



Department
for Environment
Food & Rural Affairs



Illegal Wildlife Trade (IWT) Challenge Fund Annual Report

To be completed with reference to the “Project Reporting Information Note”:
(<https://iwt.challengefund.org.uk/resources/information-notes/>).

It is expected that this report will be a **maximum of 20 pages** in length, excluding annexes)

Submission Deadline: 30th April 2023

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

IWT Challenge Fund Project Information

Project reference	IWT108
Project title	Demand reduction and behaviour change along China’s parrot supply chains
Country/ies	China, Cameroon, Democratic Republic of Congo (DRC)
Lead Partner	TRAFFIC International
Project partner(s)	ReCTrad (the Network of Traditional Rulers for the Sustainable Management of Ecosystems in Central Africa) Wildlife Conservation Department (China CITES Management Authority, CITES MA) China Wildlife Conservation Association (CWCA) China Timber & Wood Products Distribution Association (CTWPDA)
IWTCF grant value	GBP 599,978
Start/end dates of project	1 st July 2022 – 31 st December 2025
Reporting period (e.g. April 2022-Mar 2023) and number (e.g. Annual Report 1, 2, 3)	1 st July 2022 – 31 st March 2023 (Annual Report 1)
Project Leader name	Ling XU (Ling.xu@traffic.org)
Project website/blog/social media	N/A
Report author(s) and date	Yuqi YANG, Ling XU, Philippa Dyson, Sean Lam

1. Project summary

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. CITES data shows Africa is the main parrot exporter continent and Asia the main importer, and AGPs are the second most-traded CITES-listed parrot; 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, while in Cameroon AGPs are now rare or absent from parts of their national range.

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, 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.

During 2000-2016, China imported >21,000 AGP – China’s most imported parrot – 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.

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.

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. 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.

Build on TRAFFIC’s experience on SBC and existing cooperations with Chinese stakeholders in Cameroon and DRC, this project integrates 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.

2. Project stakeholders/ partners

China Timber & Wood Products Distribution Association (CTWPDA) providing technical guidance for the timber industry under TRAFFIC’s NORAD project, formulating industry standards and standardising the business behaviour of enterprises has helped facilitate the value chain study through in-depth interviews with Chinese nationals in Cameroon and DRC with their long-term cooperation built in Central African countries.

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) provides local perspectives for discussions with the

private sector on tackling IWT and engagement with local stakeholders that supplements the information gathered from the Chinese nationals in the value chain study.

Xiaoyin WANG, as a full-time SBC expert consultant in the last quarter of Y1, provided technical support on the development of both value chain study and consumer survey as a full-time SBC expert consultant in the last quarter of Y1 under this project.

Above partners together with others listed in the application form have been well engaged in the following activities of the project.

3. Project progress

3.1 Progress in carrying out project Activities

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

A 1.1 The membership form (Annex 1), member selection criteria (Annex 2), and term of reference (Annex 3) for China's SBC Expert Group were developed. Six SBC experts from industry associations, consultancy, conservation institutions, advertisement, and academia were identified and agreed to join the SBC Expert Group (see Annex 4 for bios). On 8th July 2022, co-financed by the Rufford Foundation, the training series "Catalyzing Chinese Consumers" was launched with the inaugural webinar, which was co-hosted by CWCA, the communication department of the NFGA. The webinar attracted 52 members representing a diverse constituency of interest across the Chinese government, research academies, NGOs, and the private sector. Four members of the newly established Chinese SBC expert community also joined and had an opportunity to add their voices and perspectives to the discussion. On 28th September 2022 and 14th October 2022, the second and third webinars of the training series were delivered using the localized SBC toolkit and international intervention experiences to advise the Chinese public and private sectors on how they can help encourage responsible choices to reduce the global supply and demand of illegal wildlife products. Three of the SBC Expert Group members joined the panel discussion to share their experiences and lessons learned. The experts have also brought the most recent approaches in the industry (i.e. digital marketing and e-platforms) to inspire audiences about the possibilities of SBC in wildlife conservation.

A1.2 According to TRAFFIC's financial requirement, a complete tender process was conducted to select a proper supplier for the consumer survey. In February 2023, GlobeScan was chosen to be the most suitable provider of the service for their capacity and budget fitting. The research plan and methodology were developed and discussed within the same month. It is decided to include both qualitative studies (focus group discussion interviews of 18 individuals in three key cities of AGP consumption) and quantitative studies (online questionnaire survey) for the scientificity and credibility of the study, which means within the budget allowed by this project, an additional survey will be conducted to get more detailed insights about AGP consumption and further improve the project implementation. In March, the interviewee screening system and the interview guide were developed. The interviews will be completed in April 2023.

A 1.4 The approach and structure of the value chain study were initially discussed internally (between TCHN and TCAF) and externally with partners to define channels of data collection. TCAF extracted historical data from the AFRICA-TWIX database and liaised with the ReTTA project for more data for basic trend analysis. After several attempts of recruitment, it is found that Chinese Nationals in Cameroon and DRC are allergic and sensitive while communicating with foreign researchers, so the approach of the value chain study was re-designed adaptively – TCAF focuses on collecting third-party information including community observations, social media observations, and seizure data, while CTWPDA uses their relationship to conduct a direct interview to the Chinese nationals. By the time of reporting, 30 interviews were completed with informative findings, and the report will be drafted in the next quarter.

A 1.7 A name list of all endangered African parrots including AGP, along with the status of protection and threat has been compiled. An internal discussion was held to identify the elements of purchasing and selling these high-value birds such as AGP. Accordingly, a briefing (in Chinese) of historical data was developed to provide the baseline of AGP trade, which shares insights for the preliminary design of the questionnaires for the qualitative and quantitative survey of consumers.

A 1.8 Current legal provisions of AGP's captive breeding and sale situation have been studied and discussed, and online platforms selling channels were identified. Accordingly, an online survey plan has been developed for the illegal sale of AGP and other endangered African parrots on Chinese online platforms. The monthly online monitoring of trade in AGP and other endangered African parrots has started since July 2022.

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

A 2.3 Two discussions of M&E were organized on 13th and 28th September for the design of campaign and project M&E.

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

A 3.1 & 3.2 Meetings were held between TRAFFIC and CTWPDA for the development of the CSR guide and update of Code of Conduct for Chinese companies in African countries. Potential channels to deliver the CSR guide and Code of Conduct were also discussed.

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

A 4.1 The first market monitoring report (in Chinese) was developed based on the findings from July to December 2022. The second market monitoring report will be developed in the last financial year so that the trade trend of AGP will be compared. The result will be used as one of the indicators to show the implementation effectiveness of proposed activities under Outputs 2 and 3.

Other activities will be conducted in following financial years per workplan.

3.2 Progress towards project Outputs

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

The progress of A1.1 has enhanced the capacity to address O1 by providing external expert SBC insights in addition to TRAFFIC's experiences; A1.7 facilitated the implementation of the key activities under O1; A1.2 and A1.4 provided key information including the selection of representative cities with AGP trade, the elements that consumers may consider, and key channels that trade/consumption information is exchanged; A1.8 helped establish the baseline for AGP trade which will facilitate the M&E of O1, O2, and O3 by comparing the marketing findings by the end of the project. With the establishment of the SBC Expert Group, specifically, the joining of Xiaoyin WANG as a full-time SBC expert consultant in the last quarter of Y1 and the briefing information (A1.7), A1.2 and A1.4 can be conducted systematically – the additional qualitative study of A1.2 would contribute to the design of the questionnaire and the survey process in the quantitative study (the online survey in the logframe), which would ensure the evidence base of the profiles and motivations of AGP consumers expected in O1, and the

adaptive approach of A 1.4 with expert input allows more reliable information along the value chain.

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

Per the workplan, activities of this output haven't been started, but the discussions under A2.3 allow for the clear implementation towards O2.

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

Per the workplan, activities of this output haven't been started, but the discussions under A3.1 & A3.2 allow for the clear implementation towards O2.

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

As O4 requires a comparison between the trade and demand conditions at the beginning and the end of the projects, the completion of A4.1 before the SBC campaign has established a baseline for O4 and the evidence for information dissemination to relevant stakeholders.

3.3 Progress towards the project Outcome

The current progress and output indicators achieved suggest a clear and achievable path to the project outcome – by June 2025, consumers in China, and Chinese companies in range states, have changed their behaviours/practices regarding illegal parrot trade, resulting in measurable reductions in target species availability online. The current progress of the project ensures reliable findings of consumer and value chain insights that will facilitate the successful campaign development toward Chinese AGP consumers and Chinese nationals in Cameroon and DRC. Also, the findings and discussions established the foundation for the private sector engagement and information sharing that echoes the necessity and feasibility of reducing the demand of illegal wildlife products.

3.4 Monitoring of assumptions

The assumptions remain unchanged except for:

Output Assumption: In July 2022, pandemic-related travel restrictions and advice between China and Cameroon/DRC are lifted to enable face-to-face interviews (travel to be match-funded). Otherwise, the implementation team will identify key stakeholders who contributed to the value chain, and conduct face-to-face interviews for any stakeholders who may have returned to China in response to travel restrictions, and/or online interviews based on their best availability.

The fact is that the pandemic-related travel restrictions and advice between China and Cameroon/DRC were not lifted in July 2022, but in early 2023 after large-scale infections which resulted in shut down of almost all partner organizations and relevant governmental departments. During the reporting period, the project team monitored these travel restrictions closely and identified a solution to overcome this barrier. It has adapted its approach by a virtual interview to those staying in target countries with a complementary face-to-face interview to those coming back to China temporarily.

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

By the time of reporting, the project has just been implemented for 9 out of 42 months, still in the research period per workplan, so the impact has not been shown, and the evidence is yet ready. The project aims to 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 and eco-tourism, an opportunity for a green economy in Cameroon and DRC and a change which we also aim to sustain long-term. The reduced demand and improved corporate practices in Cameroon and DRC will benefit forest communities' livelihoods by reducing crime and corruption, and provide a feasible environment for policy improvements in Cameroon and DRC.

4. Thematic focus

As answers provided in question 1 and question 3.5, the project directly contributes to Pillar 1 "reducing demand for IWT products" and indirectly contributes to Pillar 4 "Developing sustainable livelihoods to benefit people directly affected by IWT". However, by the time of reporting, the project has just been implemented for 9 out of 42 months, still in the research period per workplan, so the influence has not been shown and the evidence is yet ready.

5. Impact on species in focus

By the time of reporting, the project has just been implemented for 9 out of 42 months, still in the research period per workplan, so the impact has not been shown, and the evidence is not yet ready. The interview findings reflect that DRC was the source of 85% social media posts advertising parrots for export. As a result, in the design of campaign, it will be considered that Chinese nationals in DRC will be one of the key target audiences to be reached.

The designed online campaign messaging will be amplified through members of the Coalition to End Wildlife Trafficking Online (<https://www.endwildlifetraffickingonline.org/>) who cover over 11 billion global user accounts and has removed 11.5 million illegal wildlife trade posts since 2018. The combination of the campaign delivered and messaging distribution by engaging the Coalition members and other relevant private sector will make the impact achievement of a 30% decline in intention-to-buy exotic pets possible.

6. Project support to poverty reduction

By significantly reducing demand for AGP, 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.

7. Gender equality and social inclusion

Please quantify the proportion of women on the Project Board ¹ .	57%
Please quantify the proportion of project partners that are led by women, or which have a senior leadership team consisting of at least 50% women ² .	40%

8. Monitoring and evaluation

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) has been providing overall M&E supervision during the project implementation. The following elements have ensured a “real-time” approach to monitoring:

Monthly project calls and quarterly monitoring have helped 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., due to the on-going travel restriction in the second year of 2022, the value chain survey was conducted through the virtual interview with support from the CTWPDA.)

Six-monthly technical progress assessments, and this Y1 annual report have helped capture intermediate results for indicators, identify any negative impacts or issues, or opportunities, and provide recommendations for adaptive management (e.g., a Change Request was sent by end of December 2022, and then approved by BCF.).

The baseline of AGP trade in China was established in Y1 through online survey while the second market survey will be conducted by end of the project to understand and then track changes in attitudes, behaviours and motivations of Chinese consumers in China and Chinese companies in CM and DRC. In the application, 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

¹ A Project Board has overall authority for the project, is accountable for its success or failure, and supports the senior project manager to successfully deliver the project.

² Partners that have formal governance role in the project, and a formal relationship with the project that may involve staff costs and/or budget management responsibilities.

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.

The project team is conducting regular meetings and calls with partners to discuss the implementation plan and M&E approach for qualified and in-time delivery of the project. The experience sharing is also designed as a core element of the project – in output 4, the outputs and the evaluations will be shared with partners nationally and internationally for adaptive planning in the future.

9. Lessons learnt

Although there were COVID policy fluctuations that affected multiple sectors in 2022, the risk registration and adaptive management system helped the relatively smooth progress of the project. Moreover, the adaptive management guided by TRAFFIC’s M&E approach and the IWTCF indicator system even enhanced the project by methods refining. Through the tender process of the consumer survey, the implementation team observed that an extra qualitative survey in focus group discussion (interview) form would largely refine the questionnaire design and the target respondent screening in the online consumer survey, which could significantly improve the reliability of the findings and therefore support effective SBC campaigns. Thus, several discussions were held with GlobeScan to include the qualitative survey within the budget allowance for the project.

Also, in the contractor selection process for the value chain study, a pre-screening was conducted by TRAFFIC Central African Office and identified the vigilance of Chinese nationals in the survey. The survey strategy was adjusted accordingly – instead of sending an interviewer that is strange to the target audience, a familiar person from TRAFFIC’s long-time partner (China Timber and Wood Product Distribution Association, CTWPDA) who has deeply worked with the timber companies joined the team to conduct the survey, while TRAFFIC Central African Office conducting supplementary observations simultaneously. The adaptive approach not only enabled the qualified implementation of the project but also improved the activity by making it comprehensive.

In the plan, both TRAFFIC’s M&E approach and the IWTCF indicator system will be continuously applied to ensure the project activity implementation and contribute to the outputs and outcome by guiding the adaptive management and measuring the flexibility in this adaptive system.

10. Actions taken in response to previous reviews (if applicable)

N/A

11. Risk Management.

The risk registration form is updated in Annex 13. There is no new risk risen in the last 9 months. The project staff and partners in China were seriously affected by the dramatic lifting of the COVID restriction in December 2023, however, benefiting from the pre-set prevention approach, the risk was properly mitigated through timely communication with partners and the adoption of virtual approaches to implement project activities, specifically the value chain survey and regular meetings with SBC expert groups, and the un-spent fund is carry-forwarded to the next financial year with the donor’s approval.

12. Other comments on progress not covered elsewhere

N/A (Please refer to Q9)

13. Sustainability and legacy

As the project is still in its early stage, the current evidence of increased interest and capacity resulting from the project is not solid, although the partners have identified opportunities for policy improvement and influence extension. At this stage, the post-project sustainable benefits are still valid, and TRAFFIC tends to remain unchanged. In the long term, the CoC and CSR Guide can be used by companies to reduce the risk of being involved in IWT and benefit the biodiversity of source countries.

Additionally, national-to-international dissemination, including via the community of practice and CITES, will strengthen the 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.

14. IWT Challenge Fund identity

By the time of reporting, no offline event or publication has been delivered since it is still in the research stage of the project. All research and in-kind publications will provide clear acknowledgment of IWTCF. In the 5th Anniversary of the Coalition to End Wildlife Trafficking Online on 24 April 2023, the experts from the CITES Secretariat, Syntao and CITES Scientific Authority will be invited to introduce CITES Demand Reduction Guide, ESG (Environment, Social and Governance) and CITES CoP19 updates. This will be a key step to engage e-commerce companies in the SBC of AGP consumption in China. The donor information including the logo of IWTCF will be presented in the event press release.

15. Safeguarding

Has your Safeguarding Policy been updated in the past 12 months?	No
Have any concerns been investigated in the past 12 months	No
Does your project have a Safeguarding focal point?	Yes, Linda CHOU [REDACTED] who is the Safeguarding focal point in TRAFFIC China.
Has the focal point attended any formal training in the last 12 months?	Yes
What proportion (and number) of project staff have received formal training on Safeguarding?	Past: 100% [15] Planned: 100% [15] All TRAFFIC staff have received the formal training on Safeguarding.
Has there been any lessons learnt or challenges on Safeguarding in the past 12 months? Please ensure no sensitive data is included within responses.	No.

Does the project have any developments or activities planned around Safeguarding in the coming 12 months? If so please specify.

No.

16. Project expenditure

Table 1: Project expenditure during the reporting period (April 2022-March 2023)

Project spend (indicative since last Annual Report)	2022/23 Grant (£)	2022/23 Total actual IWT Costs (£)	Variance %	Comments (please explain significant variances)
Staff costs				
Consultancy costs				
Overhead Costs				
Travel and subsistence				
Operating Costs				
Capital items				
Others				
TOTAL	109,965	95,577.56		

Table 2: Project mobilising of matched funding during the reporting period (1 April 2022 – 31 March 2023)

	Matched funding secured to date	Total matched funding expected by end of project
Matched funding leveraged by the partners to deliver the project.		
Total additional finance mobilised by new activities building on evidence, best practices and project (£)		

17. OPTIONAL: Outstanding achievements or progress of your project so far (300-400 words maximum). This section may be used for publicity purposes

I agree for the Biodiversity Challenge Funds Secretariat to publish the content of this section (please leave this line in to indicate your agreement to use any material you provide here).

File Type (Image / Video / Graphic)	File Name or File Location	Caption, country and credit	Online accounts to be tagged (leave blank if none)	Consent of subjects received (delete as necessary)
				Yes / No
				Yes / No
				Yes / No
				Yes / No
				Yes / No

Not applicable in the last reporting period.

Annex 1: Report of progress and achievements against logframe for Financial Year 2022-2023

Project summary	SMART Indicators	Progress and Achievements April 2022 - March 2023	Actions required/planned for next period
<p>Impact</p> <p>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</p>		<p>At the early stage, no progress so far</p>	
<p>Outcome</p> <p><i>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.</i></p>	<p>0.1 By June 2025, the stated intention of Chinese consumers to buy AGP and other endangered African parrots is reduced by at least 30% from baseline (A complete baseline to be established in 2022 through consumer survey)</p> <p>0.2 By June 2025, the number of offers for sale on targeted online platforms of AGPs and other endangered African parrots has declined by 50% versus the baseline (Baseline: to be established in 2022, via match-funded market research)</p> <p>0.3 By June 2025, more than 80% of China's members of the Coalition to End Wildlife Trafficking Online are committed to share project behaviour change messaging, including of zero tolerance for illegal trade in AGP and other illegally traded endangered African parrots beyond project end (Baseline: previous efforts at engaging internet practitioners have not specifically focused on African parrots)</p> <p>0.4 By June 2025, at least 50% of Chinese companies TRAFFIC reached in Cameroon and DRC under this</p>	<p>At the early stage, no progress so far</p>	<p>No</p>

Project summary	SMART Indicators	Progress and Achievements April 2022 - March 2023	Actions required/planned for next period
	<p>project integrate new policies or training to prevent IWT, and/or distribute messaging to employees of zero tolerance of IWT, using AGP as a flagship, and recognising the impacts of IWT on local communities.</p> <p>0.5 By December 2025, Chinese policy, strategies or messaging for the live pet trade respond to the need to reduce demand for AGP and other endangered African parrots in China (Baseline: no specific messaging from the government on parrots).</p>		
<p>Output 1.</p> <p>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.</p>	<p>1.1 List of AGP SBC expert Group and meeting minutes.</p> <p>1.2 Questionnaire survey results, records/summary of in-depth consumer interviews</p> <p>1.3 Consumer study report available for further project activities.</p> <p>1.4 Records/summary of in-depth interviews of stakeholders along the value chain, including Chinese nationals in Cameroon, DRC,</p> <p>1.5 Analysis of the value chain behaviours available for further project activities.</p> <p>1.6 Behaviour strategy document, with influence plan and brief for creative agencies, is available to guide further project activities.</p> <p>1.7 An internal market analysis, presenting a rapid baseline analysis of existing trade information in Chinese</p>	<p>The progress of Output 1 is on track, including</p> <ul style="list-style-type: none"> • the establishment of SBC expert group (Annex 4.1-4.3) • questionnaire for qualitative survey and screening form developed (Annex 4.4 & 4.5) • questionnaire for in-depth interviews of value chain study (Annex 4.6) • 30 Chinese nationals in African countries interviewed (with interview records in Chinese in Annex 4.7) • AGP historical trade data briefing (Annex 4.8) • AGP online market monitoring findings (Annex 4.9) 	

Project summary	SMART Indicators	Progress and Achievements April 2022 - March 2023	Actions required/planned for next period
	<p>consumer markets (including from TRAFFIC's e-monitoring, WITIS database)</p> <p>1.8 Online market monitoring findings</p>		
<p>Activity 1.1</p> <p>By September 2022, an AGP SBC Expert Group is in place to support the behaviour change campaign design in China.</p>		Completed	Regular meetings and information sharing with the experts
<p>Activity 1.2 By March 2023, online quantitative research reaches a sample size of 1000 consumers representative of priority cities.</p>		Additional qualitative research was included. The design of the qualitative questionnaire and the interviewee screening form (Annex 4.4 & 4.5) was developed.	The qualitative research will be completed in April 2023 and quantitative online research will be conducted in May 2023.
<p>Activity 1.3. By June 2023, the gender-disaggregated profiles, motivations, behaviour, and potential alternatives of Chinese consumers who keep targeted parrot species as pets are fully understood.</p>		To be built on Activity 1.2	Report will be developed in June 2023.
<p>Activity 1.4 By March 2023, 30 expert and in-depth interviews implemented with Chinese nationals employed by target companies in CM and DRC, aiming to reach actors along the value chain</p>		The survey approach was adjusted, proper interviewers were selected, and questionnaire was designed	The third-party observations and interview report will be completed in April 2023
<p>Activity 1.5 By June 2023, the value flows, gender-disaggregated motivations, barriers, and incentives to change of key stages and actors in the value chain are fully understood, for the Chinese nationals in Cameroon, and DRC.</p>		To be built on Activity 1.4	Report will be developed in June 2023
<p>Activity 1.6 By December 2023, a coherent behaviour change strategy including an influence plan is in place for priority target groups in China and Central Africa, and for targets of dissemination and regional learning.</p>		To be built on activity 1.3 & 1.5	The behaviour change strategy will be developed in December 2023.
<p>Activity 1.7 Match funded: existing data on market trends and major markets of AGP and other endangered African parrots is available to support the project by 30 September 2022.</p>		Completed.	
<p>Activity 1.8 Match-funded: Robust, monthly updated data on the availability of AGP and other endangered African parrots is in place from Chinese-language online platforms by 31 March 2025.</p>		Market monitoring report for baseline is drafted in Chinese and monthly online monitoring will be continued.	The monthly online monitoring will be conducted.
<p>Output 2.</p> <p>By December 2024, a behaviour change campaign to reduce demand has changed attitudes and intended</p>	<p>2.1a and b Documents of key messages, records of Expert Group discussion, pre-tests, creative materials</p>	Per the workplan, this output is built on Output 1, so it is not started yet.	

Project summary	SMART Indicators	Progress and Achievements April 2022 - March 2023	Actions required/planned for next period
behaviour of Chinese consumers of APG and other endangered African parrots	(i.e. videos, posters, animations, games). 2.1b Feedback on pre-tested campaign materials 2.1c Pictures of the campaign and screenshots on the channel of delivery, press release. 2.1d Participant lists, agenda of events with pet cafes 2.2 Direct campaign feedback data (i.e. exposure, interactions, re-posts, commitments); indirect campaign feedback data (i.e. discussions and searches reflected from the e-commerce platforms of the Coalition to End Wildlife Trafficking Online) 2.3 Post-campaign evaluation report		
Activity 2.1 A behaviour change campaign targeting likely buyers of AGP and other endangered parrots (identified by online behaviour using the analytics capabilities of online platforms) is: 2.1a. designed by March 2024, with Expert Group input 2.1b. pre-tested by June 2024 2.1c. adjusted and finalised by September 2024 and rolled out online including via social media channels for consumers, and through online platforms and for pet cafés 2.1d. 3 in-person events promote campaign messaging to pet café business owners, by March 2025		Not started yet	To develop the behaviour change campaign in Yr2
Activity 2.2 By March 2025, the campaign has reached 50% of targeted high-risk consumers		Not started yet	To deliver the campaign Yr3
Activity 2.3 By June 2025, post-campaign evaluation report demonstrates the effectiveness of this demand reduction campaign for Chinese consumers (based		Not started yet	To conduct post campaign evaluation in Yr4

Project summary	SMART Indicators	Progress and Achievements April 2022 - March 2023	Actions required/planned for next period
on quantitative online research and interviews/meetings with at least 15 SBC experts and stakeholders in China).			
<p>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</p>	<p>3.1 The CSR guide document</p> <p>3.2 The updated Code of Conduct</p> <p>3.3 Records or pictures on making commitments, employee signatures, press release, newsletters.</p> <p>3.4 Meeting minutes</p> <p>3.5 Direct campaign feedback data (i.e. exposure, interactions, re-posts, commitments); indirect campaign feedback data (i.e. feedbacks from CTWPDA member company representatives)</p> <p>3.6 Post-campaign evaluation report - pre-event and post-event questionnaires to measure awareness, change in attitudes and self-reported intended behaviour.</p>	<p>Per the workplan, this output hasn't started yet, but discussions with key partners are being conducted for the implementation.</p>	
<p>Activity 3.1 By December 2023, a CSR guide, with AGP as a flagship, for Chinese companies in Cameroon and DRC is developed by TRAFFIC, and discussed with African and Chinese partners, to improve company regulations, internal messaging and practices to tackle and report illegal trade of wildlife, and practices for improving cooperation with local communities.</p>		<p>The schedule is being discussed with partners.</p>	<p>To develop CSR guide in Yr2</p>
<p>Activity 3.2. By March 2024, one updated CTWPDA's Code of Conduct (adding an article on the prevention of poaching and trafficking endangered species in Africa, with AGP as a flagship and including other parrots, and recognising the impacts of IWT in local communities while improving cooperation with local communities).</p>		<p>The schedule is being discussed with partners.</p>	<p>To update the Code of Conduct in Yr2</p>
<p>Activity 3.3 By December 2024, Code of Conduct and CSR guide are distributed to at least 30 CTWPDA members and other Chinese companies in Cameroon and DRC identified in output 1.5. see 0.4 for onward actions /messaging to employees)</p>		<p>Not started yet</p>	<p>Built upon previous activities</p>

Project summary	SMART Indicators	Progress and Achievements April 2022 - March 2023	Actions required/planned for next period
Activity 3.4 Representatives of at least 10 African communities and Chinese companies, have held joint discussion on implementation of the CSR Guide and Code of Conduct (match-funded via NORAD)		Not started yet	Built upon previous activities
Activity 3.5 SBC campaign has reached 50% high-risk Chinese employees in Cameroon and DRC through CTWPDA member companies and social media user tags (complementary to activity 2.1 and 2.2)		Not started yet	Built upon previous activities
Activity 3.6 By June 2025, a post-campaign evaluation report demonstrates the effectiveness in changing behaviour of issues related to IWT by Chinese nationals and improved relationship with local communities (based on post-campaign interviews/meetings with stakeholders in the value chain of CM and DRC).		Not started yet	Built upon previous activities
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	<p>4.1 Market review and monitoring research reports published. Records of new data available on WITIS.</p> <p>4.2 Event participant list, agenda and summary, site photos, CITES Guidance on Demand Reduction</p> <p>4.3 Workshop participant list, agenda and summary, screenshots</p>	Per workplan, this output collects the findings and experiences of previous outputs. In the reporting period, only the baseline market monitoring report should be developed, which is completed in Annex 12.	
Activity 4.1 Match funded: Levels of trade data availability of AGP and other endangered African parrots in China: two reports (including trade information and analysis, market availability, trade routes and prices) completed and disseminated to relevant stakeholders by March 2023 (match confirmed) and March 2025 (match pending).		The first report in Chinese is developed.	To develop the second report in Yr4
Activity 4.2 By December 2025, at least one side event at CITES Standing Committee (or other international conference identified in the influence plan) gathers relevant stakeholders to brief them on the project findings and results integrated into CITES Guidance on Demand Reduction and build consensus on demand reduction and behaviour change relating to target species.		Not started yet	Built upon previous activities
Activity 4.3 By December 2025, a total of at least 50 experts and stakeholders from public and private sector attend two webinars (one in Chinese and one in English, promoted through changewildlifeconsumers.org community of practice) to share lessons learned from the project.		Not started yet	Built upon previous activities

Annex 2: Project’s full current logframe as presented in the application form (unless changes have been agreed)

Project Summary	SMART Indicators	Means of Verification	Important Assumptions
<p>Impact: (Max 30 words) 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</p>			
<p>Outcome: (Max 30 words) 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.</p>	<p>0.1 By June 2025, the stated intention of Chinese consumers to buy AGP and other endangered African parrots is reduced by at least 30% from baseline (A complete baseline to be established in 2022 through consumer survey)</p> <p>0.2 By June 2025, the number of offers for sale on targeted online platforms of AGPs and other endangered African parrots has declined by 50% versus the baseline (Baseline: to be established in 2022, via match-funded market research)</p> <p>0.3 By June 2025, more than 80% of China’s members of the Coalition to End Wildlife Trafficking Online are committed to share project behaviour change messaging, including of zero tolerance for illegal trade in AGP and other illegally traded endangered African parrots beyond project end (Baseline: previous efforts at engaging internet practitioners have not specifically focused on African parrots)</p> <p>0.4 By June 2025, at least 50% of Chinese companies TRAFFIC reached in Cameroon and DRC under</p>	<p>0.1 Consumer survey records/summary, and post-campaign evaluation (see 2.3)</p> <p>0.2 Market monitoring data on online availability of parrots (match-funded)</p> <p>0.3 Coalition member commitments, action plans and activity reports.</p> <p>0.4 Written or online commitments made by Chinese companies and webinars</p> <p>0.5 Policy, messaging or strategy adopted by the Chinese governments</p>	<p>Chinese leadership and government maintain strong political will to implement their demand reduction commitments under CITES DR Resolution 17.4 through the Post 2020 GBF Targets 5 and 16, and the political ideology of "Ecological Civilization" encouraging relevant departments and citizens to combat wildlife crime, reduce demand for illegal wildlife products and take responsibility to protect biodiversity.</p> <p>We will understand more about the actors along the supply chain through Output 1, including establishing expected numbers to reach. The initial, evidence-based assumption is that Chinese nationals are key players in trafficking and trading AGP.</p> <p>Transport restrictions, major city lockdowns and strengthened wildlife law enforcement due to Covid-19 do not have major impacts on baselines in 2022 (e.g. creating a significant temporary reduction in data on availability in online markets), masking project</p>

	<p>this project integrate new policies or training to prevent IWT, and/or distribute messaging to employees of zero tolerance of IWT, using AGP as a flagship, and recognising the impacts of IWT on local communities.</p> <p>0.5 By December 2025, Chinese policy, strategies or messaging for the live pet trade respond to the need to reduce demand for AGP and other endangered African parrots in China (Baseline: no specific messaging from the government on parrots).</p>		<p>impacts in follow-up surveys in 2023.</p> <p>Upcoming policies are expected to legalise additional captive-bred species as pets including parrots, creating an opportunity for TRAFFIC to influence the Chinese Government plans and policies relating to live pet trade.</p>
<p>Outputs:</p> <p>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.</p>	<p>1.1 By September 2022, an AGP SBC Expert Group is in place to support the behaviour change campaign design in China.</p> <p>1.2 By March 2023, online quantitative research reaches a sample size of 1000 consumers representative of priority cities.</p> <p>1.3. By June 2023, the gender-disaggregated profiles, motivations, behaviour, and potential alternatives of Chinese consumers who keep targeted parrot species as pets are fully understood.</p> <p>1.4 By March 2023, 30 expert and in-depth interviews implemented with Chinese nationals employed by target companies in CM and DRC, aiming to reach actors along the value chain</p>	<p>1.1 List of AGP SBC expert Group and meeting minutes.</p> <p>1.2 Questionnaire survey results, records/summary of in-depth consumer interviews</p> <p>1.3 Consumer study report available for further project activities.</p> <p>1.4 Records/summary of in-depth interviews of stakeholders along the value chain, including Chinese nationals in Cameroon, DRC,</p> <p>1.5 Analysis of the value chain behaviours available for further project activities.</p> <p>1.6 Behaviour strategy document, with influence plan and brief for creative agencies,</p>	<p>The project will be able to address the challenges of investigating illegal behaviours by using TRAFFIC's established methodology for consumer research into demand for IWT to enable the consumer research in China to generate reliable data, and by working with a company established in China and used to managing such issues.</p> <p>Methodologies used in Africa will be able to secure valuable information by integrating questions on exotic pet including parrots into interviews focused on other topics, especially timber trade. Interviews with Chinese nationals will be conducted in Chinese to maximise trust.</p> <p>In July 2022, pandemic-related travel restrictions and advice</p>

	<p>1.5 By June 2023, the value flows, gender-disaggregated motivations, barriers, and incentives to change of key stages and actors in the value chain are fully understood, for the Chinese nationals in Cameroon, and DRC.</p> <p>1.6 By December 2023, a coherent behaviour change strategy including an influence plan is in place for priority target groups in China and Central Africa, and for targets of dissemination and regional learning.</p> <p>1.7 Match funded: existing data on market trends and major markets of AGP and other endangered African parrots is available to support the project by 30 September 2022.</p> <p>1.8 Match-funded: Robust, monthly updated data on the availability of AGP and other endangered African parrots is in place from Chinese-language online platforms by 31 March 2025.</p>	<p>s available to guide further project activities.</p> <p>1.7 An internal market analysis, presenting a rapid baseline analysis of existing trade information in Chinese consumer markets (including from TRAFFIC's e-monitoring, WITIS database)</p> <p>1.8 Online market monitoring findings</p>	<p>between China and Cameroon/DRC are lifted to enable face-to-face interviews (travel to be match-funded). Otherwise, the implementation team will identify key stakeholders who contributed to the value chain, and conduct face-to-face interviews for any stakeholders who may have returned to China in response to travel restrictions, and/or online interviews based on their best availability.</p>
<p>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</p>	<p>2.1 A behaviour change campaign targeting likely buyers of AGP and other endangered parrots (identified by online behaviour using the analytics capabilities of online platforms) is:</p> <p>2.1a. designed by March 2024, with Expert Group input</p> <p>2.1b. pre-tested by June 2024</p>	<p>2.1a and b Documents of key messages, records of Expert Group discussion, pre-tests, creative materials (i.e. videos, posters, animations, games).</p> <p>2.1b Feedback on pre-tested campaign materials</p>	<p>The political environment in China is friendly to TRAFFIC communications and campaigns. A good foundation for this is our SBC Toolkit (funded by UK Home Office via the Embassy), which utilised TRAFFIC's close relationship with CWCA and NFGA to organise workshops on SBC for 400 government officers.</p>

	<p>2.1c. adjusted and finalised by September 2024 and rolled out online including via social media channels for consumers, and through online platforms and for pet cafés</p> <p>2.1d. 3 in-person events promote campaign messaging to pet café business owners, by March 2025</p> <p>2.2 By March 2025, the campaign has reached 50% of targeted high-risk consumers</p> <p>2.3 By June 2025, post-campaign evaluation report demonstrates the effectiveness of this demand reduction campaign for Chinese consumers (based on quantitative online research and interviews/meetings with at least 15 SBC experts and stakeholders in China).</p>	<p>2.1c Pictures of the campaign and screenshots on the channel of delivery, press release.</p> <p>2.1d Participant lists, agenda of events with pet cafes</p> <p>2.2 Direct campaign feedback data (i.e. exposure, interactions, re-posts, commitments); indirect campaign feedback data (i.e. discussions and searches reflected from the e-commerce platforms of the Coalition to End Wildlife Trafficking Online)</p> <p>2.3 Post-campaign evaluation report</p>	<p>To avoid a risk that a focus solely on AGP could shift demand to other parrots, AGP will be a flagship but messaging will include illegal parrot trade more broadly and messaging will be based on thorough consideration and in-depth insights (see cover letter for more details).</p> <p>Campaign influence can be amplified through e-commerce and courier industry relationships (building on our facilitation of the Coalition of Logistic and Courier Industry on “zero tolerance of delivering illegal wildlife products” and the Coalition to End Wildlife Trafficking Online), to target consumers, pass messages through e-commerce and online pet-keeper platforms, and raise awareness that couriers may refuse suspicious packages.</p>
<p>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</p>	<p>3.1 By December 2023, a CSR guide, with AGP as a flagship, for Chinese companies in Cameroon and DRC is developed by TRAFFIC, and discussed with African and Chinese partners, to improve company regulations, internal messaging and practices to tackle and report illegal trade of wildlife, and practices for improving cooperation with local communities.</p> <p>3.2. By March 2024, one updated CTWPDA’s Code of Conduct (adding an article on the prevention of</p>	<p>3.1 The CSR guide document</p> <p>3.2 The updated Code of Conduct</p> <p>3.3 Records or pictures on making commitments, employee signatures, press release, newsletters.</p> <p>3.4 Meeting minutes</p> <p>3.5 Direct campaign feedback data (i.e. exposure, interactions, re-posts, commitments); indirect</p>	<p>We assume that Covid levels in African countries mean Chinese company employees are fully based in Cameroon and DRC and TRAFFIC China staff can travel there (travel to be match-funded). Otherwise, the implementation team will reach out to relevant staff through virtual (if in Africa) or face-to-face meeting (if working from China).</p> <p>We assume that a focus solely discouraging trafficking of AGP could shift trafficking to other</p>

	<p>poaching and trafficking endangered species in Africa, with AGP as a flagship and including other parrots, and recognising the impacts of IWT in local communities while improving cooperation with local communities).</p> <p>3.3 By December 2024, Code of Conduct and CSR guide are distributed to at least 30 CTWPDA members and other Chinese companies in Cameroon and DRC identified in output 1.5. see 0.4 for onward actions /messaging to employees)</p> <p>3.4 Representatives of at least 10 African communities and Chinese companies, have held joint discussion on implementation of the CSR Guide and Code of Conduct (match-funded via NORAD;</p> <p>3.5 SBC campaign has reached 50% high-risk Chinese employees in Cameroon and DRC through CTWPDA member companies and social media user tags (complementary to activity 2.1 and 2.2)</p> <p>3.6 By June 2025, a post-campaign evaluation report demonstrates the effectiveness in changing behaviour of issues related to IWT by Chinese nationals and improved relationship with local communities (based on post-campaign interviews/meetings</p>	<p>campaign feedback data (i.e. feedbacks from CTWPDA member company representatives)</p> <p>3.6 Post-campaign evaluation report - pre-event and post-event questionnaires to measure awareness, change in attitudes and self-reported intended behaviour.</p>	<p>species, therefore AGP will be a flagship but messaging will include IWT more broadly.</p> <p>Since many Chinese companies operating in or near AGP habitat are in forestry, we assume the output can be based upon the long-term and close relationship with CTWPDA – the major Chinese timber companies are members of CTWPDA, including the state-owned companies, and we are already collaborating on timber sector work, providing an ‘in’ for conversations and commitments on IWT.</p> <p>We assume TRAFFIC’s current Norad-funded project progresses as expected. This will provide opportunities for African community representatives and timber companies to extend their engagement on CSR (on community benefits from the timber trade and improved company conducts against IWT), to what responsible corporate behaviours mean for IWT more widely and AGP in particular.</p>
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	with stakeholders in the value chain of CM and DRC).		
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	<p>4.1 Match funded: Levels of trade data availability of AGP and other endangered African parrots in China: two reports (including trade information and analysis, market availability, trade routes and prices) completed and disseminated to relevant stakeholders by March 2023 (match confirmed) and March 2025 (match pending).</p> <p>4.2 By December 2025, at least one side event at CITES Standing Committee (or other international conference identified in the influence plan) gathers relevant stakeholders to brief them on the project findings and results integrated into CITES Guidance on Demand Reduction and build consensus on demand reduction and behaviour change relating to target species.</p> <p>4.3 By December 2025, a total of at least 50 experts and stakeholders from public and private sector attend two webinars (one in Chinese and one in English, promoted through changewildlifeconsumers.org community of practice) to share lessons learned from the project.</p>	<p>4.1 Market review and monitoring research reports published. Records of new data available on WITIS.</p> <p>4.2 Event participant list, agenda and summary, site photos, CITES Guidance on Demand Reduction</p> <p>4.3 Workshop participant list, agenda and summary, screenshots</p>	Our Influence Plan will identify suitable events, stakeholders and potentially additional dissemination channels such as via the private sector or industry chambers or bodies.

Annex 3 Standard Indicators

Table 1 Project Standard Indicators

IWTCF Indicator number	Name of indicator using original wording	Name of Indicator after adjusting wording to align with IWTCF Standard Indicators	Units	Disaggregation	Year 1 Total	Year 2 Total	Year 3 Total	Total to date	Total planned during the project
IWTCF-C06	Number of consumers that have demonstrated the desired behaviour change.	Number of target audiences demonstrated the willingness to refuse illegal AGP trade	Number						
IWTCF-C07	Number of consumers targeted in demand country(ies).	Number of consumers targeted in demand country(ies)	Number						
IWTCF-C09	Number of markets trading in IWT products closed.	Number of online platforms / e-companies committed on closing/clearing the trade information of illegal AGP	Number						
IWTCF-B05	Number of best practice guides and knowledge products (i.e. product identification etc.) published and endorsed	Number of industry guides and knowledge produces published	Number						
IWTCF-D03	Number of local/national organisations with improved capability and capacity as a result of the project	Number of organisations &/or institutions in project countries with improved capability and capacity as a result of the project	Number						

Table 2 Publications

Title	Type (e.g. journals, manual, CDs)	Detail (authors, year)	Gender of Lead Author	Nationality of Lead Author	Publishers (name, city)	Available from (e.g. weblink or publisher if not available online)

Checklist for submission

	Check
Different reporting templates have different questions, and it is important you use the correct one. Have you checked you have used the correct template (checking fund, type of report (i.e. Annual or Final), and year) and deleted the blue guidance text before submission?	X
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Is your report more than 10MB? If so, please discuss with BCF-Reports@niras.com about the best way to deliver the report, putting the project number in the subject line.	X
Have you included means of verification? You should not submit every project document, but the main outputs and a selection of the others would strengthen the report.	X
Do you have hard copies of material you need to submit with the report? If so, please make this clear in the covering email and ensure all material is marked with the project number. However, we would expect that most material will now be electronic.	X
If you are submitting photos for publicity purposes, do these meet the outlined requirements (see section 17)?	X
Have you involved your partners in preparation of the report and named the main contributors	X
Have you completed the Project Expenditure table fully?	X
Do not include claim forms or other communications with this report.	