

## DelauBiodiversity Challenge Funds Projects Darwin Initiative, Illegal Wildlife Trade Challenge Fund, and Darwin Plus Half Year Report

*Note: If there is any confidential information within the report that you do not wish to be shared on our website, please ensure you clearly highlight this.*

**Submission Deadline: 31<sup>st</sup> October 2022**

<b>Project reference</b>	IWT085
<b>Project title</b>	Social marketing to reduce demand for tiger products in Vietnam
<b>Country(ies)/territory(ies)</b>	Vietnam
<b>Lead partner</b>	TRAFFIC International
<b>Partner(s)</b>	1. The Vietnam Chamber of Commerce and Industry (VCCI) 2. Intelligentmedia (IM) 3. Behavioural Insights Team (BIT) 4. Central Committee for Propaganda and Education (CCPE) 5. Vietnam CITES Management Authority 6. Hanoi Medical University
<b>Project leader</b>	TRAFFIC in Vietnam
<b>Report date and number (e.g. HYR1)</b>	1 April to 30 September 2022 HYR3
<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 end September).**

**A. Updates on activities carried forward from Year 2:**

To disseminate the behaviour change messaging to the Traditional Medicine (TM) and the business community at a broad scale, the project team engaged trainers from these two target sectors by organising Training of Trainers (TOT) workshops. Feedback revealed that the TOT model has helped to improve the capacity of the trainers and relevant project partners in carrying out ‘echo-trainings’ and other activities and events with the target audience. By taking ownership of SBC toolkits to help inform the design and delivery of their own interventions, partners contribute to sustaining the changed behaviour. Specific activities are as follows:

- ◆ On 11 April 2022, the TOT workshop for TM stakeholders was organised to equip Master Trainers with updated knowledge on wildlife consumption trends and Social and Behaviour Change (SBC) toolkits, and to expand the network of trainers. In the event, 15 new trainers were recruited leading to a total number of 33 trainers engaging in the network. Most of them are lecturers and final year students of TM-related universities and schools, including [Tue Tinh Ha Noi Medicine Intermediate School](#) (Tue Tinh TM School) and [Hanoi College of Medicine and Pharmacy](#) (Hanoi TM School). The event served as an open platform for the participants to share experiences and ideas on promoting safe, sustainable, legal, and effective TM ingredients. Details information on the TOT workshop can be viewed [here](#).

After the event, master trainers cascaded the message of non-use and non-prescription of illegal wildlife products to 600+ TM students through echo training at their universities/schools. Pictures and videos from the echo training can be viewed [here](#).

In addition, Tue Tinh TM School and Hanoi TM School have displayed the project SBC messaging on their websites and fan pages to increase the exposure of the SBC messaging to the wider TM student community. The communication dissemination lasted until the end of June 2022, reaching an estimated total of 43,000 page views per month.

- ◆ On 22 – 23 April 2022, the TOT workshop for VCCI master trainers was held. During the event, master trainers shared challenges and opportunities in expanding the networks and suggesting new ways to enhance the effectiveness of wildlife-integrated corporate social responsibility coaching for businesses.

The event ended with the development of the action plan for 2022/2023, anticipating the number of training classes and businesspeople reached and exposed to SBC messaging. Details information on the TOT workshop can be viewed [here](#). Photos of the event can be viewed [here](#).

Following the action plan, VCCI master trainers have been promoting the message of non-use and non-prescription of illegal wildlife products to the business community nationwide. As of September 2022, VCCI master trainers have organised 29 echo trainings to further the dissemination of SBC messaging to 1,081 businesspeople (364 men and 717 women) from various business sectors. Photos from the echo training can be viewed [here](#).

- ◆ In June 2022, the project team approached Propaganda Magazine, a publication of the Central Committee for Propaganda and Education (CCPE) to co-develop and publish a series of in-depth editorials in the agency's online and paper-based magazines. The series of editorials aims to inform and encourage actions on wildlife protection in the Party and Government networks, and among Communists. The editorials will explain the negative consequences of the use of illegal wildlife products and stimulate a zero tolerance to consumption. In addition, the project SBC messaging and visuals will be integrated into the 2023 official Propaganda Notebook to be disseminated to 500+ Party and Government leaders and officials at the central and provincial levels. These activities are expected to happen in Q3 of 2022 and details of the activity results will be reported in the next period.
- ◆ In July 2022, the project team explored a new partnership with the National Hospital of Traditional Medicine to co-organise SBC interventions discouraging the use of illegal wildlife products in TM treatment. The Hospital showed its willingness to display the project SBC messaging and visuals in high-traffic locations (front gate, health check rooms, halls) and integrate coaching on legal, safe, and sustainable TM alternatives in the Hospital's internal training for TM doctors and nurses. Activities will tentatively start in Q3 of 2022, and details of the activity results will be reported in the next period.
- ◆ In August 2022, the project team engaged the National Institute of Medicinal Materials (NIMM) to lead the development of the Guidebook providing legal, safe, and sustainable alternatives to tiger bone glue. The first Draft of the Guidebook will be available in early January 2023. Upon publication, the Guidebook will be disseminated to at least 500+ TM practitioners and students via the communication networks of NIMM and the National Hospital of Traditional Medicine.
- ◆ In August 2022, the project team met with the Agency of Traditional Medicine Administration (TMA) within the Ministry of Health (MOH). TMA is the official and leading agency responsible for the state management of TM in the country. The project team succeeded in convincing TMA to integrate wildlife protection issues into at least one national-scale TM event, which plans for November 2022. This will be a great opportunity to amplify the project messaging to TM government leaders, leaders of TM associations, institutes, committees, universities and pharmacies, and TM practitioners, experts, and students. Details of activity implementation will be updated in the next reporting period.

- ◆ From July to August 2022, the project team discussed with the Vietnam Association for Women-led Enterprises (VAWE) and Hanoi Association for Women Entrepreneurs (HNEW) to explore opportunities to empower female business leaders in the fight against wildlife crime. The agencies showed eagerness to implement project SBC interventions. Agreed activities are the placement of SBC messaging and visuals in the associations' online and offline channels and the integration of wildlife content into relevant events and meetings. Activities are expected to roll out by March 2023, and results will be updated in the next report.
- ◆ The project has succeeded in recruiting the following champions:
  1. Dr. Hoang Thi Hoa Ly, Chief Office of Agency of Traditional Medicine Administration, Ministry of Health
  2. Mrs Nguyen Minh Hue, Deputy Editor-in-chief of Propaganda Magazine, the Central Committee for Propaganda and Education
  3. Assoc. Prof. Dr. Pham Thanh Huyen, Director of the Center for Medicinal Resources, National Institute of Medicinal Materials
  4. Mrs Nguyen Hong Lien, Secretary of the Vietnam Association for Women-led Enterprises

**B. Updates on Year 3 activities:**

- ◆ The project team continued the partnership with existing partners to reinforce behaviour change impacts in Year 3 of the project and agreed to plan the implementation of the following activities before the end of Q4, 2022.

Partner	Activity	Timelines
<b>The National Assembly</b>	Organise one interactive high-level policy dialogue for top policymakers on wildlife protection through demand reduction approaches	By end of Q4, 2022
<b>CCPE</b>	Organise scientific workshop(s) for Communist propagandists and government officials to promote and lead a new social norm of stopping consuming tiger and illegal wildlife products	
<b>NIMM</b>	Organise workshop(s) to target medicinal, pharmaceutical, and health companies	
<b>VCCI</b>	Organise a high-profile event for the Vietnamese business community	
<b>Women-led associations (VAWE, HNEW)</b>	Organise an exhibition/fair/public event to promote the SBC messaging of the project	

In addition to the above interventions, all partners commit to recruiting Key Opinion Leaders (KOL) and supporting the monitoring and evaluation activities.

- ◆ TRAFFIC and the Behavioural Insights Team (BIT) have been meeting regularly to update project progress and ensure the accurate monitoring and collection of evaluation data for individual activities and the project. The project's Influence Plan has been developed in close consultation with BIT. The Influence Plan is a tool that helps identify the most effective ways and intervention points to influence positive change in vital target audiences. TRAFFIC and BIT will review the plan bi-annually to reflect on whether the original influence plan will still meet expectations. The original Influence Plan can be viewed [here](#).

Two teams also developed a plan to measure changes and evaluate the impact on behaviours of the target audiences at the activity level by employing mix-method tools, including pre-and-post questionnaires, measurement of online responses, measurement of outcomes, and evaluation trial design methods. The mix-method approach allows for more flexible evaluation options with the possibility of combining evidence in various ways:

- Developing pre-and-post questionnaires to track self-reported changes in the audience's knowledge and attitude on wildlife protection after participating in a workshop/event. During the reporting period, BIT completed two analyses of the survey responses from the TOT workshops mentioned above: the analysis of the VCCI's TOT workshop survey responses can be viewed [here](#), and the analysis of the TOT workshop for TM stakeholders survey responses can be viewed [here](#);
- Measuring the number of online responses to identify levels of interest and reaction of audiences;
- Measuring outcomes and developing randomised control trials methods to facilitate a more in-depth analysis to compare the difference in action between impacted and non-impacted groups of targeted audiences. It proves how SBC interventions contribute to engaging and changing audiences' practice in the behavioural change journey.

Findings will contribute to BIT's overall impact evaluation at the end of the project.

- ◆ To increase the project's exposure and contribute to the global effort for tiger conservation, the project team has participated in joint tiger conservation efforts at the international and local levels. At the international level, the TRAFFIC team is an active member of the tiger trade strategy working group co-led with the WWF Tigers Alive Initiative. In June and September 2022, the project team joined two online workshops and provided comments for developing the WWF/TRAFFIC tiger trade strategy for 2022-34.

**2. Give details of any notable problems or unexpected developments/lessons learnt that the project has encountered over the last 6 months. Explain what impact these could have on the project and whether the changes will affect the budget and timetable of project activities.**

Following new Decree No. 80/2020/ND-CP ([here](#)), which came into effect in September 2021, non-refundable aid not belonging to official development assistance provided by foreign agencies, organisations, and individuals for Vietnam can only be received and used once approved by competent Vietnamese authorities. Therefore, TRAFFIC has partnered with one of our project partners, Intelligentmedia – an eligible aid recipient established under Vietnamese law - to prepare and submit the government approval dossiers for Year 3 of the Project to the relevant authorities. The dossiers are now under review by appropriate agencies. No time was set for when the approval decision would be ready. The team is doing our best by following up with Intelligentmedia and the reviewing partners.

Even though Year 3 activities can only be rolled out after the project approval is granted, to optimise the project time, the project team has already developed a detailed Workplan with a clear timeline and deliverables (see [Annex 1](#) for more details). Partners have also been informed and kept updated on progress so that the project activities will be given high priority in their working agenda. Paperwork was also prepared in advance to save time although a delay in implementation is unfortunately anticipated. We will keep Defra appraised of progress.

Within November, if the project team does not receive any response/decision from the authority on project approval, we will prepare a Change Request and submit it to LTS International by December 2022.

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

Discussed with NIRAS-LTS: No

Formal Change Request submitted: No

Received confirmation of change acceptance      No

Change request reference if known:

**4a. 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:    £

**4b. 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 re-budget Change Request as soon as possible. There is no guarantee that Defra will agree a re-budget 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.**

**5. Are there any other issues you wish to raise relating to the project or to BCF management, monitoring, or financial procedures?**

We chose 'No' to Section 4a because we do not expect any underspend at the moment. The Year 3 activities are planned to be implemented upon timely receipt of project approval by the Government (as explained in Session 2). In case, the process takes longer due to local authority's requirements, TRAFFIC will prepare a Change Request and submit it to IWT Challenge Fund by December 2022.

**If you are a new project and you received feedback comments that requested a response (including the submission of your risk register), or if your Annual Report Review asked you to provide a response 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 NIRAS-LTS International through a Change Request. Please DO NOT send these in the same email.**

Please send your **completed report by email** to [BCF-Reports@niras.com](mailto:BCF-Reports@niras.com). The report should be between 2-3 pages maximum. **Please state your project reference number, followed by the specific fund in the header of your email message e.g. Subject: 29-001 Darwin Initiative Half Year Report**