

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 2024

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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 2023-Mar 2024) and number (e.g. Annual Report 1, 2, 3)	1 st April 2023 – 31 st March 2024 (Annual Report 2)
Project Leader name	Ling [REDACTED]
Project website/blog/social media	N/A
Report author(s) and date	Xiaoyin [REDACTED] and Ling [REDACTED] 19 April 2024

1. Project summary

This project aims to reduce threats to African Grey Parrots (AGPs) and other endangered African parrots in Cameroon and the Democratic Republic of the Congo (DRC) and tackle high demand for the species in China. Global CITES data shows Africa is the main parrot exporter continent and Asia the main importer; while AGPs are the second most-traded CITES-listed parrot, classified as Endangered and listed in CITES Appendix-I in 2016. Unsustainable trade has 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.

The relationship between legal and illegal trade are complex and murky, both before and after the CITES Appendix I listing, making it a challenge to quantify the scale of illegal AGP trade.

Over 1.2 million live AGPs 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 AGPs – China’s most imported parrot, where Cameroon and DRC accounted for 17% of imports. Since 2016, trading of AGP in China has been illegal. However, 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 scale of open information exchange about purchasing and raising AGPs on China’s internet platforms demonstrates a low awareness of the species’ 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 of captive bred AGPs is illegal. 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 AGPs 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 AGPs 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.

Building 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, as well as corporate engagement and behaviour change targeting Chinese nationals in Cameroon and DRC to influence those who are considering or currently involved in the poaching and trafficking of the target parrots.

2. Project stakeholders/ partners

Partners play a crucial role in the project implementation process, and their breadth and depth of engagement greatly affect the progress of proposed project activities. The following is an overview of the key roles played by the partners of this project in different project stages over the past year.

There is strong political will from the China CITES MA to meet their demand reduction commitments under CITES Demand Reduction Resolution Conf. 17.4 (Rev.19) and Decision 18.86 - 18.87. The authority sent two representatives to attend the 2-day CITES Asian Regional Training Seminar on Demand Reduction Strategies to Combat Illegal Trade in CITES-listed Species in Singapore in October 2024, at which TRAFFIC staff were trainers. The China CITES MA was also deeply engaged in the extended SBC expert group meeting in Beijing in March 2024 to learn the five steps to develop and implement demand reduction strategies. We have been keeping close contact with the CITES MA to understand the latest policy on the protection and utilization of AGPs and other endangered parrots, which is crucial to the project’s SBC campaign design.

The China Wildlife Conservation Association (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 Conf. 17.4 (Rev.19) and Decision 18.86 - 18.87. In Y2 of this project, CWCA participated in the CITES Asian Regional Training Seminar and SBC expert group meetings, which has helped filled in their knowledge gaps on demand reduction. CWCA provided valuable technical insight to the development of the online consumer survey and in the bidding of the creative agency in the design of campaign message, as one of the key members of the SBC expert group.

The China Timber & Wood Products Distribution Association (CTWPDA) is the leading timber and wood products industry organisation in China, with more than 1500 members all over the world, including Cameroon and DRC. TRAFFIC had signed an MOU with CTWPDA in September 2023, and in Y2, building this partnership, a CSR guide was developed with support from the SBC expert group to help CTWPDA members improve company regulations, practices and messaging to tackle and report illegal trade of wildlife, as well as strategies for improving cooperation with local communities. The CSR guide will be launched with an extended Code of Conduct in CTWPDA's annual conference in June 2024. During the exchange visit of CTWPDA to Cameroon and Republic of Congo in December 2023 (funded by NORAD), TRAFFIC and CTWPDA facilitated discussions with representatives from four local communities, two Chinese companies in Cameroon and China's Congo Timber Association. The aim of these discussions was to reduce the risk of being involved in illegal trade of wildlife and timber, and promote the legal and sustainable business. This has helped to transform understanding and provide insights into sustainable approaches for the target audience and CSR strategies for supporting and conserving wildlife among locally-operated timber companies.

Building on previous discussions with ReCTrad leaders, TRAFFIC CAF conducted an exchange field visit on 7-8 March 2024 to Minko'o village, the headquarters of the ReCTrad chiefdom in southern Cameroon. The purpose was to engage in open discussions with the council of elders and youth leaders regarding AGP trafficking in relation to influence from local Chinese communities in the area. During this time, they actively collaborated and played a crucial coordinating role. See A1.4 of 3.1 for details.

Ms Xiaoyin [REDACTED], an SBC expert consultant was recruited in the last quarter of Y1 as Ms Yuqi [REDACTED]'s replacement (on maternity leave) to lead the project implementation in the first quarter of Y2.

Ms Yingqiong [REDACTED], a member of China's SBC Expert Group, joined the project team as a part-time consultant in the last quarter of Y2, providing technical support for campaign-related preparations and CSR guide draft.

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.

A1.1 Six SBC experts from industry associations, consultancy, conservation institutions, advertisement, and academia were identified and agreed to join the SBC Expert Group in Y1. During this reporting period, they were actively engaged in project implementation.

- Three members provided valuable insights and recommendations in June 2023 to help optimise the questionnaire (Annex 4.1) used in the quantitative research on the consumption of AGPs and other endangered African parrots in China.
- One member conducted a peer review of the AGP consumer survey report (Annex 4.2 and 4.3) as an external expert in January 2024, providing professional insights and modification suggestions for the target audience analysis. Subsequently, this expert was hired as a part-time consultant in March 2024 to draft the CSR guide (Annex 4.4) and support the AGP campaign preparation work.

- Two members participated in the AGP bidding proposal review meeting to identify a creative agency to design the campaign in early March.
- On 28 March 2024, members of SBC Expert Group, along with other external experts, collectively discussed the application of the five steps in social behaviour campaigns for CITES listed species, including AGPs, as outlined in the CITES Demand Reduction Guidance.

A1.2 Baseline research results (A1.7) and in-depth discussion with SBC Expert Group members helped inform the questionnaire development (Annex 4.5), which was designed by GlobeScan and TRAFFIC. Three focus group discussions and interviews with 18 individuals were held in Beijing, Chengdu and Guangzhou on 28 April 2023. The findings of the qualitative research report (Annex 4.6) had indicated that: 1) parrot owners are typically pet lovers; 2) the main motivation for owners to keep parrots is their attraction to the social and intelligent nature of parrots; 3) legal regulations regarding parrot ownership serve as an incentive for behavioral change, with participants concerned about the legality of parrot species; and 4) many participants do not perceive the pet trade as a conservation risk, as they believe that pet parrot breeding does not involve the use of wild-sourced animals. The quantitative research questionnaire (Annex 4.1) was developed in June 2023 based on these findings, available data and information obtained from A1.7 and 1.8, as well as SBC experts' feedback. The quantitative questionnaire was administered through an online survey, which yielded 1,000 equivalent valid responses in July and August 2023.

A1.3 The survey report was initially drafted in September 2023 and underwent internal reviews and discussions from October 2023 to March 2024. The discussions primarily revolved around the profile analysis and segmentation of the target audience - potential owners of AGP or know of someone in their family or friendship circle who does. The final version was completed and translated into Chinese in March 2024 (Annex 4.2 and 4.3). Key findings included the following: 1) Consumers primarily purchased AGPs and other African parrots as pets for a number of reasons, including enhancing the home atmosphere, providing positive emotions, entertainment value, and observational pleasure. African Grey Parrots are valued for their high intelligence, sociability, and the challenge they pose in training; 2) The majority of the target audience believe that purchasing pet parrots have no impact on wild parrots or may even drive an increase in their population; 3) One-third of respondents believe that a population of parrots born and reared in captivity is equivalent to a population of wild parrots; 4) As with all Intenders, African parrot intenders prefer parrots born in captivity (43%) over those born in the wild (3%), while 54 percent have no preference; 5) Most believe that captively bred parrots can help save endangered wild populations; 6) Nearly three-quarters of the target audience research parrot care issues in advance; 7) The vast majority of AGP and other endangered African parrot owners/know Owners or Intenders believe that pet parrots are born through captive breeding, while a small percentage (11%) are unsure of their origin; 8) Compared to the overall sample, the target audience (potential AGP owners or know of people who owns) is more inclined to endorse the legal purchase of all parrots born in captivity and the legal trade of all parrot species, as long as they are not captured from the wild. Based on the above findings, a briefing paper (Annex 4.7) was drafted to support the creative agency's development of the SBC campaign's messaging.

A1.4 This activity was completed with support from the CTWPDA in Y1. In Y2, as part of the intervention strategy alongside the value chain study, the project has identified communities in Cameroon to engage in discussion around AGP trafficking. In total, 10 communities were identified around Lobeke National (Mambele, Ndongo, Mikel, Koumela, Lokomo, Libongo, Ngolla 120, Momboué, Bela, Tembe piste). The area is a transboundary landscape between Cameroon, Central Africa Republic and Congo, and one of the biggest AGP trafficking hotspots in Central Africa, with Chinese timber companies around the buffer zone of the Lobeke National Park. The discussions were initiated through the Lobeke National Park conservator and the ReCTrad coordinator together with the communities' leaders about the field mission of the TRAFFIC team and discussion about their needs and aspirations in contributing to the fight against AGP trafficking.

Building on previous discussions with ReCTrad leaders, TRAFFIC Central Africa (CAF) conducted an exchange field visit on 7-8 March 2024 at Minko'o village, the RecTrad chiefdom headquarters in southern Cameroon. The aim of the visit was to hold open discussions with the council of elders and youth leaders about AGP trafficking and Chinese influence to the illicit trade in the area. During the meeting, TRAFFIC CAF highlighted to the community the global AGP trade ban and the Class A classification under of Cameroon's national wildlife laws, as a result of the unsustainable harvesting and exploitation of AGP worldwide and in Central Africa to satisfy the international demand, particularly from China and other Asian markets. The elders recalled an abundant parrot population in the area during the "old days" where they would use traditional methods like rubber glue traps to capture parrots. They referred to parrots generally rather than specifically about AGP, and did not have specific details about AGP trafficking. Information collected during the discussion showed the prevalence of parrot trafficking in the area and the suggestion that there is always a Chinese buyer behind the chain, although specific information could not be shared. So, the need to carry out a bigger sensitization campaign for local communities in identified trafficking hotspots of southern and eastern parts of Cameroon was identified as a behaviour change priority. Surprisingly youth leaders had no information about the AGP trade ban and the penalty awaiting traffickers, be it capturer, middlemen, or final buyers.

In addition, as mentioned in "2. Project stakeholders/partners", the discussions with local Chinese companies in Cameroon and Republic of Congo were conducted by TRAFFIC and CWTPDA in December 2023 to increase understanding of Chinese companies about the risks and possible motivations of Chinese nationals of being involved in illegal trade of wildlife and timber along the value chain.

A1.5 Based on interviews with individuals, groups and communities along the value chain, a report was drafted in July 2023 and finalised (Annex 4.8) in March 2024 after following internal review and revisions. The primary findings indicate that 1) most respondents (85%) in the supply chain survey were aware of the rare bird trade, with 12% mentioning AGP involvement; 2) respondents with no prior experience in exotic animal trade still demonstrated knowledge of fraudulent activities in Cameroon and Democratic Republic of the Congo, indicating the widespread presence of bribery, weak enforcement, and in particular lenient punishment for illegal wildlife trade; 3) the AGP trade is highly precarious because of difficulties in keeping parrots alive during transportation; 4) respondents noted that AGP prices have increased over time, likely due to the growing scarcity of AGP in the wild. Prices tend to be lower during the breeding season, dry season and early stages of life. The value chain survey report plays a crucial role in providing essential support in drafting briefing papers and formulating targeted campaign strategies.

A1.6 Based on the results of A1.2-1.5, an Influence Plan (Annex 4.9) and Briefing Paper (Annex 4.7) were drafted in January and March 2024, respectively, which will be shared with the creative agency to aid in the design campaign messaging, once the two documents are further refined based on feedback from the SBC expert group.

A1.7 This activity was completed in Y1. The research findings (Annex 4.10) indicate 1) AGPs are smart and talkative animals; 2) Captive breeding of AGPs in China is prevalent, and associated technology for breeding is sufficiently advanced, while there are established breeding and utilisation certificates which are required for captive breeding; 3) Traders and consumers are generally aware of the legal status of this species; 4) The highest price per individual is around CNY12,000 (GBP1300), the average price is CNY7000 (GBP780), and the price per egg is around CNY1200 (GBP130); 5) AGP consumers are widely distributed in China while sellers are mainly in Henan, Hainan, Shandong, Fujian, Guangdong, Jiangsu and Sichuan; 6) Trade information about the species, despite being illegal, is mainly posted on Baidu posting bar and WeChat; 7) In May and August 2023, the National Forestry and Grassland Administration (NFGA) twice publicly solicited opinions on the "Management Measures for Special Labels for Terrestrial Wildlife and Its Products (Draft for Comments)" and the scope of special labels. Among them, the African Grey Parrot and 11 other parrot species have been included in the scope of special labels for terrestrial wildlife and its products (first batch). At present, NFGA is still in the stage of soliciting opinions. If this comes into effect, the commercial trade of this species from legally

registered farms will be legalised, which would greatly influence the design of the campaign message.

A1.8 As of this reporting period, the monthly survey to monitor the sale or offers for sale of AGP sourced from African Congo region covered a range of prominent e-commerce and social media platforms in China, encompassing JD, Taobao, Douyin, Xiaohongshu, Xianyu, WeChat, Kwai, and Baidu Post Bar. The cumulative survey records show 340 advertisements between April to December 2023. The survey results of the January, February and March 2024 are currently being screened and tabulated. A total of 4 species have been recorded for sale, including red-fronted parrot (*Poicephalus gulielmi*, nine records, no price information), Rueppell's parrot (*P. rueppellii*, one record, CNY18,000), Senegal parrot (*P. senegalus*, 52 records, CNY2500 as the average price from 13 records) and African grey parrot (*Psittacus erithacus*, 271 records, CNY6700 as the average price from 75 records). The average price for AGP has slightly reduced by CNY300 since October 2022.

In addition, the project team also completed a rapid analysis of AGP seizures using TRAFFIC's WiTIS (Wildlife Trade Information System) database. Since January 2021, there have been 29 cases, three of which occurred in Cameroon, five in DRC, one in Hong Kong SAR, and one in Zhuhai, China. The confiscated items included live African Grey Parrots and African Grey Parrot eggs.

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

In accordance with IWTCF's financial requirements, a tender process was conducted to identify a creative agency for the development of the SBC consumer campaign. In March 2024, Interone (<https://www.interone.cn/zh/home>) was selected as the qualified candidate through a bidding interview on 12 March 2024. The campaign design will start in the next quarter.

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

A3.1-3.4 The structure of the CSR guide for Chinese companies in Cameroon and DRC was drafted and discussed with CTWPDA in September 2023. The draft CSR guide (Annex 4.4) was developed by one member of the SBC Expert Group in March 2024 based on the information compiled by CTWPDA and TRAFFIC, and is now undergoing internal review by CTWPDA. The CSR guide will be launched with an extended Code of Conduct in CTWPDA's annual conference in June 2024, which will not only facilitate the guide's adoption among their members but also enhance its member companies' awareness of combating illegal wildlife trade.

Besides these collaborations, on 25 September 2023, during the 2023 World Hardwood Conference, TRAFFIC signed an MOU with CTWPDA to promote sustainable development in the hardwood industry and prevent poaching and trafficking of endangered species, including AGPs (funded by NORAD project). The MOU also underscores TRAFFIC's commitment in providing training on how the Code of Conduct can be adhered to, and how the CSR guide can be implemented by CTWPDA members. In December 2023, TRAFFIC and CWTPDA jointly visited Cameroon and Republic of Congo to engage with local timber companies. These discussions between Chinese companies and local community representatives focused on the CSR guide contents, including measures for preventing illegal wildlife trade, and establishing sustainable timber supply chains.

A3.5-3.6 No activity during this reporting period.

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

A4.1 No activity planned in this reporting period.

Other activities will be conducted in following financial years per the project 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.

In China, a statistically significant quantitative survey conducted with 1000 consumers from priority cities (Annex 4.2), and qualitative interviews (Annex 4.6), have helped clarified the consumer profiles, motivations, barriers and incentives to change when it comes to the keeping of AGP as pets, and identified suitable alternative behaviours to owning endangered parrots.

In Cameroon and the DRC, the value chain study report (Annex 4.8) has also clarified the value flows in the parrot trade, and the motivations, barriers, and incentives to change for Chinese nationals potentially involved in trafficking AGPs.

Match-funded market research has generated baselines and further information on China's parrot trade and trends (Annex 4.8).

An overarching SBC strategy and an influence plan (Annex 4.9), as well as an APG SBC Expert Group who are deeply engaged in key aspects of the project, have also helped shape understanding of AGP demand and trafficking.

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

Activities of this output has just started, and progress under A2.1 will facilitate the 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

Activities of this output has just started, and progress under A3.1-3.4 will facilitate the implementation towards O3.

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, baseline for O4 has been established with the completion of A4.1, prior to the execution of the SBC campaign, as well as 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 that the campaign message will be appropriately designed based on reliable findings from consumer and value chain insights. This will contribute to the successful implementation of activities targeting Chinese AGP consumers as well as citizens of Cameroon and the Democratic Republic of the Congo. Also, the project findings and discussions has helped establish the foundation for private sector engagement and information sharing to echo the necessity and feasibility of reducing the demand of illegal wildlife products.

However, in May and August 2023, the National Forestry and Grassland Administration twice publicly solicited opinions on the "Management Measures for Special Labels for Terrestrial Wildlife and Its Products (Draft for Comments)" and the scope of these special labels. At present, it is still in the stage of soliciting opinions. If it comes into effect, the commercial trade of AGP and 11 other parrot species from legally registered farms will be legalised, given they are among the first batch of terrestrial wildlife and its products to be considered. The design and delivery of the project's campaign message may need to be reconsidered in order to achieve Outcome indicators. TRAFFIC China will keep close contact with China CITES MA, a project partner, to understand the latest policy on the utilisation of AGPs and other endangered parrots.

3.4 Monitoring of assumptions

The assumptions remain unchanged except for:

Output Assumption: 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.

Based on the updated NORAD project work plan, there will be no industry exchange visits from China to Central African countries, so an in-person joint discussion between African communities and Chinese companies on implementation of the CSR Guide and Code of Conduct will not be organised. The alternative plans could be 1) to hold a virtual discussion with the re-allocated cost of simultaneous interpretation in Chinese and French; or 2) to hold separate discussions with foreign based Chinese companies and local communities, making use of existing travel budget and plans to travel to Cameroon and DRC (CTWPDA and TRAFFIC China Office), and NORAD co-funding (TRAFFIC Central Africa Office).

Outcome Assumption: 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.

When designing this project, we were aware of a new policy regarding wildlife pets, but we did not anticipate that African grey parrots, as a CITES I-listed species, would be among those in the allowed trade category. If this policy is implemented, our campaign will need to focus on reducing the demand for AGPs from illegal sources, as distinct from ones derived from legitimate breeding facilities. This will be a great challenge to distinguish between farmed and wild populations, and what the impact on populations of AGPs from Africa may be. So, on the one hand, the new policy's will need to be closely monitored, and on the other, we should develop and prepare a "Plan B" with the creative agency and SBC expert group, ensuring the project outcome can still be achieved.

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

Original expected 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.

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 address the 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.

By the time of reporting, the project has been implemented for 21 out of 42 months. The foundation work including research has been completed, and preparations for campaign design and other ground activities have not yet begun, so the impact has not been shown.

4. Thematic focus

As per 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 completed the foundational research, and preparations for campaign design and other ground activities have not yet begun, so evidence of intended impact is not yet shown, and the achievements are not yet ready in the current stage of the project.

5. Impact on species in focus

By the time of reporting, the project has been implemented for 21 out of 42 months. The impact of the project on the species in focus is not evident yet, as only the foundation research work has been completed. With the upcoming campaign development and other on-the-ground activities, a change in consumer behaviour and trafficking activities may eventuate.

Findings from current completed research work is influencing campaign design and approaches taken in the project’s remaining activities. Interviews that were conducted found that DRC was the source of 85% social media posts advertising parrots for export. As a result, when designing of campaign, a greater emphasis should be placed on Chinese nationals in the DRC as a key target audience. The online campaign messaging will be amplified through members of the Coalition to End Wildlife Trafficking Online, particularly Baidu, which was found with 90.5% of the total number of illegal trade advertisements during the project’s online surveys. A combination of the campaign delivery and the wide distribution of the campaign’s messaging via the Coalition members and other campaign supporters in the private sector will make it possible to achieve the project’s target ‘impact’ of a 30% decline in intention-to-buy exotic pets possible.

6. Project support for multidimensional poverty reduction

By significantly reducing demand for AGPs, 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, a transboundary landscape between Cameroon, Central Africa Republic and Congo, 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 (GESI)

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 .	CWCA: 50% women as Deputy Secretary General in the senior leadership team CTWPDA: 50% women as Deputy Director General/ Deputy Secretary General in the senior leadership team

GESI Scale	Description	Put X where you think your project is on the scale
Not yet sensitive	The GESI context may have been considered but the project isn't quite meeting the requirements of a 'sensitive' approach	
Sensitive	The GESI context has been considered and project activities take this into account in their design and implementation. The project addresses basic needs and vulnerabilities of women and marginalised groups and the project will not contribute to or create further inequalities.	X
Empowering	The project has all the characteristics of a 'sensitive' approach whilst also increasing equal access to assets, resources and capabilities for women and marginalised groups	
Transformative	The project has all the characteristics of an 'empowering' approach whilst also addressing unequal power relationships and seeking institutional and societal change	

TRAFFIC has a non-discrimination policy in relation to GESI. This project strives for GESI throughout planning and implementation. A gender-sensitive approach has been taken during the recruitment of members of the SBC Expert Group, consumer research, value chain survey, bidding process for a qualified creative agency to design behaviour change materials and campaigns, and SBC-related meeting delivery. Project staffing supports female leadership and both Project Lead and Project Supervisor are females. 62.5% of project team members are females. The goal of GESI has been 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.

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) with 7.5-years' experience has been providing overall M&E supervision during the project implementation. The following elements have ensured a "real-time" approach to monitoring:

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.

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.

Six-monthly technical progress assessments, and this Y2 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 personnel change request was sent and approved in October 2023 and a financial change request was sent and approved in December 2023).

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. The monthly online survey of AGP and other endangered African parrot trade in Chinese-language online platforms has also helped to increase understanding of the trade dynamics resulting from policy changes, law enforcement efforts and other relevant factors. Key elements of M&E for each output are as follows.

Output 1: consumer questionnaires (including qualitative and quantitative) and in-depth interviews along the value chain, and the corresponding reports, have been analysed to inform a behaviour strategy with influence plan and briefing paper for creative agencies. A rapid baseline analysis of existing trade information in Chinese consumer markets and monthly online market monitoring findings has been 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: the campaigns 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: TRAFFIC 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.

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

The biggest lesson learned in project implementation concerns project delays. Due to insufficient estimation of the difficulty and duration needed to effectively execute an activity during the project design phase, as well as unexpected personnel changes, the project activities were not completed on time within the established timeframe. Therefore, two financial change requests and personnel change requests were submitted separately to minimise the risk of project delay. If we had to do it again, we would 1) Ensure that the project team has sufficient human resources,

especially reserve resources; 2) Reserve some time buffer in the project plan to cope with unforeseeable delays. In Y3, the project team will continuously monitor progress and adjust plans in a timely manner to address delays. If necessary, we will resubmit the 3rd financial change request to ensure that the postponed activities can proceed smoothly.

The other lesson is learned from the field visit carried out on 7-8 March 2024, which is an important direct exchange with local stakeholders for better understanding of their perception about a social phenomenon. Conservation community tends to assume and take for granted that the outside world sees things or social phenomenon with the same lens. So, despite the ban in AGP trade, there is still a vast majority of people not aware this legal prohibition.

Another lesson learned is the importance of traditional structures for an SBC campaign. The fear of social traditional sanctions in community members are more effective than the state legal system and their sanction, which will be accounted in the future SBC campaign design targeting local communities if the additional financial support is available.

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

There are two comments from the review of Y1 Annual Report, which are requested to provide responses in Y2 Annual Report.

1. There is little discussion on the MEL, baseline data collection, or activities relating to the improvement of livelihoods for forest people in the DRC/Cameroon. This requires attention as the project moves into subsequent stages.

The details have been presented under A1.2-1.8 of Section 3.1, and Section 8. Even though livelihood improvement activities were identified, and their importance recognised, it was not part of the project log frame activities. So, this could not be done in this project phase. Depending on future funding opportunities, ongoing discussion with RecTRAD considers this activity as a priority for future work to be done in identified AGP trafficking hotspots.

2. Please provide more detail on how partners have managed their relationships

More details have been described in the section “2. Project Stakeholders/partners” of the Y2 Annual Report.

Regarding the comment on “Would it be possible to integrate numbers on the actual trade in AGPs to show realised impact of the campaign”, although there is no response needed, in Y2 Annual Report, we have added the relevant data in the descriptions of Activity 1.7 and 1.8.

11. Risk Management

The risk registration form is updated in Annex 4.12.

There is one new risk that arose in the last 12 months. In May and August 2023, the National Forestry and Grassland Administration twice publicly solicited opinions on the "Management Measures for Special Labels for Terrestrial Wildlife and Its Products (Draft for Comments)" and the scope of these special labels. At present, it is still in the stage of soliciting opinions. If it comes into effect, the commercial trade of AGP and 11 other parrot species from legally registered farms will be legalised, given they are among the first batch of terrestrial wildlife and its products to be considered. The design and delivery of the project's campaign message may need to be reconsidered in order to achieve Outcome indicators. TRAFFIC China will keep close contact with China CITES MA, a project partner, to understand the latest policy on the utilisation of AGPs and other endangered parrots, and then develop and prepare a “Plan B” with the creative agency and SBC expert group, ensuring the project outcome can still be achieved.

In addition, given the prolonged annual work plan approval process for all international NGOs in China, which precludes the execution of any ground activities until approval is obtained, the unspent funds are carried forward to the next financial year with the donor's approval.

12. Sustainability and legacy

The project is currently in its middle stage, having completed the foundational research and recently initiated campaign development. It will soon enter a phase where the project will seek to reach and influence its target audiences. Therefore, evidence of increased interest and capacity resulting from the project may not be present yet, but may soon be. However, project partners have identified opportunities for policy improvement and extending the project's influence.

as it stands, the post-project sustainable benefits are still valid. In the long term, the CoC and CSR Guide, for example, can be adopted and used by companies to reduce the risk of being involved in IWT and foster benefits to biodiversity conservation in source countries.

Additionally, dissemination of the campaign messaging to audiences internationally through the Community of Practice and with CITES, beyond the confines of the project countries, will likely strengthen the global capacity for effective SBC relating to exotic pets. Lessons from the innovative application of SBC to Chinese investments in Africa will inform future efforts to align this investment with CSR practices and to combine SBC efforts in source and destination countries.

13. IWT Challenge Fund identity

By the time of reporting, all research and in-kind publications under Output 1 and 3 have provided clear acknowledgments of IWTCF. At the annual SBC expert meeting on 28 March 2024, the donor information including the logo of IWTCF was presented in the backdrop of the presentation.

14. Safeguarding

Has your Safeguarding Policy been updated in the past 12 months?	No. TRAFFIC has a safeguarding statement which is published on the website here (https://www.traffic.org/our-policies/). The safeguarding statement has not been updated but is currently being reviewed along with the introduction of a new SEAH (Sexual Exploitation and Harassment Policy). Our Policies - TRAFFIC - The Wildlife Trade monitoring network. The safeguarding statement has not been updated but is currently being reviewed along with the introduction of a new SEAH (Sexual Exploitation and Harassment Policy)
Have any concerns been reported in the past 12 months	No
Does your project have a Safeguarding focal point?	Yes, Linda [REDACTED] who is the Safeguarding focal point in TRAFFIC China.
Has the focal point attended any formal training in the last 12 months?	Yes On 4 March 2024 Risk Assessment and Management training was conducted for TRAFFIC China. Exercises and discussions were conducted to help staff identify risks they might face during the physical and online market survey. Corresponding risk control and mitigation measures were discussed and recorded.

What proportion (and number) of project staff have received formal training on Safeguarding?	Past: 100% [16] Planned: 100% [16] All new staff must go through a presentation called 'Protecting People and the Organisation' as part of their induction, and existing staff are also invited to attend. It covers TRAFFIC's risk management framework including safeguarding and human rights.
Has there been any lessons learnt or challenges on Safeguarding in the past 12 months? Please ensure no sensitive data is included within responses.	Not for safeguarding itself, but it would be better to translate TRAFFIC's safeguarding statement into Chinese if the funding is available, in order to assist staff and partners in China to better understand the policy.
Does the project have any developments or activities planned around Safeguarding in the coming 12 months? If so please specify.	No.
Please describe any community sensitisation that has taken place over the past 12 months; include topics covered and number of participants.	No.
Have there been any concerns around Health, Safety and Security of your project over the past year? If yes, please outline how this was resolved.	No.

15. Project expenditure

Table 1: Project expenditure during the reporting period (April 2023-March 2024)

Project spend (indicative since last Annual Report)	2023/24 Grant (£)	2023/24 Total actual IWT Costs (£)	Variance %	Comments (please explain significant variances)
Staff costs (see below)				An amount of [REDACTED] of staff cost was approved to shift from Y2 to Y3.
Consultancy costs				An amount of [REDACTED] of the second payment of the consultancy costs for GlobeScan (the research company) was approved to shift from Y2 to Y3
Overhead Costs				An amount of [REDACTED] of overheads for Demand Reduction Manager and Demand Reduction Officer was approved to shift from Y2 to Y3.
Travel and subsistence				An amount of [REDACTED] of travel and subsistence costs for M&E travel has

				been approved to shift from Y2 to Y3.
Operating Costs				<p>1. The majority of the budget allocated for the annual SBC workshop was preserved due to several cost-effective decisions:</p> <p>i) Local Participation: The selection of participants was limited to the local area, which eliminated the need for hotel accommodations and associated expenses.</p> <p>ii) Venue Selection: The venue was thoughtfully chosen based on a recommendation from the China CITES MA. This location offered a significantly reduced price, contributing to the overall savings.</p> <p>iii) No Expert Fee: The workshop did not incur any costs for expert speakers, as their contributions were made on a voluntary or in-kind basis.</p> <p>2. The budget for CSR development was also conserved as all discussions were facilitated through online platforms or at TRAFFIC's new office, which is equipped with a spacious meeting room. This approach not only reduced costs but also increased the efficiency and accessibility of the meetings.</p>
Capital items (see below)				
Others (see below)				
TOTAL	199,813	150,281.72		

Table 2: Project mobilised or matched funding during the reporting period (1 April 2023 – 31 March 2024)

	Secured to date	Expected by end of project	Sources
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Matched funding leveraged by the partners to deliver the project (£)		CWCA's in-kind support CTWPDA's in-kind support
Matched funding leveraged by TRAFFIC's other projects to deliver this project (£)		W-TRAPS CEPF NORAD TRAFFIC Staff time (Asia Regional Director)
Total additional finance mobilised for new activities occurring outside of the project, building on evidence, best practices and the project (£)		

16. Other comments on progress not covered elsewhere

No.

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 to edit and use the following for various promotional purposes (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 including description, country and credit	Social media accounts and websites to be tagged (leave blank if none)	Consent of subjects received (delete as necessary)
				Yes / No
				Yes / No
				Yes / No
				Yes / No
				Yes / No

Annex 1: Report of progress and achievements against logframe for Financial Year 2023-2024

Project summary	Progress and Achievements April 2023 - March 2024	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 current stage, no progress is evident.</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>Outcome indicator 0.1</p> <p>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>Evidence provided in section 3.1 of the report and Annex 4.2, 4.3, 4.7, 4.8 & 4.9 suggest that the indicators achieved show a clear and achievable path to this outcome.</p>	<p>To develop and conduct the behaviour change campaign in Y3</p>
<p>Outcome indicator 0.2</p> <p>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>At this stage, no progress is evident.</p>	<p>The second market monitoring report will be developed in Y4.</p>
<p>Outcome indicator 0.3</p> <p>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>At this stage, no progress is evident.</p>	<p>N/A</p>
<p>Outcome indicator 0.4</p> <p>By June 2025, at least 50% of Chinese companies TRAFFIC reached in Cameroon and DRC under this project integrate new policies or training to prevent IWT, and/or distribute messaging to</p>	<p>At this stage, no progress is evident.</p>	<p>CSR guide will be finalised and adopted by CTWPDA and referred by CTWPDA's members to update their policies to prevent IWT in Y3.</p>

employees of zero tolerance of IWT, using AGP as a flagship, and recognising the impacts of IWT on local communities.		
Outcome indicator 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).	At this stage, no progress is evident.	N/A
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 indicator 1.1 By September 2022, an AGP SBC Expert Group is in place to support the behaviour change campaign design in China.	Completed	Regular meetings and information sharing with the experts.
Output indicator 1.2 By March 2023, online quantitative research reaches a sample size of 1000 consumers representative of priority cities.	Completed. Evidence provided in section 3.2 of the report and Annex 4.1, 4.2, 4.3, 4.5, 4.6	N/A
Output indicator 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.	Completed. Evidence provided in section 3.2 of the report and Annex 4.2 & 4.3	To be used for campaign design in Y3.
Output indicator 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.	Completed	N/A
Output indicator 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.	Completed. Evidence provided in section 3.2 of the report and Annex 4.8	To be used for campaign design in Y3.
Output indicator 1.6	Completed. Evidence provided in section 3.2 of the report and Annex 4.7 & 4.9	To be used for campaign design in Y3.

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.		
Output indicator 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.	Completed. The first Chinese report has been completed in Y1. As required, a corresponding English version was developed in Y2. Evidence provided in section 3.2 of the report and Annex 4.10 (in English).	N/A
Output indicator 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.	In progress. Evidence provided in section 3.2 of the report and Annex 4.11 (in English)	Monthly online monitoring will continue to be conducted.
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 indicator 2.1a Designed by March 2024, with Expert Group input	Not started yet	To develop the behaviour change campaign in Y3.
Output indicator 2.1b Pre-tested by June 2024	Not started yet	To conduct campaign pre-test in Y3.
Output indicator 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.	Not started yet	To conduct the campaign in Y3.
Output indicator 2.1d 3 in-person events promote campaign messaging to pet café business owners, by March 2025.	Not started yet	To conduct the workshops in Y3.
Output indicator 2.2 By March 2025, the campaign has reached 50% of targeted high-risk consumers	Not started yet	Build upon previous activities.
Output indicator 2.3 By June 2025, post-campaign evaluation report demonstrates the effectiveness of this demand reduction campaign for Chinese	Not started yet	To conduct post campaign evaluation in Y4.

consumers (based on quantitative online research and interviews/meetings with at least 15 SBC experts and stakeholders in China).		
<p>Output 3.</p> <p>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>Output indicator 3.1</p> <p>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>	Evidence provided in section 3.2 of the report and Annex 4.4	The CSR guide will be finalised and adopted by CTWPDA and referred by CTWPDA's members to update their policies to prevent IWT in Y3.
<p>Output indicator 3.2</p> <p>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>	Not started yet	Code of conduct will be updated and announced in Y3.
<p>Output indicator 3.3</p> <p>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>	Not started yet	Build upon previous activities.
<p>Output indicator 3.4</p> <p>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>	Not started yet	Build upon previous activities.
<p>Output indicator 3.5</p> <p>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>	Not started yet	Build upon previous activities.
<p>Output indicator 3.6</p> <p>By June 2025, a post-campaign evaluation report demonstrates the effectiveness in changing behaviour of issues related to IWT</p>	Not started yet	Build upon previous activities.

<p>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).</p>		
<p>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</p>		
<p>Output indicator 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>The first Chinese report has been completed in Y1. As required, a corresponding English version was developed in Y2. Evidence provided in section 3.2 of the report and Annex 4.10 (in English).</p>	<p>The second market monitoring report will be developed in Y4.</p>
<p>Output indicator 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>Not started yet</p>	<p>Build upon previous activities.</p>
<p>Output indicator 4.3 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>Not started yet</p>	<p>Build upon previous activities.</p>

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: 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: 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 this project integrate new policies or training to prevent IWT, and/or distribute</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 impacts in follow-up surveys in 2023.</p>

Project summary	SMART Indicators	Means of verification	Important Assumptions
	<p>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>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>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 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</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 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</p>

Project summary	SMART Indicators	Means of verification	Important Assumptions
	<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>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 consumer markets (including from TRAFFIC's e-monitoring, WITIS database)</p> <p>1.8 Online market monitoring findings</p>	<p>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>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</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>

Project summary	SMART Indicators	Means of verification	Important Assumptions
	<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>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 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</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>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 species,</p>

Project summary	SMART Indicators	Means of verification	Important Assumptions
	<p>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>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 with</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>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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	stakeholders in the value chain of CM and DRC).		
<p>Output 4.</p> <p>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>	<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>	<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.</p>
<p>Activities</p> <p><u>Output 1.</u> 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.</p> <p>1.1 Establish an AGP SBC Expert Group to support the behaviour change campaign design in China by Q2 of Y1.</p>			

Project summary	SMART Indicators	Means of verification	Important Assumptions
<p>1.2 Conduct online consumer survey in priority cities by Q4 of Y1.</p> <p>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.</p> <p>1.4 Conduct interviews of Chinese nationals in CM and DRC in the value chain of illegal AGP trade by Q4 of Y1.</p> <p>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.</p> <p>1.6 Construct a coherent behaviour change strategy to target groups in China and Central Africa by Q3 of Y2.</p> <p>1.7 Collect existing trade data of AGP and other endangered African parrot for baseline by Q2 of Y1.</p> <p>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.</p> <p>Output 2. By December 2024, demand reduction on APG and other endangered African parrots have been achieved by behaviour change campaign</p> <p>2.1 Develop a behaviour change campaign for likely buyers of AGP and other illegally traded African parrots</p> <p>2.1a. Design the campaign with Expert Group input by Q4 of Y2</p> <p>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.</p> <p>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</p> <p>2.1d. Undertake offline campaigns, including 3 in-person events for pet café business owners by Q4 of Y3</p> <p>2.2 Boost and amplify the campaign through members of the Coalition to End Illegal Wildlife Trade Online in China by Q4 of Y3</p> <p>2.3 Conduct post-campaign meetings, interviews, and discussions to evaluate the effectiveness of behaviour change campaigns by Q1 of Y4</p>			

Project summary	SMART Indicators	Means of verification	Important Assumptions
<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 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</p> <p>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</p> <p>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)</p> <p>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)</p> <p>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)</p> <p>3.6 Conduct a post-campaign evaluation to demonstrate the effectiveness of changing behaviour related to IWT and community relationship by Q1 of Y4</p> <p>Output 4. By December 2025, disseminate campaign outcome and lessons learned from the project to relevant stakeholders nationally, regionally and globally</p> <p>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)</p> <p>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</p> <p>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.</p>			

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			0			30% reduced
IWTCF-C07	Number of consumers targeted in demand country(ies).	Number of consumers targeted in demand country(ies)	Number			0			50% of targeted high-risk consumers
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			25			25 (all members of the Coalition)
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			0			2 (CSR and updated COC)
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			3			Not restrictions, so far China CITES MA, CWCA and CTWPDA

Table 2 Publications

Title	Type (e.g. journals, best practice manual, blog post, online videos, podcasts, 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
Is the report less than 10MB? If so, please email to BCF-Reports@niras.com putting the project number in the subject line.	X
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
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.	