

Applicant: **Sanchez-Mercado, Ada**
Organisation: **Provita**
Funding Sought: **£200,505.00**

IWTR7S2\1043

Demand reduction behavior change in illegal Venezuelan threatened bird markets

Effective behavior change campaigns in South American countries are limited by heterogeneous quality in design schemes and language barriers that impede the adoption of existing best practices.

We propose to increase the adoption of best practices for such campaigns and their taxonomic and geographic reach by: 1) implementing theory and evidence-based campaigns for two Venezuelan threatened bird species, with contrasting illegal trade dynamics, and 2) generating tools and guides to design and monitor campaigns adapted to regional conditions and language.

Section 1 - Contact Details

PRIMARY APPLICANT DETAILS

Title Dr
Name Ada
Surname Sanchez-Mercado
Organisation Provita
Website (Work) <https://www.provita.org.ve/>
Tel (Mobile) + [REDACTED]
Email (Work) [REDACTED]
Address [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

GMS ORGANISATION

Type	Organisation
Name	Provita
Phone	[REDACTED]
Email	[REDACTED]
Website	[REDACTED]
Address	[REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

Section 2 - Title, Dates & Budget Summary

Q3. Project title:

Demand reduction behavior change in illegal Venezuelan threatened bird markets

What was your Stage 1 reference number? e.g. IWTR7S1\100123

IWTR7S1\1224

Q4. Country(ies)

Which eligible country(ies) will your project be working in? Where there are more than 4 countries that your project will be working in, please add more boxes using the selection option below.

Country 1	Venezuela	Country 2	No Response
Country 3	No Response	Country 4	No Response

Do you require more fields?

No

Q5. Project dates

Start date:

01 April 2021

End date:

31 March 2024

Duration (e.g. 2 years, 3 months):

3 years

Q6. Budget summary

Year:	2021/22	2022/23	2023/24	Total request
Amount:	£68,633.00	£71,826.00	£60,046.00	£ 200,505.00

Q6a. Do you have proposed matched funding arrangements?

Yes

What matched funding arrangements are proposed?

We already applied for and received funds from the Neotropical Bird Club (UK), Miami Zoo (US), Whitley-Segré Conservation Fund (UK-Switzerland), and the Whitley Fund for Nature (UK) to support early research for this proposal, as well as to cover staff responsible for project coordination.

Q6b. Proposed (confirmed and unconfirmed) matched funding as % of total Project cost (total cost is the IWT Challenge Fund request plus other funding required to run the project). ██████████

Section 3 - Project Summary & Objectives

Q7. Summary of project

Please provide a brief summary of your project, its aims, and the key activities you plan on undertaking. Please note that if you are successful, this wording may be used by Defra in communications e.g. as a short description of the project on GOV.UK.

Please write this summary for a non-technical audience.

Effective behavior change campaigns in South American countries are limited by heterogeneous quality in design schemes and language barriers that impede the adoption of existing best practices.

We propose to increase the adoption of best practices for such campaigns and their taxonomic and geographic reach by: 1) implementing theory and evidence-based campaigns for two Venezuelan threatened bird species, with contrasting illegal trade dynamics, and 2) generating tools and guides to design and monitor campaigns adapted to regional conditions and language.

Q8. What will be the Outcome of the project?

This should be an action orientated statement e.g. training provided to the judiciary results in increased successful prosecutions of poaching.

This should be the same as the Outcome statement in the logframe uploaded at Question 34.

Systematic demand reduction campaigns lead to a reduction in illegal wild bird trade, local people increase intentions to engage in sustainable use, and new guidelines are available for the region.

Q9. Which of the four key IWT Challenge Fund objectives will your project address?

Please tick all that apply.

Reducing demand for the products of the illegal wildlife trade

Q10. Which of the commitments made in the London Conference Declarations, the Kasane Statement and/or the Hanoi Conference does this project support?

Please provide the number(s) of the relevant commitments and some brief information on how your project will contribute to them. There is no need to include the text from the relevant commitment.

- We will promote sustainable wildlife use, by engaging local communities, who share habitat with focal threatened bird species, in meaningful conservation actions such as community nurseries and sustainable utilisation, contributing to reduce species extinction risk (Kasane Statement 2015 (KS) sections D10 -11; London Conference Declaration 2018 (LCD) commitment 5).

- We will build and strengthen sustainable, long-term partnerships in intersectoral spheres, by working with a cross-disciplinary team, composed of local government authorities (Gobernación del Estado Nueva Esparta), international and national academia (Smithsonian Institution, Instituto Venezolano de Investigaciones Científicas), NGOs (IUCN Netherlands, Leslie Pantin Zoo) and local communities organizations (Red Siskin Initiative, Fundefir). In this way, demand reduction efforts will be rooted in local social and cultural contexts and in updated scientific evidence (KS section D13; Hanoi Statement 2016 (HS) points 19-20; LCD commitment 16).

- Social acceptance of conservation programs led by Provita in the two focal species is based on trust, long-term commitment, and acknowledgment of communities' rights to manage and benefit from wildlife.

By engaging these communities in the development of management plans and conservation actions, we recognize them as active partners (HS point 17; LCD commitment 13, 17).

- By implementing evidence-based demand-reduction behavior change campaigns, and generating tools and guides in Spanish for designing, executing and monitoring them, we will provide knowledge, expertise and best practice needed by local Governments and practitioners to use in the future (KS sections A2, D12; LCD commitments 19-20).

Q11. Global Goals for Sustainable Development (SDGs)

Please detail how your project will contribute to the Global Goals for Sustainable Development (SDGs).

Our project will contribute to Global Goals for Sustainable Development by:

- 1) Increasing the capacity of local communities and their organizations to pursue opportunities for sustainable livelihoods (Goals 12.7 – 12.8; Goal 15.C): by sharing best practices in captive-breeding, in order to promote the sustainable, legal trade of Red Siskins in the pet market, and by promoting people to engage in actions with a positive impact on wild parrot populations (e.g. nurseries, bird watching).
- 2) Promoting sustainable management and efficient use of natural resources (Goal 12.2): by substituting unsustainable demand behaviors with sustainable use behaviors such as the responsible captive breeding of Red Siskins or the bird-watching ecotourism for both species.
- 3) Ensure women's effective participation and equal opportunities for leadership in public life (Goal 5.5): by allowing women to be messengers, voice and face in capacity building activities (e.g. workshops, presentations) and lead implementation of community-based conservation actions (e.g. nurseries, volunteers program).
- 4) Promoting sustainable management of forests, halt and reverse land degradation, and halt biodiversity loss (Goals 15.1, 15.4, 15.7: Goal 15.c): by reducing the demand for wild-caught the Yellow-shouldered Amazons and the Red Siskin, both species with important role ensuring ecological functionality in submontane and arid forests.
- 5) Promoting justice, peaceful and inclusive societies (Goals 16.3 - 16.4): by encouraging community-based conservation actions.

Section 4 - Lead Organisation Summary

Q12. Lead organisation summary

Has your organisation been awarded an IWT Challenge Fund or Darwin Initiative award before (for the purposes of this question, being a partner does not count)?

No

If no, please provide the below information on the lead organisation.

What year was your organisation established/ incorporated/ registered? 01 January 1987

What is the legal status of your organisation? NGO

How is your organisation currently funded? We are funded through a wide variety of project grants, from international organizations mainly from the UK (the Whitley Fund for Nature, World Land Trust), USA (the US Fish and Wildlife Service, the Smithsonian Institution), and European countries (IUCN, MAVA Fondation pour la Nature, Good Energies Foundation, and Fondation Franklinia) and multilateral institutions (GEF Small Grants Programme).

Describe briefly the aims, activities and achievements of your organisation. Large organisations please note that this should describe your unit or department.

Aims Provita is a Venezuelan non-profit, non-governmental organization whose mission is to develop innovative socio-environmental solutions to conserve nature. The organisation aims to become a leading institution in the generation of knowledge, education and actions for the conservation and sustainable use of nature.

Activities Provita has three working areas: 1) research, to understand biodiversity status and threats; 2) education, to help people become part of the solutions; and 3) conservation actions, to directly save species and ecosystems.

Achievements Doubled population of Yellow-shouldered Amazons. 160 hectares of local farmers certified as Organic and 14 as Bird Friendly. First conservation center for the EN Red Siskin. Red Books of Venezuelan Fauna, Flora and Ecosystems. Co-developers of the IUCN Red List of Ecosystems. Main source about threats to the Venezuelan Amazon.

Provide details of 3 contracts/projects previously undertaken by the lead organisation that demonstrate your credibility as an organisation and provide track record relevant to the project proposed.

These contacts should have been held in the last 5 years and be of a similar size to the grant requested in your IWT Challenge Fund application.

Contract/Project 1 Title	Ultimate challenges to the survival of Yellow-shouldered Parrots and the dry forest that they inhabit in Macanao, Margarita Island, Venezuela Whitley-Segré Conservation Fund (WSCF)
Contract Value/Project budget (include currency)	GBP [REDACTED]
Duration (e.g. 2 years 3 months)	3 years
Role of organisation in project	Lead organization, responsible for planning, implementing and monitoring all the activities. Responsible for funding execution and project management.
Brief summary of the aims, objectives and outcomes of the project	<p>Aim: to expand Provita's impact in Macanao by developing new directions that address the root of biodiversity conservation challenges.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. Increase the number of parrots fledged into the wild by at least 30%. 2. Discourage parrot poaching and ownership. 3. Initiate a long-term restoration plan for degraded habitat, plant 5,000 trees. <p>Outcomes:</p> <ol style="list-style-type: none"> 1. 310 fledged parrots in 3-years (100% increase). 2. Social-behavior baseline study completed, and behavior change campaign designed and implemented achieving 2,500 people from 3 communities. 3. Restoration plan developed. 1,956 native trees planted, 3,140 trees in nurseries (planting delayed due to Covid-19).
Client/independent reference contact details (Name, e-mail)	<p>Danni Parks Director Whitley Fund for Nature [REDACTED] [REDACTED]</p>

Contract/Project 2 Title	Strengthening the Evidence Base for IUCN Red List of Ecosystems (RLE) and Testing integration with Other Tools and Approaches IUCN (Funded by MAVA Fondation pour La Nature)
Contract Value/Project budget (include currency)	CHF [REDACTED]
Duration (e.g. 2 years, 3 months)	3 years
Role of organisation in project	Lead organization, responsible for planning, implementing and monitoring all activities regarding website and social media. Responsible for funding execution and project management.

Brief summary of the aims, objectives and outcomes of the project

Aim: Strengthen the evidence base for IUCN Red List of Ecosystems (RLE)

Objectives:

RLE website and social media maintenance.

2. Training workshops to support national RLE processes.

3. Guiding countries implementing RLE assessments.

4. Development of scientific and divulgative articles.

Outcomes:

The new website (<https://iucnrle.org/>) received over 76,300 visits from 193 countries. Social networks with more than 25,000 followers. Database of RLE Assessments in testing process.

RLE training in China and Madagascar.

Guided RLE assessments in Colombia, Costa Rica, Continental Americas, Paraguay, Brazil.

4. Four publications, and two major events.

Client/independent reference contact details (Name, e-mail)

Radhilka Murti

Director Global Ecosystem Management Programme / IUCN

[REDACTED]

[REDACTED]

Contract/Project 3 Title

RAISG contributes to the strengthening of socio-environmental governance in the Amazon Instituto Socioambiental (funding from Gordon and Betty Moore Foundation)

Contract Value/Project budget (include currency)

[REDACTED]

[REDACTED]

Duration (e.g. 2 years, 3 months)

2 years

Role of organisation in project

Instituto Socioambiental (ISA) was the leading organisation and the project was implemented by RAISG (Amazon Network for georeferenced socio-environmental information), with Provita as implementer in Venezuela.

Brief summary of the aims, objectives and outcomes of the project.

Aim: Improved decision-making and governance related to Amazonian development planning and conservation, through multidisciplinary analyses and enhanced geo-referenced information about pressures and threats to PAs and ITs.

Objectives:

Updated and available socio-environmental georeferenced data.
Expand scope of products and analysis.

RAISG consolidated communication strategy to expand
Strengthen RAISG partnership across member institutions.

Outcomes:

Map for deforestation 2016 with IT and PA information, hydrological units, pressures and threats layers availables.

The website went live in April 2017 with downloading functionalities for part of the databases compiled and used by RAISG.

Management plan for monitoring the activities and fundraising plan.

Client/independent reference contact details (Name, e-mail)

Carlos Arlberto Ricardo
RAISG Coordinator



Have you provided the requested signed audited/independently examined accounts? If you select "yes" you will be able to upload these. Note that this is not required from Government Agencies.

Yes

Please attach the requested signed audited/independently examined accounts.

[Audited Account Traduction Provita 2018 - 201](#)

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09/11/2020

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pdf 618.49 KB

[Audited Account Provita 2018 - 2017](#)

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Section 5 - Project Partners

Q13. Project partners

Please list all the partners involved (including the lead organisation) and explain their roles and responsibilities in the project. Describe the extent of their involvement at all stages, including project development.

This section should illustrate the capacity of partners to be involved in the project, and how local institutions, local communities, and technical specialists are involved as appropriate. Please provide Letters of Support for the lead organisation and each partner or explain why this has not been included.

N.B: There is a file upload button at the bottom of this page for the upload of a cover letter (if applicable) and all letters of support.

Lead Organisation name: Provita

Website address: <https://www.provita.org.ve/>

Details (including roles and responsibilities and capacity to engage with the project):

Provita will be responsible for project management, including coordinating staff and executing funds to implement activities, and will design and implement project monitoring and evaluation strategies. Provita will also coordinate scientific and technical work, ensuring the quality of outputs (e.g. toolkits, publications).

Provita, is the only Venezuelan NGO with a history of successful poaching reduction and illegal trade monitoring in birds. With a main office in Caracas and a regional field office on Margarita island, Provita's internal technical capacities include: effective implementation of anti-trafficking actions (e.g. surveillance, education programs), effective inclusion of theories and tools of social dimensions of wildlife management, robust data analysis using updated statistical approaches, and engagement and empowerment of local communities in nature conservation and sustainable use. These capacities are boosted with knowledge transfer and capacity building provided by our international collaboration network with academic institutions in the USA, Australia and the UK, and as members of the IUCN. The strong record of collaborative work of Provita including governmental and international organizations, allows us to work in coordination with local institutions while maintaining international standards in our processes and products.

Have you included a Letter of Support from this organisation? (Note: this can be uploaded at the bottom of the page) Yes

Have you provided a cover letter to address your Stage 1 feedback? (Note: this can be uploaded at the bottom of the page) Yes

Do you have partners involved in the Project?

Yes

1. Partner Name: Instituto Venezolano de Investigaciones Científicas (IVIC)

Website address: <https://www.ivic.gob.ve/>

Details (including roles and responsibilities and capacity to engage with the project): IVIC is the main governmental research institution in the country, with 16 research centers, and more than 100 laboratories in different scientific disciplines. The scientific staff of the Organism Biology Lab, and the Spatial Ecology Lab have been supporting Provita conservation actions providing baseline information, capacity building in restoration ecology, conservation biology and social science. They also provided logistical support for field activities. In this project, the primary IVIC collaborator will include MSc Arlene Cardozo-Urdaneta from the Spatial Ecology Lab, who will continue providing scientific advice in social science applied to conservation, statistical analysis, and conservation biology. The IVIC will support the broadcasting of projects outputs through their communication platform. They will also collaborate with data analysis and scientific manuscripts writing.

Have you included a Letter of Support from this organisation? Yes

Do you have more than one partner involved in the Project?

Yes

2. Partner Name: Red Siskin Initiative (RSI)

Website address: <https://www.cardenalito.org.ve/>

Details (including roles and responsibilities and capacity to engage with the project):

RSI is an international partnership of public and private institutions, communities and individuals working to understand, protect and restore self-sustaining populations of this highly endangered and iconic bird in Venezuela and Guyana. RSI integrates units of the Smithsonian Institution, with international and local partners, including Provita and IVIC, to recover the Red Siskin. In the last 3 years, RSI has developed projects to understand the scope, magnitude, actors network, and demand behaviour underlying the illegal trade in Red Siskin. Also, RSI has created the Red Siskin Specialists and Aviculturists Network (ReSSAN; <https://www.redsiskin.org/red-siskin-specialists-aviculturists-network>), an action network of locally and internationally renowned expert aviculturists and scientists to discuss and generate protocols and strategies for promoting ethical and sustainable captive breeding practices. Primary RSI collaborators will include MSc Valentina Cedeño and BVSc. Enrique Azuaje. They will provide information and technical support related to illegal trade in Red Siskins to inform campaign design. They will also coordinate stakeholder engagement, support designing of the communication strategy, and collaborate with data analysis and scientific manuscripts preparation.

Have you included a Letter of Support from this organisation?

Yes

3. Partner Name:

IUCN National Committee of the Netherlands Foundation (IUCN NL)

Website address:

<https://www.iucn.nl/en>

Details (including roles and responsibilities and capacity to engage with the project):

IUCN NL is the Dutch national committee of the International Union for Conservation of Nature. IUCN NL collaborates with and supports local organisations in Africa, Asia and Latin America, together with IUCN member organisations and other parts of IUCN, to safeguard important nature and biodiversity in these regions by promoting active exchange of knowledge between overseas project partners. In this project, IUCN NL will provide advisory and tools to achieve behavior change and prevent illegal species trafficking, while promoting environmental justice in local communities through the sustainable use of species. IUCN NL will also support the promotion of project outcomes and products through their communication channels and network of partners.

Have you included a Letter of Support from this organisation?

Yes

4. Partner Name: Smithsonian Institution (National Zoo & Conservation Biology Institute [NZIP/SCBI])

Website address: <https://nationalzoo.si.edu/>

Details (including roles and responsibilities and capacity to engage with the project): The Smithsonian Institution, based in Washington, DC, is the world's largest museum and research organization. Over the past decade, the Smithsonian has had a central mission of "Understanding and Sustaining a Biodiverse Planet," and the National Zoo and Conservation Biology Institute reinforces this mission with its motto, "We Save Species." The Red Siskin Initiative is a showcase example of their international and multidisciplinary approach, involving more than a dozen Smithsonian and other partners, and tackling threats to the Red Siskin by not only seeking to increase secure habitat and reduce illegal trade, but also convening other US zoos, including ZooMiami and National Aviary to unlock the husbandry of this species and support Venezuelan efforts to rehabilitate and reproduce birds rescued from the illegal trade. Primary SI collaborators will include Drs. Kathryn Rodriguez-Clark and Brian Coyle, of NZP/SCBI and Conservation Commons, respectively. They will provide scientific support on campaign design, analysis, and project outputs, as well as project implementation and communication.

Have you included a Letter of Support from this organisation? Yes

5. Partner Name: Leslie Pantin Zoo

Website address: *No Response*

Details (including roles and responsibilities and capacity to engage with the project):

The Leslie Pantin Zoo is a private zoo that is a member of Venezuela's National Foundation of Zoological Parks and Aquariums, as well as Species360. After more than 50 years of making wildlife experiences a part of special education as well as supporting wildlife conservation, Leslie Pantin Zoo is well-respected among local conservation communities in general and national avicultural circles in particular.

The zoo hosts Venezuela's first Red Siskin Conservation Center (RSCC), a facility aimed at rescuing and rehabilitating Red Siskins from the illegal trade, and developing captive-breeding for eventual reintroduction into the wild. Primary Leslie Pantin and RSCC collaborators will include BVSc. Federico Pantin, and BVSc. Leonel Ovalle. They will provide their convening power and extensive contact network of expert aviculturists, to facilitate effective communication and spread campaign messages. The RSCC will also be a meeting space for face to face workshops, discussion meetings, and focal groups when COVID-19 restrictions ease.

Have you included a Letter of Support from this organisation?

Yes

6. Partner Name:

Gobernación del Estado Nueva Esparta

Website address:

<https://www.estadonuevaesparta.com/>

Details (including roles and responsibilities and capacity to engage with the project):

The Environmental Office of the Nueva Esparta regional government has supported the Yellow-shouldered Amazon Conservation Program led by Provita since its inception, including anti-trafficking and educational actions. The Office will support implementation of core activities related to the Yellow-shouldered Amazon campaign, specifically providing logistical support (transportation, catering services, materials). In this project, Provita will coordinate core activities with the cultural and recreational activities that the Office conducts, as part of their environmental programs, in order to optimize resources and strengthen the partnership. We will work closely with the Ing. Nicola Penna Millán, General Secretary of the Regional Government Office.

Have you included a Letter of Support from this organisation?

Yes


If you require more space to enter details regarding Partners involved in the Project, please use the text field below.


Fundación de Financiamiento Rural (Fundefir) <https://www.fundefir.org/fundefir/>


The Rural Financing Foundation is an international NGO focused on promoting economic and social development in local communities in Latin America by building capacity in organization and finance, including financial self-management. Headquarters of Fundefir Venezuela is on Margarita Island, Estado Nueva Esparta. Their project, "Emprendiendo caminos" successfully improved financial and business skills in local women via workshops and training in financial tools. Fundefir experience in promoting women empowerment will be key in designing gender appropriate campaign activities for both species. Also, Fundefir's extensive network of local contacts will boost women participation in campaign implementation on Margarita Island. Primary Fundefir collaborator will be Yajaira Acevedo.

Please provide a cover letter responding to feedback received at Stage 1 if applicable and a combined PDF of all letters of support.


 [Letters of Support Provita IWTR7S1 1224](#)


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 [ReplyLetter Provita IWTR7S1 1224](#)

 09/11/2020

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Section 6 - Project Staff

Q14. Project staff

Please identify the core staff on this project, their role and what % of their time they will be working on the project. Further information on who should be classified as core staff can be found in the guidance.

Please provide 1 page CVs for these staff or a 1 page job description or Terms of Reference for roles yet to be filled. These should match the names and roles in the budget spreadsheet. If your team is larger than 12 people please review if they are core staff, or whether you can merge roles (e.g. 'admin and finance support') below, but provide a full table based on this template in the PDF of CVs you provide.

Name (First name, Surname)	Role	% time on project	1 page CV or job description attached?
Jon Paul Rodríguez	Project Leader	10	Checked
Ada Sánchez-Mercado	Lead Applicant - Scientific Director	30	Checked
Arlene Cardozo-Urdaneta	Red Siskin Campaign Coordinator	100	Checked
Dinis De Brito	Yellow-shouldered Amazon Campaign Coordinator	100	Checked

Do you require more fields?


Yes


Name (First name, Surname)	Role	% time on project	1 page CV or job description attached?
Enrique Azuaje	Red Siskin Campaign Officer	100	Checked
Felix Moya	Yellow-shouldered Amazon Campaign Officer	100	Checked
To be determined	Communications Officer	50	Checked
Norberto Méndez	Communications Manager	30	Checked
To be determined	Project Manager	50	Checked
José Manuel Briceño-Linares	Yellow-shouldered Amazon Program Coordinator	30	Checked
María Valentina Cedeño	Red Siskin Program Coordinator	30	Checked
<i>No Response</i>	<i>No Response</i>	<i>No Response</i>	Unchecked

Please provide 1 page CVs (or job description if yet to be recruited) for the project staff listed above as a combined PDF.

Ensure the file is named clearly, consistent with the named individual and role above.

 [CVs Provita IWTR7S1 1224](#)

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Have you attached all project staff CVs?

Yes

Section 7 - Species & Project Statement

Q15. Species project is focusing on

Where there are more than 4 species that will benefit from the project's work, please add more fields using the selection option below.

Spinus cucullatus – Red Siskin (RS) – Endangered

Amazona barbadensis – Yellow-shouldered Amazon (YSA) – Vulnerable

Do you require more fields? No**Q16. Problem the project is trying to address**

What specific aspect(s) of the illegal trade in wildlife will your project address? Please describe the level of threat to the species concerned.

Please also explain which communities are affected by this issue, and how this aspect of the illegal trade in wildlife relates to poverty or efforts of people and/or states to alleviate poverty. Please cite the evidence you are using to support your assessment of the problem (references can be listed in your additional attached PDF document which can be uploaded at the bottom of the next page).

Our project aims to reduce demand for wild-caught Yellow-shouldered Amazons (YSA) and Red Siskins (RS), both species threatened by illegal wildlife trade to supply pet markets.

Most YSA are found on the Macanao, Margarita Island [1], where 3 of every 10 people keep YSA as pets [2]. The estimated captive population (~ 7,000 for 24,400 Macanao's residents) might be four times larger than the wild one (1,600 parrots in 2019), which is now sustained due to poaching prevention efforts. The primary motivations behind YSA demand are affective attitudes towards parrots, and misguided perception of benefits from human protection [2,3].

Women are important actors in the illegal YSA trade chain. The absence of fathers, sons and husbands while on long fishing trips (primary economic activity dominated by men), create strong emotions of loneliness in wives, mothers, and daughters. Parrots are a frequent tool for managing these emotions [3]: they are described "as a part of the family", and are presented as gifts from relatives to alleviate loneliness [2,3]. Knowledge of parrot biology and concern for their conservation problems is high [2], but people with higher educational levels express higher intentions to keep YSA as pets, suggesting that knowledge is used to reinforce misguided empathy, rather than to change behaviour in a way that reduces threat [3].

In contrast, demand for wild-caught RS appears to be driven by inexperienced breeders interested in maintaining genetic variability in their captive flocks. Currently, at least 368 RS are traded per year (most of them suspected wild-caught [4]). This rate is expected to have a high negative impact on the remaining small populations present in Venezuela (< 6,000 individuals [4]). The key actors in this network are intermediaries and experienced breeders, who are mostly middle-class professional males, between 30-46 years of age. Both actors profess a deep interest in improving their breeding skills and are motivated by recognition among peers, more than profit [4,6].

The communities driving demand for YSA and RS have contrasting socio-economic contexts, the former enduring high unemployment and low educational level, while the latter have professional training and stable employment. The role of poverty in wild-caught birds demand in this case goes beyond the economic realm: is defined in Macanao communities by lack of power and voice, and in the local RS breeders communities, by lack of access to knowledge and capacities.

In Macanao, women's participation in the social functions, including conservation programs, is hampered by the mental stress created by loneliness and the increased responsibility of looking for food, medicine and basic resources [2]. Jointly with the lack of working opportunities, this situation makes them not only more

dependent from male support and government social help [2,3], but poorer in terms of empowerment and participation.

On the other side, the closed community of RS expert breeders lacks tools and channels to share expertise with the more inexperienced breeders (intermediaries), particularly across language barriers, perpetuating misguided and unsustainable captive-breeding practices among local and international breeders [4-6].

Section 8 - Method, Beneficiaries & Exit Strategy

Q17. Methodology

Describe the methods and approach you will use to achieve your intended Outcome and Impact.

Provide information on:

- How you have analysed historical and existing initiatives and are building on or taking work already done into account in project design (either by your organisation or others). Please cite evidence where appropriate.
- The rationale for carrying out this work and a justification of your proposed methodology.
- How you will undertake the work (materials and methods).
- How you will manage the work (roles and responsibilities, project management tools etc.).

Please make sure you read the [Guidance Notes](#), particularly Section 3, before answering this question.

Activity 1. Design:

We will define the audiences, formulate the theory of change, define message and communication strategy for each focal species based on insights from previous baseline social and behavior studies [2 - 6] and use available best practice guidelines (<https://www.changewildlifeconsumers.org/>)(Q1 2021).

We will develop three types of activities: 1) Core activities promoting changes in knowledge, attitudes, and removing barriers to change (e.g. volunteer programs, captive-breeding workshops); 2) recreational activities to promote interpersonal communications, and 3) communicational activities to spread the message and boost new social norms.

Activity 2. Implementation

We will follow a before–after–control–treatment approach to implement and monitor [8]. For the YSA campaign, we will use two treatment locations (Robledal and Boca de Pozo ~13.000 hab. each) where core and recreational activities will be implemented, and two control locations (San Francisco and Boca de Río ~ 25,000 hab.), where only monitoring will be performed. For RS campaign we will use eight Venezuelan aviculturist associations as treatment (183 members) and other nine as control (175 members).

We will develop a power analysis, based on prevalence of captive birds and intentions to demand wild-caught birds, to estimate sample sizes, and ensure it is sufficient to detect changes expected in behavioural indicators [8-9].

Implementation of the campaigns will be in three stages. Stage 1: informative social media campaign; Stage 2: core and recreational activities; Stage 3: a second communicational campaign (implemented in parallel with stage 2), which will combine social media and face to face strategies to promote new social norms.

For the YSA campaign stage 1 has already started (Q3 2020) and we plan to extend it until April 2023. Using

Ecoguardians (Provita's local team of rangers) as messengers, the campaign informs which actions are effective for species conservation, encouraging community participation, at times affirming identity and promoting local pride. Stage 2 (Q3 2021 – Q2 2023) will build on lessons learned from stage 1 to refine the message and communication strategy. We will articulate efforts with local cultural and recreational programs, in order to optimize resources, boost participation, and promote institutional local empowerment. For stage 3 we will use our communication platform, including social media, contacts with local newspapers and radio stations, as well as partners' communication platforms.

For the RS campaign, our messengers will be members of the Red Siskin Specialists and Aviculturists Network (ReSSAN, 30 members). We will use the best practice manual for RS captive breeding, currently developed by ReSSAN, as a base to design the campaign's content. In stage 1 (Q1 2021) we will locate manuals and protocols available to improve RS captive practices, and promote online forums, where breeders can share information and questions about sustainable and ethical captive practices. Stage 2 (Q3 2021 - Q2 2023) will consist only of core activities (online workshops and presentations, both live and recorded) aimed at building sustainable captive breeding practices. For stage 3 we will use the same approach described above.

Activity 3. Evaluation

We will measure changes in demand behavior using three different indicators [8-9]: 1) participation behaviors-engagement in core and recreational activities (Q3 2021 - Q2 2023); 2) intermediary behavioral outcomes (e.g. changes in knowledge, attitudes, intention) (Q2 2022, Q2 2023), and 3) actual environmental behavior, both self-reported (prevalence of captive birds), and observed (market data) (Q2 2022, Q2 2023). We will measure these indicators through interviews, direct observations, and market data.

We will assess the conservation impact by estimating fledgling extraction rates in YSA, and prevalence of wild-caught over captive-bred birds in RS.

Activity 4 - Sharing lessons learned and best practices

We will compile our experiences in a toolkit on reducing illegal wild-bird demand. This toolkit will be presented for free, online, in Spanish and English, and will include:

Module 1 (Q1 2022): Strategies for building Theory of Change, cards explaining activities, strategies to handle logistical barriers, and emerging opportunities, and tools to design and test messages.

Module 2 (Q4 2022): A guide with tools to select control-treatment pairs locations for and how to calculate sample size to detect a given impact level.

Module 3 (Q3 2023): Strategies and methods for defining and measuring intermediary and actual behavioral outcomes.

The Campaign Coordinators and Officers will implement the core and recreational activities, and quantify the indicators for M&E. The Scientific Director will provide technical advice to support design, define methods to get reliable indicators M&E, and oversee all technical work. A project manager will follow PMI (Project Management Institute) standards to track scope, timeline, costs and responsibilities.

Q18. Beneficiaries

- Who will benefit from the work outlined above, and in what ways?
- How will this contribute to sustainable development for the reduction of poverty?
- How many people are likely to benefit from this intervention e.g. number of households?
- How do you intend to monitor the benefits they accrue?

If your project is working in an Upper Middle Income Country, please explain how benefits will be delivered to people living in poverty in Low and/or Low Middle Income countries.

Include, where possible, information on whether and how there are ways to support the most vulnerable communities, including women.

Demand reduction projects should clearly demonstrate their indirect links to poverty reduction, for example, by identifying impacts in the source countries for the products concerned.

The Macanao community, particularly women, will be the primary beneficiary of the YSA behavior change campaign. The expected benefits are: 1) improved management of loneliness and stress as result of more frequent contact with wild YSA and their habitat through participation in meaningful conservation activities; 2) increased representation and leadership in the community, particularly in the governance of natural resources, as result of their engagement in community-based conservation activities (e.g. community nurseries, Ecoguardians). We will quantify benefits attained with the following indicators: gender and age-disaggregated number of participants in our core activities, and perceived empowerment, participation, leadership and sense of community in participants measured through interviews.

For the RS behaviour change campaign, the Venezuelan Red Siskin breeder community, will be the main beneficiary. The expected benefits are: 1) An increased capacity in captive breeding without the use of wild-caught specimens by providing access to tools and information; and 2) increased representation and leadership in international aviculturist communities by creating discussion spaces with experienced breeders. Indicators of benefits achievement will include the number of people participating (disaggregated by gender) in the capacity building activities (workshops, presentations), the number of local breeders participating in international forum and discussion groups, and perceived empowerment, participation, and leadership in participants measured through interviews.

We expect to directly reach 10% of the treatment population in Macanao (~1,300 people) and 20% of the treatment aviculturist associations (30 - 40 people). Communicational activities likely overflow treatment groups, reaching a wider public across the country. We expect to reach 15 - 23% of Provita's twitter scope (currently 20,000 followers @provita_ong).

We estimate that the impact of lowered YSA and RS demand on those poachers who sell them will be low because the illegal trade market does not represent a major source of income to YSA and RS poachers, who normally perceive just a very small proportion of the international value, and our previous research has shown that this income is not a major portion of their livelihood; the main motivation for poachers is tradition and quick cash, rather than a regular livelihood [2-4].

Although yet considered a middle-income country, Venezuela shares the same limitations to knowledge access than the less developed countries in South America mostly due to language barrier. This has hampered a wider application of behavior change campaigns to reduce wildlife demand in the region. We hope that capacities created in Venezuela, could be easily transferred to conservation practitioners in other South American countries, not only because the supporting material will be in Spanish, but

recommendation for implementation will take into account challenges related to work in rural areas (limited electricity and internet service, high illiteracy). Further, we hope the toolkits will contribute to the global public good by advancing understanding and strengthening the knowledge base related to illegal wildlife trade and poverty

Q19. Gender Equality

All applicants must consider whether and how their project will contribute to reducing inequality between persons of different gender. Explain how your project will collect sex disaggregated data and what impact your project will have in promoting gender equality.

We will contribute to reduce gender inequality by:

Designing family-friendly activities, whether assisting with childcare or integrating children in the activities. Introducing a quota of at least 30% female participants for the RS campaign activities and 50% for YSA campaign.

Ensuring a quota of at least 20% women as trainers, speakers and facilitators in workshops and capacity-building related activities in RS campaign and 50% in YSA campaign.

Requesting all project implementers to adopt Provita's Code of Conduct to ensure participants of every gender and background feel safe during activities. Communicate with project beneficiaries about these policies and how they can raise concerns.

Being mindful of the time and place at which we conduct activities campaigns so that we do not interfere with the household work of women.

Providing spaces (focus groups, discussion tables) during the workshops and training, so women will feel more comfortable to participate rather than larger sessions.

To keep record of this we will:

Use an attendance spreadsheet to keep track of how many women and youth are getting involved in the activities.

Develop anonymous surveys asking community members about: a) how satisfied they were with their ability to participate in the activities, and then compare the responses from women and men as well as by age; b) the number of women that are decision-makers in their household/community; c) women involvement in decision-making.

Keep a gender and age disaggregated number of people in project decisions and benefits.

Expected impacts of these actions are:

Increase the visibility of women in social activities, particularly in those related to wildlife management.

Create opportunities for other women to participate, motivate young women by providing role models.

Give women the confidence to take on leadership roles by including women and youth in leadership positions.

Increase women and youth attendance to planned activities.

Q20. Impact on species in focus

How will the species named in Question 15 benefit from the work outlined above? What do you expect the long-term impact on the species concerned to be?

We expect that by 2023 the percentage of people in Macanao with intention to keep YSA will be reduced to 10 - 12% [8] (currently 35 - 40% [3]). In the short and middle term, this will translate into little increase (< 5%) in current YSA keeping prevalence (30%), which could decrease in the long term, as current captive parrots die, and owners desist to acquire a new parrot to reemplace the lost one. We expect that discouragement of demand behavior eventually translates into a reduction of the fledgling extraction rate (currently 70 - 80% in nesting sites without surveillance [1]). If we keep poaching below 60% across YSA

populations in Margarita, then extinction risk will remain below 20% [7].

For RS, we expect that by 2023 the percentage of Venezuelan breeders with intention to acquire wild-caught birds will be reduced to 10 -15% [8] (currently 40 - 50% [6]). In the short-term, this will reduce the number of wild-caught RS traded per year (currently 368 birds/year [4]). In the long-term, this reduction on demand will translate into lower extraction rates, allowing viable populations. Further efforts are needed to estimate current RS extraction rate and threshold for viable populations.

Q21. Pathway to change

Please outline your project's expected pathway to change. This should be an overview of the overall project logic and outline how you expect your Outputs to contribute towards your overall Outcome and, longer term, your expected Impact.

For both species, whose capture in the wild is prohibited by law since 1996, such prohibitions have been ineffective. Our campaigns will focus on promoting alternatives to consumptive use.

The YSA campaign will aim to redirect affective attitudes in the human-parrot relationship, and promote new social norms that boost meaningful conservation behavioral intentions. We propose that by having opportunities to engage in conservation actions, women from Macanao will enjoy parrot's companionship without keeping them captive [3]. Expected changes in the focal audience include increased knowledge of which conservation actions have positive impact on wild species, increased positive valuation of community-based conservation activities, and increasing number, frequency, and variety of opportunities and spaces where to participate in and discuss significant conservation actions.

For RS, we propose that having the ability to produce legal, ethical, and cost-effective captive-bred birds will increase prestige and social standing, and thereby reduce the demand for illegal wild-caught ones [6]. Because we expect that breeders attain an increased knowledge of and skills to engage in sustainable behaviours, increased positive valuation of sustainable and ethical captive-breeding, and increased discussion and promotion of best practices, we expect a reduction in intentions to acquire wild-caught RS.

Q22. Exit Strategy

State how the project will reach a stable and sustainable end point, and explain how the outcomes will be sustained, either through a continuation of activities, funding and support from other sources or because the activities will be mainstreamed in to "business as usual". Where individuals receive advanced training, for example, what will happen should that individual leave?





We have been working for three decades to preserve Venezuela's biodiversity, and we are committed to continue doing so in ever more efficient ways.

This grant is meant to reinforce and expand ongoing work and ultimately reduce the amount of resources required to ensure the survival of Yellow-shouldered Amazons and Red Siskins. We hope that by addressing the root causes of the pressure faced by this species we will require less resources to maintain and improve on our achievements so far, thus making this long-term effort increasingly sustainable.

We will continue to actively search for other sources of funding for our long-term commitment, as we have successfully done to date. We are also working to encourage EcoGuardians to seek a direct source of income through ecotourism, which would help reduce our costs. Another source of income that we have used on a pilot-scale the last two years is the Adopt a Nest programme, where people, companies and families have paid for the amount required to protect a nest. We plan to make this programme grow over

time and promote similar strategies for the Red Siskin.

If necessary, please provide supporting documentation e.g. maps, diagrams, references etc., as a single PDF using the file upload below:

 [ReferencedCited Provita IWTR7S1 1224](#)
 09/11/2020
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 pdf 38.27 KB

Section 9 - Funding and Budget

Q23. Budget

Please complete the appropriate Excel spreadsheet, which provides the Budget for this application. Some of the questions earlier and below refer to the information in this spreadsheet.





Note that there are different budget templates for grant requests under £100,000 and over £100,000.

- [Budget form for projects under £100,000](#)
- [Budget form for projects over £100,000](#)

Please refer to the [Finance for Darwin/IWT Guidance](#) for more information.

N.B: Please state all costs by financial year (1 April to 31 March) and in GBP. The IWT Challenge Fund cannot agree any increase in grants once awarded.

Please upload your completed IWT Budget Form Excel spreadsheet using the field below.

 [Budget over 100K Provita IWTR7S1 1224](#)
 09/11/2020
 21:51:15
 xlsx 264.84 KB

Q24. Funding

Q24a. Is this a new initiative or a development of existing work (funded through any source)?

- Development of existing work

Please provide details:

This project continues the development of existing work for the YSA behavior change campaign, for which a pilot study has been conducted and currently, the stage 1 of implementation started in August 2020. These efforts have been supported by:

- Whitley-Segre Conservation Fund (USD ██████ 2017 – 2019). Baseline study for the behavior change campaign to reduce YSA keeping rates.
- Whitley Fund For Nature (USD ██████ 2019 – 2020). Design and pilot implementation of the behavior

change campaign based on conservation marketing.

For the Red Siskin, only baseline study have been done, supported by:

- Neotropical Bird Club (USD [REDACTED] 2017). Understanding the RS trade network
- Neotropical Bird Club (USD [REDACTED] 2018 – 2020). Evaluating behavioral aspects of breeders intentions to demand RS.
- Miami Zoo (USD [REDACTED] 2019 – 2021). Project coordination.

Q24b. Are you aware of any other individuals/organisations/projects carrying out or applying for funding for similar work?

No

Q25. Co-financing

Are you proposing co-financing?

Yes

Q25a. Secured

Provide details of all funding successfully levered (and identified in the Budget) towards the costs of the project, including any income from other public bodies, private sponsorship, donations, trusts, fees or trading activity, as well as any your own organisation(s) will be committing.

Donor Organisation	Amount	Currency code	Comments
Neotropical Bird Club	[REDACTED]	GBP	2019 – 2020. To evaluate behavioral aspects of breeders intentions to demand Red Siskins
Miami Zoo	[REDACTED]	GBP	2019 - 2021. To support RS Program Coordination
Whitley Fund For Nature	[REDACTED]	GBP	2019 - 2021. To design and pilot implementation of the YSA behavior change campaign based on conservation marketing.
Provita	[REDACTED]	GBP	Own commitment

Do you require more fields?

Yes
 No

Q25b. Unsecured

Provide details of any co-financing where an application has been submitted, or that you intend applying for during the course of the project. This could include co-financing from the private sector, charitable organisations or other public sector schemes. This should also include any additional funds required where a donor has not yet been identified.

Date applied for	Donor Organisation	Amount	Currency code	Comments
01 April 2021	US Fish & Wildlife Service - Combating Wildlife Trafficking Strategy	██████	USD	Planned to apply in next call 2021
01 September 2020	American Bird Conservancy	██████	USD	Concept note sent in 2020
01 April 2021	Segré Foundation	██████	USD	Planned to apply in next call 2021
<i>No Response</i>	<i>No Response</i>	0	<i>No Response</i>	<i>No Response</i>

Do you require more fields?

No

Section 10 - Capital Costs, Value for Money & Ethics

Q26. Outputs of the project and Open Access

Please describe the project's open access plan and detail any specific costs you are seeking from the IWT Challenge Fund to fund this.

Our open access plan targets three main audiences: researchers, practitioners, and policy-makers. For all groups, we will share research methodology, survey design and the full data sets with anyone who promises non-commercial purposes, particularly favouring those who express an interest in discussion and design of future demand reduction strategies in South America. For researchers in particular moreover we will:

- 1) Use our official web page and host link in partners's web pages of the toolkits (we allocated GBP 2,286 to cover cost of update Provita's web page);
- 2) Create online open access data repositories such GitHub to host data sets, and R script with analysis;
- 3) Publish at least two peer-reviewed open access journal articles describing implementations, monitoring and evaluation of the campaigns (we allocated GBP 2,280 to cover open access publication fees).

For practitioners and policy-makers, we will be providing less internationally-focused, and more locally-relevant online tools, as described in section Q17 Activity 4 above.

Q27. Financial Risk Management

This question considers the financial risks to the project. Explain how you have considered the risks and threats that may be relevant to the successful financial delivery of this project. This includes risks such as fraud or bribery, but may also include the risk of fluctuating foreign exchange and internal financial processes such as storage of financial data.

Venezuela's hyperinflation (~15,000%), paired with the fall of the national currency's value, the bolivar (April 2020 World Economic Outlook IMF), are the main financial risks of the project. Even though this is an extremely challenging context, Provita has managed operate, successfully implement research and conservation projects. The core strategy has been to improve planning and monitoring both at the project and the financial level. We also consider it an advantage that we have stayed as a small NGO (our staff is 40 people) and rely on partnership with academic institutions to cover technical and scientific expertise. More specific strategies include:

- Develop and implement formal risk management assessments every term and adjust our strategies and processes accordingly.
- Keep our funds in a USD account in the USA and change to local currency only as needed for execution of activities.
- Budgets are prepared, kept and tracked monthly in USD by the project manager, Provita's administrative director and project management director.
- All project expenditures are requested by project staff and approved by project manager and Provita's project management director.
- Provita is audited annually by external independent public accountants.
- Salaries are adjusted every 6 months to retain staff despite the increasing cost of living.

Q28. Capital items

If you plan to purchase capital items with IWT funding, please indicate what you anticipate will happen to the items following project end. If you are requesting more than 10% capital costs, please provide your justification here.

We only included the cost of two tables (GBP [REDACTED] GBP [REDACTED]/equipment), which is less than [REDACTED] of the funding requested. This equipment will remain in Provita to be used in other similar projects as needed.

Q29. Value for money

Please describe why you consider your application to be good value for money including justification of why the measures you will adopt will secure value for money.

In 33 years, Provita has developed human and institutional capacities to effectively develop conservation programs. With two headquarters in the country, 14 active projects with national and international scope, and a team of 40 people, we operate with an average annual budget of USD [REDACTED]. In the last five years, Provita has adopted project management strategies and tools, which has improved execution times and budget.

This project is good value for money as we will be simultaneously working with two threatened species, covering different geographies, implementing comparable behavior change theories and methods in the face of very different illegal trade and stakeholder contexts, and sharing broadly and publicly the lessons learned from this experience to achieve a regional reach.

It will also be good value for money as this intervention will have impacts beyond the duration of the project, in terms of behavior change to reduce illegal trade demand as well as increase intentions to

engage in sustainable use alternatives.

This project does not duplicate efforts in Venezuela. This project learns from multiple experiences in Provita and project staff around illegal wildlife trade in the country, behavior change, conservation marketing, among others.

Our strategy to secure value for money in this project includes:

Identify opportunities to achieve efficiencies by articulating with activities and programs of local partners. Take advantage of local capability to reduce transportation cost and speed delivery times of services and products.

Look at a supplier's capability such as reliability and previous performance.

Q30. Ethics and human rights

Outline your approach to meeting the IWT's key principles for ethics as outlined in the Guidance Notes.

Additionally, are there any human rights and/or international humanitarian law risks in relation to your project? If there are, have you carried out an assessment of the impact of those risks, and of measures that may be taken in order to mitigate them?

Our strategy to attain the IWT's key principles for ethics includes:

- Interviews and questionnaires to be implemented in our M&E scheme will be applied only in adults (>18 years old).
- We will obtain verbal or written informed consent from each interviewed subject, after explaining the research objectives and assuring them that information would be used only for research, and presenting the data in aggregate analyses, protecting each participant's identity.
- Our survey protocols will be evaluated by external ethical committees from Instituto Venezolano de Investigaciones Científicas and the Smithsonian Institution.
- We will develop and promote a Code of Conduct in our activities to ensure that the working environment, and relationship with the public and stakeholders is based on respect, fairness, and integrity.
- We will promote that Provita's staff be familiar with and comply with the laws and regulations that apply to their areas of responsibility.
- New hired staff will be informed of internal policies, directives, and procedures, which are designed to set standards for acceptable practices and activities.

Q31. Corruption

This question specifically considers corruption. Explain how you have considered any risk of corruption that may affect the success of this project, and how you plan to manage this. This may include financial corruption, but may also deal with gifts or inducements, or other types of dishonesty or deceit.

Venezuela was ranked 173 out of 178 countries in the 2019 positioning among the country with the highest corruption level (<https://www.transparency.org/en/cpi/2019/results/ven>).

Even though Provita is a small organization, this context represents a high risk of bribery and corruption.

For that, Provita follows anti-bribery and corruption principles, which include:

- We do not give in to corrupt requests by public officers or private services, which are occasional demands to e.g. accelerate permit requests or legal documentation, or reduce a service cost.
- Careful selection of both the people we work with (e.g. personal and professional references check) and

who will perform services (e.g. legal registration, request of legal receipts).

- Regular communication with our staff about honesty, transparency and not contributing to corruption.
- Procedures to request and record expenditures during all of our activities.
- Contracts with partner institutions with detailed budgets and schedules for financial and technical reporting.
- Annual financial audit with external accountants.
- Compliance with Venezuelan taxation law, performing constant income declarations and annual tax declaration, even being a tax-exempt organization.

Q32. Use of data

If your project involves data collection and/or analysis which identifies individuals (e.g. biometric data, intelligence data), please explain the measures which are in place and/or will be taken to ensure the proper control and use of the data. Please explain the experience of the organisations involved in managing this information in your project.

If any aspect of your project relates to informant network data please also explain what measures are in place to ensure it is properly controlled.

In general, we will implement anonymous questionnaires in our M&E scheme, so no individual identification will be required. In those cases (e.g. focal groups, in-deep interviews) when individual identification is required, we will use a self-reporting questionnaire and present the data in aggregate analyses, protecting each participant's identity. Our survey protocols will be approved by the Ethic Commission of the Instituto Venezolano de Investigaciones Científicas and the Smithsonian Institution, who will be acting as external ethical committees.

Q33. Safeguarding

Projects funded through the IWT Challenge Fund must fully protect vulnerable people all of the time, wherever they work. In order to provide assurance of this, projects are required to have appropriate safeguarding policies in place. Please confirm the lead organisation has the following policies and processes in place and that these can be available on request:

We have a safeguarding policy, which includes a statement of our commitment to safeguarding and a zero tolerance statement on bullying, harassment and sexual exploitation and abuse	Checked
We have attached a copy of our safeguarding policy to this application (file upload below)	Checked
We keep a detailed register of safeguarding issues raised and how they were dealt with	Unchecked
We have clear investigation and disciplinary procedures to use when allegations and complaints are made, and have clear processes in place for when a disclosure is made	Checked
We share our safeguarding policy with downstream partners	Checked

We have a whistle-blowing policy which protects whistle blowers from reprisals and includes clear processes for dealing with concerns raised Checked

We have a Code of Conduct for staff and volunteers that sets out clear expectations of behaviours - inside and outside the work place - and make clear what will happen in the event of non-compliance or breach of these standards Checked


Please outline how you will implement your policies in practice and ensure that downstream partners apply the same standards as the lead organisation.


All staff starting in a new position go through a 15 days induction period, during which safeguarding policies, internal administratives and anti-corruption procedures and protocols for use of equipment and security recommendation during fieldwork are explained.


Currently, Provita is developing a system to keep a detailed register of safeguarding issues raised and how they were dealt with, which we plan to implement in January 2021.


Recently, we developed a COVID prevention protocol in office space and field work.

Please upload the lead organisation's Safeguarding Policy as a PDF

 [Provita Safeguard Protection Policy](#)

 09/11/2020

 23:13:00

 pdf 1.88 MB

Section 11 - Logical Framework

Q34. Logical Framework


IWT Challenge Fund projects will be required to monitor (and report against) their progress towards their expected Outputs and Outcome. This section sets out the expected Outputs and Outcome of your project, how you expect to measure progress against these and how we can verify this.


- [Stage 2 Logframe Template](#)

Please complete your full logframe in the separate Word template and upload as a pdf using the file upload below. Copy your Impact and Output statements and your activities below - these should be the same as in your uploaded logframe.

Please upload your logframe as a PDF document.

 [Logic framework Provita IWTR7S1 1224](#)

 09/11/2020

 23:17:07

 pdf 54 KB

Impact:

Advance in the development of good practices for demand-reduction behavior change campaigns and

increase their taxonomic and geographic scope.

Outcome:

Please ensure that your Outcome statement has been copied from your logframe into Q8.

Project Outputs

Output 1:

Reduce-demand behavior change campaigns for the two focal species designed, implemented and evaluated using best practices, behavior theory and ground evidence.

Output 2:

Online tools and guides to design, implement and monitor robust best practice demand-reduction behavior change campaigns freely available in Spanish and English.

Output 3:

No Response

Output 4:

No Response

Output 5:

No Response

Do you require more Output fields?

It is advised to have less than 6 Outputs since this level of detail can be provided at the Activity level.

No

Activities

Each activity is numbered according to the Output that it will contribute towards, for example, 1.1, 1.2, 1.3 are contributing to Output 1.

Each activity should start on a new line and be no more than approximately 25 words.

- 1.1 Campaign design, including development of the Theory of Change, audience segmentation and messages design
- 1.2 Pilot study to test communication strategy
- 1.3 Design of campaign activities.
- 1.4 Measurement of baseline behavior indicators.
- 1.5 Implementation of core and recreational activities.
- 1.6 Measuring changes in participation behaviors
- 1.7 Measuring changes in intermediary behavioral outcomes.
- 1.8 Measuring changes in actual environmental behavior.
- 2.1 Toolkit - Module 1 development.
- 2.2 Toolkit - Module 2 development.





Section 12 - Implementation Timetable

Q35. Provide a project implementation timetable that shows the key milestones in project activities

Provide a project implementation timetable that shows the key milestones in project activities. Complete the Excel spreadsheet template as appropriate to describe the intended workplan for your project.

- [Implementation Timetable Template](#)

Please add/remove columns to reflect the length of your project. For each activity (add/remove rows as appropriate) indicate the number of months it will last, and fill/shade only the quarters in which an activity will be carried out. The workplan can span multiple pages if necessary.

 [IWT R7 St2 Implementation Timetable Provita I WTR7S1 1224](#)
 09/11/2020
 23:26:55
 xlsx 16.28 KB

Section 13 - M&E and FCDO notification

Q36. Monitoring and evaluation (M&E) plan

Describe, referring to the indicators in your logframe, how the progress of the project will be monitored and evaluated, making reference to who is responsible for the project's M&E.

IWT Challenge Fund projects will need to be adaptive and you should detail how the monitoring and evaluation will feed into the delivery of the project including its management. M&E is expected to be built into the project and not an 'add' on. It is as important to measure for negative impacts as it is for positive impact. Additionally, please indicate an approximate budget and level of effort (person days) to be spent on M&E (see [Finance for Darwin/IWT](#)).

We will use project management tools to ensure proper follow-up of activities, communication between team members, and adaptive management to ensure project implementation stays on track in spite of any difficulties that may arise. Specifically, we will develop a detailed calendar of goals, activities, team members accountable for each aspect, and budget tracking. We will use Project as a tool to facilitate and complement this process. We will hold monthly general team meetings to assess the status of each activity and goal. We will also monitor that project activities are leading towards the expected milestones and objectives. The Project Manager will be responsible for the overall project M&E, and for that, we are allocating GBP [REDACTED]/year * 3 years.

The scope of the campaign will be evaluated continuously from the beginning of the activities (September 2021 - October 2023) using before and after surveys on participants. The impact of the campaign in intermediary behavioural outcomes and actual environmental behaviour will be evaluated at the middle (October 2022) and in the end of the campaign (November 2023) through the use of before and after surveys conducted on a representative random sample within the focal audiences. Campaign Coordinators (GBP [REDACTED]/year * 2 people * 2 years * 0.5 FTE) and Officers (GBP [REDACTED]/year * 2 people * 2 years * 0.5 FTE) will dedicate 50% of their time in M&E during the 2 year of the campaign implementation and the rest in design and implementation.

Total project budget for M&E in GBP (this may include Staff, Travel and Subsistence costs) £ [REDACTED]

Number of days planned for M&E 240

Percentage of total project budget set aside for M&E (%) [REDACTED]

Q37. FCDO Notifications

Please state whether there are sensitivities that the Foreign Commonwealth and Development Office will need to be aware of should they want to publicise the project's success in the IWT Challenge Fund competition in the host country.

No

Please indicate whether you have contacted your Foreign Ministry or the local embassy or High Commission (or equivalent) directly to discuss security issues (see [Guidance Notes](#)) and attach details of any advice you have received from them.

No

If no, why not?

Provita is a Venezuelan organization.

Section 14 - Certification

Q38. Certification

On behalf of the

company

of

Provita

I apply for a grant of





£200,505.00

I certify that, to the best of our knowledge and belief, the statements made by us in this application are true and the information provided is correct. I am aware that this application form will form the basis of the project schedule should this application be successful.

(This form should be signed by an individual authorised by the applicant institution to submit applications and sign contracts on their behalf.)

- I have enclosed CVs for key project personnel, letters of support, budget and project implementation timetable (uploaded at appropriate points in application).
- Our last two sets of signed audited/independently verified accounts and annual report are also enclosed.

Checked

Name	Ada Sánchez Mercado
Position in the organisation	Associated Researcher
Signature (please upload e-signature)	 Firma digital sin fondo  09/11/2020  23:33:36  png 40.02 KB
Date	09 October 2020

Section 15 - Submission Checklist

Checklist for submission

	Check
I have read the Guidance, including Guidance Notes for Applicants and Finance for Darwin/IWT	Checked
I have read, and can meet, the current Terms and Conditions for this fund.	Checked
I have provided actual start and end dates for my project.	Checked
I have provided my budget based on UK government financial years i.e. 1 April - 31 March and in GBP.	Checked
I have checked that the budget is complete, correctly adds up and I have included the correct final total at the start page of the application.	Checked
The application has been signed by a suitably authorised individual (clear electronic or scanned signatures are acceptable).	Checked
I have attached my completed logframe as a PDF using the template provided.	Checked
(If copying and pasting into Flexi-Grant) I have checked that all my responses have been successfully copied into the online application form.	Checked

I have included a 1 page CV or job description for all key project personnel identified at Question 14, including the Project Leader, or provided an explanation of why not.	Checked
I have included a letter of support from the Lead Organisation and main partner organisation(s) identified at Question 13, or an explanation as to why not.	Checked
I have included a cover letter from the Lead Organisation, outlining how any feedback received at Stage 1 has been addressed where relevant.	Checked
I have included a copy of the lead organisation's safeguarding policy, which covers the criteria listed in Question 33.	Checked
I have been in contact with the FCDO in the project country/ies and have included any evidence of this. If not, I have provided an explanation of why not.	Checked
I have included a signed copy of the last 2 annual report and accounts for the Lead Organisation.	Checked
I have checked the IWT website on GOV.UK immediately prior to submission to ensure there are no late updates.	Checked
I have read and understood the Privacy Notice on GOV.UK	Checked

We would like to keep in touch!

Please check this box if you would be happy for the lead applicant and project leader (if different) to be added to our mailing list. Through our mailing list we share updates on upcoming and current application rounds under the IWT Challenge Fund and our sister grant scheme, the Darwin Initiative. We also provide occasional updates on other UK Government activities related to the illegal wildlife trade and share our quarterly project newsletter. You are free to unsubscribe at any time.

Checked

Data protection and use of personal data

Information supplied in this application form, including personal data, will be used by Defra as set out in the latest copy of the Privacy Notice for Darwin, Darwin Plus and the Illegal Wildlife Trade Challenge Fund available [here](#). This Privacy Notice must be provided to all individuals whose personal data is supplied in the application form. Some information, but not personal data, may be used when publicising the Darwin Initiative including project details (usually title, lead organisation, location, and total grant value) on the GOV.UK and other websites.

Information relating to the project or its results may also be released on request, including under the 2004 Environmental Information Regulations and the Freedom of Information Act 2000. However, Defra will not permit any unwarranted breach of confidentiality nor will we act in contravention of our obligations under the General Data Protection Regulation (Regulation (EU) 2016/679).

Project Summary	Measurable Indicators	Means of Verification	Important Assumptions
Impact Advance in the development of good practices for demand-reduction behavior change campaigns and increase their taxonomic and geographic scope.			
<p>Outcome Systematic demand reduction campaigns lead to a reduction in illegal wild bird trade, local people increase intentions to engage in sustainable use, and new guidelines are available for the region.</p>	<p>O.1 Intentions to acquire wild-caught birds in focal audience measured through interviews, decrease 30% by 2023 in relation to the baseline in 2020 (baseline = 35 - 40% in YSA; 40 - 50 % in RS). O.2 Percentage of participants in core activities (disgregated by gender and age) with increased knowledge, positive attitudes and communication levels, measured through interviews in 2022 and 2023 in relation to the baseline level measured in Q2 - 2021 . O.3 Scope of the posts shared by social media (Facebook, Twitter, Instagram and WhatsApp) by the end of 2022 and 2023 (YSA baseline = 1,500 people by October 2020; RS baseline = 0). O.4 Percentage of the scope with positive values (sentimetric analysis) related to the campaign messages posted in social media (Facebook, Twitter, Instagram and WhatsApp) in 2022 and 2023 (YSA baseline = 50%; 750 likes/1,500 people by October 2020; RS baseline = 0). O.5 Detected YSA nest poaching rate in survielled nestsites (baseline = 5 - 10% in the las 5 years) and RS trade rate (368 individuals/year by 2017) in 2020 and 2023.</p>	<p>- Questionnaire surveys (face to face and online), structured interviews within the focal communities. - Social network monitoring of communities and partners communication platforms. - Market data from the internet and direct observations on street markets.</p>	<p>Activities rely heavily on close cooperation with other national institutions. We assume that there will be sufficient financial and institutional stability for partners so as to keep institutional support for the project strong.</p>
Outputs			
<p>1. Reduce-demand behavior change campaigns for the two focal species designed, implemented and evaluated using best practices, behavior theory and ground evidence.</p>	<p>1.1 Percentage of planned core and recreational activities that were implemented and monitored by 2022 and 2023 (baseline = 0). 1.2 Number of surveys, disgregate by gender and age, assessing behavioral indicators in 2022 and 2023 (baseline = 0). 1.3 Number of women and youht participation in core and recreational activities in 2022 and 2023 (baseline = 0). 1.4 Percentage of participants in core and recreational activities surveyed about perceived empowerment, participation, and leadership (baseline = 0%). 1.5 Percentage of core activities with attendance records disgregated by gender and age (baseline = 0).</p>	<p>- Red Siskin Initiative web page and newsletter. - TRAFFIC web page and newsletter. - Provita web page. - Aviculturists Associations newsletters. - Publications in peer-reviewed conservation journals.</p>	<p>- People from Margarita communities and domestic and international songbirds breeders communities will continue to be willing to participate in our study. - Interviewee will be guaranteed anonymity, so we do not expect them to provide false or biased answers. - We expect that participants will feel comfortable completing questionnaires and participating in campaigns activities. - There will be sufficient political stability, and no lock-down as response to COV D to hold core activities. - Internet and power services will be stable enough to allow online workshops, questionnaires and staff virtual meetings. - We believe that our partners will also help us reach the audience.</p>
<p>2. Online tools and guides to design, implement and monitor robust best practice demand-reduction behavior change campaigns freely available in Spanish and English.</p>	<p>2.1 Number of visits and downloads of the toolkits by the end of 2022 and 2023 (baseline = 0). 2.2 Number of partners' web pages with links and news promoting toolkits links (baseline = 0). 2.3. Altmetric and citation-based metrics reached by the toolkits by the end of 2022 and 2023 (baseline = 0).</p>	<p>- Provita and partners web page. - Change Wildlife Consumer web page, and other Defra's Demand Reduction consortium web pages.</p>	<p>- Partners will be willing to promote the toolkits in their web pages.</p>