
IWTR8S2\1047

Demand reduction and behaviour change along China's parrot supply chains

This project aims to reduce threats to African Grey Parrots (AGP) and other endangered African parrots in Cameroon and the Democratic Republic of the Congo (DRC), and tackle high demand in China. Activities will integrate innovative social and behaviour change (SBC) approaches to reduce Chinese consumer demand for these parrots as pets, with corporate engagement and behaviour change targeting Chinese nationals in Cameroon and DRC who are potentially involved in the poaching and trafficking of the target parrots.

What was your Stage 1 reference number? e.g. IWTR8S1\1001

IWTR8S1\1117

Q4. Which of the four key IWT Challenge Fund objectives will your project address?

Please tick all that apply. Note that projects supporting more than one will not achieve a higher score.

Reducing demand for IWT products

Q5. Species project is focusing on

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

African Grey Parrot (*Psittacus erithacus*)

Other endangered African parrots

No Response

No Response

Do you require more fields?

No

Q6. Summary

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 the website.

Please write this summary for a non-technical audience.

This project aims to reduce threats to African Grey Parrots (AGP) and other endangered African parrots in Cameroon and the Democratic Republic of the Congo (DRC), and tackle high demand in China. Activities will integrate innovative social and behaviour change (SBC) approaches to reduce Chinese consumer demand for these parrots as pets, with corporate engagement and behaviour change targeting Chinese nationals in Cameroon and DRC who are potentially involved in the poaching and trafficking of the target parrots.

Section 3 - Title, Dates & Budget Summary

Q7. Country(ies)

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

Country China
1

Country Cameroon
2

Country Congo (DRC)
3

Country *No Response*
4

Do you require more fields?

No

Q8. Project dates

Start date:

01 July 2022

End date:

31 December 2025

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

3 years 6 months

Q9. Budget summary

Year:	2022/23	2023/24	2024/25	2025/26	Total request
Amount:	£109,965.00	£185,740.00	£182,493.00	£121,780.00	£ 599,978.00

Q10. Proportion of IWT Challenge Fund budget expected to be expended in eligible countries: %

Q11a. Do you have matched funding arrangements?

Yes

What matched funding arrangements are proposed?

CEPF: [REDACTED], 'Reducing wildlife trafficking across logistics supply chains and online platforms' (for staff time, overheads, consultancy and travel)

USAID: [REDACTED] 'Wildlife Trafficking Response, Assessment and Priority Setting' (Wildlife TRAPS) (for staff time, overheads, travel and report lay-out /translation)

NORAD: [REDACTED], 'Leveraging legality along China's timber supply to reduce deforestation' (for travel of TRAFFIC-China staff to Central Africa and meetings in Africa and in China with private sector partners)

Pending: Chinese government (from a World Bank project): [REDACTED], Emerging Infectious Diseases Prevention, Preparedness and Response Project (for staff time for online monitoring of parrot trade in China, overheads, consultancy and travel)

Huya in-kind: [REDACTED] (for staff cost and campaign delivery)

CWCA in-kind: [REDACTED] (for staff cost)

CTWPDA in-kind: [REDACTED] (for staff cost)

Staff time of Regional Director-Asia from TRAFFIC: [REDACTED]

Q11b. Total confirmed & unconfirmed matched funding (£)

Q11c. If you have a significant amount of unconfirmed matched funding, please clarify how you fund the project if you don't manage to secure this?

In Q11a, the Chinese Government funding of [REDACTED] is still pending. We do expect this to be confirmed shortly; however, if necessary, then alternative newly confirmed funding (starting in April 2022, lasting 3.5 years) funded by GIZ- DETER VI project- 'Demand reduction, Enforcement and Policies Supporting the Conservation of Elephants and Rhinos' can provide the co-finance for trade monitoring.

Section 4 - Problem statement & Gap in existing approaches

Q12. Project stage

With reference to the application guidance, please select the relevant project stage.

Main

Q13. Problem the project is trying to address

Please describe the problem your project is trying to address in terms of illegal wildlife trade and its relationship with poverty. 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 reduce 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).

Birds are the most popular class of terrestrial vertebrates in the exotic pet trade (ref.1). Up to 90% of CITES-traded birds are parrots (Psittaciformes) (ref.2), despite 29% of parrot species being threatened (ref.3). CITES data shows Africa is the main parrot exporter continent and Asia the main importer (ref.4). AGPs are the second most-traded CITES-listed parrot (ref.5); they are classified as Endangered and were listed in CITES Appendix-I in 2016. Unsustainable trade led to severe population declines – up to 99% in Ghana (ref.6), while in Cameroon AGPs are now rare or absent from parts of their national range (ref.7).

Both before and after the Appendix-I listing, the relationship between legal and illegal trade has been complex and murky, making it challenging to quantify the scale of illegal AGP trade. Over 1.2 million live AGP were legally traded internationally during 2000-2016 (ref.8), 25% originating from Cameroon and DRC. However, AGPs also experienced significant levels of illegal trade throughout its trading history. Large numbers were reported as captive-bred in states with no known captive breeding facilities, including Cameroon and DRC. Reported import quantities have regularly exceeded export quotas and permits issued by Cameroon and DRC, indicating frequent use of invalid and fraudulent permits (ref.21).

During 2000-2016, China imported >21,000 AGP – China's most imported parrot (ref.9) – since then trading AGP has been illegal. Cameroon and DRC accounted for 17% of imports. Research indicates ongoing high demand in China: in one week in 2021 TRAFFIC-China found 960 posts/advertisements for AGP on a single online platform. AGP is the most-traded illegal pet parrot, fetching >\$1000. The content and scale of open information exchange on purchasing and raising AGPs on China's online platforms demonstrates low consumer awareness of illegality. For example, 19 AGP QQ online chat groups have been created on Tencent's platform, hosting over 5000 members interested in AGP breeding, despite the fact that commercial trade is not allowed. Fourteen AGP seizures since 2016 involved 69 arrests across multiple provinces. China's growing trend for pet cafés also fuels interest in exotic pets (ref.10).

IWT in Cameroon and DRC is enabled by corruption, poor governance and poverty. Trafficking AGP not only affects species' survival: communities in source areas may lose ecotourism income, or become engaged in poaching, risking arrest and increasing poverty. Uniquely, DRC has taken a reservation exempting itself from CITES prohibitions on AGP trade, creating channels to launder AGP from surrounding countries. Individuals from Cameroon and DRC have crossed the border to illegally obtain AGPs in the Republic of Congo (ref.22).

Chinese investment in Central Africa for infrastructure and timber extraction lacks policies consistent with CSR principles such as transparency, fails to engage local stakeholders, and is shown to drive removal of protected species near investment sites (ref.11). Chinese air-travellers are well-placed to transport live parrots or hard-to-detect eggs; there is a need to understand and address their role. IIED's China-Africa Forest Governance project found the negative impacts of Chinese investment are exacerbated by a lack of dialogue with Cameroonian stakeholders.

Q14. Gap in existing approaches

What gap does your project fill in existing approaches? Evidence projects should describe how the improved evidence base will be used to design an intervention and the gap the intervention will fill. Extra projects should also provide evidence of the intervention's success at a smaller scale.

In-situ monitoring and law enforcement (examples at ref.12) may not prevent poaching in remote forests while demand remains.

Trade data (ref.13) shows centres of demand for parrots can shift rapidly: there is an urgent need to address China's increasing demand. This would be the first demand reduction campaign for parrots in China. We apply an innovative, coordinated approach to behaviour change for Chinese consumers and individuals in supply countries, including engaging Chinese companies.

The parrot trade is one aspect of a regional trend towards exotic pets, partly fuelled by pet cafes; there is a need to test associated demand reduction techniques.

The proposal responds to the Global Environment Institute's question of how countries along the Congo Basin's wildlife trafficking route can cooperate against IWT, especially China, given China's commitment on IWT collaboration and cooperative projects at the Forum on China-Africa Cooperation (FOCAC) Beijing Action Plan (2019-2021) (ref.14).

There is an urgent window of opportunity: in 2020, China banned wild meat from terrestrial wildlife, to reduce zoonotic risks, leaving wild pet trade as a significant transmission route. Only seven parrot species can be captive-bred as pets in China; without robust messaging, the transition to legally, sustainably bred species is at risk

Section 5 - Objectives & Commitments

Q15. Which national and international objectives and commitments does this project contribute towards?

Consider national plans such as NBSAPs and commitments such as London Conference Declarations and the Kasane and Hanoi Statements. 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.

London 2014

Para 8: Supports effective implementation of CITES, e.g. Resolution Conf.17.4 on demand reduction strategies for CITES-listed species.

I: Supports demand reduction through evidence-based SBC approaches, carefully targeted to key consumer groups, and Chinese businesses in Africa.

IV: Engages the private sector for zero-tolerance to IWT for AGP and other African parrots, linking this to corporate engagement to tackle illegal trade in timber (see Q34 CTWPDA and the Coalition partnerships).

XVIII: Promotes innovative partnership work with CTWPDA's members and ReCTrad (Network of African Traditional Leaders for Environmental Conservation, Sustainable Ecosystem Management and Forestry) in CM and DRC to reduce pressures on AGP populations, integrating IWT and community involvement into investment from Chinese companies.

XXIV: Fills knowledge gaps on IWT market dynamics.

London 2018

13: Strengthens mechanisms for engagement of communities and their representatives in corporate efforts to tackle IWT.

16: Promotes international cooperation and innovative private sector partnerships to change incentives for IWT.

18. Delivers connected source and destination efforts to address IWT.

19: Responds to the urgent need for demand reduction.

20: Uses evidence-based methods for behaviour change, building on best practice, and tailored to specific drivers of demand for AGPs and other endangered African parrots.

Kasane

1: Builds private sector partnerships and regional collaboration for demand reduction.

2: Researches market drivers, demand, and effectiveness of demand reduction, sharing findings for a global good practice portfolio.

12: Promotes sharing best practice related to SBC and demand reduction through CITES (see Ref.25) and the SBC Community of Practice (<https://www.changewildlifeconsumers.org>).

Section 6 - Method, Change Expected, Gender & Exit Strategy

Q16. Methodology

Describe the methods and approach you will use to achieve your intended Outcome and contribute towards your Impact. Provide information on:

- How have you reflected on and incorporated evidence and lessons learnt from past and present activities and projects in the design of this project?
- The need for this work and a justification of your proposed approach.
- How you will undertake the work (materials and methods).
- How you will manage the work (roles and responsibilities, project management tools, risks etc.).

Incorporating learning

We will build on lessons from projects described in Q27a and Q27b, and evidence that parrot-purchasers are young and open to messaging encouraging purchase of only legal and sustainable birds (ref.15). TRAFFIC's learning on SBC demonstrates the need to combine consumer SBC with e-commerce engagement, for trade bans to be effective. A 39% decline in intention-to-buy exotic pets has been demonstrated as possible through SBC (ref.16).

Activities targeting companies in Central Africa will build on TRAFFIC's projects with Chinese companies, especially the timber sector. The focus on DRC reflects findings that this country was the source of 85% of social media posts advertising parrots for export (ref.17). Online messaging will be amplified through members of the Coalition to End Wildlife Trafficking Online (<https://www.endwildlifetraffickingonline.org/>), which removed 11.5 million illegal wildlife trade posts since 2018 and covers over 11 billion global user accounts.

Justification

In-situ conservation efforts have not succeeded in reducing the threats to AGP. It is therefore vital to complement this with efforts to reduce consumer demand. Chinese investment in Central Africa is associated wildlife trafficking and seizures, and forestry company practices show a clear need for improvements to align with CSR principles (ref.11). Therefore, to address the AGP trade chain from source to destination, TRAFFIC will combine our recognised expertise in reducing demand among consumers in China, with our partnerships with China's private sector in Central Africa.

Methods

1. Understanding target groups' behaviours

In China, a statistically significant quantitative survey of 1000 consumers from priority cities, and qualitative interviews, will clarify consumer profiles, motivations, barriers and incentives to change, and suitable alternative behaviours other than endangered parrot ownership. Anonymised consumer data will be open access and available for cross-check and reference.

In Cameroon and DRC, a value chain study will investigate the flow of parrots, motivations, barriers, and incentives to change for Chinese nationals potentially involved in trafficking AGP. Methods will include expert and in-depth interviews with company employees.

Match-funded market research will generate baselines and further information on China's parrot trade and trends. An overarching SBC strategy with influence plan, and an APG SBC Expert Group, will shape further outputs.

2. Behaviour change of consumers in China

An evidence-based behaviour change campaign, designed with Expert Group input and a creative social marketing agency, will engage and persuade target audience segments to reduce demand, while avoiding diverting demand to other at-risk species. This will be pre-tested and ensure resonance from key opinion leaders to optimise message framing and visuals. Target groups are too small for mass media to be efficient, so we will use precision targeting on social media platforms such as Weibo and WeChat (based on online behaviours - search terms, sites visited, and keywords). In-person events and online outreach will distribute messaging to pet cafés.

3. Behaviour change in Cameroon and DRC

TRAFFIC will build on existing cooperation with China Timber & Wood Products Distribution Association (CTWPDA) to develop a CSR guide on rejecting IWT of endangered species, and will update their existing Code of Conduct (CoC) by adding articles on the prevention of poaching and trafficking endangered species. Both these will use AGP as a flagship, while discouraging IWT in other species, and be widely distributed and promoted among CTWPDA's members in Cameroon and DRC. Both documents will reflect the complex relationships local communities have with IWT, and importance of facilitating community leadership to tackle the issue.

The influence plan will identify and enlist stakeholders (e.g. Chamber of Commerce) to distribute the CSR Guide or scale CTWPDA's CoC to others, potentially via CTWPDA's relationships with other sectors. Training/stakeholder meetings will promote these, and integrate implementation into company practice, messaging or training. An SBC campaign will complement this, targeting Chinese employees through social media. Norad-funded engagement between communities and timber companies will be extended for ReCTrad community representatives to share perspectives on IWT and promote local collaboration in CSR.

4. Learning and dissemination

An influence plan will identify key opportunities to share learning globally, including via changewildlifeconsumers.org, and CITES Demand Reduction guidance (Ref.25). TRAFFIC will convene one international side-event or workshop (e.g. at a CITES event) and online webinars (one in English, one Chinese) to share findings and post-campaign evaluation.

Management

The Project Implementation Team provides a "Steering Group" function with fortnightly calls. Quarterly monitoring will track high-level progress against the work plan, manage risk, and adjust project management. Under TRAFFIC's regular review system, senior staff review timeliness of deliverables, effectiveness of external relationships, conservation impact and expected outcomes, project legacy/sustainability, and budget efficiency

Q17. Capability and Capacity

How will you support the strengthening of capability and capacity in the project countries at organisational or individual levels, please provide details of what form this will take and the post-project value to the country.

In China the project will build the capacity of Chinese consumers to distinguish illegal sourcing AGP and other endangered

parrot species. It will facilitate the consumers to make wise decisions on choices of pets. The project will facilitate e-platform operators to educate their users and regulate the ads and trade online. These will also support the implementation of the Special Label for Captive Parrot initiated by NFGA in 2021 by providing insights of the consumers and the supply chain of AGP and other endangered parrot species.

In Cameroon and DRC the project will build capacity of Chinese companies to crack down on involvement of their employees in IWT. It will do this in a way designed to maximise long term impact, by establishing CSR Guidelines and a CoC, embedded into company policy for the long-term. These will also build capacity to engage effectively with communities to tackle IWT, as will facilitating dialogue with local leaders represented by ReCTrad. Match-funded exchange visits will involve the private sector, government entities (CITES MAs, customs) of all three countries and will include local communities. Leveraging these visits will help build relationships and capacity on IWT. This will also be of benefit to ReCTrad, helping further their objectives and capacity to improve natural resource governance. It will build capacity for post-project collaboration, beyond the current focus on the timber trade.

The CITES Secretariat recommends that draft CITES Guidance on Demand Reduction (supported by SC74 for submission to CoP19, Ref.25) should be a 'living' document and this is due to be piloted pending confirmation of additional Defra funding. Therefore, this project's behavioural insights, success factors and lessons learned can be included to help build capacity on SBC for demand reduction beyond project partners, amplify conservation benefits, and inform more impactful initiatives elsewhere.

Q18. Gender equality

All applicants must consider whether and how their project will contribute to reducing inequality between persons of different gender. Explain how your understanding of gender equality within the context your project, and how is it reflected in your plans.

Gender norms/inequalities shape IWT in complex ways (ref.18). Research in AGP habitat in Cameroon found that crops and hunting were the main income sources, with just 2% of respondents working primarily as parrot operators – namely guiding poachers or transporting parrots, which are roles culturally unlikely to be taken by women. The most recent data (from 2010) showed 70% of poaching was attributed to non-locals; local poachers received c.£6 per AGP. Therefore, reducing local access to income from poaching will not cause major harms to women. Furthermore, when asked about the use of parrots, women focused on trade less than men did (39% and 55% respectively) and focused more on traditional use (20% and 16%). These traditional uses are for the red tail feathers which can be used for chiefs' hats or to fight disease; however, to be effective must be collected from the forest, not a slaughtered bird. Therefore, poaching cannot support this traditional use, which instead relies on the presence of live birds (Ref.19).

Reduced poaching will therefore enable the continuation of traditions valued by women. It will limit their exposure to security risks posed by non-local poachers and reduce risks of household members being arrested or fined for poaching.

TRAFFIC has a non-discrimination policy in relation to gender. This project strives for gender equality throughout planning and implementation. A gender-sensitive approach will be taken during consumer research, value chain survey, designing behaviour change materials and campaigns, and workshop delivery. Project staffing supports female leadership. The goal of gender inclusion will be noted for surveys and invitations to workshops. Where feasible, we will include gender-disaggregated data within assessment of project results and planning ongoing demand reduction work.

Q19. Change expected

Detail the expected changes to both illegal wildlife trade and poverty reduction this work will deliver. You should identify what will change and who will benefit, considering both people and species of focus a) in the short-term (i.e. during the life of the project) and b) in the long-term (after the project has ended).

When talking about how people will benefit, please remember to give details of who will benefit, differences in benefits by gender or other layers of diversity within stakeholders, and the number of beneficiaries expected. The number of communities is insufficient detail – number of households should be the largest unit used. Demand reduction projects should demonstrate their indirect links to poverty reduction.

Short-term

The project will reach 50% of targeted high-risk consumers of AGP and other endangered African parrots in China, who will benefit from targeted SBC messaging, tailored to drivers of demand. This will change their purchasing intentions, reducing their intention to buy endangered parrots by at least 30%, and shift them towards sustainable choices and alternatives, whether an experience such as birdwatching, or for those committed to buying parrots, to legal species with no conservation risk (such as budgerigar, widely bred in captivity in China), a change which we also aim to sustain long-term.

Members of the Coalition to End Wildlife Trafficking Online will benefit from TRAFFIC's online monitoring to help them detect these parrots on their platforms, and post or re-post campaign messaging to dissuade illegal parrot trade among their users.

The above work will reduce the number of offers for sale of AGPs and targeted parrots on targeted platforms by 50%.

This project will also reach at least 30 CTWPDA members and other Chinese companies in Cameroon and DRC, who will benefit from the updated CoC and newly developed CSR guide, enabling the private sector to take a proactive role in preventing employee involvement in poaching and trafficking. At least 50% of these will change their practices through new policies, training or messaging to employees. This will be backed up by SBC targeting employees.

Improving corporate practices in Cameroon and DRC will benefit forest communities. More directly, communities represented by ReCTrad will benefit from strengthened dialogue with companies, improving relationships and broadening the discussions on CSR underway using Norad funding, to recognise the impacts and roles of communities in addressing IWT.

Long-term

The CoC and CSR Guide can be used by companies to reduce involvement in IWT long term, benefitting the biodiversity of source countries.

By significantly reducing demand for APG, alongside messaging designed and tested to avoid shifting demand to other endangered African parrots in China's markets, we expect to contribute to long-term benefits for communities in range states, such as revenue from wildlife-based tourism, sustainable cultural uses of parrot tail feathers, improved security, and reduced risks associated with companies investing in Central Africa facilitating IWT. This would reduce the drain on government resources due to anti-poaching and enforcement efforts. Such improved security and sustainable livelihoods will ultimately improve forest quality and wellbeing of forest communities in Cameroon and DRC.

National-to-international dissemination, including via the community of practice and CITES, will strengthen global capacity for effective SBC relating to exotic pets. Lessons from the innovative application of SBC to Chinese investment in Africa will inform future efforts to align this investment with CSR practices, and to combine SBC efforts in source and destination countries.

Q20. 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.

Achieving our outcome and impact relies on our targeted approach to reducing demand through robust evidence-based SBC approaches among high-risk Chinese consumers, complemented by corporate initiatives to reach Chinese nationals potentially involved in trafficking target species in Cameroon and DRC. Project impacts will be persistent as properly designed and trialled SBC approaches create change by aligning the benefits of non-use and alternatives with the specific long-term interests and motivations of target consumers.

This project leverages robust private sector relationships through the Coalition to End Wildlife Trafficking Online and CTWPDA, to secure progress on corporate engagement on zero-tolerance of IWT through company policies, messaging or training. Furthermore, this project maximises a window of opportunity, with China's government keen to demonstrate leadership and fulfil commitments made in FOCAC and CBD's "Post-2020" context.

Disseminating learning will build capacity and consensus on demand reduction and behaviour change relating to illegally

traded exotic pets. Adaptive management and expert advice will secure the timely adjustment of activities and messaging to maximise impact.

The project aims to achieve reductions in indicators of demand and sales for AGP and other endangered African parrots in key markets by 50%. By doing so, it will help sustain wild populations.

Q21. Exit Strategy

How the project will reach a sustainable point and continue to deliver benefits post-funding? Will the activities require funding and support from other sources, or will they be mainstreamed in to “business as usual”? How will the required knowledge and skills remain available to sustain the benefits? How will your approach, if proven, be scaled?

Partnerships with the private sector are key to long-term sustainability. This long-term collaboration will enable the project to utilise the partners’ influence and membership to reach Chinese nationals potentially involved in trafficking AGP and other endangered parrots. The CSR and updated CoC will be integrated into company policies for a consistent and long-term positive impact on employees’ behaviour, associating professionalism with sustainability. TRAFFIC expects to continue working with CTWDPA, its members, and the Coalition beyond this award timescale.

As the work of the Coalition continues to advance and the number of Chinese members increases, their capacity to tackle IWT, including parrots such as AGP, will grow. With the support of TRAFFIC and others, the Chinese government set up a task force to combat IWT online in January this year. TRAFFIC, Huya, Tencent and Alibaba are members of the working group, which has clear responsibilities. Coalition members under this task force will be responsible for organising public education and legal awareness on their online platforms and assisting law enforcement in investigating and dealing with IWT online. This project’s learning and market monitoring data (both physical and online markets) will inform this work. Campaign materials/messaging can remain available to be used as a warning to pop up automatically for customers searching or placing ads related to AGP trading. This will amplify the campaign long-term.

Lessons learned from the project’s behaviour change campaigns could be integrated into CITES Demand Reduction Guidance, and applied in other countries where parrots and other endangered species are used for similar functions and for which similar approaches are relevant. The anonymised consumer data from the survey will be open access and available to others for cross-check and reference. This will sustain the benefits for those interested to understand the behaviour insights and scale the approach.

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

 [TRAFFIC China parrots references \(1\)](#)
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Section 7 - Risk Management

Q22. Risk Management

Please outline the 6 key risks to achievement of your Project Outcome and how these risks will be managed and mitigated, referring to the [Risk Guidance](#). This should include at least one Fiduciary, one Safeguarding Risk, and one Delivery Chain Risk.

Projects should also draft their initial risk register, using the [Risk Assessment template](#), and be prepared to submit this when requested if you are recommended for funding. Do not attach this to your application.

Risk Description	Impact	Prob.	Gross Risk	Mitigation	Residual Risk
<p>Fiduciary</p> <p>Funds not used for intended purposes due to fraud, corruption, mishandling or misappropriated.</p>	Major	Rare	Moderate	<p>TRAFFIC has frameworks in place to manage these risks. TRAFFIC requires all staff at home and abroad to comply with these at all times.</p> <p>TRAFFIC anti-bribery policy as required by the UK Anti Bribery Act 2021.</p> <p>Financial Polices and Procedures Manual.</p> <p>TRAFFIC's whistleblower policy.</p>	Minor
<p>Safeguarding</p> <p>Communities in Cameroon and DRC are directly or indirectly negatively impacted by project activities</p>	Moderate	Unlikely	Moderate	<p>All project activities related to local communities in Africa will be co-financed by the NORAD project, which has a thorough social safeguards screening and risk mitigation process. This aims to minimise and manage potential risks to communities, and is providing training to ReCTrad and other partners on safeguarding policies</p>	Minor
<p>Delivery Chain</p> <p>Project partners do not engage proactively or deliver as expected</p>	Rare	Moderate	Minor	<p>Most partners have showed long-term support/collaboration with other TRAFFIC projects.</p> <p>At project start, TRAFFIC will engage all partners to ensure a common understanding of the objectives, encourage engagement and troubleshoot issues as they arise.</p> <p>The range of private sector partners ensures there are back-up organisations to support implementation if needed</p>	Minor
<p>Risk 4</p> <p>Requested funding might not be sufficient to achieve desired outcome.</p>	Moderate	Unlikely	Moderate	<p>Adaptive management of the project and monitoring of budget and expenditure.</p> <p>TRAFFIC will continue to seek additional funding for complementary activities to mitigate this risk</p>	Minor

Risk 5	Minor	Possible	Moderate	Terms of reference for new positions are already in place with recruitment plan and schedule in place with approvals from HR just pending confirmation of funding.	Minor
Project team recruitment is not completed yet at the beginning of project period				Activities will be adaptively managed by existing, highly experienced staff, to react to recruitment so that the impact of any delays is reduced	
Risk 6	Minor	Possible	Moderate	Virtual communication has been well developed and applied in project management and implementation during pandemic, so in-person interview can be moved online if required (with vouchers if necessary to enable connection if internet is poor).	Minor
Infectious disease (including Covid-19) affects project engagement and implementation, so face-to-face interviews or consumer survey are unfeasible				If needed, the project could postpone activities, or shift funds with donor's approval.	





Section 8 - Implementation Timetable

Q23. 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 Word 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.

-  [TRAFFIC China parrots Implementation-Timetable](#)
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Section 9 - Monitoring and Evaluation

Q24. Monitoring and evaluation (M&E)

Describe 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 are expected 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 Guidance](#)).

M&E is integral to TRAFFIC's work, with strong links between project and programme M&E to maximise our reach, effectiveness and learning. Philippa Dyson (TRAFFIC M&E Officer), will provide overall M&E supervision. The following elements will ensure a "real-time" approach to monitoring:

Monthly project calls and quarterly monitoring will track progress against the work plan, manage risk, take measures to adjust project management and track and respond to any negative, unintended impacts of the project (e.g. if underlying assumptions change or are proved wrong).

Six-monthly technical progress assessments, and Years 1, 2 and 3 annual reports, will capture intermediate results for indicators, identify any negative impacts or issues, or opportunities, and provide recommendations for adaptive management.

The Final Report will evaluate results at project end against the indicators for each output and reflect on lessons learned and sustainability of impact.

The project components include initial and final research to understand (and create baselines) then track changes in attitudes, behaviours and motivations of Chinese consumers in China and Chinese companies in CM and DRC. Key elements of M&E for each output are as follows.

Output 1: consumer questionnaires and in-depth interviews along the value chain, and the corresponding reports, will be analysed to inform a behaviour strategy with influence plan and brief for creative agencies. A rapid baseline analysis of existing trade information in Chinese consumer markets and monthly online market monitoring findings will be the foundation for evaluation under Output 4.

Outputs 2: the online campaign will include measurable indicators to reflect target audiences' reactions (i.e. attention span, interactions) to provide direct data for evaluation. The SBC campaign targeting Chinese consumers will be evaluated by post-campaign meetings, interviews, and discussions to assess how knowledge, attitudes and intended behaviour has changed compared with the baselines.

Output 3: will be evaluated by in-depth interviews with relevant stakeholders in the value chain of CM and DRC, before and after the behaviour change campaigns, to assess their knowledge, attitudes, and intention to adopt the CSR Guide and Code of Conduct to improve company regulations, internal messaging and practices to tackle and report IWT and cooperation with local communities.

Output 4: will use the market monitoring research report to evaluate trends and patterns to indicate demand reduction resulting from project actions. In-person and virtual meetings will share project findings and evaluate lessons learned from the SBC campaigns.

Project outcome: By 2025, post-campaign evaluation will assess the reduction in the stated intention of Chinese consumers to buy target species. Market monitoring data will measure the decline of number of offers for sale on targeted online platforms of target species. The engagement of the Coalition member will be evaluated by their commitments, action plans and activity reports, and the company engagement will be evaluated by their written or online commitments. TRAFFIC will review Chinese policy, strategies or messaging for the live pet trade to assess changes reflecting the need to reduce demand for target species

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

██████████

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

█

Section 10 - Logical Framework





Q25. Logical Framework

IWT Challenge Fund projects will be required to monitor and report against their progress towards their 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 – **please do not edit the template structure other than adding additional Outputs if needed as a logframe submitted in a different format may make your application ineligible**. Copy your Impact, Outcome 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.

-  [TRAFFIC China Parrots IWT CF R8 logframe](#)
-  22/03/2022
-  14:03:54
-  pdf 109.81 KB

Impact:

Reduced demand for AGP and endangered African parrots by Chinese consumers, and reduced Chinese involvement in trafficking at source, leads to species recovery and reduced socio-economic harm in range states

Outcome:

By June 2025, consumers in China, and Chinese company in range states, have changed their behaviours/practice regarding illegal parrot trade, resulting in measurable reductions in target species availability online.

Project Outputs

Output 1:

By June 2023, updated behaviour characteristics/typologies of Chinese nationals purchasing AGP and other endangered African parrots in China, and poaching, trafficking, trading them along the value chain in Cameroon and DRC.

Output 2:

By December 2024, a behaviour change campaign to reduce demand has changed attitudes and intended behaviour of Chinese consumers of APG and other endangered African parrots

Output 3:

By end of 2024, a corporate engagement and behaviour change campaign is in place targeting Chinese nationals likely to be involved in poaching and trafficking AGP and other endangered parrots in Cameroon and DRC

Output 4:

By December 2025, data and learning from the project and post-campaign evaluations are available and disseminated to relevant stakeholders nationally, regionally and globally

Output 5:

No Response

Do you require more Output fields?

It is advised to have fewer 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.

Output 1. By June 2023, profiles, motivations and behaviour of AGP and other endangered African parrot owners in China and actors along value chain of illegal AGP trade in Cameroon and DRC are understood.

1.1 Establish an AGP SBC Expert Group to support the behaviour change campaign design in China by Q2 of Y1.

1.2 Conduct online consumer survey in priority cities by Q4 of Y1.

1.3 Analyse consumer survey results in 1.2 to understand the behaviour insights by Q1 of Y2. This includes identifying the qualities of AGPs that consumers seek, and any acceptable alternatives to AGPs. This will help ensure messaging and the strategic choices presented to consumers will be suitably crafted to avoid diverting demand to another species at risk from overexploitation.

1.4 Conduct interviews of Chinese nationals in CM and DRC in the value chain of illegal AGP trade by Q4 of Y1.

1.5 Analyse value chain interview results to understand the value flow and insights of illegal AGP trade from CM and DRC to China by Q1 of Y2.

1.6 Construct a coherent behaviour change strategy to target groups in China and Central Africa by Q3 of Y2.

1.7 Collect existing trade data of AGP and other endangered African parrot for baseline by Q2 of Y1.

1.8 Conduct monthly online survey of AGP and other endangered African parrot trade in Chinese-language online platforms by Q4 of Y3 to monitor the trade trend.

Output 2. By December 2024, demand reduction on APG and other endangered African parrots have been achieved by behaviour change campaign

2.1 Develop a behaviour change campaign for likely buyers of AGP and other illegally traded African parrots

2.1a. Design the campaign with Expert Group input by Q4 of Y2

2.1b. Conduct campaign pre-test and analyse feedback by Q1 of Y3, including testing messaging to ensure demand is not diverted to other parrots or species at-risk of extinction.

2.1c. Adjust and finalize campaign materials according to the findings of pre-test, and roll out the campaign through identified online channels/platforms, e.g. Huya.com by Q2 of Y3

2.1d. Undertake offline campaigns, including 3 in-person events for pet café business owners by Q4 of Y3

2.2 Boost and amplify the campaign through members of the Coalition to End Illegal Wildlife Trade Online in China by Q4 of Y3

2.3 Conduct post-campaign meetings, interviews, and discussions to evaluate the effectiveness of behaviour change campaigns by Q1 of Y4

Output 3. By end of 2024, a corporate engagement and behaviour change campaign is in place targeting Chinese nationals likely to be involved in poaching and trafficking AGP and other endangered parrots in Cameroon and DRC

- 3.1 Develop a CSR guide for Chinese companies in Cameroon and DRC and discuss it with African and Chinese partners to improve company capacity in tackling and reporting illegal trade of wildlife/AGP, and improving cooperation with local communities by Q3 of Y2
- 3.2 Update CTWPDA's Code of Conduct in terms of the prevention of poaching and trafficking endangered species in Africa, and recognise the impacts of IWT in local communities while improving cooperation with local communities by Q4 of Y2
- 3.3 Deliver trainings on Code of Conduct and CSR guide to CTWPDA members and other Chinese companies in Cameroon and DRC by Q3 of Y3 (exchange visits between China and Central Africa are match-funded via Norad)
- 3.4 Hold joint discussions between the Chinese companies and local community representatives on implementation of the CSR Guide and Code of Conduct (alongside 3.3)
- 3.5 Deliver SBC communications developed in 2.1, adapted to reflect research findings on high-risk Chinese employees in Cameroon and DRC, to this audience group, through social media user tags and company/industry leaders by Q4 of Y3 (alongside activity 2.2)
- 3.6 Conduct a post-campaign evaluation to demonstrate the effectiveness of changing behaviour related to IWT and community relationship by Q1 of Y4

Output 4. By December 2025, disseminate campaign outcome and lessons learned from the project to relevant stakeholders nationally, regionally and globally

- 4.1 Analyse trade data of AGP and other endangered African parrots in China from 1.7 and 1.8, separately, and disseminate findings to stakeholders before (Q4 of Y1) and after the behaviour change campaigns (Q4 of Y3)
- 4.2 Integrate project findings into CITES Guidance on Demand Reduction (supported by SC74 for submission to CoP19, see Ref.25), organise side events at international conferences (i.e. CITES Standing Committee) to share and discuss project findings by Q3 of Y4
- 4.3 Deliver webinars to share lessons learned from the project with relevant stakeholders by Q3 of Y4, with participation of experts and stakeholders from public and private sector, encouraging China to adopt the improved policy, practical strategy or targeted messaging on reducing demand for live pets, including AGP and other African parrot species.

Section 11 - Budget and Funding

Q26. 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 templates for projects requesting under £100,000 and over £100,000. Please refer to the [Finance Guidance](#) for more information.





- [Budget form for projects under £100k](#)

- [Budget form for projects over £100k](#)

Please ensure you include any co-financing figures in the Budget spreadsheet to clarify the full budget required to deliver this project.

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 Challenge Fund Budget Form Excel spreadsheet using the field below.

 [Budget-for-IWT-R8-over-100k-Mar22-Final-MASTER T
RAFFIC Parrots](#)
 22/03/2022
 16:06:38
 xlsx 99.98 KB

Q27. Funding

Q27a. Is this a new initiative or does it build on existing work (delivered by anyone and funded through any source)?

New Initiative

Please provide details:

This will be the first initiative focused specifically on addressing demand for parrots in China. Only 2% of global research on IWT in parrots focuses on the demand side, with no studies reported on behaviour change actions in Africa or Asia (ref.24).

That said, the initiative builds upon TRAFFIC's long-running SBC work, including CITES draft Guidance on Demand Reduction; IWT085 (reducing demand for tiger-bone wine in Vietnam); IWT071 (reducing demand for wildlife products among Chinese nationals in Laos); and "Green Collection" (engaging 205 nationally recognised carving masters in refusing materials from endangered wildlife). It leverages relationships and match-funding from our Norad-funded initiative on the Africa-Asia timber trade.

CTWPDA is working with TRAFFIC to encourage members to sign up to the Initiative against Illegal Wildlife Trade (Ref.26). As more timber companies join this, there is a need for practical guidance for companies to improve their regulations, internal messaging and practices to tackle and report IWT; this project delivers these with a focus on AGPs and other endangered African parrots. TRAFFIC will continue to cooperate with CTWPDA under and beyond this project to engage more Chinese timber companies in addressing wildlife trafficking and improving cooperation with local communities in Central Africa.

Q27b. Are you aware of any current or future plans for similar work to the proposed project?

Yes

Please give details explaining similarities and differences, and explaining how your work will be additional and what attempts have been/will be made to co-operate with and learn lessons from such work for mutual benefits.

TRAFFIC is not aware of similar demand reduction work underway for this species. However, this project builds on foundations laid by others in Cameroon in other ways. Our proposed project helps respond to recommendations made by the IIED-led, UK-Aid-funded China-Africa Forest Governance project, and reduces a loss of momentum. In particular, we respond to the recommendations for improved CSR policies and practices by Chinese companies, and improved dialogue and transparency between Chinese investors and local stakeholders.

ZSL is finalising IWT062 Disrupting the illegal wildlife trade in grey parrots in Cameroon, which has a very different focus on in-situ conservation and law enforcement. TRAFFIC has contacted them during this proposal development; their work could inform TRAFFIC's trade information in the range countries, and provide insight into patterns and trends of AGP poaching and trafficking. This could help design the demand reduction campaign targeting Chinese nationals, and

reinforce their work by adding another effective approach to stop poaching of these parrots.

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.

Purchase of one computer (£■■■■) which will be used to support the project implementation. Once the project has completed, it will be kept within TRAFFIC China to support online monitoring of the availability of AGP and other endangered species or their products. Wildlife seizure data will be also collected through this computer. All trade and seizure data will be input into TRAFFIC's WiTIS (Wildlife Trade Information System) for data storage and analysis. The analysis results will be regularly shared with local law enforcement agencies and online platforms for their follow-up.

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.

Project staff have been working with partners for years in monitoring and combating IWT (including timber) and securing behaviour change; this project draws on this valuable experience; for example, using TRAFFIC's established SBC approach, methods for monitoring e-commerce, and engagement with the private sector. The project will disseminate learning through www.changewildlifeconsumers.org.

Private sector partners from China will bear their own travel cost and provide in-kind support for in-depth interviews, and workshop/webinar delivery. The project leverages CTWPDA's strengths to reach members in CM and DRC, and draws on its role in their professional supervision, through the CSR Guide for Chinese companies in CM and DRC and extended Code of Conduct to include prevention of poaching and trafficking endangered species.

The Coalition members in China add value to boost and amplify the behaviour change campaign towards potential Chinese consumers of AGPs and other endangered African parrots by re-posting the campaign materials in their online platforms.

TRAFFIC policies and systems ensure financial efficiency. A priority is identifying and minimising key cost drivers (including staff time, meetings, travel, and consultant fees) without compromising quality. Competitive pricing will be sought for all purchases, including multiple quotes prior to decisions on suppliers and travel. Travel is planned well in advance where possible and kept to a minimum, using the lowest economy airfare and a virtual inception in Year 1. TRAFFIC reimburses reasonable actual expenses incurred when travelling and generally does not issue per diems apart from small daily allowances for incidentals as per HMRC guidelines.

Section 12 - Safeguarding and Ethics

Q30. 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 Partner has the following policies in place and that these can be available on request:

Please upload the lead partner's Safeguarding Policy as a PDF on the certification page.

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 on certification page)	Checked
We keep a detailed register of safeguarding issues raised and how they were dealt with	Checked
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 safeguarding policies in practice and ensure that downstream partners apply the same standards as the Lead Partner.

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

Safeguarding standards are disseminated to staff, consultants and partners through subcontracts, training and a dedicated session to safeguarding and risk assessment included during project inception. Project staff and partners sign to confirm their understanding and compliance with the procedures and confirm they understand the process to report safeguarding concerns.

TRAFFIC carries out due diligence when engaging with new project implementing partners or awarding service contracts via tender. The assessment specifically refers to safeguarding, fraud and anti-bribery. Activities in Africa will comply with safeguarding measures established for the NORAD-funded work.

Before market surveys, a Risk Assessment must be completed and signed off by the Programme Office Director, and a copy sent to TRAFFIC Global Office. Any information developed into corroborated intelligence must be entered onto an Information Report form and shared with the relevant law enforcement agency. These Information Reports provide an opportunity to grade the source of the information, the information itself and how the information should be handled/shared.

As for the consumer data, questionnaires from respondents for qualitative research and interview minutes for quantitative research can be shared beyond the project team. However, to ensure respondents' personal privacy, the survey will be anonymous, so personal information will be unavailable.

Q31. Ethics

Outline your approach to meeting the key ethical principles, as outlined in the guidance.

This project will meet all legal and ethical obligations in China, Cameroon and DRC, as well as Defra's key principles for ethics.

TRAFFIC has carried out a risk assessment, and this project is ranked as low risk in terms of ethical law concerns, not least as there is low engagement with vulnerable communities, which is indirect and via ReCTrad. The project will respect the rights, privacy, and safety of direct and indirect beneficiaries. The Project Leader will ensure that any concerns from project participants and their organisations are understood and addressed, that research approaches are credible, and that all information gathered is accurately recorded and carefully verified.

TRAFFIC has risk mitigation procedures in place, which will be applied. The Project Leader, supervisor and organisations involved will take steps to protect the health and safety of all personnel working on the project and ensure that the same rigorous standards for assessing health and safety risks are applied to all individuals engaged in this project, regardless of gender, nationality or ethnicity. TRAFFIC has a comprehensive set of policies and procedures to encourage and support the highest standards of conduct and professional ethics from its staff, including respect for communities and the law.

Section 13 - FCDO Notifications

Q32. 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 Darwin Initiative in any country.

No


Please indicate whether you have contacted FCDO Embassy or High Commission to discuss the project and attach details of any advice you have received from them.

Yes

Please attach evidence of request or advice if received.

 [TRAFFIC parrots China FCDO communications](#)

 22/03/2022

 13:11:54

 pdf 121.05 KB

Section 14 - Project Staff

Q33. Project staff

Please identify the core staff (identified in the budget), their role and what % of their time they will be working on the project.

Please provide 1-page CVs or job description, further information on who is considered core staff can be found in the [Finance Guidance](#).

Name (First name, Surname)	Role	% time on project	1 page CV or job description attached?
Ling Xu	Project Leader	15	Checked

Gayle Burgess	Project Supervisor	5	Checked
To be hired	Programme Manager Demand Reduction	50	Checked
Yuqi Yang	Programme Officer Demand Reduction	50	Checked





Do you require more fields?

Yes

Name (First name, Surname)	Role	% time on project	1 page CV or job description attached?
Changxi XIAO	Law Enforcement Support Manager	20	Checked
Luc Evouna Embolo	Programme Officer	10	Checked
Philippa Dyson	Monitoring and Evaluation Officer	6	Checked
<i>No Response</i>	<i>No Response</i>	0	Unchecked
<i>No Response</i>	<i>No Response</i>	0	Unchecked
<i>No Response</i>	<i>No Response</i>	0	Unchecked
<i>No Response</i>	<i>No Response</i>	0	Unchecked
<i>No Response</i>	<i>No Response</i>	0	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.

 [Combined CVs](#)
 22/03/2022
 13:17:07
 pdf 985.91 KB

Have you attached all project staff CVs?

Yes

Section 15 - Project Partners

Q34. Project partners

Please list all the Project Partners (including the Lead Partner), clearly setting out their roles and responsibilities in the project including the extent of their engagement so far and planned.

This section should demonstrate the capability and capacity of the Project Partners to successfully deliver the project. Please provide Letters of Support for all project partners or explain why this has not been included.

Lead partner name: TRAFFIC

Website address: www.traffic.org

Details (including roles and responsibilities and capabilities and capacity): Role: TRAFFIC's China and Central Africa offices will implement this project, including financial management, administration, M&E, and stakeholder engagement, making full use of TRAFFIC's global expertise, and ensuring synergies with previous and ongoing complementary work.

TRAFFIC activities to reduce demand for AGPs and other African endangered species among Chinese consumers will include SBC campaigns targeting Chinese pet keepers and Chinese company employees in Cameroon and DRC, corporate engagement, market monitoring to understand species availability, and international events to share lessons learned from the projects.

Capacity: TRAFFIC's mission is to ensure trade in wild animals and plants is not a threat to the conservation of nature. TRAFFIC works through a network of programme offices coordinated from Cambridge, UK.

TRAFFIC has focused on consumer behaviour change for 10 years. We are a member of the 'Global Consortium of DR Specialists' that Defra convened following the 2018 London Conference, and are at the forefront of innovation within the field of SBC, running multiple projects with relevant stakeholders targeting consumers of various threatened species. Partnering with governments and private sector, we have seen the reach and resonance of many projects reduce the social and cultural motivations for the consumption of threatened wildlife products.

Allocated budget (proportion or value): ██████████

Represented on the Project Board Yes

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

Have you provided a cover letter to address your Stage 1 feedback? Yes

Do you have partners involved in the Project?

Yes

1. Partner Name: ReCTrad (the Network of Traditional Rulers for the Sustainable Management of Ecosystems in Central Africa, Réseau des Chefs Traditionnels d'Afrique pour la gestion durable de la biodiversité et des écosystèmes de forêts)

Website address: N/A

Details (including roles and responsibilities and capabilities and capacity):

Role: ReCTrad will provide local perspectives for discussions with the private sector, on tackling IWT and engaging local stakeholders in this. ReCTrad is already engaged with TRAFFIC and CTWDPA through Norad-funded work; however, that only looks at the timber trade, so this project will enable ReCTrad to represent their member communities' interests regarding IWT. ReCTrad can provide information on community perspectives on IWT.

Capacity: Established in 2011, ReCTrad is a representative body for forest communities. It represents community chiefs from 320 local and indigenous communities from Cameroon, Republic of Congo and the Central Africa region (about 160,000 people). The project outcomes will progress ReCTrad's aims for sustainable management of biodiversity at the local level, and good governance of natural resources.

TRAFFIC has collaborated with ReCTrad since 2015.

Allocated budget: 

Represented on the Project Board No

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

2. Partner Name: Wildlife Conservation Department (China CITES Management Authority, CITES MA)

Website address: <http://www.forestry.gov.cn/bwwz/index.html>

Details (including roles and responsibilities and capabilities and capacity):

Role: China CITES MA has strong political will to implement their demand reduction commitments under CITES DR Resolution 17.4 and Decision 18.86 / 7. In the proposed project, the China CITES MA will provide policy guidance to consumer behaviour change campaigns targeting consumers in China and companies in Cameroon and DRC.

Capacity: After a departmental restructure in late 2018, China's CITES MA and part of the previous Department of Wildlife Conservation and Nature Reserve Protection and Management merged and formed the new Wildlife Conservation Department. It is responsible for CITES implementation, as well as wildlife conservation and management in China.

TRAFFIC has built up mutual trust-based collaboration with the China CITES MA on multiple facets of wildlife trade over 20 years, including demand reduction for illegal wildlife products, capacity building for law enforcement, and CITES implementation. (Their long-term support for TRAFFIC is also indicated by their support for IWT071: Reducing demand for wildlife products among Chinese nationals in Laos; and IWT042 on Combating Global Wildlife Cybercrime: Building on Success in China.)

Allocated budget: ██████

Represented on the Project Board No

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

3. Partner Name: China Wildlife Conservation Association (CWCA)

Website address: <http://www.cwca.org.cn/>

Details (including roles and responsibilities and capabilities and capacity): Role: CWCA is an organisation designated by the China CITES MA to carry out communications work related to demand reduction for endangered species under CITES Demand Reduction Resolution 17.4 and Decision 18.86 / 7. In the proposed project, CWCA will be fully engaged in delivering behaviour change campaigns targeting AGP consumers in China and co-host the in-person and virtual meetings to share project findings.

Capacity: CWCA, established in 1983, is the largest domestic conservation organisation in China, with more than 410,000 members. With the support of the Wildlife Conservation Department (CITES MA) of the National Forestry and Grassland Administration (NFGA), its main responsibilities are to carry out communications and education work to raise the public's ecological conservation awareness and conduct exchanges and cooperation at home and abroad to promote science-based wildlife conservation.

TRAFFIC has been working with CWCA for nearly 20 years, including demand reduction campaigns for elephant, tiger and rhino products and capacity building for communication officers on raising conservation awareness of the public.

Allocated budget: ██████

Represented on the Project Board No

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

4. Partner Name: China Timber & Wood Products Distribution Association (CTWPDA)

Website address: <http://www.cnwood.org/>

**Details
(including roles
and responsibilities
and capabilities
and capacity):**

Role: CTWPDA provides technical guidance for the timber industry, formulates industry standards and standardises the business behaviour of enterprises. CTWPDA will update the existing CoC, support development of a CSR guide, and promote the CoC and CSR Guidance among their members in Cameroon and DRC, and potentially support wider outreach to engage infrastructure companies.

Capacity: CTWPDA, established in 1985, is the leading timber and wood products industry organisation in China, with more than 1500 members all over the world. It plays the role of a bridge and link between enterprises and the government, safeguard the legitimate rights and interests of members and the industry, carry out industry self-discipline, establish a good reputation for the industry, enhance industry exchanges and cooperation, and promote the healthy development of the industry.

CTWPDA has been working with TRAFFIC for more than eight years, including capacity building for timber companies in Africa on legality verification of wood products and green public procurement, development of the guidelines of sustainable rosewood consumption in China, and facilitation of the event signing Initiative Against Illegal Wildlife Trade at the Annual Conference in 2020.

Allocated budget:



Represented on the Project Board

No

Have you included a Letter of Support from this organisation?

Yes

5. Partner Name:

Guangzhou Huya Information Technology Co., Ltd, one member of the Coalition to End Wildlife Trafficking Online

Website address:

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

Details (including roles and responsibilities and capabilities and capacity):

Role: Huya will contribute to boosting and amplifying the campaign through their platforms to change attitudes and intended behaviour of Chinese consumers of APG and other endangered African parrots.

Capacity: Huya, established in 2016, is a member of the Coalition to End Wildlife Trafficking Online, and offers live streaming to its 20M monthly active users. Huya clamps down on IWT by using image and voice recognition to flag issues in real-time and remove them from its platform. As one member of the Combatting IWT Online Task force facilitated by China's National Forestry and Grassland Administration, Huya will support law enforcement authorities to combat offline IWT, and also use its platforms to educate the target groups.

Huya has been working with TRAFFIC since early 2021, including capacity building for our security staff on detecting illegal wildlife products in Huya's platforms, a live streaming campaign called 'Protecting the King in the Forest' to recognise Global Tiger Day in 2021, and launching the 'Protect Our Home Planet' Campaign for the whole year of the Tiger in 2022 to raise public awareness to combat illegal wildlife trade online.

Allocated budget: 

Represented on the Project Board No

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

6. Partner Name: Ministere des Forets et de la faune, (MINFOF, Cameroon)

Website address: <https://www.minfof.cm/>

Details (including roles and responsibilities and capabilities and capacity): MINFOF will provide their support on a corporate engagement and behaviour change campaign targeting Chinese nationals likely to be involved in poaching and trafficking AGP and other endangered parrots in Cameroon, particularly the joint discussions between the Chinese companies and local community representatives on implementation of the CSR Guide and Code of Conduct

Allocated budget: 





Represented on the Project Board No





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.

No Response

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

 [Combined Letters of Support](#)
 22/03/2022
 16:24:58
 pdf 3.44 MB

 [TRAFFIC Cover Letter for IWT Parrots](#)
 22/03/2022
 13:29:42
 pdf 324.24 KB

Section 16 - Lead Partner Capability and Capacity

Q35. Lead Partner Capability and Capacity

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

Yes

If yes, please provide details of the most recent awards (up to 6 examples).

Reference No	Project Leader	Title
IWT085	Sarah Ferguson	Social marketing to reduce demand for tiger products in Vietnam
IWT071	Xu Ling	Reducing demand for wildlife products among Chinese nationals in Laos
IWT042	Xu Ling	Combatting global wildlife cybercrime: building on success in China
<i>No Response</i>	<i>No Response</i>	<i>No Response</i>
<i>No Response</i>	<i>No Response</i>	<i>No Response</i>
<i>No Response</i>	<i>No Response</i>	<i>No Response</i>

Have you provided the requested signed audited/independently examined accounts?

If yes, please upload these on the certification page. Note that this is not required from Government Agencies.

Yes

Section 17 - Certification

Q36. Certification

On behalf of the

Trustees

of

TRAFFIC International

I apply for a grant of





[REDACTED]

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 project key project personnel, letters of support, budget, logframe, safeguarding policy and project implementation timetable (uploaded at appropriate points in application).
- Our last two sets of signed audited/independently verified accounts and annual report (or other financial evidence – see [Financial Guidance](#)) are also enclosed.

Checked





Name	Marcus Phipps
Position in the organisation	Senior Director of Operations
Signature (please upload e-signature)	 Parrots Certification  22/03/2022  16:26:14  pdf 41.98 KB
Date	22 March 2022

Please attach the requested signed audited/independently examined accounts.

 [TRAFFIC Accounts 2020](#)
 22/03/2022
 13:51:13
 pdf 1.59 MB

 [TRAFFIC Accounts 2021](#)
 22/03/2022
 13:47:40
 pdf 3.16 MB

Please upload the Lead Partner's Safeguarding Policy as a PDF

 [TRAFFIC safeguarding statement Oct 2020 \(circ\)](#)
 22/03/2022
 13:33:09
 pdf 262.94 KB

Section 18 - Submission Checklist

Checklist for submission

	Check
I have read the Guidance, including the "IWT Challenge Fund Guidance", "Monitoring Evaluation and Learning Guidance", "Risk Guidance" and "Financial Guidance".	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 the 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 our budget is complete, correctly adds up and I have included the correct final total at the start of the application.	Checked
The application 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 the Project Staff identified at Question 33, including the Project Leader, or provided an explanation of why not.	Checked
I have included a letter of support from the Lead Partner and partner(s) identified at Question 34, or an explanation of why not.	Checked
I have included a cover letter from the Lead Partner, outlining how any feedback received at Stage 1 has been addressed where relevant.	Checked
I have included a copy of the Lead Partner's safeguarding policy, which covers the criteria listed in Question 30.	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 Partner, or other evidence of financial capacity as set out in the Financial Guidance, or provided an explanation if not.	Checked
I have checked the IWT Challenge Fund website immediately prior to submission to ensure there are no late updates.	Checked
I have read and understood the Privacy Notice on the IWT Challenge Fund website.	Checked

We would like to keep in touch!

Please check this box if you would be happy for the lead applicant (Flexi-Grant Account Holder) 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 Darwin Initiative and our sister grant scheme, the IWT Challenge Fund. We also provide occasional updates on other UK Government activities related to biodiversity conservation 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 the application form, including personal data, will be used by Defra as set out in the **Privacy Notice**, available from the [Forms and Guidance Portal](#).

This **Privacy Notice must be provided to all individuals** whose personal data is supplied in the application form. Some information may be used when publicising the Darwin Initiative including project details (usually title, lead partner, project leader, location, and total grant value).