



## Illegal Wildlife Trade (IWT) Challenge Fund Half Year Report (due 31<sup>st</sup> October 2021)

<b>Project reference</b>	IWT085
<b>Project title</b>	Social marketing to reduce demand for tiger products in Vietnam
<b>Country(ies)</b>	Vietnam
<b>Lead organisation</b>	TRAFFIC International
<b>Partners(s)</b>	1. The Vietnam Chamber of Commerce and Industry (VCCI) 2. Intelligentmedia (IM) 3. Behavioural Insights Team (BIT) 4. The Scientific Committee of Party Organization, Central Committee for Propaganda and Education (CCPE) 5. Vietnam CITES Management Authority 6. Hanoi Medical University
<b>Project leader</b>	Sarah Ferguson
<b>Report date and number (e.g. HYR1)</b>	1 April to 30 September 2021
<b>Project website/blog/social media</b>	N/A

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

During the reporting period:

- The Demand Reduction (DR) Strategy, featuring a stepwise Social and Behaviour Change (SBC) framework for the project implementation, was finalized. Following the Strategy will help to ensure that the project is well-targeted, evidence-based, and country-specific leading to more effective and measurable behaviour change impacts. *Please see Annex 1 for details.*

- On 14 June, TRAFFIC Vietnam participated in a two-day online workshop ([here](#)) organized by the CITES Secretariat and TRAFFIC to review the draft CITES Guidance on Demand Reduction Strategies for Illegal Wildlife Trade. The project's DR Strategy and key visuals were shared in one of the training sessions of the event and the three key visuals are selected as examples of Step 4 in the draft Guidance on Demand Reduction (per Notification 2021/ 038, [here](#)).

- TRAFFIC team, in partnership with CCPE, VCCI and Intelligentmedia, finalized the Year 2 Activity Implementation Plan and completed the Scope of Work co-implemented by these partners. A summary of the scope of work is presented in the table below:

partner	activity	timelines
CCPE	1. Develop and publish in-depth editorials explaining the negative consequences of the use of illegal wildlife products and stimulating a zero tolerance to consumption amongst government networks	Q3, 4 2021

	2. Encourage change of practice amongst government networks via the development of SBC-driven communication product used by targeted audiences, i.e., Working Notebook	Q4 2021; Q1 2022
	3. Display SBC messaging rejecting the use of tiger products targeting the government, business community, and the society via mass open-air communication platforms such as in TM Hospital and in Hoan Kiem Lake – the centre of Hanoi Capital.	Q4 2021; Q1 2022
<b>VCCI</b>	1. Organize one training of trainer (TOT) workshop to pass on knowledge about the wildlife trade, SBC tools, and the integration of wildlife protection issues into Corporate Social Responsibility (CSR) policies.	Q1 2022
	2. Disseminate SBC messaging in high-traffic, business-driven online platforms	Q3,4 2021
	3. Provide coaching on CSR integration to enhance business capacity to reduce demand and consumption of illegal wildlife products in the business sector	Q4 2021; Q1 2022
<b>Intelligent media</b>	1. Co-create a transmedia social marketing communications campaign to start to build social mobilization against tiger products and other illegal wildlife products	Q3,4 2021
	2. Provide a Training of Trainer (TOT) workshop for traditional medicine lecturers, encouraging them to integrate SBC messages and alternatives to tiger products into their lectures	Q1 2022
In addition to the above interventions, all partners commit to recruit Key Opinion Leaders (KOL) and support the monitoring and evaluation activities.		

The delivery of agreed activities did not start until October due to Vietnam's 2-month social distancing order. *Please see Annex 2 for Year 2 Activity Implementation Plan.*

- The COVID-19 national lockdown delayed discussions with the Centre for Women's Development (CWD) and the Traditional Medicine Administration (TMA) within the Ministry of Health (MOH). The health sector was focused on responding to COVID-19 challenges, therefore other activities were not prioritized during that time. However, the project team is in close contact with the focal points and detailed discussions for collaboration will start again in October.

- Every two weeks, TRAFFIC had discussions with the BIT team to update project progress and explore effective evaluation methods for individual activities and the project as a whole. In addition to comparison against baseline indicators, the two teams have come up with a range of evaluation methods to measure changes and evaluate the impact on behaviours of the target audiences, including pre and post questionnaires; Randomised Control Trials (RCTs); measurement of online responses and using QR codes for pledging. *Please see Annex 3 for the Year 2 Evaluation & Monitoring Plan.*

- To increase exposure of the project as well as increasing impact by taking part in joint tiger conservation efforts:

+ At the country level, the TRAFFIC team is an active member of the Tiger Sub-Working Group within the Wildlife Support Network (a group of conservation INGOs, NGOs, Embassies, donors, and interested individuals). In response to the confiscation of 17 tigers in Nghe An province in early August<sup>1</sup>, TRAFFIC Vietnam was one of the signatories of the joint Recommendation Letter requesting local authorities to investigate the seizures further and to take urgent actions for better management of captive-bred farming facilities. Several provinces have reviewed the operation of captive-bred farming facilities in their locations upon receipt of the Letter. *Please see Annex 4 for the Joint Letter (available in Vietnamese only).* In addition, the TRAFFIC team took part in tiger-related conferences to share information on the project as well as provide knowledge about tiger conservation issues to state agencies and the media.

+ At the international level, in early September, the project profile and achievements to date were showcased virtually in the IUCN World Conservation Congress as one of the outstanding examples of new approaches to reducing demand for illegal wildlife products.

<sup>1</sup> <https://env4wildlife.org/2021/08/17/a-major-breakthrough-in-combatting-illegal-tiger-trafficking-in-nghe-an/>

**2a. Give details of any notable problems or unexpected developments/lessons learnt that the project has encountered over the last 6 months (for COVID-19 specific delays/problems, please use 2b). Explain what impact these could have on the project and whether the changes will affect the budget and timetable of project activities.**

There are no notable problems during this reporting period.

**2b. Please outline any specific issues which your project has encountered as a result of COVID-19. Where you have adapted your project activities in response to the pandemic, please briefly outline how you have done so here. Explain what residual impact there may be on your project and whether the changes will affect the budget and timetable of project activities.**

COVID-19 was the sole and the most prominent challenge to project management and delivery. Online interventions, as a result, are ideal options. However, face-to-face interventions are still of utmost importance to effectively engage with target audiences, particularly the majority of TM practitioners who are less familiar with online platforms.

Virtual updates and meetings have ensured project continuity. Additionally, parties including CCPE, VCCI and Intelligentmedia have made advance preparations, i.e., contracts, draft concept notes for activities, discussions about activity details with sub-partners and more, to enable the implementation of activities immediately after the lockdown was over. Generally, COVID-19 delayed project delivery but hasn't impacted the budget nor significantly changed the timeline for Y2 of the project.

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

Discussed with LTS: Yes

Formal change request submitted: No (as no changes are made)

Received confirmation of change acceptance No (as no changes are made)

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

Yes  No  Estimated underspend: £

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

**If you anticipate a significant underspend because of justifiable changes within the project, please submit a rebudget Change Request as soon as possible. There is no guarantee that Defra will agree a rebudget, so please ensure you have enough time to make appropriate changes if necessary. Please DO NOT send these in the same email as your report.**

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

In August, Ms Sarah Ferguson left TRAFFIC and Ms. Trinh Nguyen was appointed as the new TRAFFIC Vietnam Office Director. She took over the role of project lead accordingly. This change will have no impact on project delivery because Ms. Trinh Nguyen was already involved

in the Project and the handover was smooth.

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

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

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