

## 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: 30<sup>th</sup> April 2023**

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### 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)	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 <sup>st</sup> October 2020 – 31 <sup>st</sup> September 2023
Reporting period (e.g. April 2022-Mar 2023) and number (e.g. Annual Report 1, 2, 3)	April 2022 – March 2023 Annual Report Year 3
Project Leader name	Trinh Nguyen
Project website/blog/social media	N/A
Report author(s) and date	Nga Bui, Trinh Nguyen, Claire Golliet, Gayle Burgess

### 1. Project summary

In Vietnam, the demand for products derived from wildlife remains high (Nguyen TVA, Nguyen TTA, Pham TT and Tang TKH. 2021). Demand for tiger products is threatening the future of the species (Wong, R. and Krishnasamy, K. 2022). According to the World Wildlife Fund (WWF) and the Global Tiger Forum (GTF), as of 2015, the number of wild tigers was 3,890, based on the best available data. 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.

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 the 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 imported and sold as ‘tiger bones’ in Vietnam.

Drivers of consumption include gifting, medicine, and beliefs (i.e., for “good fortune”). This project builds on these behavioural insights and recent successes in reducing rhino horn consumption,

to implement a culturally relevant and carefully targeted social-marketing campaign to stop the consumption of tiger products by main user groups. In particular, it focuses on the most popular tiger product in Vietnam - tiger bone glue.

## **2. Project stakeholders/ partners**

In Year 3, TRAFFIC in coordination with the Vietnam Oriental Traditional Medicine Association (VOTMA) and the Vietnam Chamber of Commerce and Industry (VCCI), continued strengthening advocacy and SBC efforts, ensuring that traditional medicine (TM) practitioners, students and pharmacy companies can access and use legal, sustainable and safe TM ingredients. Additionally, TRAFFIC succeeded in establishing cooperative mechanisms with new partners such as the Traditional Medicine Administration, the National Institute for Medicinal Materials and the National Traditional Medicine Hospital – all under the Ministry of Health, the Central Committee for Propaganda and Education (CCPE) Magazine, and the Da Nang Women-led Business Association. These partnerships result in large-scale and influencing interventions targeting various users of tiger products. With the Behavioural Insights Team (BIT), TRAFFIC developed and implemented the activity-driven M&E framework for Year 3 Workplan. The section below lists the main achievements that have taken place.

## **3. Project progress**

### **3.1 Progress in carrying out project Activities**

**1. Partner with the relevant TM agencies within the Ministry of Health (MOH) to identify TM champions to develop and disseminate messages & toolkits on alternatives to tiger-based medicines, run workshop/training on alternatives, and promote the use of legal, safe and sustainable TM ingredients.**

**(Project Activity Code: 2.2.1 and 2.2.2)**

One (1) training of trainer (TOT) Workshop was organised with TM students to enhance their capacities in prescribing and using legal, sustainable and safe TM ingredients. Also, one (1) integrated high level TM conference was organised, to amplify the project messaging to TM government leaders, leaders of TM associations, institutes, committees, universities, pharmacies, TM practitioners. Details of the activities were below:

- On 11 April 2022, TRAFFIC organised the TOT workshop to equip Master Trainers, who are TM lecturers and students, 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 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 monthly.

- On 11 November 2022, TRAFFIC and the Traditional Medicine Administration (Ministry of Health) co-organised the National Traditional Medicine Conference in Ho Chi Minh City. 300+ participants, including leaders and officers of the Ministry of Health, TM hospitals, TM practitioners, students, and representatives from pharmaceutical companies, were alerted to the negative consequences of increasing consumer demand for tiger products

and equipped with recommended actions to stop the demand. At the event, former Minister of Health Mrs. Nguyen Thi Kim Tien showed her support for eliminating the use of illegal wildlife products in the TM community. The partnership with the official and leading agency responsible for the state management of TM in the country was a great chance to communicate and advocate for high-level TM leaders and TM individuals to take effective measures heading toward the wildlife-free TM practice.

Quote from Mrs. Nguyen Thi Kim Tien, former Minister of Health: ***“Traditional medicine remedies are always legal, effective and safe. Therefore, the use of illegal and non-scientific wildlife products goes against this and should not be recommended”***.



Pictures of the event can be viewed [here](#).

- From November 2022 to March 2023, the National Traditional Medicine Hospital (NTMH) has been engaged and taken the lead in prohibiting illegal wildlife products in the hospital's healthcare treatment and production of TM medicine. Placement of SBC posters and standees displayed in the hospital's front gate, welcoming guest hall, outpatient and pharmacy department and broadcast via one LED televisions reached the attention of 5000+ patients and visitors. 500+ doctors and nurses were coached on legal, sustainable and safe TM alternatives and committed to not prescribing or recommending patients to use illegal wildlife products via five integrated coaching. If training only transfers the desirable wildlife-related knowledge and skills, the integrated coaching session instils what has been trained and enthusiasm in a more sustainable way. It motivates participants to actively take actions and become champions. This partnership was a good model for implementing activities which could be replicated in other TM units for a broader impact on behaviour change.

Wildlife-integrated coaching during the internal meeting of the NTMH



Picture of placement and integrated coaching can be viewed [here](#).

- From December 2022 to March 2023, the National Institute of Medicinal Materials (NIMM) led the development of the “Handbook on the use of legal, safe, and sustainable medicinal plants” which provides alternative options to tiger bone glue for healthcare treatment. The first Draft of the Handbook is available [here](#). In Year 4, the Handbook will be finalised and disseminated to at least 500+ TM practitioners and students via the communication networks of NIMM and the National Traditional Medicine Hospital.

**2. Promote zero-tolerance messaging by senior officials and authorities, and partner with the CCPE to communicate with members of the target audiences (identified in 2017 baseline research) through workshops, training, interactive events, or communication campaigns. This activity includes co-designing and co-distributing offline and online communications materials.**

**(Project Activity Code: 2.1.2)**

- On 19 July 2021, the Central Committee for Propaganda and Education promulgated [Guidance 13-HD/BTGTW](#), requesting provincial CCPE units and other relevant state authorities to enhance advocacy and communication efforts on wildlife protection. As the leader in the Party-driven media sector and to implement Guidance 13, the Central Committee for Propaganda and Education (CCPE) ’s Vietnam Party Magazine in partnership with TRAFFIC published an article on their website (<https://dangcongsan.vn>). The article, advising people to stop offering or buying unscientific and illegal products, was well received by Vietnamese readers, on the occasion of the country’s most important holiday. The full article (in Vietnamese) can be read [here](#).

**3. Engage business associations, and run workshops for businesses within their networks, promoting zero-tolerance tiger products CSR policies.**

**(Project Activity Code: 3.1.1, 3.1.2, 3.2, 3.3)**

- On 22 – 23 April 2022, TRAFFIC held the TOT workshop for VCCI master trainers. During the event, master trainers shared challenges and opportunities in expanding the networks and suggesting new ways to enhance the effectiveness of coaching businesses on wildlife-integrated corporate social responsibility. 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 started promoting the message of non-use and non-prescription of illegal wildlife products to the business community nationwide. As of March 2023, VCCI master trainers had already conducted 40 echo training to expand SBC messaging to 1,300 businesspeople (500 men and 800 women) from various business sectors. Photos from the echo training can be viewed [here](#).

- Recently, Da Nang has become a major wildlife transit location<sup>1</sup>. Since 2015-2021, the Da Nang Forest Protection Department reported 93 wildlife-related seizures including the 9 tons of ivory and 138kg rhino horn and 3,1 tons of mammals seized in Cat Tien Sa port in 2019 and in 2021 respectively. In 2020, the Da Nang People Committee approved the master project on biodiversity conservation to 2030, vision to 2045 which also emphasizes the role and engagement of the private sector in protecting the environment and the wild species. According to TRAFFIC’s 2023 consumer survey, Da Nang is also one of the consumption markets for both domestic users and international tourists. In

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<sup>1</sup> <https://baotainguyenmoitruong.vn/da-nang-tro-thanh-dia-ban-trong-diem-trung-chuyen-tieu-thu-dong-vat-hoang-da-331613.html>

Year 3, TRAFFIC has partnered with the Da Nang Association for Women-led Enterprises (DNAWE) to organize a number of face-to-face SBC interventions. It ensures the local authority and the businesses are aware of the potential risks and consequences of being unknowingly involved in wildlife as well as know how to take concrete action. Details were as follows:

# On 25 March 2023, TRAFFIC and DNAWE organised a Risk Management Workshop where 40 female business leaders in the e-commerce sector were coached on the potential risks and consequences of being unknowingly involved in wildlife cybercrime.

After the event, they learned how to detect wildlife advertisements, to incorporate wildlife protection content into business regulations/policies and consider taking measures to filter and delete online advertisements on illegal wildlife products from their e-commerce sites. Pictures of the event can be viewed [here](#).

# Following the event, on 31 March 2023, TRAFFIC and DNAWE continued organising the “Women Entrepreneurs - Green Connection” to spread and call for the Da Nang female business community’s commitment to wildlife conservation. The event featured interactive activities where participants were introduced to wildlife conservation, the importance of taking the wildlife-inclusive business policy, and how to stop consumer demand. The event opened with a plenary dialogue “Women entrepreneurs and sustainable green values” analysing the advantages and proposing wildlife-driven actions to attract customers and gain a business reputation. It was followed by a fashion show with a collection of Ao Dai – Vietnam traditional dress- embroidered with wildlife images, to show the leadership and determination of Vietnam female leaders to stop the use of illegal wildlife products. The show received great compliments from participants. Five businesses signed the pledge to say no to the use of illegal wildlife products and the involvement in the illegal wildlife trade.



*Five business leaders signed a pledge against the illegal use of wildlife products at the event.*

A wildlife-focused booth was also displayed, providing attendees with numerous knowledge and information on wildlife.

A quick pre-and-post-event survey (n=17) with female business leaders showed that:

- 100% of participants changed their knowledge and practice toward the use of illegal wildlife products after the events.

- 92.3% thought that the wildlife conservation knowledge shared in the event is useful for them and their business.
- Nearly half of the participants agreed to persuade people not to use wildlife products derived from protected species for both personal and trading purposes.

Detail of the pre-and-post survey can be read [here](#).

The Press Release of the event can be read [here](#) and event pictures can 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 sixteen champions reported in Year 1 and 2, TRAFFIC successfully recruited fourteen champions in Year 3. They are:

No	Name	Position, Organization	Professional industry
1	Dr. Hoang Thi Hoa Ly	Chief Office of Agency of Traditional Medicine Administration, Ministry of Health	Government sector, majoring in traditional medicine
2	Assoc. Prof. Dr. Pham Thanh Huyen	Director of the Center for Medicinal Resources, National Institute of Medicinal Materials	Government sector, majoring in traditional medicine
3	Mr. Nguyen Van Nam	Director of the National Traditional Medicine Hospital	Government sector, majoring in traditional medicine
4	Ms. Hoang Hong Hanh	Head of the Social Affair Department, National Traditional Medicine Hospital	Government sector, majoring in traditional medicine
5	Mrs Nguyen Minh Hue	Deputy Editor-in-chief of Propaganda Magazine, the Central Committee for Propaganda and Education	Government sector, majoring in propaganda communication
6	Mr. Tran Cuong	Reporter of Vietnam Party Magazine, Central Committee for Propaganda and Education	Government sector, majoring in propaganda communication
7	Mrs Nguyen Hong Lien	Secretary of the Vietnam Association for Women-led Enterprises	Civil society organization (CSO), business
8	Mrs. Nguyen Thi Tuyet Lan	Vice Chairman of Da Nang Association for Women-led Enterprises	Civil society organization (CSO), business
9	Mrs. Nguyen Thi Thu Ha	Vice Director of Tan Long Package Production LLC Company	Business in package production
10	Mrs. Nguyen Thi Thuy Thuan	Director of Safbel Commercial and Tourism LLC Company	Business in tourism services
11	Mrs. Nguyen Thi Nguyet	Director of Hai Van Nam LLC Company	Business in green energy production
12	Mrs. Phan Nhu Yen	Director of Da Nang Intimex Joint Stock Company	Business in exporting agricultural products
13	Mrs. Luong Anh Thu	CEO and Founder of Central Vietnam LLC Company	Business in natural hand-made products

14	Mrs. Nguyen Thi Thu Nga	Director of Tam Vinh Thai Interior, Design and Construction Company	Business in timber import and wooden furniture production
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In Year 3, the following business champions were recruited:

1. Da Nang Intimex Joint Stock Company (exporting agricultural products)
2. Safbel Commercial and Tourism LLC Company (tourism services)
3. Hai Van Nam LLC Company (green energy production)
4. Tan Long Package LLC Company (package production)
5. Central Vietnam LLC Company (natural hand-made products)

TRAFFIC will keep up to date with the detailed actions 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 the [Year 3 Monitoring & Evaluation Plan](#). M&E work focuses on activity level and employs mix-methods, including pre-and-post questionnaires, number of reach/view, measurement of outcomes, and evaluation trial design methods.

## **6. Applying for Vietnam project approval for Year 3 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. From April to August 2022, TRAFFIC partnered with one of our key project partners, IntelligentMedia – an eligible aid recipient established under Vietnamese law - to prepare and submit the government approval dossiers for some required activities of Year 3 to the relevant authorities. Since the approval process is complicated and takes longer than expected, on 30 December 2022, TRAFFIC submitted the [Change Request](#) to move forward some of Year 3 activities to Year 4. In early March 2023, DEFRA approved the Change Request. On 15 March 2023, TRAFFIC got Government approval. This facilitated the implementation of the Year 3 carried-forward activities since April 2023. The list of carried-forward Year 3 Activities can be found [here](#).

### **3.2 Progress towards project Outputs**

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

Completed in Year 2

#### **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**

In Year 3, TRAFFIC continued partnering with key Government partners, including the Central Committee for Propaganda and Education (CCPE) and the Ministry of Health (MoH), to ensure strong progress with behaviour change amongst project target audience groups: the Government and the traditional medicine individuals.

The issuance of [Guidance 13](#) on strengthening the communication to stop the hunting, catching, purchasing, transporting, killing, storing, consuming, advertising and causing harm to endangered wildlife species has shown the strong engagement and determination of CCPE in combating wildlife trade. Recognizing wildlife protection as their responsibility, the Vietnam Party Magazine has conducted a free-of-charge activity promoting the non-use of illegal wildlife product. A social and behaviour change article discouraging the use of tiger products was posted in their online newspaper. Details can be found in Session 3.1 above.

TRAFFIC convinced the Traditional Medicine Administration (TMA), MoH to incorporate wildlife protection content into the national conference on traditional medicine. The event created an excellent opportunity to increase the exposure of SBC messaging and knowledge on alternatives

to healthcare Government leaders and TM professionals. Details can be found in Session 3.1 above.

The engagement of CCPE and TMA is critical in attracting attention and enforcing more decisive actions from state management. It facilitates more priority for demand reduction efforts via impactful communication and advocacy interventions.

**Output 3: Partnerships with the private sector and their civil society organisations and medical universities, promote social norms of zero-tolerance for tiger products through behaviour change messaging**

The business community was well-engaged in Year 3 of the project through capacity-building training and Corporate Social Responsibility (CSR) Workshops. TRAFFIC and VCCI continued the master trainer model, which effectively coaches wildlife-related CSR policies to businesspeople. Additionally, the involvement of DAWE has not only encouraged the business community to be more alerted of the potential wildlife -related risks but also further empowered female entrepreneurs in the fight against wildlife trade. Details can be found in Session 3.1 above.

Enhancing the role and actions of the business community is crucial in fostering peer pressure to stop the demand and influencing the behaviour of using wildlife products of the rich and high-class in society.

**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 proper monitoring and collection of evaluation data for individual activities and the project as a whole. The project M&E plan includes various evaluation methods including baseline/end line survey; pre and post-event questionnaires; evaluation trial design; measurement of outcomes, online responses to measure the impacts effectively.

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 3 are crucial in engaging and stimulating change of practices among TM individuals, businesspeople, and government leaders/officials against the illegal consumption of tiger products. So-far achievements, combined with activities from the Year 3 to be implemented from April 2023, will help reach project objectives.

### **3.4 Monitoring of assumptions**

Most of the assumptions are still valid and TRAFFIC does not wish to change them. Government project approval is unforeseen. Government approval should be added as one of assumptions for timely and successful delivery of the project activities.

### **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 justify the impact of behaviour change activities on the self-reported demand for tiger products in Vietnam, contributing to a decline in the illegal trade of tiger and look-alike products. Project final evaluation might include an end-line survey plus a collection of evaluation data per activity throughout the project lifetime, and will be conducted by September 2023.

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



#### **4. Thematic focus**

This project addresses *Objective 1 of the IWT Challenge Fund: Reducing demand for IWT products*. Through on-the-ground training workshops in Vietnam, the project dissuades the target audience from purchasing tiger and look-alike products. In Year 3, TRAFFIC:

- Organised interactive workshops and training with the Government and business agencies to guide targeted audiences to safe and effective alternatives;
- Produced hands-on references on alternatives benefiting TM individuals, patients, and society on the use of legal, safe and, effective medicinal ingredients;
- Increased the outreach of the project SNBC messaging to the target audiences and the community via mass media interventions;

Engaged leading actors in the TM, health, and private sectors in a series of interventions that aim to reduce the demand for tiger products.

#### **5. Impact on species in focus**

TRAFFIC continued being an active member of the sub-group addressing tiger trade and farming issue in Vietnam under the Vietnam Wildlife Support Network (WSN). WSN 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.

On 2 November 2022, TRAFFIC, via other fundings, published the report “Skin and Bones: Tiger Trafficking Analysis from January 2000–June 2022”, right ahead of the CITES CoP 19 where the fate of tigers and other big cats was a focus of discussions.

At CITES CoP19, document CoP19 Doc. 68 on ‘Asian big cats’ has proposed that some of these Decisions, particularly those related to regulating the activities of captive breeding facilities and undertaking behaviour change, be incorporated into the text of Resolution Conf. 12.5 (Rev. CoP18) on ‘Conservation of and trade in tigers and other Appendix-I Asian big cat species’.

On 13 February 2023, TRAFFIC VN shared opinions and proposed solutions to tackle the tiger trafficking and consumption with Vietnam CITES MA and CITES Secretary delegates during their business trip to Vietnam.

At the global level, TRAFFIC is part of the WWF-led Tiger trade group and supports various discussions on the new strategic framework to tackle the trafficking of this species. In April 2023, TRAFFIC was invited to provide training on SBC and shared more about the DR work on Tiger in Vietnam through this project at a Tiger Technical Advisory Group Meeting hosted by WWF Tiger Alive Initiative and attended by leaders and senior officers of WWF’s IWT units of the tiger-ranged countries.

#### **6. Project support to poverty reduction**

Year 3 of the project 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 groups: The Government, the traditional medicine sector, and businesspeople.

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

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

Please quantify the proportion of women on the Project Board <sup>2</sup> .	<ul style="list-style-type: none"> <li>- The majority of the project team at both global and local levels is women;</li> <li>- More than half of the project champions are female;</li> <li>- Nearly half of the participants in project events are female.</li> </ul>
Please quantify the proportion of project partners that are led by women, or which have a senior leadership team consisting of at least 50% women <sup>3</sup> .	<ul style="list-style-type: none"> <li>- One out of four partners actively co-organizing project activities during this reporting period is the women-led organization (i.e., Da Nang Women-led Enterprise Association)</li> <li>- 35% other partner's human resources are women</li> </ul>

## 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 the project's success in achieving a 30% reduction in Vietnamese consumption of tiger products. Project staff and partners have defined roles in this process.

The BIT provides a 'steering group' function, including staff from TRAFFIC's global and Vietnam offices. Monthly calls will guide the implementation of activities. Quarterly calls with BIT provide technical inputs to the overall strategy. Major changes will be agreed upon with donor and key partners.

- Quarterly monitoring by the BIT tracks progress, manages risk, and flags any need to adjust project management. This allows 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 1,2 and 3 provide results for indicators under each Output. These 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 review the timeliness on deliverables, the effectiveness of external relationships, the impact on conservation, expected outcomes, project legacy, and budget efficiency;
- TRAFFIC Vietnam Programme Office Director Trinh Nguyen supports the quarterly evaluation and offers guidance on issues arising from project implementation;
- TRAFFIC Regional Senior Director TP Singh supervises M&E, ensuring that data collected are robust and suitable for the indicators, and where necessary, advises on adaptive management and responds to high-level risks;
- Project partners (government and CSO partners) offer insights into domestic policy, industry interests, and technical expertise, and play key roles in monitoring changes in this project, ensuring approaches are practical and feasible.

<sup>2</sup> A Project Board has overall authority for the project, is accountable for its success or failure, and supports the senior project manager to successfully deliver the project.

<sup>3</sup> Partners that have formal governance role in the project, and a formal relationship with the project that may involve staff costs and/or budget management responsibilities.

Output 1 includes activities that require both SBC expertise and local experience. Close communications and meetings with local project partners and SBC experts are essential 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 consults 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**

Learned lessons in this reporting period are:

- Well-planning and early preparation are very important to ensure the timely delivery of project activity. The troublesome Government approval process lengthened the project implementation. However, the project team always maintained a detailed Workplan with a clear timeline and deliverables. Partners were frequently informed and kept updated on progress so that the project activities would be prioritised in their working agenda. TRAFFIC prepared paperwork in advance to save time.
- Extending new partnerships works well, especially when existing partners fail to meet the commitment for objective reasons, i.e., leadership change or urgent administrative procedure requirements. The project team utilises relevant opportunities, including events, to approach and establish new relationships. The National Traditional Medicine Hospital, Da Nang Association for Women-led Enterprise, and CCPE's Vietnam Party Magazine are those newly engaged in Year 3 of the project.

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

No issues were raised during the review of the Year 3 half-year report.

## **11. Risk Management**

In the past 12 months, administrative requirements from the project approval process have been a key roadblock encountered by INGOs and local NGOs in Vietnam. To ensure the timely and effective delivery of these activities, TRAFFIC project team approached and succeeded in getting a Confirmation Letter from partners to co-organize the project activities (Please see the confirmation letters (in Vietnamese with English summary translation in Annex 5). The strong commitment and priority given by the key partners enables the realisation of the planned activities within the set deadlines. Additionally, some administrative documents, namely the concept note, budget and draft contract, have been prepared in advance, and some are ready for signature (Please see details on Activity Progress in Annex 6). Activities will be implemented consecutively with different partners to save time.

Meanwhile, as mentioned in Item 6, session 3.1, on 30 December 2022, TRAFFIC submitted the [Change Request](#) to move forward some of Year 3 activities to Year 4. In early March 2023, DEFRA approved the Change Request. It gave the project team and partners enough time to carry out all project activities until the end of the project, i.e., in September 2023.

It was also the first time that TRAFFIC project team and our partner – IntelligentMedia - communicated and worked with the Vietnam authorities on the project approval process. At the same time, the Vietnam authorities faced challenges in providing clear instructions for applicants as the Government Decree No.80 is still in the early phase of implementation. More clarifications and amendments are unavoidable leading to a lengthy process. Through this process, mutual understanding is achieved in the sense that the Vietnam authorities enhanced their understanding towards TRAFFIC works. In the future, as TRAFFIC and its partners become more familiar with the project approval process, it will become shorter, reducing the risk of delays in project implementation and the risk of similar change requests.

## 12. Other comments on progress not covered elsewhere

On 30 December 2022, TRAFFIC submitted the [change request](#) to carry forward the activity budget amount of GBP75,825 to implement activities planned in Year 3 to Year 4. The lengthy Government approval process was the main reason for the change. The change request was approved on early March 2023, and Government's project approval was granted on 15 March 2023

## 13. Sustainability and legacy

The project outputs and results will 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 can continue to promote the momentum of the project and messaging, as well as conduct interventions on their own after the end of this project.

- Training materials, including presentations, reports, publications etc., are shared with project partners after interventions to ensure continuous improvement. Debrief meetings are organised to gain valuable feedback, streamline the process, and enhance the intervention impacts.

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.

## 14. IWT Challenge Fund identity

The funding of the UK Government and IWT Challenge Fund is well recognised in all of the project's publications, including communication designs, presentations, press releases, etc.

## 15. Safeguarding

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.

Has your Safeguarding Policy been updated in the past 12 months?	Yes
Have any concerns been investigated in the past 12 months	No
Does your project have a Safeguarding focal point?	No
Has the focal point attended any formal training in the last 12 months?	No
What proportion (and number) of project staff have received formal training on Safeguarding?	Past: 100% Planned: 100%
Has there been any lessons learnt or challenges on Safeguarding in the past 12 months? Please ensure no sensitive data is included within responses. N/A	

Does the project have any developments or activities planned around Safeguarding in the coming 12 months? If so please specify.

N/A

## 16. Project expenditure

**Table 1: Project expenditure during the reporting period (April 2022-March 2023)**

Project spend (indicative) since last Annual Report	2022/23 Grant (£)	2022/23 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)				
<b>TOTAL</b>	<b>158,503</b>	<b>80,861.05</b>		

**Table 2: Project mobilising of matched funding during the reporting period (1 April 2022 – 31 March 2023)**

	Matched funding secured to date	Total matched funding expected by end of project
Matched funding leveraged by the partners to deliver the project.		
Total additional finance mobilised by new activities building on evidence, best practices and project (£)		

**17. OPTIONAL: Outstanding achievements or progress of your project so far (300-400 words maximum). This section may be used for publicity purposes**

I agree for the Biodiversity Challenge Funds Secretariat to publish the content of this section (please leave this line in to indicate your agreement to use any material you provide here).

N/A

<b>File Type (Image / Video / Graphic)</b>	<b>File Name or File Location</b>	<b>Caption, country and credit</b>	<b>Online accounts to be tagged (leave blank if none)</b>	<b>Consent of subjects received (delete as necessary)</b>
				Yes / No
				Yes / No
				Yes / No
				Yes / No
				Yes / No

## Annex 1: Report of progress and achievements against Logical Framework for Financial Year 2022-2023

Project summary	Measurable Indicators	Progress and Achievements April 2022 - March 2023	Actions required/planned for next period
<p><b>Impact</b> 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><b>Outcome</b> 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>Indicator 1.3 was achieved.</p> <p>Indicator 1.1 and 1.2 will be evaluated based on the activity evaluation results and the project end-line survey conducted in Year 4 (at the end of the project).</p> <p>Activities contributing to the achievement of Indicator 1.4 will be conducted in Year 4.</p>	<p>The evaluation results by activities will continue to be done following activity delivery. The project end-line survey will be conducted in Year 4.</p>
<p><b>Output 1.</b> Evidence-based SBC strategy for tiger products in Vietnam is updated and finalised</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 SBC materials (e.g., government agencies, businesses, social groups, taking</p>	<p>Indicator 1.1, 1.2 and 1.3 were achieved in Year 2 and 3.</p>	



Project summary	Measurable Indicators	Progress and Achievements April 2022 - March 2023	Actions required/planned for next period
	<p>account of different behaviour patterns between men and women)</p> <p>1.3 By October 2022 at least 4 SBC 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>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, and redesign according to the project's goals</p>		<p>Activities were completed in Year 2.</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 Organise a project launching ceremony: Invite experts to share about TM treatment related to tiger bone glue; Invite doctors, nurses, TM practitioners, TM teachers, and TM students to attend in the event; Invite VIPs from CCPE, MOH, TM Association, doctors specialising in male treatment, doctors specialising 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, and share information on groups / fan-pages for TM practitioners and TM users to spread SBC message of SBC to target audience</p>		<p>Activities were completed in Year 2.</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</p> <p>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</p>		<p>Activities were completed in Year 2 and 3.</p>	

Project summary	Measurable Indicators	Progress and Achievements April 2022 - March 2023	Actions required/planned for next period
<p>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><b>Output 2.</b> 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>2.2.1 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>In Year 3, TRAFFIC continued partnering with key Government partners including the Central Committee for Propaganda and Education and the Ministry of Health to ensure comprehensive and impactful impacts on behaviour change amongst project target audience groups: the Government and the traditional medicine individuals as well as the achievement of Indicator 2.1 and 2.3. Some of the work with CCPE and the National Assembly are carried forward to Year 4. Indicator 2.3 to be achieved in Year 4</p>	<p>Implementing carried-forward activities of Year 3 with CCPE and the National Assembly in Year 4.</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</p>		<p>Activities 2.1.1 and 2.1.2. will be carried forwards to Year 4.</p>	<p>Activities 2.1.1 and 2.1.2. are planned to be organised from April to June 2023.</p>

Project summary	Measurable Indicators	Progress and Achievements April 2022 - March 2023	Actions required/planned for next period
<p>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 Organise 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 Organise communication activities for government leaders and officials at state agencies including:</p> <p>Activity 2.1.2.a Write and post SBC articles on Health Magazine which is only published and circulates for government leaders</p> <p>Activity 2.1.2.b Develop and distribute SBC calendar at at least 10 government offices</p> <p>Activity 2.1.2.c Embed SBC 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 policymakers 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"> <li>• 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 SBC messaging</li> <li>• 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</li> </ul>		<p>Activities were completed in Year 3.</p>	

Project summary	Measurable Indicators	Progress and Achievements April 2022 - March 2023	Actions required/planned for next period
<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>		<p>Activity 2.3.1 will be carried forwards to Year 4.</p>	<p>Activity 2.3.1 is planned to be organised in April 2023.</p>
<p><b>Output 3.</b> 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, SBC 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 SBC 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 SBC messaging related to rejecting tiger</p>	<p>Indicator 3.1 is mostly achieved except 01 high-level workshop with VCCI and 02 workshops to target medicinal, pharmaceutical, and health companies in Year 4.</p> <p>Indicator 3.2, 3.3, 3.4 and 3.5 was achieved in Year 2 and 3.</p> <p>For indicator 3.5, the project continues recruiting project champions. Up to 31 March 2023, 30 champions were recruited.</p>	<p>Implementing the high-level workshop with VCCI and 02 workshops with pharmacy companies in Year 4</p>

Project summary	Measurable Indicators	Progress and Achievements April 2022 - March 2023	Actions required/planned for next period
	<p>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 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 SBC 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 mobilisation of stopping the consumption of tiger and illegal wildlife products</p> <p>Activity 3.1.1.a Organize 1 TOT training for VCCI mater trainers</p> <p>Activity 3.1.1.b Organise 2 workshops to target medicinal, pharmaceutical, and health companies</p> <p>Activity 3.1.1.c Co-organise 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 mobilisation of stopping the consumption of tiger and illegal wildlife products through embedding content into 2 trainings/workshops/events</p>		<p>Activities were completed in Year 3, except for:</p> <ul style="list-style-type: none"> <li>- 01 high-level workshop with VCCI;</li> <li>- 02 workshops to target medicinal, pharmaceutical, and health companies</li> </ul>	<p>In Year 4, TRAFFIC will organise:</p> <ul style="list-style-type: none"> <li>- 01 high-level workshop with VCCI;</li> <li>- 02 workshops to target medicinal, pharmaceutical, and health companies</li> </ul>
<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 SBC materials at their business and/or SBC talks or trainings with their staff).</p>		<p>Activities were completed in Year 3.</p>	

Project summary	Measurable Indicators	Progress and Achievements April 2022 - March 2023	Actions required/planned for next period
<p>Activity 3.2.1 Partner with VCCI and CWD in the development and dissemination of SBC materials</p> <p>Activity 3.2.1.a Exhibitions/fairs/public events with VCCI and CWD to promote SBC messaging of the project</p> <p>Activity 3.2.1.b Co-design and disseminate SBC 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>Activity 3.3 Distribute SBC toolkits and materials developed in Activity 1.3 through a fan page, SBC 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 specialise in treating weak physiological diseases for male and osteoarthritis to become Agents of Change Champions or "influencers" by live streaming and make Q&amp;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>		Activity was completed in Year 2.	
<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 specialise in TM or have TM department to convey wildlife protection/SBC messages to the students, the future TM doctors who will prescribe medicine:</p> <ul style="list-style-type: none"> <li>• 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</li> <li>• 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</li> <li>• Propagate the SBC messaging on different social media/communication channels of the schools including website, fan-page, faculty or association/student group of the school, placement SBC message at TM class, the TM faculty...</li> </ul>		Activities were completed in Year 2 and Year 3.	
<p>Activity 3.5 Recruit Agents of Change (Champions) through partner networks to deliver SBC messages around a zero tolerance towards tiger product consumption and support of the initiative</p>		In Year 3, 14 champions were recruited. See details in Session 3 above.	TRAFFIC will keep up to date with the detailed actions these champions will

Project summary	Measurable Indicators	Progress and Achievements April 2022 - March 2023	Actions required/planned for next period
			continue to take under this project to complete their signed-up mission.
<p><b>Output 4.</b> 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 international event and 1 national event</p>	<p>TRAFFIC and BIT have regularly updated the project progress and explored effective evaluation methods for individual activities and the project as a whole. In addition to comparison against baseline indicators, activity will be separately evaluated to measure changes and the impact on the target audiences' behaviours, including pre and post questionnaires; Randomised Control Trials (RCTs); and measurement of online responses.</p> <p>In Year 3, TRAFFIC and BIT have collected the pre and post-event questionnaires for:</p> <ul style="list-style-type: none"> <li>• TOT workshop for TM lecturers at Tue Tinh TM School and Hanoi TM School</li> <li>• TOT for master trainers</li> </ul> <p>Findings from the surveys of these activities will contribute to BIT's project impact evaluation at the end of the project</p>	<p>In Year 4, TRAFFIC and BIT will collect data and conduct the evaluation results for the following activities:</p> <ul style="list-style-type: none"> <li>- The Guidebook provides alternatives to tiger bone glue</li> <li>- The CCPE Handbook</li> <li>- Pre-and-post event questionnaires for at least 4 Workshops and training</li> <li>- The project end-line survey</li> </ul>
Activity 4.1 Develop an Influencing Plan setting out stakeholders and messaging plans		The activity was completed in Year 3.	
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.			To be implemented in Year 4
Activity 4.3 Document learning from this project, and the Chi Initiative, and share through diverse media including national and international events.			To be implemented in Year 4

## 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](mailto:IWT-Fund@ltsi.co.uk) if you have any questions regarding this.*

Project summary	Measurable Indicators	Means of verification	Important Assumptions
<b>Impact:</b> 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.			
<b>Outcome:</b> 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, although 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
<b>Output 1</b> Evidence-based SBC strategy for tiger products in Vietnam is updated and finalised	<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 SBC materials (e.g., government agencies, businesses, social groups, taking</p>	<p>1.1 DR strategy document is available that guides further project activities</p> <p>1.2 List co-developed with stakeholders, documenting their actions taken about changing behaviours of key user group, evidence of meetings and communication</p> <p>1.3 Toolkits and materials</p>	Those delivering demand reduction communications across other projects (e.g. in the SBC Community of Practice) engage and coordinate stakeholders in evidence-based approaches



Project summary	Measurable Indicators	Means of verification	Important Assumptions
	<p>account of different behaviour patterns between men and women)</p> <p>1.3 By October 2022 at least 4 SBC 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><b>Output 2</b></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>2.2.1 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>2.1 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) 2.2.2: reference materials for Traditional Medicine clinics/hospitals</p> <p>2.3 Event documents (e.g. concept notes, agendas, content materials, list of participants, event reports, related media coverage)</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><b>Output 3</b></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, SBC 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 SBC 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 SBC 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>3.1.1 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>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 SBC messaging</p>	<p>TRAFFIC maintains a strong working relationship with civil society and the private sector, including strong confidence in CSR support.</p> <p>Our indicators on the numbers of business partners engaged are based on the time and effort needed to convince private sector organisations to sign up, while the large reach is based on assumptions around their influence across members and audiences.</p>

Project summary	Measurable Indicators	Means of verification	Important Assumptions
	<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 SBC messages reaching at least 5,000 members of the target audience</p>		
<p><b>Output 4</b> 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 international event and 1 national event</p>	<p>4.1 Influencing Plan is available</p> <p>4.2 BIT research outputs made available for peer review through <a href="http://Changewildlifeconsumers.org">Changewildlifeconsumers.org</a> 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><a href="http://www.changewildlifeconsumers.org/">/www.changewildlifeconsumers.org/</a></p>

Project summary	Measurable Indicators	Means of verification	Important Assumptions
<p><b>Activities</b> (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><b>Activity 1.1</b> 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><b>Activity 1.1.1</b> 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><b>Activity 1.1.2</b> 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><b>Activity 1.2</b> 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><b>Activity 1.2.1</b> Organise 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 specialising in male treatment, doctors specialising in osteoarthritis, media to attend in the event; Participants: 60-80; livestream</p> <p><b>Activity 1.2.2</b> Encourage media to post news/articles about the launching ceremony, share information on groups / fan-pages for TM practitioners and TM users to spread SBC message of SBC to target audience</p> <p><b>Activity 1.3</b> 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> <p><b>Activity 2.1</b> 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><b>Activity 2.1.1</b> Organise 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><b>Activity 2.1.2</b> Organise communication activities for government leaders and officials at state agencies including:</p> <p><i>Activity 2.1.2.a</i> Write and post SBC 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 SBC calendar at at least 10 government offices</p>			

Project summary	Measurable Indicators	Means of verification	Important Assumptions
<p><i>Activity 2.1.2.c</i> Embed SBC 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><b>Activity 2.1.3</b> Encourage and promote leadership of CCPE to issue and circulate an official guiding document to direct nationwide propaganda in wildlife protection.</p> <p><b>Activity 2.2</b> 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><b>Activity 2.2.1</b> 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><b>Activity 2.2.2</b> 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"> <li>• 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 SBC messaging</li> <li>• 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</li> </ul> <p><b>Activity 2.3</b> 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><b>Activity 2.3.1</b> 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><b>Activity 3.1</b> 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><b>Activity 3.1.1</b> Work with VCCI to promote business community take the lead in a social mobilisation of stopping the consumption of tiger and illegal wildlife products</p> <p style="padding-left: 20px;"><i>Activity 3.1.1.a</i> Organize 1 TOT training for VCCI mater trainers</p> <p style="padding-left: 20px;"><i>Activity 3.1.1.b</i> Organise 2 workshops to target medicinal, pharmaceutical, and health companies</p> <p style="padding-left: 20px;"><i>Activity 3.1.1.c</i> Co-organise 2 high-profile events for the Vietnamese business community</p> <p><b>Activity 3.1.2</b> Work with CWD to promote the woman business community take the lead in a social mobilisation of stopping the consumption of tiger and illegal wildlife products through embedding content into 2 trainings/workshops/events</p>			

Project summary	Measurable Indicators	Means of verification	Important Assumptions
<p><b>Activity 3.2</b> 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 SBC materials at their business and/or SBC talks or trainings with their staff).</p>			
<p><b>Activity 3.2.1</b> Partner with VCCI and CWD in the development and dissemination of SBC materials</p>			
<p><i>Activity 3.2.1.a</i> Exhibitions/fairs/public events with VCCI and CWD to promote SBC messaging of the project</p>			
<p><i>Activity 3.2.1.b</i> Co-design and disseminate SBC 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><b>Activity 3.3</b> Distribute SBC toolkits and materials developed in Activity 1.3 through a fan page, SBC 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><b>Activity 3.3.1</b> Invite doctors specialise in treating weak physiological diseases for male and osteoarthritis to become Agents of Change Champions or “influencers” by live streaming and make Q&amp;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><b>Activity 3.4</b> 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><b>Activity 3.4.1</b> Partner with 2 universities/colleges or medical institutions which specialise in TM or have TM department to convey wildlife protection/SBC messages to the students, the future TM doctors who will prescribe medicine:</p>			
<ul style="list-style-type: none"> <li>• 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</li> <li>• 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</li> <li>• Propagate the SBC messaging on different social media/communication channels of the schools including website, fan-page, faculty or association/student group of the school, placement SBC message at TM class, the TM faculty...</li> </ul>			
<p><b>Activity 3.5</b> Recruit Agents of Change (Champions) through partner networks to deliver SBC messages around a zero tolerance towards tiger product consumption and support of the initiative</p>			
<p><b>Activity 4.1</b> Develop an Influencing Plan setting out stakeholders and messaging plans</p>			
<p><b>Activity 4.2</b> 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><b>Activity 4.3</b> Document learning from this project, and the Chi Initiative, and share through diverse media including national and international events.</p>			

**Annex 3 Standard Indicators**

**Table 1 Project Standard Indicators**

IWTCF Indicator number	Name of indicator using original wording	Name of Indicator after adjusting wording to align with IWTCF Standard Indicators	Units	Disaggregation	Year 1 Total	Year 2 Total	Year 3 Total	Total to date	Total planned during the project
IWTCFCO1	At least 30% reduction in number of self-reported use of tiger products by tiger product consumers from 2017 baseline, by December 2023  By December 2023, the percentage of users motivated by medicinal uses has fallen from 71% in 2017 to 20%	Number of people reported with changed behaviour in IWT post-intervention.	People	Male Female					Wait for the end-line survey results to be collected at the end of the project
IWTCFCO2	By October 2022 at least 4 SBC 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	Number and type of IWT behaviour change materials produced / Number and type of IWT behaviour change materials distributed	Number	None	1	5 3 PSAs 1 livestream 1 video	1 1 Handbook	7	4
IWTCFCO3	No specific indicator in the project log frame but can be collected via project activities	Number of communication channels carrying campaign message.	Number	None	70	46 Livestream: 9 Video: 30 VCCI: 7	2 CCPE: 1 Hospital: 1	118	N/A
IWTCFCO4	At least five TM pharmacies signed up to disseminate SBC messaging (through displays at their businesses, and/or staff trainings), by December 2022  By March 2021 at least two business associations (especially VCCI and women-led business associations), are engaged and	Number of partners with influence on target audience that have distributed campaign message(s).	Number	None	4 IM, CCPE, 2 TM universities	3 2 TM universities, VCCI	5 2 TM universities, VCCI, Business associations	12	N/A



IWTCF Indicator number	Name of indicator using original wording	Name of Indicator after adjusting wording to align with IWTCF Standard Indicators	Units	Disaggregation	Year 1 Total	Year 2 Total	Year 3 Total	Total to date	Total planned during the project
	interested in involving their networks  By December 2021, at least two medical schools/universities commit to embed wildlife protection messaging into their trainings, events, or competitions.						on, TMA (MOH)		
IWTCFCO5	No specific indicator in the project log frame but can be collected via project activities	Number of people reached with behaviour change messaging (i.e. audience).	Number	None	40,000 Press release: 20,000 TV: 20,000	1,447,820 Livestream: 42,700 Video: 1M LED display: 375,000 Event: 120 VCCI display: 30,000	48,000 TM individuals: 500+ Patients: 500+ Businesses: 1,500 Public: 45,000	1,995,820	N/A
N/AIWTCFCO6	At least 30% reduction in number of self-reported use of tiger products by tiger product consumers from 2017 baseline, by December 2023  By December 2023, the percentage of users motivated by medicinal uses has fallen from 71% in 2017 to 20%	Number of consumers that have demonstrated the desired behaviour change	Number	Gender					Wait for end-line survey


IWTCF Indicator number	Name of indicator using original wording	Name of Indicator after adjusting wording to align with IWTCF Standard Indicators	Units	Disaggregation	Year 1 Total	Year 2 Total	Year 3 Total	Total to date	Total planned during the project
IWTCFCO7	No specific indicator in the project log frame but can be collected via project activities	Number of consumers targeted in demand country(ies).	Number	None	0	620 120 busines speople 500 TM people	2500 TM individua ls: 500+ Patients: 500+ Busines s: 1,500	3120	N/A
IWTCFCO8	At least five TM pharmacies signed up to disseminate SBC messaging (through displays at their businesses, and/or staff trainings), by December 2022  By March 2021 at least two business associations (especially VCCI and women-led business associations), are engaged and interested in involving their networks  By December 2021, at least two medical schools/universities commit to embed wildlife protection messaging into their trainings, events, or competitions	Number of stakeholders that have actively discouraged the purchase/use of IWT products i.e., pledges signed.	Number	Type: Business and Individuals	50 50 individu als	105 100 individu als 5 busines ses	75 70 individua ls 5 busines ses	230	N/A
IWTCF-D01	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	Number of trainers trained reporting to have delivered further training by the end of the project.	Number	Echo-training	0	0	40	40	N/A

<b>IWTCF Indicator number</b>	<b>Name of indicator using original wording</b>	<b>Name of Indicator after adjusting wording to align with IWTCF Standard Indicators</b>	<b>Units</b>	<b>Disaggregation</b>	<b>Year 1 Total</b>	<b>Year 2 Total</b>	<b>Year 3 Total</b>	<b>Total to date</b>	<b>Total planned during the project</b>
IWTCF-D02	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	Number of individuals benefitting from training (i.e. broader households of individual directly trained)	Number	None	0	200	1300	1500	N/A
IWTCF-D03	At least five TM pharmacies signed up to disseminate SBC messaging (through displays at their businesses, and/or staff trainings), by December 2022  By March 2021 at least two business associations (especially VCCI and women-led business associations), are engaged and interested in involving their networks  By December 2021, at least two medical schools/universities commit to embed wildlife protection messaging into their trainings, events, or competitions	Number of local/national organisations with improved capability and capacity as a result of the project.	Number	None	1	4	6	11	N/A
IWTCF-D06	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.	Number of training weeks provided to relevant stakeholders.	Number	None	0	10	20	30	N/A
IWTCF-D12	By September 2023, learning from this project and from the Chi campaign is shared in 3 periodicals and across 5 other media	Number of papers published in peer reviewed journals .	Number	None	0	0	1 With VECOM	1	N/A

<b>IWTCF Indicator number</b>	<b>Name of indicator using original wording</b>	<b>Name of Indicator after adjusting wording to align with IWTCF Standard Indicators</b>	<b>Units</b>	<b>Disaggregation</b>	<b>Year 1 Total</b>	<b>Year 2 Total</b>	<b>Year 3 Total</b>	<b>Total to date</b>	<b>Total planned during the project</b>
IWTCF-D17	By September 2023, learning from this project and from the Chi campaign is shared in 3 periodicals and across 5 other media	Number of case studies published.	Number	None					To report at the end of the project
IWTCF-D20	No specific indicator in the project log frame but can be collected via project activities.	Number of webinar attendees.	Number	None	0	300	0	300	N/A
IWTCF-D22	No specific indicator in the project log frame but can be collected via project activities.	Number of Media related activities.	Number	None	1	3	2	6	N/A
IWTCF-D26	By October 2022 at least 4 SBC 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	Number of new and enhanced tools/approaches developed for tackling IWT.	Number	None	0	1	1	2	N/A
IWTCF-D27	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	Number of partnerships established	Number	None	1	4	6	11	N/A

In addition to reporting any information on publications under relevant standard indicators, in Table 2, provide full details of all publications and material produced over the last year that can be publicly accessed, e.g. title, name of publisher, contact details, cost. Mark with an asterisk (\*) all publications and other material that you have included with this report.

**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)
SBC public service announcements	Images	TRAFFIC , 2022	Female	Vietnamese	TRAFFIC, Hanoi	
SBC integrated video to greet the Year of the Tiger	Video	TRAFFIC , 2022	Female	Vietnamese	TRAFFIC, Hanoi	<a href="https://youtu.be/Wtk0XxqcRfl">https://youtu.be/Wtk0XxqcRfl</a>

through diverse media including national and international events				
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## 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 <b>correct template</b> (checking fund, type of report (i.e. Annual or Final), and year) and <b>deleted the blue guidance text</b> before submission?	
<b>Is the report less than 10MB?</b> If so, please email to <a href="mailto:BCF-Reports@niras.com">BCF-Reports@niras.com</a> putting the project number in the subject line.	
<b>Is your report more than 10MB?</b> If so, please discuss with <a href="mailto:BCF-Reports@niras.com">BCF-Reports@niras.com</a> about the best way to deliver the report, putting the project number in the subject line.	
<b>Have you included means of verification?</b> You should not submit every project document, but the main outputs and a selection of the others would strengthen the report.	
<b>Do you have hard copies of material you need to submit with the report?</b> 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.	
If you are submitting photos for publicity purposes, do these meet the outlined requirements (see section 17)?	
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.	