct for staff and volunteers that sets out clear expectations of behaviours - inside and outside the work place - and make clear what will happen in the event of non-compliance or breach of these standards	Checked

Section 11 - Logical Framework

Q34. Logical Framework

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

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

Impact:

By 2023, global/Vietnamese trade in wild-caught and captive-bred tiger and look-alike products reduces against the 2017 baseline, helping sustain wild tiger populations and reducing communities' exposure to poachers and criminality.

Project Summary	Measurable Indicators	Means of Verification	Important Assumptions
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<p>Outcome:</p> <p>By December 2022 self-reported demand for tiger products is reduced by 30% in Vietnam through behaviour change activities, contributing to a decline in illegal trade of tiger and look-alike products</p>	<p>0.1 At least 30% reduction in number of self-reported use of tiger products by tiger product consumers from 2017 baseline, by December 2022</p>	<p>0.1 and 0.2 2022 consumer survey</p>	<p>Reduced demand for tiger products enables wild tiger populations in source countries to increase. We assume this to be the case, despite the fact that large numbers of tigers are held in farms, as poaching pressure on wild populations is unrelenting, and Vietnam is a major destination for these wild tiger products</p>
	<p>0.2 By December 2022, the percentage of users motivated by medicinal uses has fallen from 71% in 2017 to 20%</p>	<p>Pledges signed, zero tolerance incorporated into business CSR strategies</p>	
	<p>0.3 By December 2022, at least 25 male and female influencers from government, CSOs, and social media committed to carrying forward a message of zero tolerance for tiger products beyond project end</p>	<p>0.3 Evidence from diverse media of influencers spreading messaging against tiger products, both independently and as part of the campaign</p>	
	<p>0.4 By March 2023, learning from this project and from the Chi campaign is shared in 3 periodicals and across 5 other media.</p>	<p>0.4 Periodicals and online publications/media</p>	

<p>Output 1: Evidence-based SBCC strategy for tiger products in Vietnam is updated and finalized</p>	<p>1.1 By December 2020, a comprehensive demand reduction (DR) strategy for tiger products is in place, reflecting detailed understanding of consumption by diverse groups, including men/women</p> <p>1.2 By December 2020, the project has engaged 5 leaders/representatives from all identified relevant stakeholder groups on developing the SBCC materials (e.g. government agencies, businesses, social groups, taking account of different behaviour patterns between men and women)</p> <p>1.3 By March 2022 at least 4 SBCC toolkits or multi-media materials for the key user groups are developed in co-creation with project key partners and in line with the DR strategy (for further development and roll out through Outputs 2 and 3)</p>	<p>1.1 DR strategy document is available that guides further project activities</p> <p>1.2 List co-developed with stakeholders, documenting their actions taken in relation to changing behaviours of key user group; evidence of meetings and communication</p> <p>1.3 Toolkits and materials</p>	<p>Those delivering demand reduction communications across other projects (e.g. in the SBCC Community of Practice) engage and coordinate stakeholders in evidence-based approaches</p>
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Output 2:

. Partnerships with key government agencies are in place and officials/leaders are using relevant skills and materials to reduce demand for tiger products

2.1 By December 2022, deliver at least two interactive activities for communist propagandists across Vietnam on communicating on tiger products with the target audiences, in partnership with the CCPE (e.g. training, workshops)
2.2 Partner with the Central Traditional Medicine Council of Vietnam, the Institute of Traditional Medicine and/or the Department of Medicine of the Ministry of Health to:
2.2.1 identify and partner with a champion TM umbrella body to develop and disseminate toolkits on alternative to tiger-based medicines, by June 2021 and
2.2.2 jointly run at least two trainings/workshops on the handbook for important TM schools/organisations by March 2022.

2.3 In partnership with the National Assembly, hold at least one interactive high-level policy dialogue for top country policymakers on wildlife protection through demand reduction approaches, by December 2021

2.1 A detailed workplan developed with CCPE (or other relevant document format of Memorandum of Understanding, Cooperate Agreements, etc.)

2.2.1 Toolkit developed and disseminated for free through targeted communications and online access (tracked via downloads)
2.2.2: reference materials for Traditional Medicine clinics/hospitals

2.3 Event documents (e.g. concept notes, agendas, content materials, list of participants, event reports, related media coverage)

Vietnamese government continues to have strong political will to implement their demand reduction commitments under CITES Demand Reduction Resolution Conf Resolution 17.4

TRAFFIC continues to have a strong relationship with government actors in MOH, CCPE, and CITES Management Authority

<p>Output 3: Partnerships with the private sector and their civil society organisations, and medical universities, foster zero-tolerance social norms for tiger products through behaviour-change messaging</p>	<p>3.1 Engage traditional medicine business associations, and run workshops for businesses within their networks, promoting zero-tolerance tiger product CSR policies (encouraging concrete action such as pledging, SBCC messaging, signing agreement, to counter wildlife crime):</p> <p>3.1.1 By December 2020 at least two business associations (especially VCCI and women-led business associations), are engaged and interested in involving their networks</p> <p>3.1.2 Run 3 workshops, engaging at least 30 people for half a day by December 2022</p> <p>3.1.3 Reach workshop participants with the potential to roll out the messaging to 10,000 members</p> <p>3.2 At least five TM pharmacies signed up to disseminate SBCC messaging (through displays at their businesses, and/or staff trainings), by December 2022</p> <p>3.3 By March 2023, materials from 1.3 are used in social mobilisation, through viral SBCC video; running a fan page and dissemination of SBCC messaging related to rejecting tiger products to the business community and the</p>	<p>3.1.1 At least two detailed workplans developed with business associations (or other relevant document format, such as Memorandum of Understanding, Cooperation Agreements, etc.)</p> <p>3.1.2, 3.1.3 Workshop records including attendee information</p> <p>3.2 Communication records with TM pharmacies</p> <p>3.3 Implemented DR activities (e.g. evidence of videos on social media; graphics/visuals in key locations; video clips, Facebook posts, press releases, etc.)</p> <p>3.4.1 At least two detailed workplans developed with universities (or other relevant document e.g. Memorandum of Understanding, Cooperation Agreements, etc.)</p> <p>3.5 List of the champions and evidence of their engagement, e.g. descriptions and/or pictures of them in actions distributing SBCC messaging</p>	<p>TRAFFIC maintains a strong working relationship with civil society and the private sector, including strong confidence in CSR support.</p> <p>Our indicators on the numbers of business partners engaged are based on the time and effort needed to convince private sector organisations to sign up, while the large reach is based on assumptions around their influence across members and audiences.</p>
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public through social media

3.4.1 By December 2021, at least two medical

schools/universities commit to embed wildlife protection messaging into their trainings, events, or competitions.

3.4.2 By March 2022, one training-the-trainers workshop will empower the key faculty of the two universities to guide sustainable practice among the TM community, using the handbook on alternatives for tiger-based.

3.5 By December 2022, 10 Agents of Change Champions or "influencers" (based on surveys around key influencers for tiger bone glue users) will be recruited and delivering SBCC messages reaching at least 5,000 members of the target audience

<p>Output 4: An evaluation of the campaign documents learning, combines this with learning from the Chi campaign, and shares this with stakeholders nationally and globally.</p>	<p>4.1 By December 2020, a TRAFFIC Influencing Plan sets out key stakeholders and means for sharing lessons learned from the tiger and Chi initiative to influence decisions</p>	<p>4.1 Influencing Plan is available</p> <p>4.2 BIT research outputs made available for peer review through Changewildlifeconsumers.org and other media channels</p>	<p>BIT develops and maintains confidence base and networks in Vietnam.</p> <p>Key dissemination channels will remain in place, such as CITES processes supporting demand reduction, and www.changewildlifeconsumers.org/</p>
	<p>4.2 By March 2023, relevant market and consumer research by BIT evaluates the quantitative impact of the DR strategy on Vietnamese consumers, assessing impacts on men and women</p>	<p>Consumer research reports in English and Vietnamese distributed to target stakeholder groups and posted as an open access document on the TRAFFIC website; Lessons learned document developed; Final project report</p>	
	<p>4.3 By March 2023, related survey findings and documentation with regards to tiger consumption in Vietnam will be published and shared with relevant stakeholders and lessons learned are collated with learning from the Chi initiative, and shared in line with the Influencing Plan, including at least 1 international event and 1 national event</p>		

<p>Output 5: <i>No Response</i></p>	<p><i>No Response</i></p>	<p><i>No Response</i></p>	<p><i>No Response</i></p>
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Do you require more Output fields?
It is advised to have less than 6 Outputs since this level of detail can be provided at the Activity level.
 No

Activities
Each activity is numbered according to the Output that it will contribute towards, for example, 1.1, 1.2,

1.3 are contributing to Output 1.

Each activity should start on a new line and be no more than approximately 25 words.

Activity 1.1 Develop a comprehensive demand reduction strategy for tiger products, in partnership with Intelligentmedia, using TRAFFIC's existing research and tested messages/images, identifying suitable messengers and dissemination mechanisms, and incorporating relevant impact measures.

Activity 1.2 Identify, engage and facilitate leadership by relevant stakeholders (public agencies: Ministry of Health, CCPE, Traditional Medicine Administration and CITES MA; umbrella bodies for TM pharmacies, practitioners, and academics; and corporate and civil society champions) to influence consumer behaviour away from the consumption of tiger bone glue, creating a new social norm

Activity 1.3 With key stakeholders, co-create a transmedia communications campaign, in line with social marketing best practice. Including:

- a) films/videos on targeted social media sites;
- b) graphics/visuals for LCD and other displays in key locations frequented by the target audience;
- c) physical reference materials for Traditional Medicine (TM) clinics/hospitals identifying alternatives to tiger products;
- d) radio programmes, including a panel discussion between experts exploring the efficacy of alternatives to tiger products.

Activity 2.1 To promote zero-tolerance messaging by senior officials and authorities, partner with the CCPE to communicate with members of the target audiences (identified in 2017 baseline research) through workshops, trainings, interactive events, or communication campaigns; this includes co-designing and co-distributing offline and online communications materials.

Activity 2.2 To address the use tiger bone glue as an anti-inflammatory, partner with the Central Traditional Medicine Council of Vietnam, the Institute of Traditional Medicine and/or the Department of Medicine of the Ministry of Health to develop toolkits and roll out workshops on alternatives to tiger-based medicines

Activity 2.3 Building on TRAFFIC's existing partnership with Vietnam's most powerful government body, the National Assembly, run high-profile events for politicians and high-ranking officials/leaders to gain their support in the fight against tiger product consumption (e.g. side-event at National Assembly Annual Meeting of the Communist Party or policy dialogue)

Activity 3.1 Engage and encourage business associations (such as VCCI, Hanoi Women's Association of Small and Medium-Sized Enterprises, and the Centre for Women Development), to take the lead in amplifying messaging, and motivating businesses and individual businessmen and women within their networks, to take action to counter wildlife crime, through trainings and workshops.

Activity 3.2 Collaborate with key partners (e.g. VCCI, MOH, or TMA) to encourage traditional medicine pharmacies to promote alternatives to tiger products through communication campaigns (e.g. display of SBCC materials at their business and/or SBCC talks or trainings with their staff).

Activity 3.3 Distribute SBCC toolkits and materials developed in Activity 1.3 through a viral SBCC video, a fan page, SBCC messaging through social media, and a panel discussion between experts exploring the efficacy of alternatives to tiger products to reach large numbers of key users of tiger products in the business community and the public (with creative agency Intelligentmedia and business association partners)

Activity 3.4 Work with medical schools and/or universities to develop and disseminate behaviour change messages/curriculum promote alternatives to tiger products targeting, for example, TM practitioners and pharmacies, including through a train-the-trainer workshop.

Activity 3.5 Recruit Agents of Change (Champions) through partner networks to deliver SBCC messages around a zero tolerance towards tiger product consumption and support of the initiative

Activity 4.1 Develop an Influencing Plan setting out stakeholders and messaging plans

Activity 4.2 A consumer survey by BIT, to evaluate the quantitative impacts of the demand reduction strategy on its target audiences. The survey will repeat the methods used to generate the baseline data and results will be used to gauge progress against the 2017 baseline.

Activity 4.3 Document learning from this project, and the Chi Initiative, and share through diverse media including national and international events.

Section 12 - Implementation Timetable

Q35. Provide a project implementation timetable that shows the key milestones in project activities

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

Complete the Excel spreadsheet template as appropriate to describe the intended workplan for your project.

Implementation Timetable Template

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

📄 Implementation timetable

📅 12/11/2019

🕒 19:27:35

📎 xlsx 21.62 KB

Section 13 - M&E and FCO notification

Q36. Monitoring and evaluation (M&E) plan

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

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

The indicators in the project's logical framework will track project success on achieving a 30% reduction in Vietnamese consumption of tiger products. Project staff and partners have defined roles in this process. The following ensures a 'real-time' approach to adaptive management:

- Trinh Nguyen will lead M&E by tracking progress and updating the Project Implementation Team (PIT), senior staff, and partners. She will visit project partners bi-annually to identify challenges faced when carrying out project activities and communicate them to the PIT. She will map out indicators for SBCC work that partners are co-implementing with TRAFFIC.

- The PIT provides a ‘steering group’ function and includes staff from TRAFFIC’s global and Vietnam offices. Monthly calls will guide the implementation of activities. Quarterly calls with BIT will provide technical inputs to the SBCC strategy. Major changes will be agreed with donor and key partners.
- Quarterly monitoring by the PIT will track progress, manage risk, and flag any need to adjust project management. This will allow for a timely response to any negative, unintended impacts of the project (for example, if the underlying assumptions are wrong).
- Annual reports at the end of Year 1 and 2 will provide results for indicators under each Output. These will inform recommendations for adaptive management and actions to strengthen project implementation.
- The Final Report will evaluate results at the project’s end.
- Under TRAFFIC’s project review system, senior staff will review timeliness on deliverables, effectiveness of external relationships, impact on conservation, expected outcomes, project legacy, and budget efficiency.
- TRAFFIC Vietnam Office Director and project lead Sarah Ferguson has experience with the DEFRA projects and demand reduction, and will support the quarterly evaluation and offer guidance on issues arising from project implementation.
- TRAFFIC Regional Director James Compton will supervise M&E, ensuring that data collected are robust and suitable for the indicators, and where necessary, advise on adaptive management and respond to high-level risks.
- Project partners (government and CSO partners) offer insight into domestic policy, industry interests, and technical expertise, and will play key roles in monitoring changes in this project, ensuring approaches are effective and feasible.

Output 1 includes activities that require both SBCC expertise and local experience. Close communications and meetings with local project partners and SBCC experts are important to developing suitable strategies and interventions for targeted consumer groups.

Output 2 and 3 include activities with Vietnamese public and private sectors. Both have complicated, bureaucratic working systems. Beyond close communications and frequent face-to-face meetings with public and private partners, the M&E team will consult with champions who work within these systems for insight on how to carry out each activity effectively.

Output 4 includes a final consumer survey to be carried out by BIT at the project’s end, using the same methods that generated the 2017 baseline data to evaluate the impact of the demand reduction strategy. The M&E team will provide BIT with technical support, particularly in connecting BIT to relevant stakeholders for interviews.

Total project budget for M&E in GBP (this may include Staff, Travel and Subsistence costs)	£ [REDACTED]
Number of days planned for M&E	55
Percentage of total project budget set aside for M&E (%)	[REDACTED]

Q37. FCO Notifications

Please state whether there are sensitivities that the Foreign and Commonwealth Office will need to be aware of should they want to publicise the project's success in the IWT Challenge Fund competition in the host country.

No


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

Yes (click to attach)

Please attach details of any advice you have received.

 **TRAFFIC Vietnam communication with FCO**

 12/11/2019

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Section 14 - Certification

Q38. Certification

On behalf of the

trustees

of

TRAFFIC International

I apply for a grant of

£400,200.12

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

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

- I have enclosed CVs for key project personnel, letters of support, budget and project implementation timetable (uploaded at appropriate points in application).**
- Our last two sets of signed audited/independently verified accounts and annual report are also enclosed.**

Checked

Name


Steven Broad


Position in the organisation

Executive Director


Signature (please upload e-signature)

 **Certification**


 12/11/2019


 19:35:46

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 **SB signature**

 12/11/2019

 19:34:37

 pdf 34.22 KB

Date

12 November 2019

Section 15 - Submission Checklist

Checklist for submission

	Check
I have read the Guidance, including "Guidance for Applicants" and "Finance Guidance".	Checked
I have read, and can meet, the current Terms and Conditions for this fund.	Checked
I have provided actual start and end dates for my project.	Checked
I have provided my budget based on UK government financial years i.e. 1 April – 31 March and in GBP.	Checked
I have checked that the budget is complete, correctly adds up and I have included the correct final total at the start page of the application.	Checked
The application has been signed by a suitably authorised individual (clear electronic or scanned signatures are acceptable).	Checked
I have included a 1 page CV or job description for all key project personnel identified at Question 14, including the Project Leader, or provided an explanation of why not.	Checked
I have included a letter of support from the Lead Organisation and main partner organisation(s) identified at Question 13, or an explanation as to why not.	Checked
I have included a cover letter from the Lead Organisation, outlining how any feedback received at Stage 1 has been addressed where relevant.	Checked
I have been in contact with the FCO in the project country/ies and have included any evidence of this. If not, I have provided an explanation of why not.	Checked
I have included a signed copy of the last 2 annual report and accounts for the Lead Organisation.	Checked
I have checked the IWT website on GOV.UK immediately prior to submission to ensure there are no late updates.	Checked

We would like to keep in touch!

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

Checked

Data protection and use of personal data

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

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