



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: 30th April 2021

IWT Challenge Fund Project Information

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|---|--|
| Project reference | IWT085 |
| Project title | Social marketing to reduce demand for tiger products in Vietnam |
| Country/ies | Vietnam |
| Lead organisation | TRAFFIC International |
| Partner institution(s) | 1. The Vietnam Chamber of Commerce and Industry (VCCI) 2. Intelligentmedia (IM) 3. Behavioural Insights Team (BIT) 4. Scientific Committee of Party Organisation, Central Committee of Propaganda and Education (CCPE) Vietnam CITES Management Authority 5. Hanoi Medical University |
| IWT grant value | £375,112 |
| Start/end dates of project | |
| Reporting period (e.g. April 2020-Mar 2021) and number (e.g. Annual Report 1, 2, 3) | October 2020 – March 2021 Annual Report 1 |
| Project Leader name | Sarah Ferguson |
| Project website/blog/social media | N/A |
| Report author(s) and date | Sarah Ferguson, Trinh Nguyen, Ngan Tran, Gayle Burgess, Stephen Watson |

1. Project summary

In Vietnam, increasing incomes and low awareness of IWT impacts have enabled 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 suggested 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.

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.

Drivers of consumption include gifting, medicine, and for "good luck". This project builds 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, particularly of the most popular tiger product in the Vietnam - tiger bone glue.

2. Project partnerships

TRAFFIC has informed all the key partners of this project, including The Vietnam Chamber of Commerce and Industry (VCCI), Intelligentmedia (IM), Behavioural Insights Team (BIT), Scientific Committee of Party Organisation, Central Committee of Propaganda and Education (CCPE), Vietnam CITES Management Authority, Hanoi Medical School, of the success of the grant.

The country team visited all Vietnamese based partners face to face (f2f) to discuss their current availability and possible commitment to engage in the implementation of the project. VCCI, IM, BIT and CCPE all showed their willingness to participate in the project and agreed with TRAFFIC to mutually craft a concrete communications and activity plan once the main social marketing creative concepts and messaging are more defined. Some already propose '12yy1' gAd outline ideas on work they can practically deliver, which the team has already captured in the [Workplan](#) document.

Hanoi Medical School confirmed their participation at the later stage as the school has to focus on adapting back to their normal operations due to the COVID-19 outbreak that restricted their students from going to school from January to March 2021.

In addition to the above mentioned partners, the TRAFFIC team also reached out to other partners who could help share relevant messaging, including Center for Women and Development (CWD), the Vietnam Pharmaceutical Company Association (VNPCA), Traditional Medicine Administration of the Ministry of Health, Ha Noi Women Association of Small and Medium Enterprises (HAWASME) and the traditional medicine sector in general to gain more knowledge on their current work and to review on whether their works would be a good match to convey the main message of the project. The discussion is still on going until more concrete ideas are established.

All key partners of the project were invited to the official launch of the project in Vietnam on December 10, 2020, which was attended by eighty participants, including government leaders, leaders of business and TM associations, entrepreneurs, TM practitioners, wildlife experts and media. Apart from informing audiences on the consumption of tiger products in Vietnam and role of TM sector in combating the illegal wildlife trade (IWT), an event highlight was the round table discussion where experts explained in detail the project content, direction of the government and private sector in collaborating to tackle the problem. Recommendations were also made to improve wildlife trade management and protection in the country. The event ended with the

committed engagement of key government partners, TM sector, business community, the public and the media as agents of change to stimulate change of practices of tiger product users via systematic intensive social and behavior change (BC) activities. Please read more in details of the **Project Launch Ceremony** here.

The British Ambassador to Vietnam, Gareth Ward, gave opening remarks at the project launch and highlighted the special role that Vietnam plays in tiger trade, owing to its role as a source of wild and farmed tigers, as well as a destination for tiger parts and products. Ambassador Ward's presence raised the profile of the project especially among our government partners, and his remarks were well received. Follow up with the British Embassy has included meetings with the UK border patrol and discussions for a joint UK-US event to highlight IWT on Endangered Species Day, 21 May.

3. Project progress

3.1 Progress in carrying out project Activities

The country team in partnership with project key creative agency partner Intelligentmedia took Steps 1 and 2 of the Five Step Process for Demand Reduction, which was to review all TRAFFIC's existing research and test messages/images on the consumption of tiger products in Vietnam, to identify suitable messengers and dissemination mechanisms, to incorporate relevant impact measures. A comprehensive approach to **Demand Reduction** for tiger products was then developed and can be viewed here as part of Step 3. This document received valuable inputs of TRAFFIC's SBCC international experts, BIT team, and key project partners. The Work Plan is a living document where the project team will continue updates based on the actual consultation, suggestion, and proposal from targeted consumer groups and key partners.

Main activities carried out during the reporting period are as follows:


1. TRAFFIC reviewed and finalized the previously developed SBCC creative designs.

(Project Code: Activity 1.1)


From 26 January 2021 to 5 March 2021, an evaluation test was carried out amongst project key partners helping explore remaining weaknesses of the social marketing creative designs and how to improve them. Outputs of the test are valuable in finalizing the designs expected to be accepted and able to change practices of target audiences in follow-up activities.

Key results:

- Preferable designs were identified as to the most desirable;
- A number of recommendations were defined and evaluated as worthy to follow;
- Channels of communications were suggested providing project team further ideas of dissemination;
- Finalization process was followed up.

 **14 leaders** working from government, TM and business sectors
3 concepts – 8 visuals were tested

64.4% use TM treatment

 **All designs** are evaluated accepted, relevant and persuasive to target audiences
71.6% thought the designs will ultimately be accepted by targeted audiences.
71.5% thought the designs will ultimately persuade targeted audiences to change behavior.



The most preferable design

Please see details of the **Test evaluation** here.

It is expected by end of April 2021, the key visuals and key messaging will be ready to share with key partners and to disseminate to targeted groups.

2. TRAFFIC organized a Project Launch Ceremony

(Project Code: Activity 1.2)



Ambassador Gareth Ward gave the opening remarks at the project launch

On 10 December 2020, TRAFFIC in coordination with local partners, held a launch ceremony to kick off the implementation of the Project. Eighty participants, including government leaders, leaders of business and TM associations, entrepreneurs, TM practitioners, wildlife experts and the media, attended the event and shared knowledge and opinions on the current status of tiger trade, poaching and consumption of tiger products as well as how to tackle the problem.

Apart from two featured presentation on consumption of tiger products in Vietnam and role of TM sector in curbing the illegal wildlife trade (IWT), the event highlight was a round table discussion where experts explained in detail project content, direction of the government and private sectors to tackle the problem as well as recommendations to improve the wildlife trade management and protection in the country.

The event ended with the committed engagement of government partners, TM sector, business community, the public and the media as agents of change to stimulate change of practices of tiger product users via systematic intensive and behaviour change (BC) activities. The event was livestreamed to reach a larger audience, i.e., gaining 911 views; 64 comments 106 shares and 159 likes; and was covered by a wide range of mass media, 39 television and radio channels, EN and VN online and paper-based newspapers.

Details information on the **Project Launch Ceremony** can be viewed [here](#).

3. TRAFFIC co-create a transmedia communication campaign in line with social marketing plan

(Project Code: Activity 1.3, Activity 3.3)

Engagement and commitment of the traditional medicine (TM) sector are crucial to tackle wildlife crime in Vietnam. The sector plays an important role in re-defining the mindset and belief of Vietnamese people on the use of plants and animals for health treatment and improvement. Accordingly, from December 2020 to March 2021, a series of social behaviour change communication (SBCC) activities were carried out aiming to reduce demand for tiger products in Vietnam. Those interventions coordinate multi-organizations helping to disseminate BC messaging to targeted audiences and the whole society. Activities involved the finalization of the SBCC creative designs and other interactive activities led by TM experts and specialists. Those help reduce the self-reported demand for tiger products by 30% in Vietnam by September 2023 leading to a decline in illegal trade of tiger and look-alike products. The activities were as follows:

- ◆ Two featured articles written by notable traditional medicine experts providing information on alternatives were cascaded

| | | |
|--------------------------|--|---|
| Expert details | | |
| Name | (Mr.) Tran Xuan Nguyen | (Mr.) Nguyen Van The |
| Photo |  |  |
| Position | Ph.D. – Chairman of Technical Department of TM Association | Head of TM Department, TM Hospital of the Vietnam Public Security Ministry |
| Featured Article | | |
| Title | Integrating wildlife protection activities in TM-related communication strategy | Headache to buy parent gifts? |
| Main content | Role of TM Association in calling the community and TM sector to stop use and prescription of illegal wildlife products as well as how the Association has worked to achieve this assignment | Feedbacks from users of tiger bone glue; analysis on tiger bone glue components and consequences of use |
| Channel of dissemination | Website of the Vietnam Oriental Traditional Medicine Association (VOTMA) | Online newspaper |
| Link | https://cutt.ly/ycw7r9c | https://cutt.ly/2cw7Zjj |

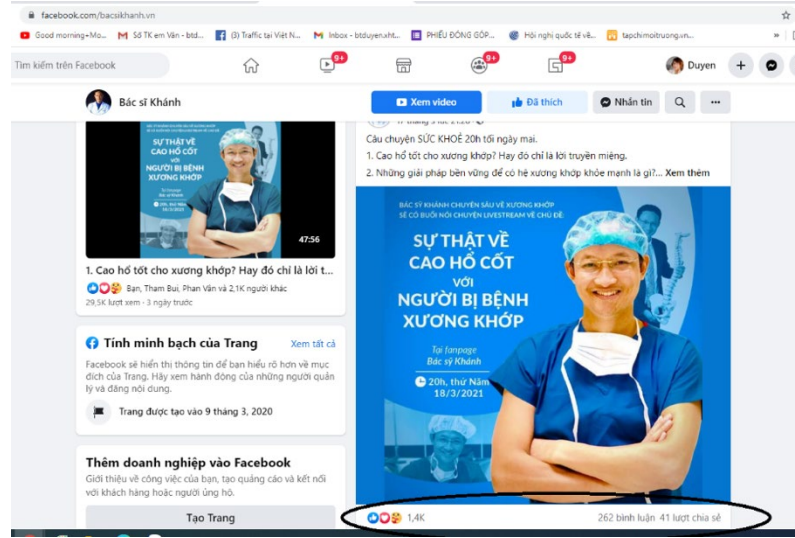
- ◆ To reinforce the behaviour change as well as call for commitment of more targeted audiences, the project launching video and two articles were shared to 21 TM-related groups on Facebook, reaching over 66,000 group members and resulting in 6,567 interactive actions.

List of seeded forum groups and details of exposure can be viewed here.

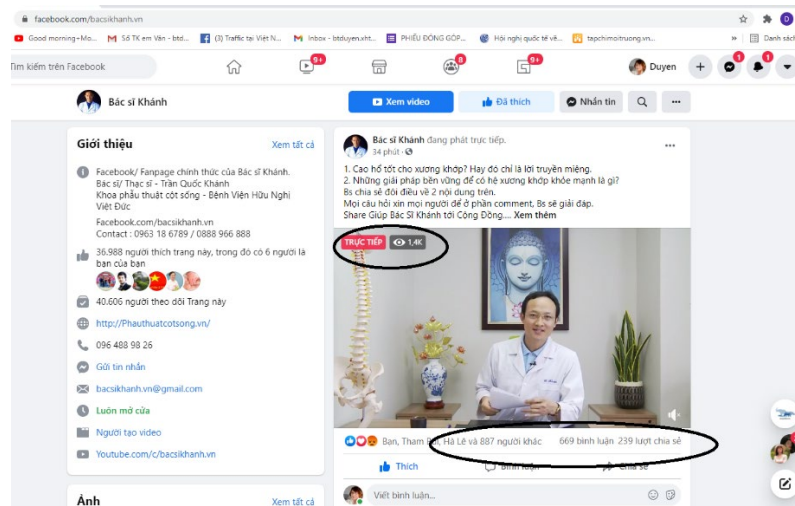
◆ Interactive Talk-show

On 18 March 2021, the talk-show with traditional medicine expert was carried out to attract attention and call for engagement of audiences including the targeted ones above. A link to the livestream can be found here: <https://www.facebook.com/bacsikhanh.vn/videos/1359924871041937>

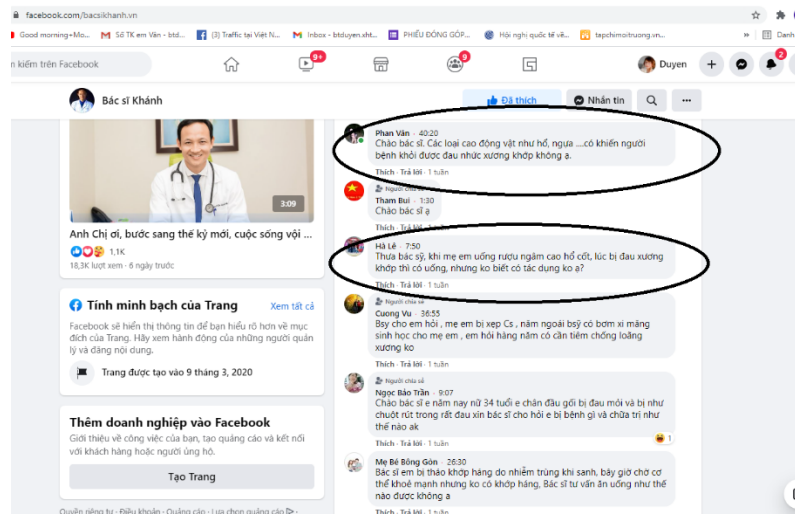
The pre-event notification post attracted 1,400 likes; 242 comments and 41 shares. This showed the influence and fame of the selected KOL as well as the high interest of audiences about the issues.



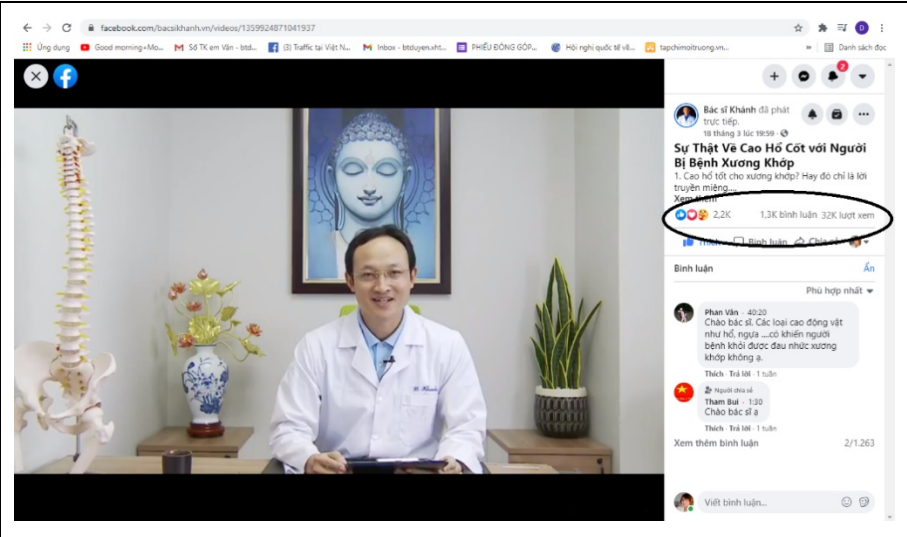
After 30 minutes, the livestream attracted 1,400 online viewers.



Questions asking whether illegal wildlife products have functional features.



The event was continued livestreaming in 7 groups attracting 34,000 views and 5,293 interactive actions



Seeding results of the livestream of TM doctor can further be viewed in details [here](#).

4. TRAFFIC organized a Training of trainers (15 professors in 2 TM universities - Tue Tinh Medicine College and Technical TM Hanoi College)

(Project Code: Activity 3.4)

On 24 March 2021, a TOT workshop was conducted, providing 15 key trainers, professors from 2 key TM Universities, on the importance of wildlife protection; alternatives to illegal wildlife products and how to integrate and/or conduct SBCC activities in their organizations. Those trained are core personnel in disseminating the BC messaging to future TM practitioners (3rd and 4th grade year students), TM teachers and the community, which will ensure continuous influence and sustain change of practice. The two Universities from which the trainers were selected have committed to cascading the message of non-use and non-prescription of illegal wildlife products further to the TM sector and the greater society.



More information on the TOT can be viewed here. Photos of the event can be viewed here.

5. TRAFFIC signed an MOU with VCCI

(Project Code: Activity 3.2)

On 5 January 2021, TRAFFIC signed an MOU with the Enterprise Development Foundation (EDF) of the Vietnam Chamber of Commerce and Industry (VCCI) to foster cooperation in the fight against illegal wildlife trade and consumption in Vietnam, and to enhance management capabilities for Vietnamese enterprises. Following the signing, both Parties have continued to discuss concrete actions to take in coming years to influence the targeted groups through the business community in Vietnam. Details of the MOU can be viewed here.

6. Through partner networks, TRAFFIC has successfully recruited the following Agents of Change (Champions) to deliver SBCC messages of zero tolerance towards tiger product consumption and support of the initiative.

(Project Code: Activity 3.5)

The recruited champions are:

1. Mr. Nguyen Van The, Doctor of TM Hospital of MPA;
2. Ms. Le Thi Thu Thuy, Vice Director of SMEs Center, VCCI;
3. Mr. Vo Van Phuc, Vice Chairman of Scientific Committee for Party Organizations, CCPE;
4. Ms. Nguyen Dao Ngoc Van, IWT Program Manager, WWF
5. Doctor/MA Tran Quoc Khanh, Spine Surgery Department, Viet Duc Friendship Hospital
6. PhD Phan Anh Tuan, Dean of Tue Tinh Medicine College

TRAFFIC will keep up to date with the detailed actions that these champions will continue to take under this project to complete their agreed upon mission.

7. TRAFFIC has set up calls with BIT team to discuss the monitoring and evaluation (M&E) plan for this project at the very early stage. The project team has shared with BIT our DR Workplan. BIT is currently working on an Influencing Plan in close coordination with the project team. Meanwhile during TRAFFIC's discussions with key partners regarding specific activities for each year, close attention was paid to the risks and to brainstorming practical methods to evaluate the impacts of the interventions.

(Project code: Activity 4.1)

3.2 Progress towards project Outputs

Output 1: Evidence-based SBCC strategy for tiger products in Vietnam is updated and finalized

TRAFFIC developed a comprehensive DR Workplan in March 2021 reflecting detailed understanding of consumption by diverse groups. The project team has engaged 15 leaders/representatives from all identified relevant stakeholder groups and asked for their support and participation on:

- Revising the SBCC creative concepts
- Presenting at the Project Launch Ceremony
- Livestreaming a social media talk-show
- Carrying out training for TM faculty

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

TRAFFIC met with leaders of the Scientific Council of the Central Party Committee for Propaganda and Education (CCPE) to seek their support on carrying out specific activities for the project. CCPE agreed to support, and they have also suggested new ideas to reach the target audience group. Recommended intervention ideas included:

- To organize scientific workshops for Communist propagandists and government officials to promote and lead a new social norm of zero consumption of tiger and other illegal wildlife products;
- To organize communication activities for government leaders and officials at state agencies including writing and posting SBCC articles in *Health Magazine* which is only published and circulated for government leaders;
- To encourage and promote leadership of CCPE to issue and circulate an official guiding document to direct nationwide propaganda in wildlife protection.

Detailed implementation of these intervention ideas will be recorded in the next report.

TRAFFIC also organized a series of SBCC activities to reduce demand for tiger products among the TM sector from December 2020 to March 2021 since the sector plays an important role in re-defining the mindset and belief of Vietnamese on the use of plants and animals for health treatment and improvement. The interventions coordinated multi-organizations helping to disseminate BC messaging to targeted audiences and the whole society. Activities involved the finalization of the SBCC creative designs and other interactive activities led by TM experts and specialists, which are reported in Section 3.1.

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

On 5 January 2021, TRAFFIC signed an MOU with the Enterprise Development Foundation (EDF) of the Vietnam Chamber of Commerce and Industry (VCCI) to foster cooperation in the fight against illegal wildlife trade and consumption in Vietnam, as well as in enhancing management capability for Vietnamese enterprises. Furthermore, the project team leveraged the established partnerships with women-led business associations, such as the Hanoi Women's Association of Small and Medium-Sized Enterprises (HAWASME), and the Centre for Women and Development (CWD), to seek their commitments on conducting activities/interactive events on how adopting wildlife-focused CSR can make local businesses more competitive. Activities with these partners include, but are not limited to: the co-designing and cascading/ integration of SBCC key visuals and messages through different format of workshops, exhibition, trade-fairs, talk-shows; the training for businesses who show interests in combating illegal wildlife trade.

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.

TRAFFIC is working closely with BIT to develop an influencing plan as part of the comprehensive DR Workplan. At the same time, the project team discussed with key partners a plan for specific M&E actions for each intervention if applicable.

3.3 Progress towards the project Outcome

Project Activities and Outputs implementation progress is on-schedule as described in above sections, and the project team is confident that by the last year of this project, the project Overall Outcome will be achieved. TRAFFIC will work with BIT and other key partners to conduct an ongoing evaluation of the overall impacts the project has on its target audiences .

3.4 Monitoring of assumptions

The assumptions still hold true and TRAFFIC do not wish to make any change on them at this moment.

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

As mentioned above, TRAFFIC and BIT will conduct an ongoing consumer evaluation of the overall impacts the project has on its target audiences. Moving forwards, both teams will discuss on the design of an experimental or quasi-experimental trial to evaluate the impact of the intervention(s). The 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.

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

The project has contributed partial supports to the London 2014, Kasane Statement, Hanoi Conference and London 2018 including:

- (London 2014) Approached CCPE for their support to carry out the project with TRAFFIC and received their agreement. Mr. Vo Van Phuc, Vice Chairman of Scientific Committee for Party Organizations, CCPE joined the Project Launch Ceremony and spoke about the importance of targeted communications for wildlife conservation and for mobilizing social supports of all citizens in the fight against illegal wildlife trade and consumption



"The Party and the Government has implemented many policies and regulation on wildlife protection and management. Communication is heart of

the work. The communication interventions up to now have not been so effective because Vietnamese people have a strong belief on the use of those things. In the coming time, more intensive and focused communication activities should be carried out, targeted to a wide range of audiences to achieve a wildlife free society.”

- (Kasane Statement) Received support from the business community to engage in project implementation. Ms. Le Thi Thu Thuy, Vice Director of Enterprise Development Insitution, VCCI joined the Project Launch Ceremony and said:



“Business community plays an important role contributing to tackle this global crime. Business can not develop sustainably without social contribution/support including protection of environment and wild species. We can call on their engagement through increased application of corporate social responsibility where wildlife protection rules are integrated. For business lines that are more relating to wildlife trade such as TM, art, transportation, tourism and so on, we should design specialized methods/means to get their commitments as well as take specific actions, namely manual books guiding how businesses can avoid being involved in IWT chain”.

- (Kasane and Hanoi) Project information and relevant surveys were shared openly to the Vietnamese Wildlife Support Network members
- (London 2018) A TM expert delivered a livestream talking about alternatives to tiger products and urging Vietnamese to stop the consumption of tiger products in his own way.
- (London 2018) TM trainers of prestige TM universities in Vietnam were trained on SBCC and knowledge of illegal wildlife trade, as well as legal framework of Vietnam.
- (London 2018) TM experts spoke out for wildlife protection. At the Project Launch Ceremony, Mr. Nguyen Van The, Doctor of the TM Hospital of the Ministry of Public Security listed the wide range of TM ingredients including plants, animals and minerals. More importantly, he affirms that TM practices don't allow the prescription of illegal plants and animals which indirectly threaten the survival and population of wild species. But more than that the use of illegal wildlife products including rhino horn, tiger bone glue, bear bile is not scientifically proved. In addition, modern medicine is proving its great effects in treating diseases.



“During 25-year experience in health care sector, everyday I met around 200 patients and many of them complained that the use of illegal wildlife products including bear bile, rhino horn, tiger bone glue doesn't bring them the good health effect that they expect. Many people use tiger bone glue to treat arthritis while they don't know that this disease has been come for a long time before and not easy to treat”.

“A friend of mine used half of kilo of tiger bone glue but his back still hurts him. The fact is that tiger bone glue is mainly composed of calcium. Calcium can only be absorbed under required circumstance. For example, doctor needs to prescribe at least 3 types of medicines to ensure that calcium can be absorbed. Additionally, the market is full of fake tiger bone glue. Buyers, due

to profit, can add into tiger bone glue some pain release substances such as corticosteroid which are harmful to human body”.

*“Other TM ingredients such as **đồ trọng, tục đoạn, cốt toái bổ, thiên niên kiện, cầu tích** can be used to treat bone-related diseases with cheap price and high availability”.*

5. Impact on species in focus

With only 6 months of project implementation, it is still early to talk about the impacts that the project is having on tigers in Vietnam. However, the project team has been able to research into the core of the problem by identifying the key consumer groups and their key motivations to consume which eventually leads to the decline in the species population worldwide. These research findings enabled the TRAFFIC team convince certain influencing groups to the targeted audiences to champion the desired behaviour.

6. Project support to poverty alleviation

The project has already made specific interventions on the direct beneficiary - the TM sector in Vietnam. The message of non-use and non-prescription of illegal wildlife products, particularly tiger bone glue, was distributed widely on social media and at the TM universities by prestigious TM experts. Furthermore, discussions with the business community and the government sector were already engaged, details of intervention ideas were brainstormed with project key partners and drafted in the [DR Workplan](#).

7. Consideration of gender equality issues

The participation of women is fundamental to this initiative. The majority of the project team is women. 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.

To re-evaluate the appropriateness and effectiveness of the SBCC concepts in changing behaviour of key target audiences and to make sure that the SBCC concepts are accepted by key partners allowing them to disseminate the concepts in relevant activities, TRAFFIC conducted a pre-test survey among 14 respondents made up of leaders from the target groups, from Jan to March 2021, with at least 28% women, who offered helpful recommendations on the improvement for the SBCC creative concepts.

The project team also leveraged established partnerships with women-led business associations, such as the Hanoi Women’s Association of Small and Medium-Sized Enterprises (HAWASME), and the Centre for Women and Development (CWD), to seek their commitments on conducting activities/interactive events on adopting wildlife-focused CSR to make local businesses more competitive, offering female-owned companies a boost in competition. Both parties so far have shown their support and discussion to narrow down specific scopes of work is in progress.

Beyond this, at the launch ceremony of the project in Vietnam, at least 50% of 80 event participants were women. Sitting on the panel discussion were 3 women out of 5 people who enthusiastically shared their views on how to support the project and how to use their influence to the targeted audiences.

8. Monitoring and evaluation

The M&E plan for this project remained unchanged from the proposed plan. 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 overall 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 TP Singh 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 approach. The M&E team will provide BIT with technical support, particularly in connecting BIT to relevant stakeholders for interviews.

9. Lessons learnt

Learnt lessons in this reporting period are:

- Since the progression of COVID-19 pandemic continues to be complicated and unpredictable in Vietnam and everywhere in the world, it is important to stay alert and take necessary steps and adaptively manage to implement certain project activities if possible in a timely manner. For example, the Project Launch Ceremony was organized in December 2020, two months after the project started and still managed to gather right target audiences/influencers. Only half a month after the Launch Ceremony, the third wave of the COVID-19 outbreak hit Vietnam in January 2021 and the country temporarily shut down all gathering events and movements of its citizens until early March.

- Partners are more convinced to participate in the project after they are shown with practical evidence of SBCC initiatives that TRAFFIC has done for other species (such as works under the Chi Initiative to reduce the demand for rhino horn) and it is a must for partners to have their opinions and contributions to co-design the creative concepts and the interventions.

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

This is our first annual report.

11. Other comments on progress not covered elsewhere

Within the context of the COVID-19 pandemic, the project team has made the best possible use of different digital platforms to conduct our social marketing interventions including livestreaming, social media articles and seeding on influencing/targeted groups. This approach has helped the project run on schedule despite the third wave of the COVID 19 outbreak, which hit Vietnam from January to March 2021.

12. Sustainability and legacy

TRAFFIC is a key member of the Vietnam Wildlife Support Network (WSN), which consists of representatives of Embassies, International Government Organisations, International Non-Governmental Organisations and local NGOs which play a role in combating illegal wildlife trade in Vietnam. The network members convene periodically under the rotating chairmanship undertaken by its members to update one another on their current activities.

The information research findings on tiger products consumer survey and relevant project activities were shared and frequently updated to WSN members via its group email. TRAFFIC invited the WSN members to join the Project Launch Ceremony. TRAFFIC together with some WSN members have created a subgroup to address Tiger Trade and Farming issues in Vietnam.

Additionally, TRAFFIC Vietnam is also a part of the Tigers Alive Initiative of WWF and TRAFFIC, and is an active advocator. The project team has offered our SBCC expertise to help design and advise on suitable interventions for the Initiative, and the project has been communicated through the Initiative.

13. IWT Challenge Fund identity

The British Ambassador to Vietnam, Gareth Ward, gave opening remarks at the project launch and highlighted the special role that Vietnam plays in tiger trade, owing to its role as a source of wild and farmed tigers, as well as a destination for tiger parts and products. Ambassador Ward's presence raised the profile of the project especially among our government partners, and his remarks were well received. Follow up with the British Embassy has included meetings with the UK border patrol and discussions for a joint UK-US event to highlight IWT on Endangered Species Day, 21 May, which will include high level government officials, such as members of the National Assembly, and high level business people. While to date the project and the UK governments contribution has been limited to recognition as a distinct project with a clear identity, the joint UK-US nature of this high level event will integrate the project and IWT Challenge Fund into the national IWT sphere.

14. Impact of COVID-19 on project delivery

With a population of 97 million, the epidemic safety threshold in Vietnam is 970 people treated in medical facilities. After the first wave (March - April 2020), and the second wave (July - September 2020), Vietnam entered the third wave (January - March 2021). The situation however hasn't made any great impact on the implementation of the project, which started in October 2020 because:

- the nature of work in the first six months of project implementation was mostly focusing on a board and overview discussion/negotiation of the opportunities, capacity, and commitments of relevant stakeholders to work on the project together, rather than carrying out any physical/gathering activities; and
- the project team was able to keep frequent communications with our partners online/on phone, or if there were face-to-face (f2f) meetings we were able to strictly practice standard COVID prevention safeguard methods issued by the government.

The only alteration which we have had to make was to switch from f2f to online interviews with key partners during the pre-test survey of the development of key visuals and messaging. This caused a minimum limitation in getting truthful answers from the survey participants as follow-up questions couldn't be asked case-by-case and a visible observation on the participants' behaviors was not possible.

Since the progression of the COVID-19 outbreak continues to be complicated and unpredictable, the project team will take an adaptive management approach and get ready for any changes that might hinder the project implementation. While discussing details of activities/work with partners, the team has already paid great attention to potential risks of COVID-19 outbreaks and preparing a back-up plan for each activity.

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 as indicated in the T&Cs.

TRAFFIC has the appropriate safeguarding policies in place to ensure the protection of the vulnerable people. The safeguarding policies are included in the standard terms and conditions in the sub-agreements with the internal network and the external organisations. TRAFFIC staff are requested to take the compulsory online course re bully and harassment.

TRAFFIC has an established Risk Management Policy that outlines the detailed responsibilities and mechanisms for risk management. Each office is required to prepare and update their own risk register, which covers all the risk aspects. The register rates the initial risks using the Impact and Likelihood formula and then describes the controls needed. The risk register is reviewed and updated every half year. This system helps TRAFFIC staff to identify possible risks and take quick and effective actions.

During the outbreak of Covid-19, TRAFFIC International released a COVID-19 Guide that all TRAFFIC offices comply with. In addition, TRAFFIC Vietnam is required to strictly follow the Ministry of Health imposed 5K COVID-19 rules or face fines and criminal penalties.

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) | | | | |
| TOTAL | | | | |

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>Impact</p> <p>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.</p> | | | |
| <p>Outcome By December 2023, 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>1.1 At least 30% reduction in number of self-reported use of tiger products by tiger product consumers from 2017 baseline, by December 2023</p> <p>1.2 By December 2023, the percentage of users motivated by medicinal uses has fallen from 71% in 2017 to 20%</p> <p>1.3 By March 2023, 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>1.4 By September 2023, learning from this project and from the Chi campaign is shared in 3 periodicals and across 5 other media.</p> | <p>An on-schedule progress has been made to implement Project Activities and Outputs as described in section 3.1 and 3.2, the project team is confident that by the last year of this project, the project overall outcome can be achieved.</p> | <p>TRAFFIC will work with BIT and our key partners to conduct a consumer survey to evaluate the overall impacts of the project has on its target audiences in the last year of this project.</p> |

| Project summary | Measurable Indicators | Progress and Achievements April 2020 - March 2021 | Actions required/planned for next period |
|--|--|--|---|
| <p>Output 1. Evidence-based SBCC strategy for tiger products in Vietnam is updated and finalized</p> | <p>1.1 By March 2021, 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 March 2021, 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 October 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>TRAFFIC has been able to develop a comprehensive approach to DR by March 2021 reflecting details understating of consumption by diverse groups. The project team has engaged 15 leaders/representatives from all identified relevant stakeholder groups and asked for their supports and participants on:</p> <ul style="list-style-type: none"> • Revising the SBCC creative concepts • Presenting at the Project Launch Ceremony • Livestreaming on a social media talk-show • Carrying out Training for TM faculty | |
| <p>Activity 1.1 Develop a comprehensive demand reduction strategy for tiger products, in partnership with Intelligentmedia (IM), using TRAFFIC's existing research and tested messages/images, identifying suitable messengers and dissemination mechanisms, and incorporating relevant impact measures.</p> <p>Activity 1.1.1 Review the key visuals with key partners to get their feedback on the feasibility of dissemination through their networks</p> | | <p>From 26 January 2021 to 5 March 2021, the evaluation test was carried out amongst project key partners helping explore remaining weaknesses of the SBCC creative designs and how to improve them.</p> <p>Key results:</p> | <p>It is expected by end of April 2021, the key visuals and key messaging will be ready to share with key partners and to disseminate to targeted groups.</p> |

| Project summary | Measurable Indicators | Progress and Achievements April 2020 - March 2021 | Actions required/planned for next period |
|--|-----------------------|---|---|
| <p>and reaching the target audiences. The feedback can be collected by emails, f2f meetings, phone discussions etc.</p> <p>Activity 1.1.2 Review criteria to select and edit the key visuals, buy new photos (if necessary) and refine, redesign according to the project's goals</p> | | <ul style="list-style-type: none"> • Preferable designs were found in which the most desirable identified; • A number of recommendations were defined and evaluated worthy to follow; • Channel of communications were suggested providing project team further ideas of dissemination; • Finalization process was followed up. <p>Evidence provided in section 3.1.</p> | |
| <p>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</p> <p>Activity 1.2.1 Organize a PROJECT LAUNCHING ceremony: Invite experts to share about TM treatment related to tiger bone glue; Invite doctors, nurses, TM practitioners, TM teachers, TM students to attend in the event; Invite VIPs from CCPE, MOH, TM Association, doctors specializing in male treatment, doctors specializing in osteoarthritis, media to attend in the event; Participants: 60-80; livestream</p> <p>Activity 1.2.2 Encourage media to post news/articles about the launching ceremony, share information on groups / fan-pages for TM practitioners and TM users to spread SBCC message of SBCC to target audience</p> | | <p>On 10 December 2020, TRAFFIC in coordination with local partners, hold the launching ceremony to kick off the implementation of the Project. Eighty participants, who are government leaders, leaders of business and TM associations, entrepreneurs, TM practitioners, wildlife experts and the media, attended the event and shared knowledge and opinions on the current status of tiger trade, poaching and consumption of tiger products as well as how to tackle the problem.</p> <p>The event was livestreamed to reach a larger number of audiences and was covered by a wide range of</p> | <p>This activity has been completed.</p> |

| Project summary | Measurable Indicators | Progress and Achievements April 2020 - March 2021 | Actions required/planned for next period |
|---|--|--|--|
| <p>Activity 1.3 With key stakeholders, co-create a transmedia communications campaign, in line with social marketing best practice. Including:</p> <p>a) key messaging targeted social media sites Activity 1.3.a Develop in-depth articles with health experts (can be TM practitioners or general health doctors) on alternative remedies for medical treatment that has ingredients from tiger glue; post articles on TM websites or online newspapers, share on online platforms: 5 links on groups/fan-pages on TM practitioners/users, Association/club/group/forum of men with male diseases, of people/female with osteoarthritis...</p> <p>b) graphics/visuals for LCD and other displays in key locations frequented by the target audience Activity 1.3.b Develop news clips for viral seeding on social media</p> <p>c) physical reference materials for TM clinics/hospitals identifying alternatives to tiger products;</p> | | <p>mass media. Evidence provided in section 3.1.</p> <p>a) Two featured articles written by notable traditional medicine experts providing information on alternatives were cascaded:</p> <ul style="list-style-type: none"> • “Integrating wildlife protection activities in TM-related communication strategy” by Mr. Tran Xuan Nguyen, Ph.D. – Chairman of Technical Department of TM Association. • “Headache to buy parent gifts?” by Mr. Nguyen Van The, Head of TM Department, TM Hospital of the Vietnam Public Security Ministry. <p>The two articles were shared to 21 TM-related groups on Facebook, reaching over 66,000 group members and having 6,567 interactive actions. Evidence provided in section 3.1.</p> | <p>To develop more communication materials, including visuals for LCD screens to display at frequently visited locations by the target audience, new video clips for social media platform, and/or physical reference materials for TM clinics/hospitals identifying alternatives to tiger products.</p> |
| <p>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</p> | <p>2.1 By March 2023, 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)</p> | <p>TRAFFIC has also organized a series of SBCC activities to reduce demand for tiger products among TM sector from December 2020 to March 2021 since the sector plays an important role in re-defining the mindset and belief of Vietnamese on the use of plants and animals for health treatment and improvement. Activities involved the finalization of the SBCC creative designs and other interactive activities led by TM experts and specialists which were report in Section 3.1.</p> | |

| Project summary | Measurable Indicators | Progress and Achievements April 2020 - March 2021 | Actions required/planned for next period |
|--|--|---|---|
| | <p>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:</p> <p>2.2.1 identify and partner with a champion TM umbrella body to develop and disseminate toolkits on alternative to tiger-based medicines, by October 2021 and</p> <p>2.2.2 jointly run at least two trainings/workshops on the handbook for important TM schools/organisations by December 2022.</p> <p>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 June 2022</p> | | |
| <p>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.</p> <p>Activity 2.1.1 Organize 2 scientific workshops for Communist propagandists and government officials to promote and lead a new social norm of stop consuming tiger and illegal wildlife products</p> | | <p>TRAFFIC met with leaders of the Scientific Council of the Central Party Committees, CCPE to seek their support on carrying out specific activities for the project. Not only the partner agreed to support, but they have also suggested new ideas to reach the target audiences group. Recommended intervention ideas</p> | <p>Detailed implementation of these intervention ideas will be recorded in the next report.</p> |

| Project summary | Measurable Indicators | Progress and Achievements April 2020 - March 2021 | Actions required/planned for next period |
|--|-----------------------|--|---|
| <p>Activity 2.1.2 Organize communication activities for government leaders and officials at state agencies including:</p> <p>Activity 2.1.2.a Write and post SBCC articles on Health Magazine which is only published and circulates for government leaders</p> <p>Activity 2.1.2.b Develop and distribute SBCC calendar at at least 10 government offices</p> <p>Activity 2.1.2.c Embed SBCC messaging and content in monthly and quarterly newsletter of the Party; and in the Propaganda Guide of CCPE which are distributed nationwide to all Party members and propagandists</p> <p>Activity 2.1.3 Encourage and promote leadership of CCPE to issue and circulate an official guiding document to direct nationwide propaganda in wildlife protection.</p> | | <p>included but not limited are as follows:</p> <ul style="list-style-type: none"> - To organize scientific workshops for Communist propagandists and government officials to promote and lead a new social norm of stop consuming tiger and illegal wildlife products - To organize communication activities for government leaders and officials at state agencies including: Write and post SBCC articles on Health Magazine which is only published and circulates for government leaders - To encourage and promote leadership of CCPE to issue and circulate an official guiding document to direct nationwide propaganda in wildlife protection. | |
| <p>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</p> <p>Activity 2.2.1 Partner with the relevant partners at MOH (such as: Drug Administration, Traditional Medicine Administration), Central Traditional Medicine Council of Vietnam, the Institute of Traditional Medicine to hold one interactive high-level policy dialogue for top</p> | | | <p>Detailed implementation of these intervention will be recorded in the next report.</p> |

| Project summary | Measurable Indicators | Progress and Achievements April 2020 - March 2021 | Actions required/planned for next period |
|---|---|--|--|
| <p>country policy makers on wildlife protection through demand deduction approaches</p> <p>Activity 2.2.2 Partner with relevant department at MOH to reach the TM practitioners/doctors of the country encouraging their involvement in stop prescribing or suggesting tiger bone glue and other illegal wildlife products for patients. Activities can be:</p> <ul style="list-style-type: none"> displaying wildlife protection messaging at their clinics/their workplace, their promotional materials/channel (prescription booklet, flier, poster etc.); consider working with a hospital for middle to senior people (can be the National Geriatric Hospital) to distribute SBCC messaging embedding wildlife protection messaging into the official communications approaches that doctors/practitioners often reach out to their patients including livestreams on their official clinic fan-page or lecture talks | | | |
| <p>Activity 2.3 Building on TRAFFIC's existing partnership with Vietnam's most powerful government body, the National Assembly, run 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)</p> <p>Activity 2.3.1 Partner with the National Assembly hold one interactive high-level policy dialogue for top country policy makers on wildlife protection through demand deduction approaches. Participants: 50; Media and TV channel: 10; Type of participants: Parliamentarians; Leaders of offices/departments from the National Assembly; Leaders of Central Committee for Propaganda and Education; Leaders of relevant ministries (Ministry of Agriculture and Rural Development- MARD, Ministry of Natural Resource and Environment, Ministry of Public Security, Ministry of Health</p> | | | Detailed implementation of these intervention will be recorded in the next report. |
| <p>Output 3. Partnerships with the private sector and their civil society organisations, and medical universities, foster zero-tolerance</p> | <p>3.1 Engage traditional medicine business associations, and run workshops for businesses within their networks, promoting zero-</p> | <p>On 5 January 2021, TRAFFIC signed an MOU with the Enterprise Development Foundation (EDF) of Vietnam Chamber of Commerce and Industry (VCCI) to foster cooperation in the fight against illegal wildlife trade and consumption in Vietnam, as well as in enhancing management</p> | |

| Project summary | Measurable Indicators | Progress and Achievements April 2020 - March 2021 | Actions required/planned for next period |
|---|--|--|--|
| <p>social norms for tiger products through behaviour-change messaging</p> | <p>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 March 2021 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, running a fan page and dissemination of SBCC messaging related to rejecting tiger products to the business community and the public through social media</p> <p>3.4.1 By December 2021, at least two medical</p> | | <p>capability for Vietnamese enterprises. Furthermore, the project team had also leveraged the 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 (CWD) to seek their commitments on conducting activities/interactive events on how adopting wildlife-focused CSR can make local businesses more competitive.</p> |

| Project summary | Measurable Indicators | Progress and Achievements April 2020 - March 2021 | Actions required/planned for next period |
|--|---|--|---|
| | <p>schools/universities commit to embed wildlife protection messaging into their trainings, events, or competitions.</p> <p>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 products.</p> <p>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> | | |
| <p>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</p> <p>Activity 3.1.1 Work with VCCI to promote business community take the lead in a social mobilization of stopping the consumption of tiger and illegal wildlife products</p> | | | <p>Detailed implementation of these intervention will be recorded in the next report.</p> |

| Project summary | Measurable Indicators | Progress and Achievements April 2020 - March 2021 | Actions required/planned for next period |
|--|-----------------------|---|---|
| <p>Activity 3.1.1.a Organize 1 TOT training for VCCI mater trainers</p> <p>Activity 3.1.1.b Organize 2 workshops to target medicinal, pharmaceutical, and health companies</p> <p>Activity 3.1.1.c Co-organize 2 high-profile events for the Vietnamese business community</p> <p>Activity 3.1.2 Work with CWD to promote the woman business community take the lead in a social mobilization of stopping the consumption of tiger and illegal wildlife products through embedding content into 2 trainings/workshops/events</p> | | | |
| <p>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).</p> <p>Activity 3.2.1 Partner with VCCI and CWD in the development and dissemination of SBCC materials</p> <p>Activity 3.2.1.a Exhibitions/fairs/public events with VCCI and CWD to promote SBCC messaging of the project</p> <p>Activity 3.2.1.b Co-design and disseminate SBCC materials/messaging</p> <p>Activity 3.2.1.c Coach business (including women-led companies) on adopting wildlife protection into their companies' policies</p> | | <p>On 5 January 2021, TRAFFIC signed an MOU with the Enterprise Development Foundation (EDF) of Vietnam Chamber of Commerce and Industry (VCCI) to foster cooperation in the fight against illegal wildlife trade and consumption in Vietnam, as well as in enhancing management capability for Vietnamese enterprises. Following the signing, both Parties will continue discuss on the concrete actions to take in coming years to influence the targeted groups through the business community in Vietnam. Details of the MOU provided in section 3.1.</p> | |
| <p>Activity 3.3 Distribute SBCC toolkits and materials developed in Activity 1.3 through 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</p> | | <p>On 18 March 2021, the talk-show with traditional medicine expert was carried out to attract attention and call for engagement of audiences</p> | <p>Produce and edit at least 1 more clip and share on 10 TM user/TM practitioner group/fan-pages.</p> |

| Project summary | Measurable Indicators | Progress and Achievements April 2020 - March 2021 | Actions required/planned for next period |
|--|-----------------------|---|--|
| <p>business community and the public (with creative agency IM and business association partners)</p> <p>Activity 3.3.1 Invite doctors specialize in treating weak physiological diseases for male and osteoarthritis to become Agents of Change Champions or “influencers” by live streaming and make Q&A for target audiences (one doctor has 1 times of live streaming and other one has one time = 2 times). Time duration from 15-20 minutes. Produce and edit at least 2 clips and share on 10 TM user/TM practitioner group/fan-pages</p> | | <p>including targeted ones. Livestream was shared to 7 groups attracting 34,000 views and 5,293 interactive actions. Evidence provided in section 3.1.</p> | |
| <p>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.</p> <p>Activity 3.4.1 Partner with 2 universities/colleges or medical institutions which specialize in TM or have TM department to convey wildlife protection/SBCC messages to the students, the future TM doctors who will prescribe medicine:</p> <ul style="list-style-type: none"> • Integrate “do not prescribe ingredients from illegal wildlife products” message into the training lectures of the schools and share with TM experts on alternative medicines to replace the ingredients from illegal wildlife products • Provide a TOT workshop to empower the key faculty at the 2 universities to guide sustainable practice among TM community using the handbook on alternatives for tiger • Propagate the SBCC messaging on different social media/communication channels of the schools including website, fan-page, faculty or association/student group of the school, placement SBCC message at TM class, the TM faculty... | | <p>On 24 March 2021, the TOT workshop was conducted aiming to provide and coach 15 key trainers from two TM universities - Tue Tinh Medicine College and Technical TM Hanoi College - on the importance of wildlife protection; alternatives to illegal wildlife products and how to integrate and/or conduct SBCC activities in their organizations. Those trainers are core personnel in disseminating the BC messaging to more future TM practitioners (3rd and 4th grade year students), TM teachers and the community. The two colleges commit to cascading the message of non-use and non-prescription of illegal wildlife products further to the TM sector and the society. Evidence provided in section 3.1.</p> | <p>This activity has been completed.</p> |
| <p>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</p> | | <p>The recruited champions are:</p> | <p>TRAFFIC will keep up to date with the detail actions which these champions will continue take under</p> |

| Project summary | Measurable Indicators | Progress and Achievements April 2020 - March 2021 | Actions required/planned for next period |
|---|--|--|--|
| | | <ol style="list-style-type: none"> 1. Mr. Nguyen Van The, Doctor of TM Hospital of MPA; 2. Ms. Le Thi Thu Thuy, Vice Director of SMEs Center, VCCI; 3. Mr. Vo Van Phuc, Vice Chairman of Scientific Committee for Party Organizations, CCPE; 4. Ms. Nguyen Dao Ngoc Van, IWT Program Manager, WWF 5. Doctor/MA Tran Quoc Khanh, Spine Surgery Department, Viet Duc Friendship Hospital 6. PhD Phan Anh Tuan, Dean of Tue Tinh Medicine College | <p>this project to complete their signed-up mission.</p> |
| <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 March 2021, 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>4.2 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>4.3 By March 2023, related survey findings and documentation with regards to tiger consumption in</p> | <p>TRAFFIC is working closely with BIT on developing an influencing plan as part of the comprehensive approach to DR. At the same time, the project team discussed with key partners to come up with specific M&E actions for each intervention if applicable.</p> | |

| Project summary | Measurable Indicators | Progress and Achievements April 2020 - March 2021 | Actions required/planned for next period |
|---|---|--|---|
| | 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 | | |
| Activity 4.1 Develop an Influencing Plan setting out stakeholders and messaging plans | | TRAFFIC had set up calls with BIT team to discuss on the monitoring and evaluation (M&E) plan for this project at the very early stage. The project team has shared with BIT our DR approach. BIT is currently working on an Influencing Plan in close coordination with the project team. Meanwhile during TRAFFIC's discussions with key partners to come up with specific activities for each year, close attention was paid to access the risks and brainstorm the practical methods to evaluate the impacts of the interventions. | Detailed implementation of this activity will be recorded in the next report. |
| 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. | | | This activity will be carried out in the final year of the project |
| Activity 4.3 Document learning from this project, and the Chi Initiative, and share through diverse media including national and international events. | | | This activity will be carried out in the final year of the project |

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

N.B. if your application’s logframe is presented in a different format in your application, please transpose into the below template. Please feel free to contact IWT-Fund@ltsi.co.uk if you have any questions regarding this.

| Project summary | Measurable Indicators | Means of verification | Important Assumptions |
|---|---|---|---|
| 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. | | | |
| Outcome: By December 2023, 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>1.1 At least 30% reduction in number of self-reported use of tiger products by tiger product consumers from 2017 baseline, by December 2023.</p> <p>1.2 By December 2023, the percentage of users motivated by medicinal uses has fallen from 71% in 2017 to 20%.</p> <p>1.3 By March 2023, 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>1.4 By September 2023, learning from this project and from the Chi campaign is shared in 3 periodicals and across 5 other media.</p> | <p>1.1 and 1.2 2022 consumer survey</p> <p>Pledges signed; zero tolerance incorporated into business CSR strategies</p> <p>1.3 Evidence from diverse media of influencers spreading messaging against tiger products, both independently and as part of the campaign</p> <p>1.4 Periodicals and online publications/media</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 |
| Output 1 Evidence-based SBCC strategy for tiger products in Vietnam is updated and finalized | 1.1 By March 2021, a comprehensive demand reduction (DR) strategy for tiger products is in place, reflecting detailed understanding of consumption by | 1.1 DR strategy document is available that guides further project activities | Those delivering demand reduction communications across other projects (e.g. in the SBCC Community of Practice) engage and coordinate |

| Project summary | Measurable Indicators | Means of verification | Important Assumptions |
|--|--|---|--|
| | <p>diverse groups, including men/women</p> <p>1.2 By March 2021, 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 October 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>1.2 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>stakeholders in evidence-based approaches</p> |
| <p>Output 2</p> <p>Partnerships with key government agencies are in place and officials/leaders are using relevant skills and materials to reduce demand for tiger products</p> | <p>2.1 By March 2023, 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)</p> <p>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:</p> | <p>2.1 A detailed workplan developed with CCPE (or other relevant document format of Memorandum of Understanding, Cooperate Agreements, etc.)</p> <p>2.2.1 Toolkit developed and disseminated for free through targeted communications and online access (tracked via downloads)</p> <p>2.2.2: reference materials for Traditional Medicine clinics/hospitals</p> | <p>Vietnamese government continues to have strong political will to implement their demand reduction commitments under CITES Demand Reduction Resolution Conf Resolution 17.4</p> <p>TRAFFIC continues to have a strong relationship with government actors in MOH, CCPE, and CITES Management Authority</p> |

| Project summary | Measurable Indicators | Means of verification | Important Assumptions |
|---|---|--|---|
| | <p>2.2.1 identify and partner with a champion TM umbrella body to develop and disseminate toolkits on alternative to tiger-based medicines, by October 2021 and</p> <p>2.2.2 jointly run at least two trainings/workshops on the handbook for important TM schools/organisations by December 2022.</p> <p>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 June 2022</p> | <p>2.3 Event documents (e.g. concept notes, agendas, content materials, list of participants, event reports, related media coverage)</p> | |
| <p>Output 3</p> <p>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 March 2021 at least two business associations (especially VCCI and women-led business associations), are engaged and interested in involving their networks</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. graphics/visuals in key locations; video clips, Facebook posts, press releases, etc.)</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> |

| Project summary | Measurable Indicators | Means of verification | Important Assumptions |
|-----------------|---|---|-----------------------|
| | <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, running a fan page and dissemination of SBCC messaging related to rejecting tiger products to the business community and the public through social media</p> <p>3.4.1 By December 2021, at least two medical schools/universities commit to embed wildlife protection messaging into their trainings, events, or competitions.</p> <p>3.4.2 By March 2022, one training-the-trainers workshop will empower the key faculty of the two universities to guide</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 action distributing SBCC messaging</p> | |

| Project summary | Measurable Indicators | Means of verification | Important Assumptions |
|---|---|--|--|
| | <p>sustainable practice among the TM community, using the handbook on alternatives for tiger products.</p> <p>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> | | |
| <p>Output 4</p> <p>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 March 2021, 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>4.2 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>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</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>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>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</p> <p>/www.changewildlifeconsumers.org/</p> |

| Project summary | Measurable Indicators | Means of verification | Important Assumptions |
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| | international event and 1 national event | | |
| <p>Activities (each activity is numbered according to the output that it will contribute towards, for example 1.1, 1.2 and 1.3 are contributing to Output 1)</p> <p>Activity 1.1 Develop a comprehensive demand reduction strategy for tiger products, in partnership with Intelligentmedia (IM), using TRAFFIC’s existing research and tested messages/images, identifying suitable messengers and dissemination mechanisms, and incorporating relevant impact measures.</p> <p>Activity 1.1.1 Review the key visuals with key partners to get their feedback on the feasibility of dissemination through their networks and reaching the target audiences. The feedback can be collected by emails, f2f meetings, phone discussions etc.</p> <p>Activity 1.1.2 Review criteria to select and edit the key visuals, buy new photos (if necessary) and refine, redesign according to the project’s goals</p> <p>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</p> <p>Activity 1.2.1 Organize a PROJECT LAUNCHING ceremony: Invite experts to share about TM treatment related to tiger bone glue; Invite doctors, nurses, TM practitioners, TM teachers, TM students to attend in the event; Invite VIPs from CCPE, MOH, TM Association, doctors specializing in male treatment, doctors specializing in osteoarthritis, media to attend in the event; Participants: 60-80; livestream</p> <p>Activity 1.2.2 Encourage media to post news/articles about the launching ceremony, share information on groups / fan-pages for TM practitioners and TM users to spread SBCC message of SBCC to target audience</p> <p>Activity 1.3 With key stakeholders, co-create a transmedia communications campaign, in line with social marketing best practice. Including:</p> <p>a) key messaging targeted social media sites <i>Activity 1.3.a</i> Develop in-depth articles with health experts (can be TM practitioners or general health doctors) on alternative remedies for medical treatment that has ingredients from tiger glue; post articles on TM websites or online newspapers, share on online platforms: 5 links on groups/fan-pages on TM practitioners/users, Association/club/group/forum of men with male diseases, of people/female with osteoarthritis...</p> <p>b) graphics/visuals for LCD and other displays in key locations frequented by the target audience <i>Activity 1.3.b</i> Develop news clips for viral seeding on social media</p> <p>c) physical reference materials for TM clinics/hospitals identifying alternatives to tiger products</p> | | | |

| Project summary | Measurable Indicators | Means of verification | Important Assumptions |
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| <p>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.</p> <p>Activity 2.1.1 Organize 2 scientific workshops for Communist propagandists and government officials to promote and lead a new social norm of stop consuming tiger and illegal wildlife products</p> <p>Activity 2.1.2 Organize communication activities for government leaders and officials at state agencies including:</p> <p><i>Activity 2.1.2.a</i> Write and post SBCC articles on Health Magazine which is only published and circulates for government leaders</p> <p><i>Activity 2.1.2.b</i> Develop and distribute SBCC calendar at at least 10 government offices</p> <p><i>Activity 2.1.2.c</i> Embed SBCC messaging and content in monthly and quarterly newsletter of the Party; and in the Propaganda Guide of CCPE which are distributed nationwide to all Party members and propagandists</p> <p>Activity 2.1.3 Encourage and promote leadership of CCPE to issue and circulate an official guiding document to direct nationwide propaganda in wildlife protection.</p> <p>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</p> <p>Activity 2.2.1 Partner with the relevant partners at MOH (such as: Drug Administration, Traditional Medicine Administration), Central Traditional Medicine Council of Vietnam, the Institute of Traditional Medicine to hold one interactive high-level policy dialogue for top country policy makers on wildlife protection through demand deduction approaches</p> <p>Activity 2.2.2 Partner with relevant department at MOH to reach the TM practitioners/doctors of the country encouraging their involvement in stop prescribing or suggesting tiger bone glue and other illegal wildlife products for patients. Activities can be:</p> <ul style="list-style-type: none"> • displaying wildlife protection messaging at their clinics/their workplace, their promotional materials/channel (prescription booklet, flier, poster etc.); consider working with a hospital for middle to senior people (can be the National Geriatric Hospital) to distribute SBCC messaging • embedding wildlife protection messaging into the official communications approaches that doctors/practitioners often reach out to their patients including livestreams on their official clinic fan-page or lecture talks <p>Activity 2.3 Building on TRAFFIC’s existing partnership with Vietnam’s most powerful government body, the National Assembly, run 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)</p> | | | |

| Project summary | Measurable Indicators | Means of verification | Important Assumptions |
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| <p>Activity 2.3.1 Partner with the National Assembly hold one interactive high-level policy dialogue for top country policy makers on wildlife protection through demand deduction approaches. Participants: 50; Media and TV channel: 10; Type of participants: Parliamentarians; Leaders of offices/departments from the National Assembly; Leaders of Central Committee for Propaganda and Education; Leaders of relevant ministries (Ministry of Agriculture and Rural Development- MARD, Ministry of Natural Resource and Environment, Ministry of Public Security, Ministry of Health)</p> <p>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</p> <p>Activity 3.1.1 Work with VCCI to promote business community take the lead in a social mobilization of stopping the consumption of tiger and illegal wildlife products</p> <p><i>Activity 3.1.1.a</i> Organize 1 TOT training for VCCI mater trainers</p> <p><i>Activity 3.1.1.b</i> Organize 2 workshops to target medicinal, pharmaceutical, and health companies</p> <p><i>Activity 3.1.1.c</i> Co-organize 2 high-profile events for the Vietnamese business community</p> <p>Activity 3.1.2 Work with CWD to promote the woman business community take the lead in a social mobilization of stopping the consumption of tiger and illegal wildlife products through embedding content into 2 trainings/workshops/events</p> <p>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).</p> <p>Activity 3.2.1 Partner with VCCI and CWD in the development and dissemination of SBCC materials</p> <p><i>Activity 3.2.1.a</i> Exhibitions/fairs/public events with VCCI and CWD to promote SBCC messaging of the project</p> <p><i>Activity 3.2.1.b</i> Co-design and disseminate SBCC materials/messaging</p> <p><i>Activity 3.2.1.c</i> Coach business (including women-led companies) on adopting wildlife protection into their companies' policies</p> <p>Activity 3.3 Distribute SBCC toolkits and materials developed in Activity 1.3 through 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 IM and business association partners)</p> <p>Activity 3.3.1 Invite doctors specialize in treating weak physiological diseases for male and osteoarthritis to become Agents of Change Champions or "influencers" by live streaming and make Q&A for target audiences (one doctor has 1 times of live streaming and other one has one time = 2 times). Time duration from 15-20 minutes. Produce and edit at least 2 clips and share on 10 TM user/TM practitioner group/fan-pages</p> | | | |

| Project summary | Measurable Indicators | Means of verification | Important Assumptions |
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| <p>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.</p> <p>Activity 3.4.1 Partner with 2 universities/colleges or medical institutions which specialize in TM or have TM department to convey wildlife protection/SBCC messages to the students, the future TM doctors who will prescribe medicine:</p> <ul style="list-style-type: none"> • Integrate “do not prescribe ingredients from illegal wildlife products” message into the training lectures of the schools and share with TM experts on alternative medicines to replace the ingredients from illegal wildlife products • Provide a TOT workshop to empower the key faculty at the 2 universities to guide sustainable practice among TM community using the handbook on alternatives for tiger • Propagate the SBCC messaging on different social media/communication channels of the schools including website, fan-page, faculty or association/student group of the school, placement SBCC message at TM class, the TM faculty... <p>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</p> <p>Activity 4.1 Develop an Influencing Plan setting out stakeholders and messaging plans</p> <p>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.</p> <p>Activity 4.3 Document learning from this project, and the Chi Initiative, and share through diverse media including national and international events.</p> | | | |

Annex 3 Standard Measures

Table 1 Project Standard Output Measures

| Code No. | Description | Gender of people (if relevant) | Nationality of people (if relevant) | Year 1 Total | Year 2 Total | Year 3 Total | Total to date | Total planned during the project |
|-------------------|--|--------------------------------|-------------------------------------|---|--------------|--------------|---------------|--|
| Established codes | | | | | | | | |
| 18A | Number of individuals surveyed on relevant IWT behaviour pre-intervention (baseline) | | Vietnamese | 1,120 people surveyed and 6% of respondents had bought or used tiger products in the past | | | | 30% reduction in number of self-reported use of tiger products by tiger product consumers from 2017 baseline, by December 2023 |
| 18B | Number of individuals surveyed on relevant IWT behaviour post-intervention | | | | | | | 30% reduction in number of self-reported use of tiger products by tiger product consumers from 2017 baseline, by December 2023 |
| 18C | Number and type of IWT behaviour change materials produced / Number and type of IWT behaviour change | | | 1 | | | 1 | 4 SBCC toolkits or multi-media materials for the key user groups are |

| | | | | | | | | |
|-----|---|-------------------|------------|--------|--|--|---|---|
| | materials distributed | | | | | | | developed in co-creation with project key partners and in line with the DR strategy |
| 18D | Number of communication channels carrying campaign message | | | 70 | | | | NA |
| 18E | Number of champions/key influencers speaking on behalf of the demand reduction campaign | 2 women and 4 men | Vietnamese | 6 | | | 6 | 10 |
| 18F | Number of appropriate partners with direct influence on target audience that have distributed campaign message(s) | | | 6 | | | 6 | NA |
| 18G | Number of people reached with behaviour change messaging (i.e. audience) | | Vietnamese | 40,000 | | | | |
| 19 | Number of individuals that have had their relevant IWT behaviour changed | | | | | | | |
| 20 | Number of stakeholders/key influencers that have actively discouraged | | | 2 | | | 2 | 25 |

| | | | | | | | | |
|--|--|--|--|--|--|--|--|--|
| | the purchase/use of IWT products e.g. pledges signed | | | | | | | |
|--|--|--|--|--|--|--|--|--|

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) |
|---|---|----------------------------------|------------------------------|-----------------------------------|-----------------------------------|--|
| Integrating wildlife protection activities in TM-related communication strategy | article | Tran Xuan Nguyen, 2021 | Male | Vietnamese | Hanoi | https://cutt.ly/ycw7r9c |
| Headache to buy parent gifts? | article | Nguyen Van The, 2021 | Male | Vietnamese | Hanoi | https://cutt.ly/2cw7Zj |

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

Checklist for submission

| | Check |
|---|-------|
| Is the report less than 10MB? If so, please email to IWT-Fund@ltsi.co.uk putting the project number in the subject line. | |
| Is your report more than 10MB? If so, please discuss with IWT-Fund@ltsi.co.uk about the best way to deliver the report, putting the project number in the subject line. | |
| Have you included means of verification? You should not submit every project document, but the main outputs and a selection of the others would strengthen the report. | |
| Do you have hard copies of material you need to submit with the report? If so, please make this clear in the covering email and ensure all material is marked with the project number. However, we would expect that most material will now be electronic. | |
| Have you involved your partners in preparation of the report and named the main contributors | |
| Have you completed the Project Expenditure table fully? | |
| Do not include claim forms or other communications with this report. | |