



Department
for Environment
Food & Rural Affairs



Illegal Wildlife Trade (IWT) Challenge Fund Annual Report

To be completed with reference to the “Project Reporting Information Note”:
(<https://iwt.challengefund.org.uk/resources/information-notes/>).

It is expected that this report will be a **maximum** of 20 pages in length, excluding annexes)

Submission Deadline: 30th April 2022

IWT Challenge Fund Project Information

Project reference	IWT085
Project title	Social marketing to reduce demand for tiger products in Vietnam
Country/ies	Vietnam
Lead partner	TRAFFIC International
Project partner(s)	<ol style="list-style-type: none"> 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 for Propaganda and Education (CCPE) 5. Vietnam CITES Management Authority 6. Hanoi Medical University
IWTCF grant value	£375,112
Start/end dates of project	1 st October 2020 – 31 st September 2023
Reporting period (e.g., April 2021-Mar 2022) and number (e.g., Annual Report 1, 2, 3)	April 2021 – March 2022 Annual Report 2
Project Leader name	Trinh Nguyen
Project website/blog/social media	N/A
Report author(s) and date	Ngan Tran, Nga Bui, Trinh Nguyen, Gayle Burgess

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 the consumption of tiger products by main user groups, particularly of the most popular tiger product in the Vietnam - tiger bone glue.

2. Project partnerships

In Year 2, TRAFFIC strengthened the partnership with the Vietnam Chamber of Commerce and Industry (VCCI), the Traditional Medicine (TM) universities and experts, and Intelligentmedia (IM) to influence efforts to erode the strong belief of efficacy from using tiger bone glue in Vietnam. These partners demonstrated leadership in framing and disseminating social and behaviour change (SBC) messaging as well as designing and executing interactive demand reduction activities. Together with the Behavioural Insights Team (BIT), TRAFFIC developed and implemented the activity-driven M&E framework for the Year 2 Workplan. Achievements and progress are listed in the section below.

3. Project progress

3.1 Progress in carrying out project Activities

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

(Project Code: Activity 1.1)

A Demand Reduction (DR) Strategy was developed, featuring a stepwise SBC framework for implementation. Following this the Strategy has helped to guide and ensure that the project is well-targeted, evidence-based, and country-specific, leading to more effective and measurable behaviour change impacts. The full DR Strategy can be viewed [here](#).

Project public service announcements (PSAs) within this Strategy were unveiled on Endangered Species Day on the 21st May 2021. The set of PSAs, reflecting three different concepts, were distributed to reduce the demand for illegal wildlife products by guiding targeted audiences to safe and effective alternatives, including proven medicines and the adoption of daily exercise.

- The first PSA promotes a healthy and active lifestyle, initiated by taking exercise, which will help to reduce the suffering of arthritis and other bone pains, rather than using tiger bone glue.
- The second PSA emphasises the need to understand your symptoms before taking any medicines and consult a doctor for proven medical treatment.
- The third PSA encourages family members to show love and care to each other, especially for the elderly in the family, by only gifting them medicines that are proven to improve health.



The PSAs will be used throughout the project lifetime, integrated into project activities and communication, and exposed to targeted audiences via partner’s dissemination networks.

2. Co-create a transmedia communication campaign in line with the social marketing plan (Project Code: Activity 1.3, Activity 3.3)

◆ Livestream by influencing doctor

On 18th March 2021, [the first livestream delivered by Dr. Tran Quoc Khanh](#), from [Vietnam – Germany Hospital](#), the reputational state-owned healthcare clinic majoring in bone, joint and spine treatment, attracted a great deal of attention and helped to stimulate the engagement of online audiences. Dr. Khanh was chosen as the campaign champion as he has been succeeded in convincing many Vietnamese to stop using tiger bone glue using his profound knowledge and practical experiences in diagnosing and treating bone and spine-related diseases. Additionally, he is an active and respected online KOL for healthcare livestreams with a fan-page of 171.903 followers ([here](#)).

To sustain the change of practice, on 28th December 2021, Doctor Khanh delivered the [second livestream](#). The influence of Doctor Khanh and the great interest of audiences led to the large outreach of 42,700 online viewers watching the livestream. Additionally, 2,200 interactions, 1,100 comments, and 1,200 shares were achieved in the second livestream. The series of livestreams aimed to redefine the mindset and belief of Vietnamese people around the use of legal and sustainable wild plants and animals for health treatment and improvement.

- Three days before the event, the livestream announcement post attracted at least 1,200 interactive actions, 99 comments, and 150 shares.
- 2,800 online audience members watched the livestream in real-time.
- The demand for the tiger bone glue amongst customers showed through post-interaction. 120 comments out of 1,000 comments in the post directly mentioned the use of tiger bone glue. The doctor insisted on confirming that tiger bone glue has no functional property for the treatment of bone-related diseases.

The livestream video was shared with eight TM-related groups, reaching about 2,587 interactions (like, share, comment).



Detailed information on the livestream could be viewed [here](#).

◆ The publication of an SBC integrated video to greet the Year of the Tiger

On 25th January 2022, TRAFFIC engaged the leaders of Vietnam's Central Committee for Propaganda and Education (CCPE), the British Ambassador to Vietnam, the USAID/Vietnam Mission Director, the Director of Viet Nam CITES Management Authority, and Doctor Tran Quoc Khanh from Viet Nam - Germany Hospital, to send an inspiring message to Vietnamese people around stopping the trading, gifting, and consuming of tiger products in greeting the Year of the Tiger. The speakers shared the screen to emphasise the importance of a collective effort. Society needs to reduce the demand for products from tigers and other endangered species, encouraging



people to find alternative products, adopt a healthy lifestyle, and consult doctors for scientifically proven medication. The video was broadcast on mainstream media, including VTV1 and VTVcab7 channels, 18 newspapers, and various social media channels, with a reach of over one million people. The media coverage report of the video could be viewed [here](#). The full video could be watched [here](#).

- ◆ Placement of the project



PSAs in high-traffic locations

Placement of SBC messaging in a public area is crucial in engaging the wider community in the fight against wildlife crime. It helps increase the social interest and scrutiny, contributing to the establishment of a new social norm against the illegal consumption of wildlife products.

From 1st February – 15th March 2022, the project PSAs were displayed on the LED screens outside the high building in front of Hoan Kiem Lake, where thousands of people of all ages, occupations, and statuses travel and pass every day. Being displayed right at the time of the Lunar New Year celebration, the PSAs were exposed to approximately 10,000 - 15,000 individuals per day.

To increase the outreach, the project PSAs were also displayed at one of the busiest intersections in Hanoi, in front of the Vietnam National Television Headquarters, from 24th March – 10th April 2022.

Photos of the placement can be viewed [here](#).

3. Engage and encourage business associations to take the lead in amplifying messaging and motivating businesses and business leaders to take action to combat wildlife crime

(Project Code: Activity 3.1, Activity 3.2)



On 27th – 28th December 2021, TRAFFIC, the Department of Culture, Sports and Tourism of Son La Province, and Enterprise Development Foundation (EDF) co-organised the conference to promote Son La tourism in the pandemic context. The event attracted approximately 120 participants, including leaders of the General Director of the Vietnam National Administration of Tourism, the Provincial People's Committee, provincial tourism and hospitality businesses, and the press. The project team emphasised the link between tourism and illegal wildlife trade, promoted the application of sustainable nature-based tourism, and introduced international examples. Photos of the event can be viewed [here](#), including [footage](#) of a champion – Mr Phung Xuan Khanh, Director of Tien Phong Travel - making a public statement to encourage other leaders to protect wildlife.

From January – March 2022, a targeted dissemination campaign was kicked off through online placement on [the official website of VCCI](#), the official [website](#) and the [Facebook fanpage](#) of EDF under various formats, including quizzes and SBC banners. Totally, 12,000 users, equally 30,000 views, were exposed to SBC messaging discouraging the use of tiger bone glue.

The project team provided coaching and successfully engaged five small and medium-sized enterprises, including [King Craft Viet](#), [HoaBinh Group](#), [Mai Chau Hideaway Lake Resort](#), [SmileTech Digital Technology](#), and [Thien An](#). The enterprises showed a strong commitment toward wildlife conservation and cascaded SBC messaging to employees, partners, customers, and the community via their communication platforms. The online placement started in February 2022 and will last until the end of April. The project team will nurture this relationship for continuous collaboration in Year 3 of the project. The photo sets of the dissemination could be viewed [here](#).

4. Recruit Agents of Change (Champions) to deliver SBC messages of zero-tolerance toward tiger product consumption and support the initiative.

(Project Code: Activity 3.5)

In addition to six champions reported in Year 1, TRAFFIC successfully recruited ten champions in Year 2. They are:

- PhD Tran Xuan Nguyen, Head of Professional Department, Vietnam Oriental Traditional Medicine Association;
- Mr Phung Xuan Khanh, Director of Tien Phong Travel;
- Mr Nguyen Manh Tuan, Director of Pauon Ecolakes;
- Mr Pham Van Danh, Director of Quynh Nhai Tourism Development And Investment Company Limited;
- Mr La Van Phong, Chairman of Quynh Nhai Fishery and Ecotourism Co-operative;

- Mrs Doan Thi Phuong Thuy, Director of King Craft Viet;
- Mrs Duong Thi Huyen, Founder and Director of Mai Chau Hideaway Lake Resort;
- Mrs Le Thi Lanh, Director of HoaBinh Group;
- Mr Duong Nguyen Hai Linh, Vice Director of Thien An;
- Mr Tran Anh Huy, Director of Smiletech Digital Technology.

TRAFFIC will keep up to date with the detailed actions that these champions will continue to take under this project.

5. Work with the Behavioural Insights Team to develop an M&E plan for Year 2 activities

(Project code: Activity 4.1)

TRAFFIC and the Behavioural Insights Team (BIT) co-developed [Year 2 Monitoring & Evaluation Plan](#). M&E work under this plan focused on performance management at the activity-level, and employed mix-method research approaches including pre-and-post questionnaires, outreach numbers, measurement of outcomes and evaluation trials. This approach allowed for more robust and comprehensive insight with the possibility of combining evidence in various ways. For example, pre-and-post questionnaires focus on tracking self-reported changes of the audience's knowledge and attitude on wildlife protection after taking part in a workshop/event, while measuring outreach identified levels of interest and reaction of audiences, especially for online interventions. On the other hand, measurement of outcomes and evaluation trial design methods facilitates a more in-depth analysis comparing the difference in action between impacted and non-impacted groups of targeted audiences. It proves how SBC interventions contribute to engaging and changing the practice of audiences in the behavioural change journey. Detailed of the adoption of the outcome measurement and evaluation trial design methods are stated [here](#).

3.2 Progress towards project Outputs

Output 1: Evidence-based SBC strategy for tiger products in Vietnam is updated and finalised

In line with the project DR strategy, TRAFFIC engaged leaders/representatives from all identified relevant stakeholder groups and asked for their support and participation in the following tasks in Year 2:

- The finalisation and dissemination of the SBC creative concepts;
- The development and dissemination of the SBC messaging across multiple media platforms, such as the Year of Tiger greeting video, the second livestream, etc;
- The implementation of interventions aiming to reduce the demand for tiger products within the TM, health, and private sectors.

Evidence of their actions taken in relation to changing behaviours of key user groups was described in Section 3.1.

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

◆ Activity with Vietnam's Central Committee for Propaganda and Education (CCPE):

TRAFFIC approached the Scientific Committee of Party Organisation of CCPE at a very early stage of project implementation to avoid any delays due to the time-consuming collaborative procedures of government partners. A detailed working plan was mapped out featuring the following activities:

- Write and post SBC articles in 'Health Magazine', which is only published for and circulated amongst, government leaders.
- Embed SBC messaging and content in the monthly and quarterly newsletter of the Party and in the Propaganda Guide of CCPE, which are distributed nationwide to all Party members and propagandists;
- Develop and distribute SBC notebook at ten government offices;

- Display wildlife protection messaging at TM clinics and work with a hospital for middle to senior people (can be the National Geriatric Hospital) to distribute SBC messaging.

Three activities were supposed to take place in December 2021. However, CCPE had an internal restructure, and new leaders were on board from Jan 2022. New CCPE leaders appointed a new role to the Scientific Committee of Party Organisation, making this partner unsuitable to lead this project further. The project team is now trying to build a new relationship with another relevant department under CCPE to deliver the project as committed.

◆ Activity with the Traditional Medicine Administration (TMA), the Ministry of Health (MOH):

On 2nd January 2022, the project team met and discussed with TMA the collaborative opportunities. TMA agreed to:

- Develop and display the physical reference materials for TM clinics/hospitals identifying alternatives to tiger products;
- Hold one interactive high-level policy dialogue for top country policymakers on wildlife protection through demand deduction approaches.

Activities were expected to be delivered in March, however, on 10th February, the Government appointed TMA to be involved in the urgent national COVID-19 healthcare assignments; thus, they could not conduct project work in the remainder of Year 2. Activities will be resumed in Year 3.

For that reason, in March 2022, TRAFFIC submitted the change request to move those planned activities of Year 2 to Year 3. The change request was approved on 22nd April 2022.

Updates relating to these activities will be covered in the next report.

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

Following the signed MOU, TRAFFIC and EDF/VCCI engaged hundreds of businesspeople in workshops, events, and business coaching sessions, resulting in the action of signing pledge, displaying SBC materials in the office, relevant events, and on online communication platforms. Ultimately, it contributes to the shift in demand and consumption of tiger products and other illegally traded wildlife products within the business community.

Details of the interventions were described in Section 3.1.

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 and BIT met regularly to update project progress and ensure the accurate monitoring and collection of evaluation data for individual activities as well as the project as a whole. The project M&E plan included various evaluation methods including baseline/end line survey; pre- and post-event questionnaires; evaluation trial design; measurement of outcomes, online responses and adoption of IT techniques (using QR codes for pledging) so that impacts would be properly measured.

Evaluation findings of these activities will contribute to BIT's project impact evaluation at the end of the project.

3.3 Progress towards the project Outcome

Activities of Year 2 were crucial in engaging and stimulating change of practices among TM individuals, businesspeople, and government leaders/officials against the illegal consumption of tiger products. Achievements helped set the foundation for the continued partnerships to achieve project objectives and change the targeted audiences' behaviours in Year 3 as well as the obtainment of project outcomes.

3.4 Monitoring of assumptions

The assumptions still hold true, and TRAFFIC does not wish to make any change to them.

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

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.

In 2023, in partnership with TRAFFIC, BIT will lead the evaluation work to show what impact the behaviour change activities have had on the self-reported demand for tiger products in Vietnam

Successful efforts to change consumer behaviour to reduce demand will play an important part in helping to eliminate the incentives for poaching and trafficking, thus benefitting socio-economic outcomes for local communities in source countries.

4. Thematic focus

This project aims to address *Objective 1 of the IWT Challenge Fund: Reducing demand for IWT products*. Through high profile media campaigns and on-the-ground training workshops in Vietnam, the project dissuades the target audience from purchasing tiger and look-alike products. In Year 2, TRAFFIC:

- Developed and distributed three PSAs to shift the demand for illegal wildlife products by guiding targeted audiences to safe and effective alternatives, including proven medicines and the adoption of daily exercise;
- Developed and distributed one video and one livestream to raise awareness about the tiger crisis and discourage people from consuming tiger products;
- Engaged leading actors in the TM, health, and private sectors in a series of interventions that aims to reduce the demand for tiger products.

5. Impact on species in focus

TRAFFIC is a key member of the Vietnam Wildlife Support Network (WSN), which comprises foreign embassies in Vietnam, international organisations, and national and international NGOs. WSN was created to harness collective strength from organisations with the same goal of ending IWT in Vietnam.

TRAFFIC, together with some WSN members, created a subgroup under WSN to address Tiger Trade and Farming issues in Vietnam.

In August 2021, Vietnam recorded [the seizure of 17 alive tigers in a house basement in Nghe An province](#). To ensure proper settlement of the case, TRAFFIC and other 13 organisations sent [the Letter](#) urging competent Ministries (Ministry of Agriculture and Rural Development, Ministry of Natural Resource and Environment, Ministry of Public Security) and 63 provincial People's Committees to foster the monitoring and violation punishment of the illegal farming of tiger and other wildlife species. Upon receipt of the Letter, ten provincial People's Committee issued an Official Request Letter directing relevant agencies to adopt stronger law enforcement towards illegal wildlife farming. Collective action proved the effectiveness in attracting the authority's attention leading to harder punishments against wildlife criminals.

In January 2022, TRAFFIC provided feedback for the Draft Joint Statement on tiger conservation which Vietnam CITES MA presented at the Ministerial Conference of tiger source countries.

At the global level, TRAFFIC is part of the WWF-led Tiger trade group and supports the various discussions on the new strategic framework to tackle the trafficking of this species, analysing tiger seizures and other tiger trade-related data, preparing for CITES' upcoming COP.

6. Project support to poverty reduction

To maximise the project resources, the interventions implemented in Year 2 focused on the direct beneficiary - the TM, health and private sector. The message of non-use and non-prescription of illegal wildlife products, particularly tiger bone glue, was distributed widely among the target audience. In Year 3, the list will expand to also include government officials.

As stated, successful efforts to change consumer behaviour to reduce demand will help reduce poaching, benefitting socio-economic outcomes for local communities in source countries. In destination countries, like Vietnam, the project aims to promote legal and sustainable use and prescription of traditional plant-based medicines, foster good TM practices and ultimately sustainable business development and corporate social responsibility. These efforts will provide longer-term support for poverty eradication.

7. Consideration of gender equality issues

The participation of women is fundamental to this initiative. A gender-sensitive approach has taken place in designing research activities and delivering interventions and messaging. TRAFFIC has always strived to achieve gender balance with regard to the participation and leadership/facilitation of project meetings, workshops, and other events:

- The majority of the project team at both global and local levels are women;
- One of the PSAs employed the image of the female doctor as a way to empower women's voices to shift social demand and consumption for tiger bone glue and other illegal wildlife products;
- Female Ambassadors, i.e., Mrs. Ann Marie Yastishock – Mission Director of USAID/Vietnam and Mrs. Ha Thi Tuyet Nga - Director of Viet Nam CITES Management Authority, joined voices in the SBC video to encourage tiger conservation in the Year of Tiger;
- Three female business leaders have stepped up to become the project champions including Mrs Doan Thi Phuong Thuy - Director of King Craft Viet, Mrs Duong Thi Huyen - Founder and Director of Mai Chau Hideaway Lake Resort, and Mrs Le Thi Lanh - Director of HoaBinh Group. Their actions against IWT are described in Section 3.1.

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 towards achieving a 30% reduction in Vietnamese consumption of tiger products. Project staff and partners have pre-defined roles in this process. The following ensures a 'real-time' approach to adaptive management:

- Nga Bui, replacing Trinh Nguyen, to lead M&E by tracking progress and updating the Project Implementation Team (PIT), senior staff, and partners. She visited project partners bi-annually to identify challenges faced when carrying out project activities and communicate them to the PIT. She mapped out indicators for SBC work that partners were co-implementing with TRAFFIC.

The BIT provided a 'steering group' function and included staff from TRAFFIC's global and Vietnam offices. Monthly calls guided the implementation of activities. Quarterly calls with BIT provided technical inputs to the overall strategy. Major changes were always agreed with donor and key partners.

- Quarterly monitoring by the PIT helped track progress, manage risk, and flag any need to adjust project management. This allowed 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 Years 1 and 2 provided results for indicators under each Output. These will inform recommendations for adaptive management and actions to strengthen project implementation.
- The Final Report will evaluate the results at the project's end.
- Under TRAFFIC's project review system, senior staff reviewed timeliness on deliverables, the effectiveness of external relationships, impact on conservation, expected outcomes, project legacy, and budget efficiency.

- As the new TRAFFIC Vietnam Office Director and project lead, Trinh Nguyen supported the quarterly evaluation and offer guidance on issues arising from project implementation.
- TRAFFIC Senior Programme Director (Asia), TP Singh supervised M&E, ensuring that data collected are robust and suitable for the indicators, and where necessary, advised on adaptive management and respond to high-level risks.
- Project partners (government and CSO partners) offered insights into domestic policy, industry interests, and technical expertise, and played key roles in monitoring changes in this project, ensuring approaches are effective and feasible.

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

Outputs 2 and 3 include activities with the 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:

- However well prepared the project Team have been, external factors coming to the fore at short notice can cause significant delays or changes to project implementation. The change of CCPE's department functions and the arrival of new leaders were illustrative and beyond the Team's control. It is necessary to pay close attention to the Government agency's organisational restructure timeline, for example, 5-year mission rules for a leader.
- Having a back-up plan is critical when COVID-19 remains one of the most prominent challenges to project management and delivery, especially for activities that are co-executed with the TM sector due to their priority responsibility for pandemic prevention and treatment. If any activity is delayed due to the COVID-19 situation, the change request needs to be submitted as soon as possible.

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

There was no issue raised in the review of last year's annual report or Year 2 half-year report.

11. Other comments on progress not covered elsewhere

- On 12th March 2022, TRAFFIC submitted the [change request](#) to carry forward the activity budget amount of GBP ████████ to implement activities planned in Year 2 to Year 3. The rapid increase in COVID-19 cases in the strategic project sites (Hanoi, Ho Chi Minh City, and Da Nang) and external partner issues were the main reasons for the change. The change request was approved on 22nd April 2022.
- The publication of an SBC integrated video was not in the original proposal. Considering the necessity to debunk the myth about the medicinal use of tiger bone glue and stimulate stronger solutions aiming to mobilise the society to adopt new social norm of stop using tiger products in the Year of Tiger, the project team decided to add this activity to the Year 2 workplan. The video was released before the Lunar New Year, when people usually present gifts to their relatives, friends, and partners as a token of appreciation and good luck. Some may consider tiger products as luxury gifts to impress their friends and family. The engagement of high figures and the video outreach have brought about a remarkable impact on targeted audiences and the community. It is essential to engage and motivate actions amongst relevant partners in the project interventions.

- Between November 2021 and March 2022, TRAFFIC engaged in the IWT Project Mid Term Review (MTR) which aims to
 - provide an independent assessment of progress against project outputs and outcome, to identify areas of concern and to provide support as needed;
 - guide future project direction and implementation by providing an external perspective on project progress and capture and share learnings with the team and partners.

The independent reviewer conducted a total of 17 online semi-structured interviews. In addition to TRAFFIC staff, the reviewer met with representatives of the project partner organisations and relevant stakeholders.

In early March, TRAFFIC provided comments for [an Aide Memoire](#) outlining the MTR results including recommendations for improved project management. The final report is expected to be sent for TRAFFIC comments and finalisation in April.

12. Sustainability and legacy

The project outputs and results have remained to benefit beneficiaries, i.e. project partners, through enhanced knowledge, capacity, and availability of proven SBC messaging and toolkits. The central government, civil society, and the TM sector are capable of continuing to promote the momentum of the project and messaging, as well as conducting interventions on their own, after the end of this project.

- Training materials including presentations, reports, publications, etc. were shared with project partners after the interventions to ensure continuous improvement. Debrief meetings were organised to gain valuable feedback, streamline the process, and enhance the intervention impacts.
- Past experiences revealed the strong commitment of partners such as VCCI to the continuation of SBC activities, including disseminating SBC messaging to target audiences, recruiting champions, and integrating SBC activities into their own working schedules. Open-source information platforms such as TRAFFIC's Community Of Practice at www.changewildlifeconsumers.org was introduced so that relevant partners would be updated on relevant information on wildlife trade, behavioural change initiatives and tools;
- Output 4 aims to sustain and promote scaling-up of project impacts and learning, including findings of BIT's evaluation, and collated learning from this and the Chi Initiative, through national and international dissemination.

13. IWT Challenge Fund identity

The funding of the UK Government and IWT Challenge Fund was well recognised in all of the project's publications, including communication designs, presentations, press releases, etc. Especially the participation of The British Ambassador to Vietnam, Gareth Ward, in the remarkable project video raised the profile of the project among the project's key partners and the public.

14. Impact of COVID-19 on project delivery

The COVID-19 situation was soaring in Vietnam, particularly in strategic project locations (Hanoi, Ho Chi Minh City, and Da Nang). The country registered over 5 million locally transmitted COVID-19 cases since the start of the current wave in April 2021. The pandemic restricted and caused various complications for project activities to play out as planned. Some interventions had to go virtually while some had been requested to move to Year 3 to ensure the project impacts.

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 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 on 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 2021-March 2022)

Project spend (indicative) since last Annual Report	2021/22 Grant (£)	2021/22 Total actual IWT Costs (£)	Variance %	Comments (please explain significant variances)
Staff costs (see below)	██████	██████	██████	The post of the communication officer in Vietnam office was vacant in the reporting period. The project team shared the workload in the communication activities to minimize the impact, so the staff cost was slightly overspent.
Consultancy costs	██████	██████	██████	
Overhead Costs	██████	██████	██████	
Travel and subsistence	██████	██████	██████	Both international and national travels were restricted due to Covid-19. The local travel was limited when the outbreak of Omicron was spread within Vietnam and Asia in the last quarter of the reporting period
Operating Costs	██████	██████	██████	Some of the Year 2 activities were not carried out as planned due to Covid-19 spike which those face to-face events were impacted. In addition, the key project partners and government officials were assigned to work on healthcare issues as their priority. Moreover internal restructure in the Scientific Committee of Party Organization, Central Committee for Propaganda and Education (CCPE) meant that they

				could not lead this project further. That's why we requested to carry forward a total of [REDACTED] to Year 3 in the change request.
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

N/A

Checklist for submission

	Check
Different reporting templates have different questions, and it is important you use the correct one. Have you checked you have used the correct template (checking fund, type of report (i.e. Annual or Final), and year) and deleted the blue guidance text before submission?	
Is the report less than 10MB? If so, please email to IWT-Fund@itsi.co.uk putting the project number in the subject line.	
Is your report more than 10MB? If so, please discuss with IWT-Fund@itsi.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.	