



Illegal Wildlife Trade (IWT) Challenge Fund Half Year Report (due 31st October 2021)

Project reference	IWT102
Project title	Demand reduction behavior change in illegal Venezuelan threatened bird markets
Country(ies)	Venezuela
Lead organisation	Provita
Partners(s)	
Project leader	<i>Ada Sánchez-Mercado</i>
Report date and number (e.g. HYR1)	HYR1
Project website/blog/social media	https://www.provita.org.ve/ ; @provita_ong

1. Outline progress over the last 6 months (April – Sept) against the agreed project implementation timetable (if your project has started less than 6 months ago, please report on the period since start up to the end September).

Our project started **1st September 2021**. With only a moth of implementation, most of our progress is related to submission of additional technical (other) and financial requests addressing the IWTAG's observations, and adjusting the budget from 36 months (April 2021 - March 2024) to 31 months (September 2021 - March 2024), due to the delayed announcement in the grant approval.

On 23 September, we received an email confirming that Defra had approved our financial change request and that the LTS-NIRAS team was happy with our caveat/feedback responses to the IWTAG's observations. We also submitted the Grant Acceptance Form and other paperwork on 14 October.

During September we also started implementation-related activities to advance Outputs 1 and 2 according to the timetable, such as:

- Preparing workshops to design the behavior change campaign for the Red Siskin and revising the campaign for the Yellow-shouldered Parrot (part of Output 1.1). The workshops were designed with 4 exercises aimed to: 1) discuss audience segmentation and prioritization of groups within the audience; 2) evaluate different alternatives to behavior and identify the most appropriate with the best tradeoff between benefits + impacts/barriers + risks; 3) build the theory of change for the selected alternative behavior, including define objectives, indicators and strategies for expected changes in knowledge, attitude, interpersonal communications, and barriers; 4) define the campaign objective. The exercises were prepared in Miro, so the templates can be used both online or in face-to-face workshops. Also, a video with the basic concepts and strategies for behavior change campaigns based on conservation marketing, and infographics with the main insights of the baseline studies were prepared in Spanish. Altogether, the templates, the video, and the infographics will be part of the first module of the toolkits (Output 2.1). The workshops are planned to be held on 11, 15 October 2021 for the Red Siskin and on 2 and 5 November 2021 for the Yellow-shouldered Parrot.

- Drafting the communication plan for the behavior change campaigns (part of Outputs 1.1 and 1.3). This document will describe: 1) the role of communications and the communication goal and objectives; 2) audience description and priority groups within the audience (information generated in the workshops describe above); 3) communication strategies, including principle of message crafting, campaign title, messages, messengers, communication channels, and communication strategy (sequence of message and how do they integrate each other). This document will also describe the communication plan for the project so we can promote project activities and output to a general community, without interfering with the communication objectives of the behavior change campaign. We expect that a final version of this document will be ready by middle November.
- Preparing the paperwork to submit our questionnaires and interview protocols to an external ethics commission (needed for Outputs 1.1 and 1.3). This endorsement is important because it will guarantee that our interviews and questioning protocols meet national guidelines and laws of working with human subjects and data. We are exploring 2 alternatives to get this endorsement letter: 1) the ethics commission of one of the most important universities in Venezuela (Universidad Simón Bolívar); and 2) an external panel of experts from national institutions. We plan to submit the paperwork by the end October 2021 so we can have this approval before our baseline measurement starts in April 2022.

2a. Give details of any notable problems or unexpected developments/lessons learnt that the project has encountered over the last 6 months (for COVID-19 specific delays/problems, please use 2b). Explain what impact these could have on the project and whether the changes will affect the budget and timetable of project activities.

Nothing to report.

2b. Please outline any specific issues which your project has encountered as a result of COVID-19. Where you have adapted your project activities in response to the pandemic, please briefly outline how you have done so here. Explain what residual impact there may be on your project and whether the changes will affect the budget and timetable of project activities.

Nothing to report.

2c. Have any of these issues been discussed with LTS International and if so, have changes been made to the original agreement?

Discussed with LTS: Yes No

Formal change request submitted:	No
Received confirmation of change acceptance	No

3a. Do you currently expect to have any significant (e.g. more than £5,000) underspend in your budget for this year?

Yes No Estimated underspend:

3b. If yes, then you need to consider your project budget needs carefully. Please remember that any funds agreed for this financial year are only available to the project in this financial year.

If you anticipate a significant underspend because of justifiable changes within the project, please submit a rebudget Change Request as soon as possible. There is no guarantee that Defra will agree a rebudget, so please ensure you have enough time to make appropriate changes if necessary. Please DO NOT send these in the same email as your report.

4. Are there any other issues you wish to raise relating to the project or to IWT Challenge Fund management, monitoring, or financial procedures?

We realized we made a mistake with the allocation of funds for year 1 (2021-2022), as we considered it as a calendar year (12 months), not realizing we must follow the Financial Year and close at March 2022. Therefore, the amount to be spent in this first year is smaller, while the amount to be spent in years 2 and 3 is larger. We are submitting a Change Request Form to fix this error in our FY distribution.

If you were asked to provide a response to this year's annual report review with your next half year report, please attach your response to this document.

Please note: Any planned modifications to your project schedule/workplan can be discussed in this report but **should also be raised with LTS International through a Change Request. **Please DO NOT send these in the same email.****

Please send your **completed report by email** to IWT-Fund@ltsi.co.uk. The report should be between 2-3 pages maximum. **Please state your project reference number in the header of your email message e.g. Subject: IWT001 Half Year Report.**