



Department
for Environment
Food & Rural Affairs



Illegal Wildlife Trade (IWT) Challenge Fund Final 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: no later than 3 months after agreed project end date.

Submit to: BCF-Reports@niras.com *including your project ref in the subject line.*

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)	- The Vietnam Chamber of Commerce and Industry (VCCI) - Intelligentmedia (IM) - Behavioural Insights Team (BIT) - Scientific Committee of Party Organisation, Central Committee for Propaganda and Education (CCPE) - Vietnam CITES Management Authority - Hanoi Medical University
IWTCF grant value	£375,112
Start/end dates of project	1 st October 2020 – 31 st September 2023
Project Leader’s name	Trinh Nguyen
Project website/blog/social media	N/A
Report author(s) and date	Nga Bui, Claire Golliet, Trinh Nguyen, 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 a transit and destination country for Tiger products.

In TRAFFIC’s 2017 consumer survey¹, 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 Tiger bone glue, finding that 83% of people who admitted

¹ <https://www.traffic.org/publications/reports/tiger-product-consumers-in-viet-nam/>

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 Partnerships

The project has employed multiple stakeholder engagement mechanisms. [Eleven local stakeholders](#) delivered the project activities throughout three years of implementation.

Partnerships with the Government and business sectors were essential in tackling the demand and gifting Tiger bone glue for business opportunities. The project leveraged the [National Assembly](#) (NA) and the [Central Committee for Propaganda and Education](#) (CCPE) in reaching high-level leaders and inspiring Government individuals to stop the practice. The project approached businesspeople via a partnership with grassroots associations, including the [Vietnam Chamber for Commerce and Industry](#) (VCCI), [Vietnam E-commerce Association](#) (VECOM), and [DaNang Women-led Enterprise Association](#) (DAWE).

The project aimed to change the practice of the primary target audiences, i.e., male and female users of Tiger bone glue, by empowering the influence and credibility of the Vietnam Traditional Medicine (TM) sector. The following agencies have participated in project delivery, namely [Traditional Medicine Agency](#) (TMA), the [National Institute for Medicinal Materials](#) (NIMN) within the Ministry of Health, [Hanoi TM Hospital](#), Vietnam Oriental TM Association (VOTMA), [Vietnam Institute of Medicine and Pharmacy Research](#) (VIPHARM), TM universities ([Tue Tinh Medicine College and Technical Traditional Medicine Hanoi College](#)) and clinics.

Local partners were at the heart of project implementation. Regardless of different roles, they were involved in the following activities: co-organizing project workshops, training, and interactive events; co-designing social and behaviour change (SBC) materials; and recruiting key opinion leaders and company champions. The partners were enthusiastic, active, and responsible for the project ownership. Some committed to continuing the project achievements beyond the project timeline. A detailed description of their engagement is stated in the below sessions.

The British Embassy in Hanoi was informed and engaged in significant project activities throughout the project timeline.

- In 2020, the former British Ambassador to Vietnam, Mr Gareth Ward, gave opening remarks at the project launch and highlighted the unique role that Vietnam plays in the Tiger trade, as a source of wild and farmed Tigers and a destination for Tiger parts and products. Ambassador Ward’s presence raised the project profile, especially among our government partners, and his remarks were well received. Follow-up with the British Embassy included meetings with the UK border patrol and discussions for a joint UK-US event highlighting Illegal Wildlife Trade (IWT) on Endangered Species Day, 21 May.

- In 2022, through the [project viral video](#) greeting the Year of the Tiger², Mr. Gareth Ward sent an inspiring message to the Vietnamese to stop trading, gifting, and consuming Tiger products.

- In 2023, Mr Iain Frew – the British Ambassador to Vietnam, shared the UK Government’s wildlife-related strategy and future work plan during the thematic TV talk show featuring Vietnamese parliamentarians and conservation experts to deliberate strategic solutions for Viet Nam to control the increase in transnational wild species crime³.

3. Project Achievements

² <https://www.traffic.org/news/collective-voices-say-no-to-tiger-bone-glue-in-the-year-of-the-tiger/>

³ <https://www.traffic.org/news/vietnamese-lawmakers-rally-for-stricter-measures-against-wildlife-crime-in-tv-panel-special/>
IWT Challenge Fund Main Final Report Template 2023

3.1 Outputs

The project completed four Outputs as laid out in the approved logical framework in Annex 1. While Annex 2 details the project achievement by activities, this session focuses on how the project fulfilled the predefined outputs, thereby leading to the change of practice.

Output 1: Evidence-based SBC strategy for Tiger products in Vietnam is updated and finalized.

The project was launched on 10 December 2020⁴. Following that, the Demand Reduction Strategy (██████████) was created and updated as a living document to set up the strategic framework for project implementation. It ensured the SBC interventions were relevant to targeted audiences and indicators of behaviour change could be fully achieved. On Endangered Species Day, 21st May 2021, the project unveiled the public service announcements (PSAs)⁵. The set of PSAs (██████████), reflecting three different concepts, guiding targeted audiences to safe and effective alternatives, including proven medicines and the adoption of daily exercises, was used in project activities.

Twenty **SBC activities** were implemented with project partners. It reached **7,000+ targeted audiences including** 3,000 Government leaders and officials, 1,500 businesspeople, 2,500 TM practitioners, lecturers, and students. Around **2,5 million** individuals benefited from project activities (see Annex 3). Beyond that, some partners delivered their own wildlife protection activities. VECOM developed a permanent sub-section about wildlife protection on their official websites (██████████). They published an in-depth article in their annual E-commerce Index Magazine⁶, requesting e-commerce companies to remove illegal Tiger product advertisements.

In collaboration with project partners, **five SBC toolkits and three multi-media materials** were developed and employed over three years of project implementation. Toolkits include project visuals, video, infographics and publications (like Handbooks) providing wildlife-related knowledge, SBC expertise and recommended actions co-developed and used by project partners to influence target audiences. A list of the toolkits and materials can be found (██████████)

The Project's three main PSAs focus on the following SBC messages:

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



⁴ <https://www.traffic.org/news/traffic-initiative-to-drive-down-tiger-product-consumption-in-viet-nam/>

⁵ <https://www.traffic.org/news/vietnamese-consumers-urged-to-lead-an-active-lifestyle-and-only-use-proven-medicines-to-curb-demand-for-tiger-products-on/>

⁶ <https://vecom.vn/doanh-nghie-p-tmdt-do-i-ma-t-vo-i-ru-i-ro-lien-quan-de-n-hoa-t-do-ng-buon-ba-n-do-ng-thu-c-va-t-hoang-da-tra-i-phe-p>
IWT Challenge Fund Main Final Report Template 2023

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.

Key Government agencies (including the National Assembly (NA), The Central Committee for Propaganda and Education (CCPE), and the Ministry of Health (MOH)) have fully engaged in the project.

Through project-funded Workshops and events, relevant departments within MOH, including the Traditional Medicine Agency (TMA), and the National Institute for Medicinal Material (NIMM) have officially warned the TM community and the patients on the negative impacts on public health if the use of illegal wildlife products like Tiger bone glue continues. A quick verbal interview with 100 TM practitioners who participated in project events confirmed they would never use Tiger bone glue. A matched control trial revealed that the activities with healthcare government agencies increased significantly the number of practitioners and patients being unlikely to prescribe or consumer tiger bone glue (see Table 1).

Under other projects, from 2018 to 2020, TRAFFIC co-organized three high-level policy dialogues on wildlife conservation with the NA⁷. The internal central government system is now more familiar with wildlife conservation responsibility, and some parliamentarians expressed a high willingness and activeness in pushing forward more robust SBC wildlife interventions. To promote what has been achieved, on May 2023, the project organised a TV Panel talkshow exploring comprehensive strategies to curb the surge in transnational wildlife crime within Viet Nam which Parliamentarian Nguyen Manh Cuong, Deputy Chairman of the Legal Committee, and Parliamentarian Nguyen Ngoc Son, Standing Member of the Science, Technology and Environment Department, took part in⁸.

Over the past eight years throughout TRAFFIC's various projects, CCPE has been TRAFFIC's strategic partner in stamping out the use of illegal wildlife products in Vietnamese society, organizing capacity building for propagandists and providing SBC toolkits. CCPE leaders⁹ have publicly promoted a safe, legal, and sustainable consumption lifestyle within the Government networks. As part of the project contribution, in July 2021, CCPE released Directive 13¹⁰ requesting relevant Government agencies to foster wildlife protection activities with a particular focus on demand reduction work via strategic, targeted communication measures. Defra's support for this social marketing initiative to reduce demand for Tiger products in Viet Nam succeeded in executing the actions requested in the Directive. For example, in May 2023, the Party Unit of Central Organizations within CCPE released the Official Request Letter [REDACTED] requiring Party members to strictly stop consuming illegal wildlife products and increase participation in wildlife protection activities.

Output 3: Partnerships with the private sector, civil society organizations, and medical universities foster zero-tolerance social norms for Tiger products through behaviour change messaging.

Vietnam's two most significant and most dynamic TM grassroots associations are the Vietnam Oriental Traditional Medicine Association (VOTMA) and the Vietnam Institute of Medicine and Pharmacy Research (VIPHARM). They both delivered project activities, with VOTMA being the most active partner. In 2022, VOTMA circulated an internal Direction [REDACTED] requesting their 5,000 members to prescribe safe, legal, and sustainable TM ingredients. VOTMA representatives joined all project TM-related events and delivered professional coaching on alternatives to Tiger products if required. In January 2022, VOTMA developed a framework clarifying specific actions they will take on wildlife protection ([REDACTED]).

The project coordinated with Vietnam's prestigious education institutions, which are [Tue Tinh Medicine College](#) and [Technical Traditional Medicine Hanoi College](#), to ensure that future practitioners will promote the safe, legal, and sustainable use of TM ingredients. The project co-developed the wildlife action plan with the colleges, which was published on their websites [REDACTED]. From 2020 to 2022, the project organised two training of trainer (TOT) Workshops and thirty lecturers and 4th-year students became master trainers. They continued to disseminate SBC knowledge and messages, reaching 1,500+ TM students by the end of the project.

Since 2022, The Hanoi Traditional Medicine Hospital has engaged in project activities and has committed to continue placement of PSAs until the end of 2023 ([REDACTED]).

⁷ <https://www.traffic.org/news/traffic-and-the-national-assembly-of-viet-nam-plan-strengthened-wildlife-legislation-and-communications/>

⁸ <https://www.traffic.org/news/vietnamese-lawmakers-rally-for-strict-measures-against-wildlife-crime-in-tv-panel-special/>

⁹ <https://tuyengiao.vn/nhip-cau-tuyen-giao/ban-tuyen-giao-tw/day-manh-cong-tac-tuyen-truyen-thay-doi-hanh-vi-khong-su-dung-cac-san-pham-tu-dong-thuc-vat-hoang-da-nguy-cap-quy-88983>

¹⁰ https://mof.gov.vn/webcenter/portal/vclvcstc/pages_r//chi-tiet-tin?dDocName=MOFUCM205769

On 5 January 2021, as a part of the project contribution, TRAFFIC signed the Cooperative Agreement with the Enterprise Development Foundation (EDF) of the Vietnam Chamber of Commerce and Industry (VCCI) to foster cooperation in the fight against illegal wildlife trade and consumption in Vietnam and to enhance management capabilities for Vietnamese enterprises [REDACTED]. From January to March 2022, VCCI led the targeted dissemination campaign through online placement on [VCCI's official website](#), EDF's official [website](#) and [Facebook fanpage](#), under various formats, including quizzes and SBC banners. In total, 12,000 users, equally 30,000 views, were exposed to SBC messaging discouraging using Tiger bone glue.

In December 2022, the project succeeded in engaging the Da Nang Women-Led Enterprise Association (DAWE) in empowering the role of females in removing illegal wildlife products. In January 2023, the Vietnam E-commerce Association (VECOM) engaged in project activities by increasing the social responsibility of e-commerce companies, social media platforms, and e-commerce universities to remove advertisements for Tiger products. By March 2023, through activities collaborated with VCCI, DAWE, and VECOM, 1,500 businesspeople were exposed to SBC messaging. The project recruited twelve business champions who have taken concrete wildlife protection actions (A list of their activities can be found [REDACTED]).

The project contributed to nurturing the TRAFFIC-VCCI master trainers on wildlife protection, a network of business-related trainers committed to passing on wildlife knowledge to businesspeople and coaching them on incorporating wildlife protection responsibilities into their business operation plan. On 22 – 23 April 2022, the project held the Training of Trainer workshop [REDACTED] with 25 VCCI master trainers to develop the action plan for 2022/2023 with an anticipated number of training classes and businesspeople reached and exposed to SBC messaging. From April 2022 to September 2023, the master trainers had already conducted 48 integrated training to expand SBC messaging to 1,326 business leaders (823 men and 503 women) from various business sectors. Photos from the integrated training can be viewed [REDACTED].

At the end of the project, 30 influencers, who are government, CSO and business leaders, were recruited. A list of influencers can be found [REDACTED].

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.

By the end of 2021, the project Influencing Plan was completed. It set out key stakeholders and measures for sharing outputs or lessons learned from the project to influence decisions [REDACTED].

By May 2023, the end-line survey depicting the overall picture of Tiger consumption in Vietnam was completed. The 2023 survey used similar questions to the 2017 baseline survey and involved approximately 1,200 public respondents. The survey was conducted online, with additional offline recruitment to boost responses (respondents completing the survey themselves online with a tablet). Key findings of the survey included:

- 43.4% of respondents in 2023 self-reported using Tiger products in the past year.
- The most used product was Tiger bone glue. Tiger bone glue was the most recently used Tiger product for over 80% of users at both time points.
- Medicine was the motivation for 62.1% of users. Concurrently, other reasons include winding off bad luck and traditional customs.
- Tiger products were consumed mainly by drinking. 41.6% of Tiger product users mixed the product with wine, and 36.1% drank the product itself.
- 56.6% of the Tiger users bought the products themselves, and 31.1% received them as gift.
- Most users who bought the products purchased them for themselves or close family members.
- Most Tiger product users would recommend Tiger products to others, while the majority of non-users would not. Overall, 45.3% of all respondents would recommend Tiger products to others. Among those who used products themselves, this percentage went up to 79.7%.

Details of the survey can be read [REDACTED].

The project achievements and lessons learned were documented in the Factsheet [REDACTED]. Project activities and achievements have been shared through diverse media, including national and international events, details in Annex 2.

3.2 Outcome

The project's overall outcome is “By December 2023, at least 30% reduction in number of self-reported use of Tiger products by Tiger product consumers from 2017 baseline”. The original intention was to evaluate these outcomes by comparing a ‘baseline’ and ‘endline’ survey to be conducted in 2017 and 2023, respectively. However, the significant changes in the intervening period – within Vietnam and globally – mean that any differences we might observe between responses in 2017 and 2023 cannot reasonably be attributed solely to the project’s activities. In addition, the decision to conduct the 2023 survey primarily online rather than face-to-face, whilst potentially increasing honest reporting of illicit and illegal behaviours, reduces comparability: whilst only 5.8% of respondents in 2017 reported consumption of Tiger products, 43.4% of respondents surveyed online in 2023 reported consumption of Tiger products. The online modality of the 2023 survey might have provided a greater sense of confidentiality and anonymity to respondents, enabling them to respond more accurately. It is also worthwhile to note that the sample of 1,200 respondents for the 2023 survey was more representative of the Vietnam population than those respondents in the 2017 survey in terms of both age and income.

The 2023 reported consumption tallies with anecdotal evidence conducted by TRAFFIC Vietnam in 2020 (under other funding) focusing on the medicinal use of Tiger products.¹¹

In combination with the extensive changes linked to the global pandemic during the 2017-2023 period and the change in survey modality, the extensive changes suggest that an end-line and baseline comparison no longer represent the most meaningful way to evaluate these outcomes. Besides, to ensure the evaluation of the project's impact, a series of small-scale, activity-specific evaluations were conducted during the project implementation. These activity-specific evaluations provided more granular data on the effects of individual activities and project impacts. 866 targeted individuals reported changed behaviour in the project post-intervention. Some key findings and details of the evaluation can be read in the Table 1 below:

Table 1. Evaluation of the project activities

Type of survey & project activities	Type of target audience	Coaching content	Outstanding Change	Details
Pre/Post-activity survey in Capacity Building Workshop	Master trainers (n=30) (mixed gender)	Wildlife-integrated Corporate Social Responsibility	Respondents showed the reduced perception of the purported medicinal value of Tiger bone glue after joining the project activities.	
Pre/Post-activity survey in Capacity Building workshop	Female leaders in various sectors (n=11)	Wildlife-integrated Corporate Social Responsibility and actions that businesses can take to protect endangered wildlife species	After the workshop: 90.9% of female business leaders “totally agree” that they “should do something to protect wildlife species”. 90.9% reported a greater willingness to commit to not using illegal wildlife products. They are “willing to commit to not using or involving in any illegal wildlife products for both personal & trading purposes”.	
Pre/Post-activity survey in Capacity Building workshop	Business leaders in pharmaceutical and traditional medicine companies (n=30)	The use of legal, safe and sustainable TM ingredients and remedies for production of TM-driven products/medicine.	After the workshop, 65.5% of TM leaders “totally agree” that they “should do something to protect wildlife species”. 65.5% “totally agree” they “will commit not to prescribe, use, recommend, and consult patients on any wildlife products derived from protected species such as pangolin scales, rhino horn and Tiger bone glue.	
Pre/Post-activity survey in in-depth training on traditional medicine	TM lecturers and students (n=35)	The use and prescription of legal, safe and sustainable TM ingredients and remedies	After the workshop, 100% of TM lecturers and students reported they either “totally agree” or “agree” that they “should do something to protect wildlife species”.	
A matched control trial to measure the impacts of an alternative medicine	TM practitioners and patients (n=360)	The use and prescription of legal,	96.7% of TM practitioners reported not recommending Tiger bone glue in the	

¹¹ See here: <https://www.traffic.org/news/driving-down-the-demand-for-illegal-wildlife-products-in-traditional-medicine-in-viet-nam-is-still-critical-to-reducing-the/>

<p>handbook on traditional medicine practitioners and patients. Detailed description of the survey method [REDACTED]</p>		<p>safe and sustainable TM ingredients and remedies</p>	<p>last 12 months.</p> <p>87% of patients reported that they had never purchased or consumed Tiger bone glue in the past. 47.4% of the patients who reported having purchased or consumed Tiger bone glue in the past did so within the last year.</p> <p>Approximately 70% of Treatment practitioners responded “very unlikely” or “unlikely” to the statement <i>“If patients ask me about Tiger bone glue, I am likely to advise them to consume it if I think it can help with their medical problem”</i>, compared to 57% in the Control. Approximately 89% of patients of those Treatment practitioners responded “very unlikely” or “unlikely” to consume Tiger bone glue if it can help with their medical condition, compared to 54% of patients of Control practitioners</p>	
<p>A matched control trial to measure the impacts of a handbook and letter of recommendation on pledges made by government officials. Detailed description of the survey method [REDACTED]</p>	<p>Government individuals (n=400)</p>	<p>Wildlife protection and actions that Government individuals should take</p>	<p>Among the participants who received the various communication materials and the Personal Commitment, 182 (91%) people agreed to sign the Personal Commitment. The 9% who did not do so reported that they were worried about being bound by obligations if they were to sign. This group consisted of leaders across different capacities, such as the general department and ministerial levels.</p> <p>Among the participants who only received the Personal Commitment, only 21 (10.5%) agreed to sign. This group comprised officials, Party members, civil staff and similar employees.</p>	<p>[REDACTED]</p>

3.3 Monitoring of assumptions

Most of the assumptions were still valid at the end of the project. The project hadn't changed any predefined assumptions in the logical framework. However, COVID-19 and Government project approval were unforeseen.

From December 2020 to March 2022, the COVID-19 outbreak hit Vietnam, and the country temporarily shut down all gathering events and movements of its citizens. From March to December 2022, the project activities were limited by local or national restrictions, as well as by the low availability of partners whose priority was to recover and restart their operations. It was only until December 2022, when the government established a new normal situation, that project activities resumed normally after the pandemic.

Following new Decree No. 80/2020/ND-CP ([REDACTED]), which came into effect in September 2021, non-refundable aid not belonging to official development assistance provided by foreign agencies, organizations, and individuals for Vietnam can only be received and used once approved by competent Vietnamese authorities. In April 2022, TRAFFIC submitted the project approval dossiers, and obtained the approval in February 2023.

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

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.

As mentioned in Session 3.2 above, the project initiated the change of intention of the project target groups regarding the future use of Tiger products for traditional medicine purposes.

Project support to poverty reduction is fully described in Session 4.3 below.

4. Contribution to IWT Challenge Fund Programme Objectives

4.1 Thematic focus

The project addresses *Objective 1 of the IWT Challenge Fund: Reducing demand for IWT products*. The project dissuades the target audience from purchasing Tiger bone glue through the following specific interventions, following the project demand reduction strategy:

- Organisation of Interactive and face-to-face interventions with targeted audiences via workshops and training to enhance their knowledge and change their attitude. Local project partners led the activities.
- Creation of SBC hands-on toolkits and multi-media materials accessible by both project partners and targeted audiences.
- Mass and social media interventions utilizing SBC approach to create a new social norm against wildlife consumption amongst target audiences and the community .
- Recruitment of project influencers support of their actions.

4.2 Impact on species in focus

In 2022, the project was able to research the core of the problem by identifying the key consumer groups and their motivations to consume Tiger bone glue, eventually leading to the decline in the species population worldwide. It secured the correctness and relevance of project interventions to influence target groups. In 2023, the project conducted a consumer survey providing the current consumption demand for the product. It proved what worked, identified gaps, and provided updated insights and recommendations for ongoing demand reduction efforts.

Defra's support for this social marketing initiative to reduce demand for Tiger products in Viet Nam also directly contributed to collaboration efforts for the Tigers conservation globally, by leveraging TRAFFIC's influence:

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, with the Project contribution, joined a Tiger Technical Advisory Group Meeting hosted by WWF Tiger Alive Initiative, attended by leaders and senior officers of WWF's IWT units of the Tiger-ranged countries. During the meeting, TRAFFIC provided training on SBC, and presented the demand reduction work on Tiger in Vietnam through this project. At the country level, the project staff has been an active member of the sub-group addressing Tiger trade and farming issues in Vietnam under the Vietnam Wildlife Support Network (WSN). WSN comprises foreign embassies in Vietnam, international organizations, and national and international NGOs. WSN was created to harness collective strength from organizations with the same goal of ending IWT in Vietnam. The Project staff attended the quarterly meetings, and updated on key activities of the the project to others during the round of updates.

Beyond the support from Defra's, synergies with other projects or contributions were also identified to inform the project and maximise collaborative efforts:

On 2 November 2022, TRAFFIC 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. The "Skin and Bones: Tiger Trafficking Analysis from January 2000–June 2022" report was funded by another project. The complexity and increasing Tiger seizures involving Viet Nam, stated in the report, reinforced the need for SBC interventions in the country. The project team has

used the report’s evidence-based data and recommendations to adjust the project’s interventions focusing on Tiger product users. It has helped update their awareness of the continued use of Tiger products, which creates barriers to stopping consumption and motivates change of practices.

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, should 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.

Throughout the project, TRAFFIC was invited to events, meetings and Workshops relating to the issues by other NGOs and government agencies in Vietnam. The Project leader shared opinions and proposed solutions, including project activities to tackle Tiger trafficking and consumption in the country.

4.3 Project support to poverty reduction

As stated in the project document, proactive efforts to change consumer behaviour to reduce demand help eliminate an incentive for trafficking pathways and improve governance, indirectly reducing poaching and enhancing sustainability, benefitting socio-economic outcomes for local communities in source countries.

The project had already made specific interventions on the direct beneficiary - the TM sector in Vietnam. The message of non-use and non-prescription of illegal wildlife products, particularly Tiger bone glue, was distributed widely on social media by prestigious TM experts and at the TM-relation locations, including TM clinics, universities, and hospitals. At the same time, the project has promoted the legal and sustainable use and prescription of traditional plant-based medicines, fostering good TM practices.

Furthermore, the business community and the government sector also engaged in co-organized project interventions. It ultimately promoted sustainable business development and corporate social responsibility.

Details of interventions can be found in Annex 2.

In a nutshell, these efforts provide longer-term support for poverty eradication.

4.4 Gender equality and social inclusion

TRAFFIC 2017’s consumer survey¹² showed equal gender participation among users/buyers of Tiger products in Vietnam. Therefore, the project’s visuals and messages also feature the image and role of female-targeted audiences in stopping the demand and the practice. One of them employs the image of the female doctor as a way to empower women’s voices to shift social demand and consumption of Tiger bone glue and other illegal wildlife products (██████). The participation of women is fundamental to the project. A gender-sensitive approach was adopted in project designing and activity delivery. The project had always strived to achieve gender balance regarding the participation and leadership of project interventions. At least 30% of all project activities’ participants were women throughout the project lifetime. In total, project messages reached approximately 500+ female businesspeople. 57% of project Influencers were female (██████).

Initially, the project aimed to work with women-led business associations, such as the Hanoi Women’s Association of Small and Medium-Sized Enterprises (HAWASME), and the Centre for Women and Development (CWD). COVID-19 restrictions and change in the organization’s leaders prevented their engagement. In Year 3 of the project, the project involved Da Nang women-led business association. The partnership directly exposed the project to 100+ female business leaders.

Please quantify the proportion of women on the Project Board ¹³ .	- 100% of the project team (n= 6 staff) is women.
Please quantify the proportion of project partners that are led by women, or which	- One-third of project partners (n= 11 partners) have a senior leadership team consisting of at least 50% women (including Da Nang Women-led Enterprise Association; Enterprise Development Foundation within Vietnam Chamber for Commerce and Industry, Scientific Committee for Party Organization within

¹² <https://www.traffic.org/publications/reports/tiger-product-consumers-in-viet-nam/>

¹³ 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.

have a senior leadership team consisting of at least 50% women ¹⁴ .	Central Committee for Propaganda and Education; Hanoi Traditional Medicine Hospital; Centre for Medicinal Resource within National Institute for Medicinal Materials) which Da Nang Women-led Enterprise Association is 100% female-led.
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5. Monitoring and evaluation

The M&E plan for this project remained unchanged from the proposed plan. The indicators in the project's logical framework 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 following ensures a 'real-time' approach to adaptive management:

- The project manager (PM) , Ms. Trinh Nguyen from 2020-2021 and Ms. Nga Bui from 2021-2023, led the M&E by tracking progress and updating the Project Implementation Team (PIT), senior staff, and partners. The PM visited project partners bi-annually to identify challenges faced when carrying out project activities and communicated them to the PIT. The PM mapped out indicators for SBC work that partners were co-implementing with TRAFFIC.
- The PIT provided a 'steering group' function and included staff from TRAFFIC's Global and Vietnam offices who had time on the project. Fortnightly calls guided the implementation of activities. Quarterly calls with BIT provided technical inputs to the SBC strategy. Major changes were agreed upon with key partners and approved by the donor via the change request platform.
- Quarterly monitoring by the PIT tracked progress, managed risk, and flagged any need to adjust project management. This allowed for a timely response to any negative, unintended impacts of the project (for example, if the underlying assumptions were wrong).
- Annual reports at the end of each project year provided results for indicators under each Output. These informed recommendations for adaptive management and actions to strengthen project implementation. The Final Report evaluated the results of the whole project at the project's end.
- Under TRAFFIC's project review system, senior staff reviewed the timeliness of deliverables, the effectiveness of external relationships, impact on conservation, expected outcomes, project legacy, and budget efficiency.
- TRAFFIC Vietnam Office Director (Ms. Sarah Ferguson from 2020-2021; Ms. Trinh Nguyen from 2021-2023) had experience with DEFRA and Demand reduction projects, and supported the quarterly evaluation, while offering guidance on issues arising from project implementation.
- TRAFFIC Regional Director TP Singh supervised M&E, ensuring that data collected are robust and suitable for the indicators, and where necessary, advised on adaptive management and response to high-level risks.
- Project partners (government and CSO partners) offered insight into domestic policy, industry priorities and interests, and technical expertise, and played key roles in monitoring changes in this project, ensuring approaches are effective and feasible.

Output 1 included activities that require both the application of SBC expertise and knowledge and experience associated with local context for activity delivery. Close communications and meetings amongst project team with external SBC experts and local project partners were important to developing suitable strategies and interventions for targeted consumer groups.

Output 2 and 3 included activities with Vietnamese public and private sectors. Both have complicated, bureaucratic working systems. Beyond close communications and frequent face-to-face meetings with public and private partners, the M&E team consulted with champions who work within these systems for insight on how to carry out each activity effectively.

¹⁴ 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 4 the final consumer survey which was conducted carried out by BIT at the project's end to evaluate the impact of the demand reduction strategy. Throughout the survey, the M&E team provided BIT with time, technical support, particularly in connecting BIT to local stakeholders for interviews.

6. Actions taken in response to Annual Report reviews

No issue was raised in the review of Year 1 and Year 2 of the report. In Year 3, the project received the Annual Report review from IWT Challenge Fund, and all the requests were addressed and sent back to reviewers ().

7. Lessons learnt

- a. In terms of the efficiency and impact of the project, the positive results demonstrated on some members of the target audience have showed and confirmed the necessity to implement demand reduction interventions at the country level. However, the consumers endline surveys, combined with insights from other interventions in Tiger range countries, demonstrate that Tiger trade is emerging as a major threat for Tigers. To ensure a positive and lasting legacy for Tigers in the world and in Vietnam, efforts must be made to shed further light on these and to identify the manageable elements and treatments moving forwards.
- b. At the partnership level, extending new partnerships worked well, especially when existing partners failed to meet the commitment for objective reasons, i.e., leadership change or urgent administrative procedure requirements. Early communication with the donor about partnership replacement and extension was necessary in that case. The project team utilised relevant opportunities, including events, to approach and establish new relationships. Several new partnerships, not initially mentioned in the project document, were established and nurtured in this project, such as with the National Traditional Medicine Hospital, Da Nang Association for Women-led Enterprise, and CCPE's Vietnam Party Magazine.
- c. At the project management level, adaptive management was a key to project success. Project adaptive management has been properly and effectively applied throughout the project's lifetime. Some outstanding examples are as follows:
 - COVID-19 was an outstanding circumstance for projecting unexpected hazards. To face this challenge, the adjustment of some project activities to online interventions was the best solution. Closer communication with partners and related parties was maintained to ensure the timely delivery of project outputs.
 - The key partners' leaders and organisational structure change heavily affected project implementation. Regardless of early and good preparation, abrupt decisions from the partners caused delays or changes in certain project activities. It was necessary to proactively provide support and to communicate closely with project government partners, and appointed focal point of contact, to get regular updates, build trust and familiarity. Devising and adopting, when applicable, alternative/contingency plans/activities that would have the same impact as proposed ones was crucial to keep activities going.
 - It was also the first time the project team and our partner 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 Government Decree 80 was still in the early phase of implementation. More clarifications and amendments were necessary, leading to a lengthy process. In the future, as TRAFFIC becomes more familiar with the project approval process, it will become shorter, reducing the risk of delays in project implementation.
 - The project implementation involved many stakeholders. One lesson learned is that for multi stakeholders projects, understanding the partners' priorities, including whether the work content is in accordance with their mandate, functions and core competencies, was crucial. Early

involvement ensured their commitment and understanding of their roles and responsibilities as co-implementers, thereby reducing project approval risks.

8. Risk Management

Between November 2021 and March 2022, the project engaged in the IWT Project Mid-Term Review (MTR). The independent reviewer conducted a total of 17 online semi-structured interviews. In addition to TRAFFIC staff, the reviewer met with representatives of the project partner organisations and relevant stakeholders. In April 2022, the final project mid-term review report () was released. It identified current project strengths based on assessing progress against project outputs and outcomes and provided project guidance and recommendations. These suggestions were taken seriously by the project team and addressed in Year 3 to increase project impacts.

During project lifetime, the project submitted two change requests, as follows:

- On 12th March 2022, the project submitted the () to carry forward the activity budget to implement activities planned in Year 2 to Year 3. The main reasons for the change were the rapid increase in COVID-19 cases in the strategic project sites (Hanoi, Ho Chi Minh City, and Da Nang) and external partner issues. The change request was approved on 22nd April 2022.
- On 30 December 2022, the project submitted the () to move some of Year 3 activities forward 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.

COVID-19 and administrative requirements from the Government approval process were unforeseeable and a key roadblock encountered by INGOs and local NGOs in Vietnam. To ensure the timely and effective delivery of these activities, the project team secured the engagement of project partners, i.e., partners to sign a Commitment Letter () to co-organize the project activities while waiting for project activities to be implemented. The strong commitment and priority given by the key partners enabled the planned activities to be carried out on time. Additionally, some administrative documents, namely the concept note, budget and draft contract, were always prepared in advance.

9. Sustainability and legacy

The project outputs and results will continue to benefit beneficiaries, i.e., project partners, through enhanced knowledge, capacity, and availability of co-developed SBC messaging and toolkits. The central Government, civil society, and the TM sector will sustain the momentum of the project and messaging, and conduct interventions on their own after the end of this project (Details mentioned in Session 3.1 above). Training materials, including presentations, reports, publications etc., were shared with project partners after interventions to ensure continuous improvement. These resources form the basis of on-going demand reduction efforts, which are helping to reduce the resurgence of the Tiger trade in Vietnam, revealed by the 2023 consumer survey (stated in Session 3.1).

10. IWT Challenge Fund Identity

The funding of the UK Government and IWT Challenge Fund were well recognized in all project publications, including communication designs, presentations, press releases and communication products.

11. Safeguarding

TRAFFIC has the appropriate safeguarding policies in place to protect 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 bullying and harassment.

TRAFFIC has an established Risk Management Policy that outlines the detailed responsibilities and mechanisms for risk management. Each office must 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 identify risks and take quick and effective actions.

During the outbreak of COVID-19, TRAFFIC International released a COVID-19 Guide that all TRAFFIC offices complied with. In addition, TRAFFIC Vietnam was 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?	Yes, Ms. Trinh Nguyen, TRAFFIC Vietnam Office Director
Has the focal point attended any formal training in the last 12 months?	Yes
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	

12. Finance and administration

12.1 Project expenditure

Project spend (indicative) since last Annual Report	2023/24 Grant (£)	2023/24 Total actual IWTCF Costs (£)	Variance %	Comments (please explain significant variances)
Staff costs (see below)				
Consultancy costs				
Overhead Costs				The establishment costs of both offices were lower than budgeted. In addition in the final year we made the actual cost adjustment of establishment cost over the years.
Travel and subsistence				Less travel was made than planned
Operating Costs				
Capital items (see below)				
Others (see below)				
TOTAL	130,201	125,160.01		

Staff employed (Name and position)	Cost (£)
Trinh Nguyen, Project Supervisor/VN Programme Office Director	

Nga Thúy Bùi, Project Manager/VN Project Officer – Demand Reduction	
Claire Golliet, VN Communications Officer	
Thanh Nguyen, VN Finance & Payroll Officer	
Linh Thuy Dang, VN Project Administration Manager	
Sarah Ferguson, Former VN Programme Office Director	
Ngan Tran Bao, VN Project Officer – Demand Reduction	
TP Singh, GLO Senior Director – Asia Pacific	
Philippa Dyson, GLO Monitoring & Evaluation Officer	
Sean Lam, GLO Senior Project Administration Officer	
TOTAL	20,961.02

Capital items – description	Capital items – cost (£)
0	0
TOTAL	0

Other items – description	Other items – cost (£)
Audit fee	
TOTAL	

12.2 Additional funds or in-kind contributions secured

Source of funding for project lifetime	Total (£)
Donation from RED (RESCUE ENDANGERED BY DESIGN)	
TOTAL	

Source of funding for additional work after project lifetime	Total (£)

TOTAL	

12.3 Value for Money

The total project amount (████████) for three-year implementation was economically, effectively and efficiently used.

- In term of economy, the project team worked hard to reduce the cost of resources used for an activity where relevant. For example, combing two small-scale workshops of 10 TM pharmaceutical companes into one more significant Workshop where 30 representatives from the Northern province of Vietnam could be presented. It saved administrative costs of event organisation and helped engage more target audiences and achieved large-scale impact.
- In term of efficiency, the project team explored opportunities to increase output for a given input. For example, 30 influencing KOLs were recruited compared to 5 committed in the project's original log frame. The number of SBC toolkits and multi-media materials were also over the predefined numbers. New partnerships were established, such as with the Hanoi Traditional Medicine Hospital. It facilitated closer communication to TM practitioners and patients, resulting in in-thorough coaching on the use of legal, safe and sustainable TM ingredients.
- In terms of effectiveness, the project completed all predefined activities leading to achieving intended outcomes as analysed in Session 3 above.

To sum up, the project demonstrated the optimum cost-performance ratio to meet the project's predefined requirement. It can be assessed using the criteria of economy, efficiency and effectiveness.

13. **OPTIONAL: Outstanding achievements of your project (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).

Local stakeholder partnership is essential. All project partners, namely the Central Committee for Propaganda and Education, Vietnam Oriental Traditional Medicine Association, Vietnam Chamber for Commerce and Industry had provided continuous support with a shared vision to reduce the demand of illegal wildlife products for species and human benefits throughout the project's life. To celebrate the Year of Tiger 2022, the Central Committee for Propaganda and Education leader sent an inspiring message to Vietnamese to stop trading, gifting, and consuming Tigers products via a viral video ██████████. It is an example of an effective reminder on legal and sustainable gifting to target audiences and the community. In the National Traditional Medicine Conference, the project succeeded engaging the former Minister of Health Mrs. Nguyen Thi Kim Tien. She showed her support for eliminating illegal wildlife products in the traditional medicine community by saying: *"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"* (████████). Project partners have considered themselves as project owners. Some provided no-cost assistance in delivering project activities and/or carrying out integrated wildlife protection interventions with their internal resources

Early risk analysis and ongoing risk management, realistic estimates and schedules and carefully planned implementation were at heart of project success, especially when the project was delayed due to COVID-19 outbreak restrictions and a lengthy Government project approval process. The project team at the beginning of the project already identify obstacles/issues and had proactively put in place an adaptive management mechanism. New partners were immediately approached when project partners failed to engage. During COVID-19 restrictions, frequent online catchups and online/hybrid events were organised. Advanced paperwork was in place while waiting for Government approval.

With well-planed and regular Monitoring & Evaluation, the project also employed a new evaluation method, i.e., a comparison between a treatment and control group. For example, the method clearly identified the impact of the project-funded Alternative Handbook to Tiger bone glue. 70% of TM practitioners (n=60), who read the Handbook, refused to advise patients to use Tiger bone glue compared to 57% of those who haven't read it. Accordingly, 89% of patients (n=150) treated by TM practitioners reading the Handbook

would not consume Tiger bone glue compared to 54% of those treated by TM practitioners who haven't read it. This data has demonstrated the positive signal that traditional medicine practitioners and patients have initiated their behaviour change pathway.

The project has nurtured the project team's expertise in executing SBC best practices in collaboration with engaging local stakeholder. The project itself was a success with positive signal that target audience groups are on their behavior change journal. However, further demand reduction efforts to sustain the change as well as influence others (*who haven't been touched or limitedly influenced*) should be continued prioritizing considering the worrying trend for Tiger product consumption overall in the country as stated in the 2023 consumer survey.

File Type (Image / Video / Graphic)	File Name or File Location	Caption, country and credit	Online accounts to be tagged (leave blank if none)	Consent of subjects received (delete as necessary)
Video	The Year of the Tiger_Sub_Final.mp4: The Year Of The Tiger Sub FINAL.mp4 - Google Drive	Viral video calling for the stop of consuming Tiger bone glue -Vietnam -TRAFFIC	TRAFFIC Vietnam: https://www.facebook.com/trafficsea.gmp TRAFFIC Global: https://www.facebook.com/trafficnetwork	Yes
Video	Talkshow_Final.mp4: Talk Show Final version.mp4 - Google Drive	Television talk show with Vietnam Parliamentarians on solutions to tackle Tiger trade and consumption - Vietnam - TRAFFIC	TRAFFIC Vietnam: https://www.facebook.com/trafficsea.gmp TRAFFIC Global: https://www.facebook.com/trafficnetwork	Yes
Graphic	CSR_Infographic_VN: https://shorturl.at/jHQ04	Business-driven infographic guiding companies to integrate wildlife protection issue into their Corporate Social Responsibility	TRAFFIC Vietnam: https://www.facebook.com/trafficsea.gmp TRAFFIC Global: https://www.facebook.com/trafficnetwork	Yes
Graphic	Traditional Medicine Company_Infographic_VIRPHAM: Traditional Medicine Company infographic VIRPHAM.jpg - Google Drive	Infographic guiding traditional medicine and pharmaceutical companies on the use of legal, safe and sustainable traditional medicine ingredients	TRAFFIC Vietnam: https://www.facebook.com/trafficsea.gmp TRAFFIC Global: https://www.facebook.com/trafficnetwork	Yes
Image	Individual Champion Quote: https://shorturl.at/dBDKP	Quotes and images of project influencing Key Opinion Leaders	TRAFFIC Vietnam: https://www.facebook.com/trafficsea.gmp TRAFFIC Global: https://www.facebook.com/trafficnetwork	Yes
Image	Business Champion Quote: Tiger Champion's quote (1).pdf - Google Drive	Image of project business champion incorporating	TRAFFIC Vietnam: https://www.facebook.com/trafficsea.gmp	Yes

		wildlife protection issues into their daily operation	TRAFFIC Global: https://www.facebook.com/trafficnet work	
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Annex 1 Project's original (or most recently approved) logframe, including indicators, means of verification and assumptions.

Note: Insert your full logframe. If your logframe was changed since your application and was approved by a Change Request the newest approved version should be inserted here, otherwise insert application logframe.

Project summary	Measurable Indicators	Means of verification	Important Assumptions
Impact: By 2023, global/Vietnamese trade in wild-caught and captive-bred Tiger and look-alike products reduces against the 2017 baseline, helping sustain wild Tiger populations and reducing communities' exposure to poachers and criminality.			
Outcome: By December 2023, self-reported demand for Tiger products is reduced by 30% in Vietnam through behaviour change activities, contributing to a decline in illegal trade of Tiger and look-alike products.	<p>1.1 At least 30% reduction in number of self-reported use of Tiger products by Tiger product consumers from 2017 baseline, by December 2023.</p> <p>1.2 By December 2023, the percentage of users motivated by medicinal uses has fallen from 71% in 2017 to 20%.</p> <p>1.3 By March 2023, at least 25 male and female influencers from government, CSOs, and social media committed to carrying forward a message of zero tolerance for Tiger products beyond project end.</p> <p>1.4 By September 2023, learning from this project and from the Chi campaign is shared in 3 periodicals and across 5 other media.</p>	<p>1.1 and 1.2 2022 consumer survey</p> <p>Pledges signed; zero tolerance incorporated into business CSR strategies</p> <p>1.3 Evidence from diverse media of influencers spreading messaging against Tiger products, both independently and as part of the campaign</p> <p>1.4 Periodicals and online publications/media</p>	Reduced demand for Tiger products enables wild Tiger populations in source countries to increase. We assume this to be the case, despite the fact that large numbers of Tigers are held in farms, as poaching pressure on wild populations is unrelenting, and Vietnam is a major destination for these wild Tiger products
Output 1 Evidence-based SBC strategy for Tiger products in Vietnam is updated and finalized	1.1 By March 2021, a comprehensive demand reduction (DR) strategy for Tiger products is in place, reflecting detailed understanding of consumption by diverse groups, including men/women	<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 in relation to changing behaviours of key user group,</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>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 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>evidence of meetings and communication</p> <p>1.3 Toolkits and materials</p>	
<p>Output 2</p> <p>Partnerships with key government agencies are in place and officials/leaders are using relevant skills and materials to reduce demand for Tiger products</p>	<p>2.1 By March 2023, deliver at least two interactive activities for communist propagandists across Vietnam on communicating on Tiger products with the target audiences, in partnership with the CCPE (e.g. training, workshops)</p> <p>2.2 Partner with the Central Traditional Medicine Council of Vietnam, the Institute of Traditional Medicine and/or the Department of Medicine of the Ministry of Health to:</p> <p>2.2.1 identify and partner with a champion TM umbrella body to develop and disseminate toolkits on alternative to Tiger-based</p>	<p>2.1 A detailed workplan developed with CCPE (or other relevant document format of Memorandum of Understanding, Cooperate Agreements, etc.)</p> <p>2.2.1 Toolkit developed and disseminated for free through targeted communications and online access (tracked via downloads)</p> <p>2.2.2: reference materials for Traditional Medicine clinics/hospitals</p> <p>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>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>Output 3</p> <p>Partnerships with the private sector and their civil society organisations, and medical universities, foster zero-tolerance social norms for Tiger products through behaviour-change messaging</p>	<p>3.1 Engage traditional medicine business associations, and run workshops for businesses within their networks, promoting zero-tolerance Tiger product CSR policies (encouraging concrete action such as pledging, 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</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.</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>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>3.4.2 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</p>	<p>descriptions and/or pictures of them in action distributing SBC messaging</p>	

Project summary	Measurable Indicators	Means of verification	Important Assumptions
	reaching at least 5,000 members of the target audience		
<p>Output 4</p> <p>An evaluation of the campaign documents learning, combines this with learning from the Chi campaign, and shares this with stakeholders nationally and globally.</p>	<p>4.1 By March 2021, a TRAFFIC Influencing Plan sets out key stakeholders and means for sharing lessons learned from the Tiger and Chi initiative to influence decisions</p> <p>4.2 By March 2023, relevant market and consumer research by BIT evaluates the quantitative impact of the DR strategy on Vietnamese consumers, assessing impacts on men and women</p> <p>4.3 By March 2023, related survey findings and documentation with regards to Tiger consumption in Vietnam will be published and shared with relevant stakeholders and lessons learned are collated with learning from the Chi initiative, and shared in line with the Influencing Plan, including at least 1 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 Changewildlifeconsumers.org and other media channels</p> <p>Consumer research reports in English and Vietnamese distributed to target stakeholder groups and posted as an open access document on the TRAFFIC website; Lessons learned document developed; Final project report</p>	<p>BIT develops and maintains confidence base and networks in Vietnam.</p> <p>Key dissemination channels will remain in place, such as CITES processes supporting demand reduction, and</p> <p>/www.changewildlifeconsumers.org/</p>
<p>Activities (each activity is numbered according to the output that it will contribute towards, for example 1.1, 1.2 and 1.3 are contributing to Output 1)</p> <p>Activity 1.1 Develop a comprehensive demand reduction strategy for Tiger products, in partnership with Intelligentmedia (IM), using TRAFFIC’s existing research and tested messages/images, identifying suitable messengers and dissemination mechanisms, and incorporating relevant impact measures.</p> <p>Activity 1.1.1 Review the key visuals with key partners to get their feedback on the feasibility of dissemination through their networks and reaching the target audiences. The feedback can be collected by emails, f2f meetings, phone discussions etc.</p> <p>Activity 1.1.2 Review criteria to select and edit the key visuals, buy new photos (if necessary) and refine, redesign according to the project’s goals</p>			

Project summary	Measurable Indicators	Means of verification	Important Assumptions
<p>Activity 1.2 Identify, engage, and facilitate leadership by relevant stakeholders (public agencies: Ministry of Health, CCPE, Traditional Medicine Administration and CITES MA; umbrella bodies for TM pharmacies, practitioners, and academics; and corporate and civil society champions) to influence consumer behaviour away from the consumption of Tiger bone glue, creating a new social norm</p> <p>Activity 1.2.1 Organize a PROJECT LAUNCHING ceremony: Invite experts to share about TM treatment related to Tiger bone glue; Invite doctors, nurses, TM practitioners, TM teachers, TM students to attend in the event; Invite VIPs from CCPE, MOH, TM Association, doctors specializing in male treatment, doctors specializing in osteoarthritis, media to attend in the event; Participants: 60-80; livestream</p> <p>Activity 1.2.2 Encourage media to post news/articles about the launching ceremony, and share information on groups / fan-pages for TM practitioners and TM users to spread SBC message of SBC to the target audience</p> <p>Activity 1.3 With key stakeholders, co-create a transmedia communications campaign, in line with social marketing best practice. Including:</p> <p>Activity 1.3.1 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>Activity 1.3.2 Develop news clips for viral seeding on social media.</p> <p>Activity 1.3.3 Physical reference materials for TM clinics/hospitals identifying alternatives to Tiger products</p> <p>Activity 2.1 To promote zero-tolerance messaging by senior officials and authorities, partner with the CCPE to communicate with members of the target audiences (identified in 2017 baseline research) through workshops, trainings, interactive events, or communication campaigns; this includes co-designing and co-distributing offline and online communications materials.</p> <p>Activity 2.1.1 Organize 2 scientific workshops for Communist propagandists and government officials to promote and lead a new social norm of stop consuming Tiger and illegal wildlife products</p> <p>Activity 2.1.2 Organize communication activities for government leaders and officials at state agencies including:</p> <p><i>Activity 2.1.2.a</i> Write and post 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> <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>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>			

Project summary	Measurable Indicators	Means of verification	Important Assumptions
<p>Activity 2.2.1 Partner with the relevant partners at MOH (such as: Drug Administration, Traditional Medicine Administration), Central Traditional Medicine Council of Vietnam, the Institute of Traditional Medicine to hold one interactive high-level policy dialogue for top country policy makers on wildlife protection through demand deduction approaches</p> <p>Activity 2.2.2 Partner with relevant department at MOH to reach the TM practitioners/doctors of the country encouraging their involvement in stop prescribing or suggesting Tiger bone glue and other illegal wildlife products for patients. Activities can be:</p> <ul style="list-style-type: none"> • displaying wildlife protection messaging at their clinics/their workplace, their promotional materials/channel (prescription booklet, flier, poster etc.); consider working with a hospital for middle to senior people (can be the National Geriatric Hospital) to distribute SBC messaging • embedding wildlife protection messaging into the official communications approaches that doctors/practitioners often reach out to their patients including livestreams on their official clinic fan-page or lecture talks <p>Activity 2.3 Building on TRAFFIC’s existing partnership with Vietnam’s most powerful government body, the National Assembly, run events for politicians and high-ranking officials/leaders to gain their support in the fight against Tiger product consumption (e.g., side-event at National Assembly Annual Meeting of the Communist Party or policy dialogue)</p> <p>Activity 2.3.1 Partner with the National Assembly hold one interactive high-level policy dialogue for top country policy makers on wildlife protection through demand deduction approaches. Participants: 50; Media and TV channel: 10; Type of participants: Parliamentarians; Leaders of offices/departments from the National Assembly; Leaders of Central Committee for Propaganda and Education; Leaders of relevant ministries (Ministry of Agriculture and Rural Development- MARD, Ministry of Natural Resource and Environment, Ministry of Public Security, Ministry of Health</p> <p>Activity 3.1 Engage and encourage business associations (such as VCCI, Hanoi Women's Association of Small and Medium-Sized Enterprises, and the Centre for Women Development), to take the lead in amplifying messaging, and motivating businesses and individual businessmen and women within their networks, to take action to counter wildlife crime, through trainings and workshops</p> <p>Activity 3.1.1 Work with VCCI to promote business community take the lead in a social mobilization of stopping the consumption of Tiger and illegal wildlife products</p> <p style="padding-left: 40px;"><i>Activity 3.1.1.a</i> Organize 1 TOT training for VCCI mater trainers</p> <p style="padding-left: 40px;"><i>Activity 3.1.1.b</i> Organize 2 workshops to target medicinal, pharmaceutical, and health companies</p> <p style="padding-left: 40px;"><i>Activity 3.1.1.c</i> Co-organize 2 high-profile events for the Vietnamese business community</p> <p>Activity 3.1.2 Work with CWD to promote the woman business community take the lead in a social mobilization of stopping the consumption of Tiger and illegal wildlife products through embedding content into 2 trainings/workshops/events</p> <p>Activity 3.2 Collaborate with key partners (e.g. VCCI, MOH, or TMA) to encourage traditional medicine pharmacies to promote alternatives to Tiger products through communication campaigns (e.g. display of SBC materials at their business and/or SBC talks or trainings with their staff).</p>			

Project summary	Measurable Indicators	Means of verification	Important Assumptions
<p>Activity 3.2.1 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>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 specialize in treating weak physiological diseases for male and osteoarthritis to become Agents of Change Champions or “influencers” by live streaming and make Q&A for target audiences (one doctor has 1 times of live streaming and other one has one time = 2 times). Time duration from 15-20 minutes. Produce and edit at least 2 clips and share on 10 TM user/TM practitioner group/fan-pages</p> <p>Activity 3.4 Work with medical schools and/or universities to develop and disseminate behaviour change messages/curriculum promote alternatives to Tiger products targeting, for example, TM practitioners and pharmacies, including through a train-the-trainer workshop.</p> <p>Activity 3.4.1 Partner with 2 universities/colleges or medical institutions which specialize in TM or have TM department to convey wildlife protection/SBC messages to the students, the future TM doctors who will prescribe medicine:</p> <ul style="list-style-type: none"> • Integrate “do not prescribe ingredients from illegal wildlife products” message into the training lectures of the schools and share with TM experts on alternative medicines to replace the ingredients from illegal wildlife products • Provide a TOT workshop to empower the key faculty at the 2 universities to guide sustainable practice among TM community using the handbook on alternatives for Tiger • Propagate the 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... <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> <p>Activity 4.1 Develop an Influencing Plan setting out stakeholders and messaging plans</p> <p>Activity 4.2 A consumer survey by BIT, to evaluate the quantitative impacts of the demand reduction strategy on its target audiences. The survey will repeat the methods used to generate the baseline data and results will be used to gauge progress against the 2017 baseline.</p>			

Project summary	Measurable Indicators	Means of verification	Important Assumptions
Activity 4.3 Document learning from this project, and the Chi Initiative, and share through diverse media including national and international events.			

Annex 2 Report of progress and achievements against final project logframe for the life of the project

Project summary	Measurable Indicators	Progress and Achievements
<p>Impact</p> <p>By 2023, global/Vietnamese trade in wild-caught and captive-bred Tiger and look-alike products reduces against the 2017 baseline, helping sustain wild Tiger populations and reducing communities' exposure to poachers and criminality</p>		<p>Project completed delivery is essential in reducing the demand for Tiger and Tiger products in Vietnam. Changed intention of users/buyers narrow down the market demand leading to decreased market supply of the products.</p>
<p>Outcome By December 2023, self-reported demand for Tiger products is reduced by 30% in Vietnam through behaviour change activities, contributing to a decline in illegal trade of Tiger and look-alike products.</p>	<p>1.1 At least 30% reduction in number of self-reported use of Tiger products by Tiger product consumers from 2017 baseline, by December 2023.</p> <p>1.2 By December 2023, the percentage of users motivated by medicinal uses has fallen from 71% in 2017 to 20%.</p> <p>1.3 By March 2023, at least 25 male and female influencers from government, CSOs, and social media committed to carrying forward a message of zero tolerance for Tiger products beyond project end.</p> <p>1.4 By September 2023, learning from this project and from the Chi campaign is shared in 3 periodicals and across 5 other media.</p>	<p>COMPLETED.</p> <p>1.1. and 1.2</p> <p>The project initiated a positive change of attitude and intention amongst target audiences' groups (TM practitioners, patients), businesspeople and Government individuals. As explained in Session 3.2. above, the extensive changes during the 2017-2023 period because of the global pandemic, combined with the change in survey modality, suggest that an 2023 endline and 2017 baseline comparison no longer represents the most meaningful way to evaluate these outcomes. To ensure the evaluation of the project impact, a series of small-scale, activity-specific evaluations were conducted. These activity-specific evaluations provided more granular data on the effects of individual activities and project impacts. 866 targeted individuals reported changed behaviour in the project post-intervention (See Session 3.2 above for more details).</p> <p>1.3 30 male and female influencers from government, CSOs, and social media were recruited, and SBC messages reached 5,000+ audiences (See details in Activity 3.5).</p> <p>1.4. The project achievements and lessons learned were documented in the Factsheet (here). Project activities and achievements were shared in several domestic and international media/communication platforms. See details in Activity 4.3.</p>
<p>Output 1. Evidence-based SBC strategy for Tiger products in Vietnam is updated and finalized</p>	<p>1.1 By March 2021, a comprehensive demand reduction (DR) strategy for Tiger products is in place, reflecting detailed understanding of consumption by</p>	<p>COMPLETED.</p> <p>1.1. The Project Demand Reduction Strategy (here) was completed in February 2021 and helped guide the delivery of interventions throughout the project lifetime.</p>

	<p>diverse groups, including men/women</p> <p>1.2 By March 2021, the project has engaged 5 leaders/representatives from all identified relevant stakeholder groups on developing the SBC materials (e.g., government agencies, businesses, social groups, taking account of different behaviour patterns between men and women)</p> <p>1.3 By October 2022 at least 4 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>1.2. At the end of the project, 30 influencers, who are government, CSO and business leaders, were recruited. A list of influencers can be found here.</p> <p>1.3. At the end of the project, five SBC toolkits and several multi-media materials were developed and employed over three years of project implementation. A list of the products can be found here.</p>
<p>Activity 1.1 Develop a comprehensive demand reduction strategy for Tiger products, in partnership with Intelligentmedia (IM), using TRAFFIC’s existing research and tested messages/images, identifying suitable messengers and dissemination mechanisms, and incorporating relevant impact measures.</p> <p>Activity 1.1.1 Review the key visuals with key partners to get their feedback on the feasibility of dissemination through their networks and reaching the target audiences. The feedback can be collected by emails, f2f meetings, phone discussions etc.</p> <p>Activity 1.1.2 Review criteria to select and edit the key visuals, buy new photos (if necessary) and refine, redesign according to the project’s goals.</p>		<p>COMPLETED</p> <p>Activity 1.1: Demand reduction strategy was completed in January 2021 (here).</p> <p>Activity 1.1.1. and 1.1.2: Project key public service announcements (PSAs) were developed and reviewed from January to May 2021. On Endangered Species Day 21st May 2021, the project PSAs were unveiled¹⁵ (here).</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</p>		<p>COMPLETED</p> <p>Activity 1.2: Eleven local stakeholders were engaged in delivering the project activities throughout three years of implementation. See Session 2 Project Partnership above for more details.</p>

¹⁵ <https://www.traffic.org/news/vietnamese-consumers-urged-to-lead-an-active-lifestyle-and-only-use-proven-medicines-to-curb-demand-for-tiger-products-on/>
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<p>champions) to influence consumer behaviour away from the consumption of Tiger bone glue, creating a new social norm</p> <p>Activity 1.2.1 Organize a PROJECT LAUNCHING ceremony: Invite experts to share about TM treatment related to Tiger bone glue; Invite doctors, nurses, TM practitioners, TM teachers, TM students to attend in the event; Invite VIPs from CCPE, MOH, TM Association, doctors specializing in male treatment, doctors specializing in osteoarthritis, media to attend in the event.</p> <p>Activity 1.2.2 Encourage media to post news/articles about the launching ceremony, share information on groups / fan-pages for TM practitioners and TM users to spread SBC message of SBC to target audience.</p>	<p>Activity 1.2.1 and 1.2.2: On 10 December 2020, the project launch ceremony was organised. The event was live-streamed to reach a larger audience, i.e., gaining 911 views; 64 comments 106 shares, and 159 likes; and was covered by a wide range of mass media, 39 television and radio channels, EN and VN online, and paper-based newspapers. Details information on the Project Launch Ceremony can be viewed here.</p>
<p>Activity 1.3 With key stakeholders, co-create a transmedia communications campaign, in line with social marketing best practice. Including:</p> <p>Activity 1.3.1 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>Activity 1.3.2 Develop news clips for viral seeding on social media.</p> <p>Activity 1.3.3 Physical reference materials for TM clinics/hospitals identifying alternatives to Tiger products.</p>	<p>COMPLETED</p> <p>Activity 1.3.1: From December 2020 to March 2021, two featured articles, written by Mr. Tran Xuan Nguyen Ph.D. – Chairman of Technical Department of TM Association (here) and (Mr.) Nguyen Van The Head of TM Department, TM Hospital of the Vietnam Public Security Ministry (here) provided information on alternatives which were cascaded. The articles were also shared with 21 TM-related groups on Facebook, reaching over 66,000 group members and resulting in 6,567 interactive actions. A list of seeded forum groups and details of exposure can be viewed here.</p> <p>Activity 1.3.2: On 18 March 2021, the Livestream conducted by Doctor Pham Quoc Khanh, Vietnam-Germany Hospital was carried out to attract attention and call for the engagement of audiences, including the targeted ones above. After 30 minutes, the livestream attracted 1,400 online viewers. The event continued to be livestreaming in 7 groups attracting 34,000 views and 5,293 interactive actions. The results of the live stream can further be viewed in detail here.</p> <p>Activity 1.3.3: The Handbook providing Alternatives to Tiger bone glue was disseminated to TM doctors and patients at the Hanoi Traditional Medicine Hospital (here).</p>
<p>Output 2. Partnerships with key government agencies are in place and officials/leaders are using relevant skills and materials to reduce demand for Tiger products</p>	<p>2.1 By March 2023, deliver at least two interactive activities for communist propagandists across Vietnam on communicating on Tiger products with the target audiences,</p> <p>COMPLETED</p> <p>2.1 Interactive activities with CCPE were completed by July 2023. Details are described in Activity 2.1.1 below.</p> <p>2.2 The COVID-19 restrictions on meeting and lengthy Government project approval delayed the implementation of this activity to Year 4 of the project.</p>

	<p>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 style="padding-left: 40px;">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 style="padding-left: 40px;">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>2.2.1 The alternative Handbook to Tiger-based medicines (here) was produced by the National Institute for Medicinal Materials (NIMM) in January 2023 and disseminated in NIMM and VOTMA networks.</p> <p>2.2.2. The two following workshops featured the introduction and training on the alternative Handbook to Tiger-based medicines:</p> <ul style="list-style-type: none"> - Workshop on legal, safe and sustainable TM ingredients with pharmaceutical companies, co-organized with VIPHARM on 20 July 2023 (details are described in Activity 3.1.1.a below). - Internal training led and co-funded by VOTMA on May 2023. <p>2.3. The COVID-19 restrictions on meetings and the lengthy Government project approval delayed the implementation of this activity to Year 4 of the project. Details are described in Activity 2.3.1 below.</p>
<p>Activity 2.1 To promote zero-tolerance messaging by senior officials and authorities, partner with the CCPE to communicate with members of the target audiences (identified in 2017 baseline research) through workshops, trainings, interactive events, or communication campaigns; this includes co-designing and co-distributing offline and online communications materials.</p> <p>Activity 2.1.1 Organize 2 scientific workshops for Communist propagandists and government officials to promote and lead a new social norm of stopping consuming Tiger and illegal wildlife products</p> <p>Activity 2.1.2 Organize communication activities for government leaders and officials at state agencies including:</p>		<p>COMPLETED</p> <p>Activity 2.1.1: The lengthy Government project approval delayed the implementation of this activity to Year 4 of the project. At that time, other TRAFFIC's projects were also organizing scientific Workshops for Communist propagandists. To avoid duplication and maximize impacts, the project organized 06 integrated training reaching 213 Party members (here).</p> <p>Activity 2.1.2.a: Seven featured articles were developed and posted on the party Magazine.</p> <p>Activity 2.1.2.b: This Activity was also delayed due to the Government project approval. In January 2023, it was too late to produce the SBC</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 least 10 government offices.</p> <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>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>calendar. Under CCPE technical advice, the project provided a SBC Handbook (here) which was disseminated to 1000 government officials, Party members, civil servants, public employees, and staff in Central agencies through communication focal points, reporters, and communicators at subordinate Party Committees.</p> <p>Activity 2.1.2.c: 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 the project, 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 Magazine is the official voice of CCPE and is read by millions of Party members. The full article (in Vietnamese) can be read here.</p> <p>Activity 2.1.3: In May 2023, the Party Unit of Central Organizations within CCPE released the Official Request Letter (here) requiring Party members to strictly remove the consumption of illegal wildlife products and increase participation in wildlife protection activities.</p>
<p>Activity 2.2 To address the use Tiger bone glue as an anti-inflammatory, partner with the Central Traditional Medicine Council of Vietnam, the Institute of Traditional Medicine and/or the Department of Medicine of the Ministry of Health to develop toolkits and roll out workshops on alternatives to Tiger-based medicines.</p> <p>Activity 2.2.1 Partner with the relevant partners at MOH (such as: Drug Administration, Traditional Medicine Administration), Central Traditional Medicine Council of Vietnam, the Institute of Traditional Medicine to hold one interactive high-level policy dialogue for top country policy makers on wildlife protection through demand deduction approaches.</p> <p>Activity 2.2.2 Partner with relevant department at MOH to reach the TM practitioners/doctors of the country encouraging their involvement in stop prescribing or suggesting Tiger bone glue and other illegal wildlife products for patients. Activities can be:</p> <ul style="list-style-type: none"> - displaying wildlife protection messaging at their clinics/their workplace, their promotional materials/channel (prescription 	<p>COMPLETED</p> <p>Activity 2.2.1: On 11 November 2022, the project 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.</p> <p>Activity 2.2.2:</p> <ul style="list-style-type: none"> - From January to December 2023, Project PSAs were displayed in high-traffic locations of the Hanoi Traditional Medicine Hospital (here).

<p>booklet, flier, poster etc.); consider working with a hospital for middle to senior people (can be the National Geriatric Hospital) to distribute SBC messaging.</p> <ul style="list-style-type: none"> - embedding wildlife protection messaging into the official communications approaches that doctors/practitioners often reach out to their patients including livestreams on their official clinic fan-page or lecture talks. 	<p>- From May to December 2023, VIMPHAR displayed the SBC banner promoting the use of safe, legal, and sustainable TM ingredients on the front page of their website (here).</p>
<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>COMPLETED.</p> <p>Activity 2.3.1: This activity was delayed to Year 4 due to the Government project approval. In March 2023, other TRAFFIC’s project organized the high-level policy dialogue for country policy makers on wildlife protection¹⁶. To avoid duplication, the National Assembly requested to organize the TV talk show to expose SBC messages further to the provincial Government networks and the whole society. On 11 September 2023, the National Assembly Television Channel aired the talk show featuring prominent Vietnamese legislators and conservation experts, aiming to explore comprehensive strategies to curb the surge in transnational wildlife crime within Viet Nam¹⁷.</p>
<p>Output 3. Partnerships with the private sector and their civil society organisations, and medical universities, foster zero-tolerance social norms for Tiger products through behaviour- change messaging</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</p> <p>COMPLETED.</p> <p>3.1. The COVID-19 restrictions on meetings and the lengthy Government project approval delayed the implementation of this activity to Year 3 and Year 4 of the project.</p> <p>3.1.1. Vietnam Chamber for E-commerce and Industry and DaNang Women-led Association were key project partners.</p> <p>3.1.2. The following three workshops with business community were organised:</p> <ul style="list-style-type: none"> - Workshop on Green Tourism with tour agent in Son La, co-organised with VCCI on 27-28 December 2021. Details are described in Activity 3.1.1.c below.

¹⁶ <https://www.traffic.org/news/vietnamese-national-assembly-members-to-boost-wildlife-conservation-efforts/>

¹⁷ <https://www.traffic.org/news/vietnamese-lawmakers-rally-for-strict-measures-against-wildlife-crime-in-tv-panel-special/>

	<p>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 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>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>- Workshop on Sustainable Branding, co-organised with VCCI on 28 July 2023. Details are described in Activity 3.1.1.c below.</p> <p>- Gala Event on Women Entrepreneurs - Green Connection”, co-organised with DAWE on 31 March 2023. Details are described in Activity 3.2.1.a below.</p> <p>3.1.3. From April 2022 to September 2023, the VCCI master trainers, facilitated throughout the project lifetime, had already conducted 48 integrated training to expand SBC messaging to 1,326 business leaders (823 men and 503 women) from various business sectors. The project SBC banners were displayed in various VCCI, VECOM and DAWE workshops and events, reaching approximately 8,000+ Workshop participants. Photos can be viewed here.</p> <p>3.2. By September 2023, five TM pharmacies signed up disseminating SBC messaging in their office. They are:</p> <ul style="list-style-type: none"> - VIMPHAR subordinate company and Hoa Duoc Corporation disseminated SBC messaging on their official website (here). - Dinh Son Mai Thi Thuy Medicinal Herbs pledged to become project Ambassador and displayed SBC standees in their office (here). - Pharmaceutical Vien Minh Co., Ltd and Việt An Medical Material & Equipment Co., Ltd signed a pledge to not use illegal wildlife products as TM ingredients. <p>3.3. From January to March 2022, VCCI led the targeted dissemination campaign through online placement on the official website of VCCI, the official website and the Facebook fanpage of EDF under various formats, including quizzes and SBC banners. Details are described in Activity 3.3 below.</p> <p>From 1st February to 15th March 2022, the project PSAs were displayed on the LED screens outside the high building in front of Hoan Kiem Lake, where thousands of people of all ages, occupations, and statuses travel and pass daily. Being displayed during the Lunar New Year celebration, the PSAs were exposed to approximately 10,000 - 15,000 individuals per day. To increase the outreach, the project PSAs were also displayed at one of the busiest intersections in Hanoi, in front of the Vietnam National Television Headquarters, from 24th March to 10th April 2022. Photos of the placement can be viewed here.</p>
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	<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>3.4. From 2021 until the end of the project, Tue Tinh Medicine College and Technical Traditional Medicine Hanoi College were the two strategic TM universities. They co-developed with the project the wildlife action plan published on their websites (here).</p> <p>3.4.1 The Tue Tinh Medicine College and Technical Traditional Medicine Hanoi College integrated the negative impacts of using illegal wildlife products and the use of legal, safe and sustainable TM ingredients into the universities’ relevant events. The detailed results are described in Activity 3.4 below.</p> <p>3.4.2. From March 2021 to April 2022, two TOT Workshops for TM lecturers and students were organized. Details are described in Activity 3.4.1. below</p> <p>3.5. The project champions helped reach 5,000+ members of the target audiences:</p> <ul style="list-style-type: none"> - Doctor Nguyen Van The, Head of Traditional Medicine Department, Traditional Medicine Hospital/Ministry of Public Security, shared project messaging during the live stream focusing on stopping the use of rhino horn on 21st December. The live stream (here) reached 2,700 viewers when airing. - Ph.D. Tran Xuan Nguyen, Head of Professional Department, VOTMA, delivered two speeches broadcast on Facebook to discourage the use of rhino horn and other illegal wildlife products in treating disease and promoting wellness (here). He also convinced patients not to purchase and use Tiger bone glue. The livestream reached around 2,600 views. - Additionally, the 30 recruited champions (detailed in Activity 3.5) communicated the SBC messaging on relevant occasions.
<p>Activity 3.1 Engage and encourage business associations (such as VCCI, Hanoi Women’s Association of Small and Medium-Sized Enterprises, and the Centre for Women Development), to take the lead in amplifying messaging, and motivating businesses and individual businessmen and women within their networks, to take action to counter wildlife crime, through trainings and workshops</p> <p>Activity 3.1.1 Work with VCCI to promote business community take the lead in a social mobilization of stopping the consumption of Tiger and illegal wildlife products</p>		<p>COMPLETED.</p> <p>Activity 3.1.1.a: On 22 – 23 April 2022, the project held the TOT workshop for VCCI master trainers. Details information on the TOT workshop can be viewed here. Photos of the event can be viewed here. The key purpose was to develop that action plan for 2022/2023, anticipating the number of training classes and businesspeople reached and exposed to SBC messaging. 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 September 2023,</p>

Activity 3.1.1.a Organize 1 TOT training for VCCI mater trainers

Activity 3.1.1.b Organize 2 workshops to target medicinal, pharmaceutical, and health companies

Activity 3.1.1.c Co-organize 2 high-profile events for the Vietnamese business community

Activity 3.1.2 Work with CWD to promote the woman business community take the lead in a social mobilization of stopping the consumption of Tiger and illegal wildlife products through embedding content into 2 trainings/workshops/events

VCCI master trainers had already conducted 48 echo training to expand SBC messaging to 1,326 businesspeople (823 men and 503 women) from various business sectors. Photos from the echo training can be viewed [here](#).

Activity 3.1.1.b: To maximize the impact and save costs, the project combined two small workshops to target medicinal, pharmaceutical and health companies into one large-scale Capacity Building Workshop. On 20 July 2023, the project coordinated with VIPHARM to gather 30 business owners of TM and pharmaceutical companies in the South of Vietnam to increase their knowledge, capacity, and commitment to stop producing or selling products containing illegal wild species ingredients ([here](#)). After the event, VIPHARM developed the Infographic ([here](#)) encouraging TM practitioners and pharmaceutical companies to promote legal, safe and sustainable TM ingredients in TM production. VIMPHAR subordinate company and Hoa Duoc Corporation disseminated SBC messaging on their official website ([here](#)).

Activity 3.1.1.c: The two following events for the Vietnamese business community were organized:

- On 27th – 28th December 2021, the project collaborated with the Department of Culture, Sports and Tourism of Son La Province, and co-organised with Enterprise Development Foundation (EDF) the conference to promote Son La tourism in the pandemic context. The event attracted approximately 120 participants, including leaders of the General Director of the Vietnam National Administration of Tourism, the Provincial People's Committee, provincial tourism and hospitality businesses, and the press. After the event, five small and medium-sized enterprises, including [King Craft Viet](#), [HoaBinh Group](#), [Mai Chau Hideaway Lake Resort](#), [SmileTech Digital Technology](#), and [Thien An](#) committed to disseminating SBC messaging further to the business community ([here](#)).

- On 28 July 2023, the project coordinated with VCCI to engage 40 Vietnamese company leaders to discuss updating their corporate branding and social responsibilities in favour of more environmentally friendly practices ([here](#)). After the event, Dinh Son Mai Thi Thuy Medicinal Herbs pledged to become the project Ambassador and displayed SBC standees

	<p>in their office (here). Up Travel Vietnam Co., Ltd disseminated SBC messaging on protecting Tiger species on their Facebook page (here).</p> <p>Activity 3.1.2: The Central Women Development, one of the project partners stated in the project documentation, refused to participate in the project activity due to their re-organizational structure. In December 2022, the project succeeded in engaging the Da Nang Women-Led Enterprise Association (DAWE) in empowering the role of females in removing illegal wildlife products. DAWE integrated wildlife protection issues into the two following events:</p> <ul style="list-style-type: none"> - The Risk Management Workshop, organised on 25 March 2023, engaging 40 female business leaders in the e-commerce sector. Participants 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, 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. - The “Women Entrepreneurs - Green Connection”, organized on 31 March 2023. One session of the event provided in-depth coaching on wildlife-related corporate socially responsible to 50 female leaders.
<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>Activity 3.2.1 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>COMPLETED</p> <p>Activity 3.2.1.a: On 31 March 2023, the “Women Entrepreneurs - Green Connection” to spread and call for the Da Nang female business community’s commitment to wildlife conservation was held (here). The event featured interactive activities where participants were introduced to wildlife conservation, the importance of taking the wildlife-inclusive business policy, and stopping consumer demand. The event also included a plenary dialogue “Women entrepreneurs and sustainable green values”, a fashion show with a collection of Ao Dai – Vietnam traditional dress and a wildlife-focused booth. Five businesses signed the pledge to say no to the use of illegal wildlife products and the involvement in the illegal wildlife trade. A quick pre-and-post-event survey (n=17) with female business leaders showed that: 100% of participants changed their knowledge and practice toward using illegal wildlife products after the events. 92.3% thought the wildlife conservation knowledge shared in the event was</p>

	<p>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 personal and trading purposes. Details of the pre-and-post survey can be read here.</p> <p>Activity 3.2.1.b: VCCI and DAWE worked with the project team and recruited companies to finalise the SBC messaging relevant to the use of these companies. Messages were displayed in standees, banners placed at company head offices and/or on communication channels of the companies. Examples can be found here.</p> <p>Activity 3.2.1.c: Under project’s technical guidance, VCCI and DAWE engaged and provided coaching on wildlife protection to ten enterprises: Da Nang Intimex Joint Stock Company, Safbel Commercial and Tourism LLC Company; Hai Van Nam LLC Company, Tan Long Package LLC Company, Central Vietnam LLC Company, Skyline Education System, Danavimark, Dinh Son Mai Thi Thuy Medicinal Herbs Co.,Ltd, Up Travel Vietnam Co., Ltd and King Travel. Their specific actions relating to wildlife protection can be found here.</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 specialize in treating weak physiological diseases for male and osteoarthritis to become Agents of Change Champions or “influencers” by live streaming and make Q&A for target audiences (one doctor has 1 times of live streaming and other one has one time = 2 times). Time duration from 15-20 minutes. Produce and edit at least 2 clips and share on 10 TM user/TM practitioner group/fan-pages.</p>	<p>COMPLETED</p> <ul style="list-style-type: none"> - From January to March 2022, VCCI led the targeted dissemination campaign through online placement on the official website of VCCI, the official website and the Facebook fanpage of EDF under various formats, including quizzes and SBC banners. Totally, 12,000 users, equally 30,000 views, were exposed to SBC messaging discouraging the use of Tiger bone glue. - On 18th March 2021, the first livestream delivered by Dr. Tran Quoc Khanh from Vietnam – Germany Hospital attracted a great deal of attention and helped to stimulate the engagement of online audiences. To sustain the change of practice, on 28th December 2021, Doctor Khanh delivered the second livestream. The influence of Doctor Khanh and the great interest of audiences led to a large outreach of 42,700 online viewers watching the livestream. Additionally, 2,200 interactions, 1,100 comments, and 1,200 shares were achieved in the second livestream. The series of livestreams played an essential role in redefining the mindset and belief of Vietnamese people on the use of legal and sustainable wild plants and animals for

	health treatment and improvement. Detailed information on the livestream can be viewed here .
<p>Activity 3.4 Work with medical schools and/or universities to develop and disseminate behaviour change messages/curriculum promote alternatives to Tiger products targeting, for example, TM practitioners and pharmacies, including through a train-the-trainer workshop.</p> <p>Activity 3.4.1 Partner with 2 universities/colleges or medical institutions which specialize in TM or have TM department to convey wildlife protection/SBC messages to the students, the future TM doctors who will prescribe medicine:</p> <ul style="list-style-type: none"> • Integrate “do not prescribe ingredients from illegal wildlife products” message into the training lectures of the schools and share with TM experts on alternative medicines to replace the ingredients from illegal wildlife products. • Provide a TOT workshop to empower the key faculty at the 2 universities to guide sustainable practice among TM community using the handbook on alternatives for Tiger. • Propagate the 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... 	<p>COMPLETED</p> <p>The project coordinated with Tue Tinh Medicine College and Technical Traditional Medicine Hanoi College to ensure future practitioners promote the safe, legal, and sustainable use of TM ingredients. The project co-developed with the colleges the wildlife action plan published on their websites (here). Following that, two training of trainer (TOT) Workshops were organized with the two universities:</p> <ul style="list-style-type: none"> • On 24 March 2021, the project organised the TOT workshop with 15 key trainers and professors from the two universities on the importance of wildlife protection, alternatives to illegal wildlife products and how to integrate and/or conduct SBC activities in their organizations. Those trainers are core personnel in disseminating the BC messaging to more future TM practitioners (3rd and 4th grade year students). More information on the TOT can be viewed here. • On 11 April 2022, the project organised the refresher TOT workshop for these master trainers. In the event, 17 new trainers were recruited, leading to 33 trainers engaging in the network. Most of them are lecturers and final-year students of the two universities. Details information on the TOT workshop can be viewed here. <p>After the two TOTs, 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 broader TM student community. The communication dissemination lasted until the end of June 2023, reaching an estimated total of 43,000 page views monthly.</p>
<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>	<p>COMPLETED</p> <p>At the end of the project, 30 influencers, who are government, CSO and business leaders, were recruited. A list of influencers can be found here.</p>
<p>Output 4. An evaluation of the campaign documents learning, combines this with learning from the</p>	<p>4.1 By March 2021, a TRAFFIC Influencing Plan sets out key stakeholders and means for sharing</p> <p>COMPLETED</p> <p>4.1. In May 2021, the project Influencing Plan was completed (here).</p>

<p>Chi campaign, and shares this with stakeholders nationally and globally.</p>	<p>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>4.2. In May 2023, the end-line survey was completed. Details of the survey can be read (here).</p> <p>4.3. The project achievements and lessons learned were documented in the Factsheet (here).</p>
<p>Activity 4.1 Develop an Influencing Plan setting out stakeholders and messaging plans.</p> <p>Activity 4.2 A consumer survey by BIT, to evaluate the quantitative impacts of the demand reduction strategy on its target audiences. The survey will repeat the methods used to generate the baseline data and results will be used to gauge progress against the 2017 baseline.</p> <p>Activity 4.3 Document learning from this project, and the Chi Initiative, and share through diverse media including national and international events.</p>		<p>COMPLETED.</p> <p>Activity 4.1: By the end of 2021, the project Influencing Plan was completed. It set out key stakeholders and measures for sharing lessons learned from the project and activity outputs to influence decisions (here).</p> <p>Activity 4.2: By May 2023, the end-line survey depicting the overall picture of Tiger consumption in Vietnam was completed. Details of the survey can be read (here).</p> <p>Activity 4.3: The project achievements and lessons learned were documented in the Factsheet (here). In 2023, the demand reduction framework for Tiger products in Vietnam and key project achievements and lessons learned were shared by the project team through diverse media, including national and international events, as follows:</p> <p>- National event:</p>

	<ul style="list-style-type: none">• On 13 February 2023, Hanoi, Vietnam, at a meeting to tackle the Tiger trafficking and consumption organised by Vietnam CITES MA and CITES Secretary delegates during their business trip to Vietnam.• From 21-22 September 2023, Phu Quoc, Vietnam, at the Workshop “Technical Consultation on management plan for Tiger farming in Vietnam” organized by USAID-funded Saving Threatened Wildlife Project. <p>- International event:</p> <ul style="list-style-type: none">• In April 2023, Indonesia, at the Tiger Technical Advisory Group Meeting hosted by WWF Tiger Alive Initiative with the participation of leaders and senior officers of WWF’s IWT units of the Tiger-ranged countries.• From 8-9 May 2023, Bangkok, Thailand, at the Mekong – U.S. Partnership Track 1.5 Policy Dialogue focused on Trafficking and Cyber-enabled Crime. The Partnership Track 1.5 Policy Dialogues are a series of seven in-depth workshops from 2021 – 2023 to explore solutions to key policy and sustainability challenges facing the Lower Mekong, including wildlife trafficking. The event was organized by the U.S. Department of State and implemented by the Stimson Center and the International Union for the Conservation of Nature.
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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	None				866	N/A See Session 3.2 above for specific explanation in this indicator
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 livestream	5 3 PSAs 1 video 1 livestream	3 1 Handbook 1 Notebook 1 Talk show	9	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 Launch Ceremony: 25 Livestream: 16 TM Article: 2 TM universities: 2 Other events: 25	46 Livestream: 9 Video: 30 VCCI: 7 OOH: 1	8 CCPE: 1 Hospital: 1 Talk show: 6	124	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	Number of partners with influence on target audience that have distributed campaign message(s).	Number	None	4 IM, CCPE, two TM universities	3 two TM universities, VCCI	9 two TM universities, VCCI, Business association, TMA (MOH),	16	N/A

	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.						Hospital, VECOM, DAWE, NIMM		
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	1,053,000 TM individuals: 500+ Patients: 500+ Business: 4,500 Public: 45,000 Talkshow: 1M Government: 3,000+	2,540,820	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			The project initiated a positive change of attitude and intention amongst target audiences' groups (TM practitioners, patients), businesspeople and Government individuals. As explained in	866 targeted individuals reported changed behaviour in the project post-intervention (See Session 3.2 above for more details).	

							<p>Session 3.2. above, the extensive changes during the 2017-2023 period because of the global pandemic, combined with the change in survey modality, suggest that an 2023 endline and 2017 baseline comparison no longer represents the most meaningful way to evaluate these outcomes. To ensure the evaluation of the project impact, a series of small-scale, activity-specific evaluations were conducted. These activity-specific evaluations provided more granular data on the effects</p>		
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							of individual activities and project impacts. 866 targeted individuals reported changed behaviour in the project post-intervention (See Session 3.2 above for more details).		
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 Businesspeople : 120 TM people: 500	8500 TM individuals: 500+ Patients: 500+ Business: 4,500 Government: 3000	9120	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	Number of stakeholders that have actively discouraged the purchase/use of IWT products i.e., pledges signed.	Number	Type: Business and Individuals	50 50 individuals	105 100 individuals 5 businesses	75 70 individuals 5 businesses	230	N/A

	messaging into their trainings, events, or competitions								
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
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
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			8	8	8
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-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

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)
Handbook on Alternative to Tiger Bone Glue	Handbook	National Institute for Medicinal Materials, Ministry of Health	Male	Vietnamese	Science and Technical Publishing House	https://shorturl.at/gmlLM
SBC Notebook designed for Government individuals	Notebook	Central Committee for Propaganda and Education	Male and Female	Vietnamese	Central Committee for Propaganda and Education, Hanoi, Vietnam	https://shorturl.at/cmoJW
One In-depth Article reducing the demand and use of Tiger products in online market	Journal	Vietnam E-commerce Association	Male	Vietnamese	Vietnam E-commerce Association, Hanoi, Vietnam	https://shorturl.at/grFU7
Series of seven SBC Articles reducing the use of Tiger bone glue within Government network	Journals	Party Communist Online Newspaper	Male	Vietnamese	Party Communist Online Newspaper, Hanoi, Vietnam	https://shorturl.at/cnopU
Two Traditional Medicine analysis articles persuading patients not to use Tiger bone glue	Journal	Traditional Medicine Specialists	Male	Vietnamese	Online TM platforms	https://11nk.dev/txjVq https://11nk.dev/r0IU0

Annex 4 Supplementary material (optional but encouraged as evidence of project achievement)

All the project supplementary materials have been attached as links in this report.

Checklist for submission

	Check
Is the report less than 10MB? If so, please email to BCF-Reports@niras.com putting the project number in the Subject line.	
Is your report more than 10MB? If so, please discuss with BCF-Reports@niras.com about the best way to deliver the report, putting the project number in the Subject line.	X
If you are submitting photos for publicity purposes, do these meet the outlined requirements (see section 10)?	X
Have you included means of verification? You should not submit every project document, but the main outputs and a selection of the others would strengthen the report.	X
Do you have hard copies of material you need to submit with the report? If so, please make this clear in the covering email and ensure all material is marked with the project number. However, we would expect that most material will now be electronic.	X
If you are submitting photos for publicity purposes, do these meet the outlined requirements (see section 13)?	X
Have you involved your partners in preparation of the report and named the main contributors	X
Have you completed the Project Expenditure table fully?	X
Do not include claim forms or other communications with this report.	