

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

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

Submission Deadline: 31st October 2022

Project reference	IWT102
Project title	Demand reduction behaviour change in illegal Venezuelan threatened bird markets
Country(ies)/territory(ies)	Venezuela
Lead partner	Provita
Partner(s)	
Project leader	<i>Ada Sánchez-Mercado</i>
Report date and number (e.g. HYR1)	<i>HYR2</i>
Project website/blog/social media	@provita_ong ; www.volandojuntos.org

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

1.5 Implementation of core and recreational activities: For the Green Sky campaign, from July 15th to October 14th we have implemented four activities (bird lottery, planting day, bird watching, and cine forum) in the two focal localities (Robledal and Boca de Pozo). In total we have reached 233 participants of which, 34% were kids, 50% adult women (mean = 45.4 years old; SD = 16.8) and 16% men (mean = 40.8 years old; SD = 16.5). In the Nesting Future campaign, we have implemented two synchronous sessions of the forum chat. The forum chats are online events consisting of a presentation (30 - 45 min), followed for a Q&A session. The talks are developed for renowned breeders, members of the The Red Siskin Specialists and Aviculturists Network. The topic of the 1st session was the challenges and opportunities in the conservationist and breeders collaborative work. The topic of the 2nd session was drawbacks of including wild-caught red siskin in the management, sanitary, and well being conditions of the captive flock. So far, the synchronous participation in the forum chat has been low, with only 40 participants in both sessions, all men, mainly from Spain (32%), followed by Venezuelans breeders (20%).

1.6 Measuring changes in participation behaviours: Participation in Green Sky activities have sharply increased from 28 adults (all women) in the first activity to 165 women and 68 males in the most recent activity. Although Nesting Future campaign show a high activity level in social media (>33,000 accounts reached; 113 followers, and 592 visits to the Facebook page), the low participation make us suspect that transmission time used is not the most engaging for our audience (midday in Europe and early in the morning for Venezuela and Portugal). To overcome this low participation, we created a YouTube channel to rebroadcast the previous sessions, as well as the upcoming ones. We will be recording asynchronous participation in the YouTube channel for future reporting.

1.8.3 Measuring changes in Yellow-shouldered Amazon nest poaching: From May 2nd to July 20th, 2022, we surveyed two nesting sites in Macanao without surveillance, the Chacaracual Community Conservation Area (CCCA) and La Vieja. We detected a total of 48 cavities in both localities, 77% of them with potential to become a parrot nest. Of these potential nests, 19% were active either with parrot eggs, or chicks, and only one showed evidence of poaching activity. The poaching prevalence, considering the potential active cavities, was only 3%.

1.8.4 Measuring changes in traded Red Siskin rate: We identified 48 open Facebook groups using keywords in Spanish, English, and Portuguese related to the species (scientific and common names), activity (aviculturism, aviary) and actors (aviculturist, breeders). From February 2nd to May 30th, we detected a total of 998 posts in Venezuela, Brazil, and the Iberian Peninsula (IP; Spain and Portugal). The majority (79%) of the record comes from IP, followed by Brazil (19%), while Venezuela only accounted for less than 1% of the records. Only 3% of the records correspond to potential wild-caught red siskins. The trade of captive-bred individuals comprises mainly hybrids or mutations (58% non-ancestral phenotype), which are mainly kept (41%) or offered (34%), with less demanded (24%) or barter (1%).

2.1 Toolkit - Module 1 development: We are thrilled to announce that the version in Spanish of our toolkit 1 is available through the project web site (www.volandojuntos.org). Through examples and diagrams the toolkit 1 describes what is a behaviour change campaign, what is behaviour and how to assess it, how to develop a baseline study to understand behaviour and define the audience, and which ethical principles must guide these studies. The toolkit 2 will be available by early November 2022 and is a multimedia resource (document and workshop tools) describing how to segment the audience, evaluate alternative behaviour, and provides concepts, strategies and practical advice to build a Theory of Change that integrates both the behavioural change process, and the planning and monitoring process. The toolkit 3 will be available by the end of November 2022 and comprises a multimedia resource (document and workshop tools) to develop the strategic communication plan for the behaviour change campaign, including objective definition, communication channels management, strategies for message crafting, prioritising communication tactics, and monitoring strategies. The English version of all toolkits from module 1 will be available by early December.

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

After consulting with our advisors, stakeholders, and potential toolkit users, we detected an information gap among practitioners about strategies and tools to get and analyse baseline information about demand behaviour and audience to inform campaign's design. So, we expanded our initial set of toolkits to cover this gap by adding 2 guides and 2 data analysis tools. We have also been working on a broader network to promote these tools and therefore we need someone to take on the engagement of these allies. The development of this more comprehensive set of tools will require additional support for our Principal Investigator who is leading these products and whose current dedication is 30%. We propose to appoint Arlene Cardozo-Urdaneta, our current RS Campaign Coordinator as Scientific Communicator to support the development of these key products and their promotion. This new role for Arlene will not entail a change in her salary but a change in her activities. The Scientific Communicator will support toolkits and scientific publication development, and promote, through meetings and webinars, the toolkits among the increasing network of stakeholders. To cover Arlene's position as RS Campaign Coordinator, we propose to appoint Lisandro Moran who has been working as RS Campaign Officer. This new appointment position will start on October 1st and implies an increase in Lisandro's salary as he is assuming more responsibilities as coordinator. We have already identified the person (Génesis Ramírez) who will be assuming the role as RS Campaign Officer also since October 1st. We can do these changes without an important increase on staff cost because we did not implement the salary increases planned for 2022 because we did not achieve the fundraising goal across all Provita's structure to make this increase equitable in all the organisation and sustainable in time. However, we plan to do the much-needed salary increase by 2023. Finally, due to unexpected personal family situations,

Félix Moya, our YSA Campaign Officer, will reduce his dedication to 50% starting October 1st. Félix will continue supporting core activities implementation on the ground, as well as local stakeholder engagement. The remaining 50% of former Félix dedication is made up of communication-related activities (social media management, and content generation). One of the external services we had been hiring is with freelance designer and community manager Karilexis Ramírez, who since February 2022 has developed the designs for several of the communications products of both campaigns, as well as toolkit design and diagramming. Given her good performance and track record, our plan is to expand her services to cover Green Sky communication activities that used to be performed by Félix. For that reason, we moved the corresponding cost from salary to services.

Also, we are now reviewing the audit costs, because we recently noticed that we have a confusion with the amount and time distribution.

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

Discussed with NIRAS-LTS: Yes

Formal Change Request submitted: Yes

Received confirmation of change acceptance No

Change request reference if known:

4a. Do you currently expect to have any significant (e.g. more than £5,000) underspend in your budget for this year?

Yes No Estimated underspend: £

4b. If yes, then you need to consider your project budget needs carefully. Please remember that any funds agreed for this financial year are only available to the project in this financial year.

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

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

We are aware that we should be submitting our next claim (Q3) of funds by 30th October. However, we are requesting an extension this time. We are now undergoing a change in our bank account as the account that we used to receive IWTCF funding increased its minimum amount to a very high sum that would be inefficient for us to sustain. Therefore, we have now closed that bank account and are opening a new international bank account. This should be completed soon, and we would send the next claim as soon as we have the new account details.

If you are a new project and you received feedback comments that requested a response (including the submission of your risk register), or if your Annual Report Review asked you to provide a response with your next half year report, please attach your response to this document.

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

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