

Illegal Wildlife Trade (IWT) Challenge Fund Main & Extra: 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 2025

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

IWT Challenge Fund Project Information

Scheme (Main or Extra)	Main
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 Organisation	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 2024-Mar 2025) and number (e.g. Annual Report 1, 2, 3)	1 st April 2024 – 31 st March 2025 (Annual Report 3)
Project Leader name	Ling XU [REDACTED]
Project website/blog/social media	N/A
Report author(s) and date	Xiaoyin WANG and Ling XU, 30 April 2025

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 in pet-related businesses, including pet cafés, animal interaction parks, and other services centred around human-animal interaction, has also fuelled interest in exotic pets.

IWT in Cameroon and DRC is enabled by corruption, poor governance and poverty. Trafficking AGPs not only affects species’ survival, but 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 Corporate Social Responsibility (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

The project has continued to benefit from strong and diverse partnerships with key stakeholders in China and Africa. Partners have played a crucial role throughout the past year, and their breadth and depth of engagement have significantly influenced the progress of project activities. The following is an overview of how formal partners and relevant stakeholders have contributed to different stages of implementation.

China CITES Management Authority (CITES MA): The China CITES MA belongs to the Wildlife Conservation Department of the National Forestry Grassland Administration (NFGA). The China CITES MA remains a key institutional stakeholder, demonstrating strong political will to meet their demand reduction commitments under CITES Demand Reduction Resolution Conf. 17.4 (Rev.19) and Decisions 18.86–18.87. In Year 3, the project team continued to maintain regular communication with the CITES MA to stay aligned with the latest policy trends on the protection and utilization of African grey parrots (AGPs) and other endangered parrot species. From September to December 2024, the CITES MA actively participated in multiple rounds of expert consultations and review meetings on the SBC campaign promotional materials, providing

valuable feedback to refine the materials and enhance their effectiveness. See A2.1 of 3.1 for details.

China Wildlife Conservation Association (CWCA): As a CITES MA-designated organisation responsible for public awareness and demand reduction communications, CWCA continued its support for the project in Year 3. Leveraging its substantial expertise in strategic communications, CWCA made significant contributions through providing critical insights during expert consultations and review meetings (September - December 2024) to refine SBC campaign materials and offering actionable recommendations for campaign delivery. See A2.1 of 3.1 for details. CWCA also gained operational understanding of social behaviour change (SBC) campaigns through these engagements and enhanced institutional capability to mentor other conservation organisations in SBC methodology.

China Timber & Wood Products Distribution Association (CTWPDA): CTWPDA has continued to serve as a vital industry partner for the project's CSR-related interventions targeting Chinese timber companies operating in Africa. CTWPDA has actively promoted the adoption of the CSR Guide and updated Code of Conduct (COC) among its members following their official launch in September 2024. CTWPDA has also contributed to designing a targeted questionnaire for in-depth interviews with pilot timber companies to identify implementation barriers for the CSR Guide and COC and assess on-the-ground challenges in adopting responsible practices. See A3.1-3.4 of 3.1 for details.

Forest Stewardship Council (FSC): FSC and its Cameroonian partner played a pivotal role in corporate engagement efforts targeting Chinese nationals potentially involved in the poaching and trafficking of AGPs and other endangered parrots. A two-day workshop was successfully organized in Douala on 10–11 March 2025 with 11 Chinese timber companies (16 representatives) operating locally. A video training session on the CSR Guide and COC was delivered by TRAFFIC China, while TRAFFIC CAF participated in person, enabling direct dialogue with these companies on responsible practices and wildlife protection imperatives in central Africa. See A3.1-3.4 of 3.1 for details.

Community in Cameroon: The project has prioritized direct collaboration with local communities through the ReCTrad network of traditional chiefs in Cameroon and DRC. Following a field visit to ReCTrad's headquarters in Minko'o (8 March 2024), the project has empowered communities through 1) sustainable livelihoods as conservation incentives: supporting income-generating activities (e.g., sustainable forest management) to reduce reliance on AGP trafficking, with training and tools provided to 15 communities in Cameroon to date; 2) participatory forest governance: launching a consultancy (April 2025) to assist two pilot communities in eastern Cameroon with drafting community-led forest management plans (including inventories) and ensuring legal and sustainable harvesting of timber/non-timber products; 3) community infrastructure investment: co-developing proposals for local-requested infrastructure (e.g., schools, clinics), linking conservation outcomes to tangible development benefits.

CITES MA in DRC: In DRC, TRAFFIC has worked in close partnership with the CITES MA and the Institut Congolais pour la Conservation de la Nature (ICCN) to combat African Grey Parrot (AGP) trafficking through the development and implementation of a comprehensive national wildlife seizure management system. This collaborative initiative included creating specialized Standard Operating Procedures (SOPs) for handling seized AGPs and other wildlife, establishing an online seizure database, and developing a mobile data collection application to enhance real-time enforcement capabilities. The system was successfully piloted in December 2024 with 25 participants from key enforcement agencies, including police, customs, and environmental authorities, significantly improving the tracking and management of both live specimens and wildlife products involved in illegal trade, with particular focus on strengthening AGP protection efforts.

3. Project progress

3.1 Progress in carrying out project Activities

Output 1. By December 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.

Activities 1.1-1.7 were completed in Y1 & 2. Building on these foundational efforts, TRAFFIC has subsequently implemented a targeted dissemination initiative within this reporting period to communicate research outcomes and enhance the creative agency's understanding of consumer demographics, motivations and behavioural patterns related to AGPs.

- The key findings from the AGP consumer report were formally presented to the NFGA and CWCA on 5 September 2024 (Annex 4.1). The briefing received a thorough evaluation from attendees, with stakeholders specifically acknowledging the report's substantial contribution to informing future management strategies for exotic pet trade, particularly concerning parrot species conservation and regulation.
- Following internal discussions on the feedback from the NFGA and CWCA, the original AGP consumer report has been condensed into an accessible simplified version (Annexes 4.2 and 4.3). This streamlined report will be formally published on the TRAFFIC website and strategically disseminated through TRAFFIC China's social media channels upon commencement of the scheduled SBC campaign in the next quarter.

A1.8 During the reporting period, our monthly online surveys (Annex 4.4) documented 472 AGP-related advertisements, revealing several key trade patterns, including

- The AGP dominated online listings, comprising 77.5% (366 adverts) of all recorded advertisements, significantly outpacing other species in trade frequency.
- Baidu Tieba maintained its position as the primary platform for AGP trade advertisements, continuing its prominence from previous monitoring periods.
- Sales advertisements formed the majority at 71% (377 adverts) while purchase requests constituted the remaining 29% (141 adverts).
- The advertised AGPs showed clear age-related patterns: juveniles-50% (234 adverts); adults-20% (100 adverts); unspecified-30% (138 adverts).
- Live birds accounted for 99.2% (468 adverts) of offerings, with minimal representation of 3 adverts of eggs (0.6%) and 1 ad of deceased specimen (including associated documentation-ID card and leg ring for sale as well).
- Monitoring revealed a consistent price appreciation. The current average price is CNY7,400 (GBP 783) per AGP, and the Year-on-year increase is CNY 400 (GBP 42), representing 5.71% growth. These figures align with physical market survey data from 2024-2025.
- Geographic analysis indicates top five provinces with the highest number of purchase advertisements were Guangdong, Shandong, Zhejiang, Fujian, and Jiangsu while sales advertisement concentrations were Henan, Fujian, Guangdong, Shandong, and Zhejiang. Monthly fluctuations in provincial activity were observed, providing valuable intelligence for targeted campaign implementation.
- Only 20 advertisements (4%) purported to possess proper documentation, underscoring significant enforcement challenges in trade legality verification, supply chain traceability and regulatory compliance monitoring.

Output 2. By June 2025, demand reduction on APG and other endangered African parrots have been achieved by behaviour change campaign

A2.1 a-c.

Development, Pre-testing, and Finalisation of Campaign Materials

Following Output 1, the campaign concept development process began with initial video script drafts prepared by the creative agency. These drafts underwent three rounds of refinements through internal discussions held on 16 May, 14 June, and 23 August 2024 (Annexes 4.5a-4.5c), resulting in four distinct concepts. Through an internal screening process on 20 September 2024 (Annexes 4.6-4.8), these were narrowed down to three viable options for further development.

The concept selection process was significantly informed by policy considerations, particularly regarding the exotic pet whitelist discussed during the 5 September 2024 meeting with NFGA and CWCA experts (Annex 4.1). This policy context directly shaped the subsequent in-person expert review meeting convened on 12 November 2024 (Annex 4.9), which brought together key

stakeholders including NFGA officials from the CITES MA, Wildlife Conservation Department's Animal Division, and Publicity Centre, along with the former Office Director of China CITES Scientific Authority. Their collective expertise ensured the selected concept's alignment with current legal and policy frameworks before final refinement.

To validate the campaign materials' effectiveness, TRAFFIC conducted two focus group discussions on 11-12 December 2024 (Annexes 4.10a-4.10b). These sessions engaged 16 carefully selected parrot owners (8 male, 8 female), recruited through a parrot-themed WeChat group administrator, to evaluate both the video script and accompanying H5 interactive mini-programme (Annex 4.11). The H5 component was specifically designed to reinforce behaviour change through post-viewing engagement mechanisms. Testing focused on two critical dimensions: (1) message clarity and (2) potential behavioural impact on the target audience.

The focus groups yielded several key findings. First, participants confirmed the video's messaging was clear and likely to achieve its intended impact, particularly in discouraging novice buyers from impulsive purchases by highlighting legality concerns, disease transmission risks, and long-term care responsibilities. Second, while the H5 mini-programme feedback generated actionable suggestions that were partially incorporated, some insights were relevant to future campaign development. Findings were used to finalise material revisions (Annexes 4.12-4.14).

The production phase culminated in the 18 December 2024 filming at an authentic pet shop location within a traditional 'flower-bird-fish-insect' market - a strategic choice given consumer research showing 29% of African parrots originate from such markets. The entire development process, from the 16 December Pre-Production Meeting (Annex 4.15) through to final execution, was strengthened by the focus group insights, which ultimately shaped both the campaign materials and the associated SBC implementation strategy.

Procurement Process & Vendor Selection

On 12 March 2025, TRAFFIC initiated a public tender by publishing the procurement notice on its official [website](#) (Annex 4.31a-c). The platform selection was informed by comprehensive research into the target audience behaviour:

Quantitative AGP consumer research revealed Douyin (73%) and WeChat (78%) as the two most widely used social media platforms among prospective parrot owners, including those interested in African parrots. However, online trade monitoring data showed Douyin (67%) was more prevalent than WeChat (55%) for actual transactions. Further supporting this choice, qualitative AGP consumer research identified Douyin as the most trusted platform, primarily because its user-generated content features authentic parrot owners sharing firsthand experiences. This combination of high user engagement, research-backed utility, and perceived authenticity established Douyin as the optimal platform for reaching the target demographic.

The one-week bidding period concluded on 20 March 2025, with three qualified proposals received from agencies specializing in Douyin campaigns. On 21 March 2025, TRAFFIC's selection committee—comprising the Project Lead, Programme Manager, and Finance Officer—evaluated the submissions using the organisation's standardized scoring system. Following this process, Xi'an Microgather Information Technology Co., Ltd (XM). was selected as the preferred vendor (Annex 4.32a-d and 4.33).

Expert Workshop & Campaign Details Planning

On 27 March 2025, TRAFFIC hosted an expert discussion meeting with representatives from the CWCA, SBC specialists, and XM (Annex 4.16). To achieve optimal relevance and resonance, the research findings must be carefully adapted to the unique features of the platform, a process requiring close coordination between SBC experts and XM. During the meeting, XM shared its media plan alongside TRAFFIC's target audience profile, which incorporated consumer research and market survey data. Experts offered valuable insights on platform-specific audience segmentation, keyword optimization, and campaign scheduling to enhance the overall strategy.

The discussion identified two promising approaches for campaign implementation: (1) feed-based advertising tailored to specific audience segments, grounded in the research evidence, and (2) search-triggered promotions driven by core keywords—a method supported by TRAFFIC's findings. Both strategies are designed to maximize targeting precision.

Preparations for the formal campaign launch are underway, with final execution parameters subject to adjustments following optimization. Drawing from the African grey parrot consumer survey, supplemented by online trade monitoring and physical market surveys, key behavioural and demographic traits were identified to create a multidimensional profile of the target audience. Utilizing Douyin's advertising platform and big data analytics, the campaign will focus on high-risk user segments matching these characteristics. Initial estimates indicate roughly 1.6 million users sharing key traits, identified through machine learning and AI-driven refinements during the pilot phase, which may further adjust this figure. Full implementation details, including any modifications, will be thoroughly documented in the upcoming progress report.

The next step, which will be in full alignment with the CITES DR Guidance, is that the developed SBC message will be delivered at least six times over the course of the three-month campaign. Following each exposure, campaign feedback will be analysed to refine both the SBC messaging and dissemination strategy before subsequent deployments.

Regarding the three planned offline events at pet cafés (A2.1d), the target audience is currently being reassessed due to pandemic-related disruptions. Many pet cafés—particularly those featuring parrots—have either closed or shifted their focus to more common companion animals such as cats, dogs, and rabbits. As a result, the scope of offline engagement is being expanded to include pet stores, animal interaction facilities, and individuals who currently own or are considering keeping African grey parrots or other endangered African parrot species.

A2.2-2.3 No activity during this reporting period.

Output 3. By June 2025, 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 During the previous reporting period, TRAFFIC collaborated with the SBC Expert Group to develop a draft CSR Guide, which establishes a framework for CTWPDA member companies to publicly commit to AGP conservation and combat illegal activities including poaching, trafficking, and trade of endangered species. The finalized Guide (Annex 4.17) was officially launched at CTWPDA's "14th Global Timber & Wood Products Conference" in Rizhao, Shandong Province on 6 September 2024, reaching 71 companies (Annexes 4.18-4.21).

Project realignment due to NORAD funding adjustments has modified the original implementation plan. The scheduled COC (Annex 4.22) and CSR training for Cameroonian and DRC-based CTWPDA members had been delivered in China, targeting Chinese timber companies with Central African operations. Complementary in-depth interviews (partially NORAD-funded) will assess CSR Guide implementation challenges among selected companies, with CTWPDA providing expert input to the interview questionnaire design (Annex 4.23). Activity 3.4—originally planned as in-person dialogues between African communities and Chinese companies—has been adapted to incorporate relevant discussion points into these interviews, creating an alternative feedback mechanism to refine implementation strategies.

To amplify engagement, TRAFFIC and CTWPDA will co-present the CSR Guide and COC at a Guangzhou workshop on 22 May 2025, followed by a dedicated session at the ITTO Global Legal and Sustainable Timber Forum (23-24 September 2025 in Macao SAR). These platforms will promote broader adoption among timber industry stakeholders.

TRAFFIC Central Africa (TCAF) has compiled updated AGP data from Cameroon and DRC for integration into upcoming CSR trainings. Notably, Cameroon's new Forestry and Wildlife Law (enacted 24 July 2024, Annex 4.25a) introduces severe penalties for protected species violations—including 15-20 year prison terms and fines equivalent to USD 33,333-83,333 for AGP-related crimes. The law innovatively allocates portions of collected fines to communities

assisting anti-IWT efforts, incentivizing local conservation participation. Supporting this legislation, the project facilitated a policy retreat (18-21 November 2024) to draft implementing decrees, strengthening the regulatory framework for AGP protection (Annex 4.25b&c).

A March 2025 workshop in Douala engaged 11 Chinese timber companies (16 representatives) (Annexes 4.26-4.28), combining virtual CSR training by TRAFFIC China with in-person participation by TRAFFIC CAF. This hybrid approach fostered direct discussions on sustainable operations and wildlife protection. The workshop yielded immediate, observable results. During a follow-up visit to a Chinese-owned forestry operation just two days post-event, FSC representatives encountered a telling scene: an empty parrot cage that was previously known to house birds. When questioned about the enclosure, staff members candidly revealed, "*We kept two parrots before—one died, and the other escaped. After your training, we understood we shouldn't keep these birds at all.*" This firsthand account, coupled with the physical evidence of the vacated cage, provides concrete verification of awareness-to-action conversion among participants. The spontaneous behavioural modification—occurring without external enforcement—underscores the training's effectiveness in aligning corporate practices with conservation principles.

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

A4.1-4.3 No activity planned in this reporting period.

3.2 Progress towards project Outputs

Output 1. By December 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.

An SBC expert group was established, and one internal market analysis was completed in Year 1, presenting a rapid baseline assessment of existing trade information in Chinese consumer markets. In Year 2, three surveys and related reports were completed, including one qualitative consumer study, one quantitative consumer survey, and one value chain analysis. Additionally, one influence plan and one briefing paper were developed in Year 2.

The understanding of consumer profiles and motivations in China has been further consolidated through the strategic dissemination of research findings, including the development of a simplified version of the report, which provided valuable insights for the design of the SBC campaign.

Monthly monitoring of online trade in African grey parrots and other endangered African parrots continues to provide updated insights into market dynamics and trends, supporting the project's ongoing situational analysis and campaign strategic planning.

Output 2. By June 2025, demand reduction on AGP and other endangered African parrots have been achieved by behaviour change campaign.

Activities under this Output have made significant progress, with the creative materials for the behaviour change campaign fully developed (see A2.1 for details). One video and one interactive H5 mini-programme have been produced. Preparation for the campaign roll-out is already underway, including the selection of suitable dissemination platforms and an advertising agency. Initial discussions on the campaign implementation plan have also been conducted. Progress under A2.1 will help facilitate the delivery of Output 2.

Output 3. By June 2025, 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

One CSR guide was developed in Year 2, and the COC was updated in Year 3. Two training sessions on the CSR guide and COC were conducted during the reporting period.

Activities under this Output have progressed steadily, with training efforts contributing to enhanced stakeholder capacity and improved awareness of responsible business practices. Progress under A3.1–3.4 is helping drive the implementation of Output 3

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

As Output 4 requires a comparison between the trade and demand conditions at the beginning and the end of the projects, baseline for Output 4 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.

No specific activities were implemented this reporting period; progress under the first three outputs will support the achievement of Output 4.

3.3 Progress towards the project Outcome

The current Outcome indicators (0.1–0.4) remain robust for measuring intended impacts, with tangible progress observed against baseline targets.

Indicator 0.1 (Consumer Demand Reduction):

While the consumer survey report does not provide exact figures on the number of Chinese consumers intending to purchase AGPs and other endangered African parrots, comprehensive research—including market surveys, physical pet market monitoring, and value chain insights (see A2.1 for details)—has enabled the development of a detailed target audience profile. Leveraging Douyin's big data analytics, we estimate approximately 1.6 million potential consumers in China. These research findings have been effectively incorporated into the design of the SBC messaging. Message concepts were tested with gender-segmented focus groups to identify the most impactful approach for behaviour change. Further refinements were made through consultations with SBC experts and government stakeholders, ensuring the messaging aligns with behavioural change objectives. The campaign will adhere to CITES DR Guidance requirements, delivering a minimum of six exposures to the target audience over three months. After each exposure, campaign feedback will be analysed to optimise messaging and dissemination strategies before subsequent deployments. This iterative process, enhanced by AI-driven precision analytics, positions the project to achieve its goal of reducing demand for target species by 30% by June 2025.

Indicator 0.2 (Online Market Reduction) and 0.3 (Coalition Engagement):

These two indicators exhibit strong synergy. The active participation of China's Coalition members directly enhances TRAFFIC's monitoring efforts by facilitating swift removal and blocking of illegal trade listings identified through surveillance. Furthermore, coalition platforms serve as powerful channels for amplifying SBC messaging, thereby influencing user behaviour at scale. Meanwhile, China's ongoing efforts to combat wildlife cybercrime continue to strengthen the regulatory landscape, exemplified by: 1) capacity building initiatives like TRAFFIC's specialised training for coalition members (including the Alibaba Group session on 27 March 2025); and 2) coordinated enforcement through the annual nationwide campaign against wildlife cybercrime led by NFGA, Cyberspace Administration of China, Ministry of Public Security and five other key ministries. This comprehensive approach is driving coalition members to increasingly utilise their technological advantages to combat illegal activities and is projected to yield measurable reductions in online listings of African grey parrots and other protected species.

Indicator 0.4 (Corporate Policy Adoption):

The project is well-positioned to achieve its target of engaging at least 50% of Chinese companies reached by TRAFFIC in Cameroon and DRC to adopt anti-IWT policies by June 2025, thanks to several key factors. The finalized CSR Guide provides a clear framework for corporate action, while Cameroon's strengthened wildlife law creates an enabling enforcement environment. Our hybrid training approach has already demonstrated immediate impact, as seen in the Douala workshop where a company voluntarily ceased parrot keeping after training. These efforts are further amplified through high-level forums like the upcoming ITTO Timber Forum, where

TRAFFIC will collaborate with CTWPDA to deliver training sessions on CSR and COC, ensuring wider adoption of conservation-compliant practices among industry stakeholders. The project's adaptive management approach, incorporating real-time feedback from stakeholder interviews, allows for continuous refinement of implementation strategies.

With the support of NORAD matching funds, we will conduct in-depth questionnaires through face-to-face or phone interviews to monitor CSR implementation progress amongst target companies. This follow-up mechanism will provide critical insights into policy adoption challenges and successes, while also serving as an additional touchpoint to reinforce zero-tolerance messaging. The combination of regulatory pressure, practical training tools, and ongoing engagement through these interviews creates a comprehensive system to drive meaningful corporate behaviour change in wildlife protection.

Indicator 0.5 (Policy alignment for demand reduction):

The target of establishing Chinese government policy/messaging on reducing demand for AGPs and endangered African parrots by December 2025 faces both opportunities and challenges. On the positive side, TRAFFIC has proactively engaged key stakeholders - including direct consultations with NFGA/CITES MA and CWCA in September 2024 about the pending Whitelist policy, and close collaboration with NFGA/CITES MA. TRAFFIC has already developed a flexible communication strategy aligned with CITES frameworks that accounts for both inclusion and exclusion scenarios of AGPs in the Whitelist. Furthermore, TRAFFIC's parallel research initiatives (like the city-level surveys requested by NFGA) position it as a knowledge partner in policy formation.

However, significant uncertainties remain regarding policy timelines. The Whitelist's potential delay beyond 2025, as indicated by CWCA leadership, could postpone official messaging on parrot trade. Current prohibition of AGP sales creates a complex regulatory environment for demand reduction messaging. While campaign materials are ready for rollout (Activity 2.1), their policy relevance depends on the unresolved Whitelist status. TRAFFIC's dual-scenario planning and continued policy dialogue (through NFGA/CITES MA and survey sharing) mitigate these risks, but full target achievement by June 2025 remains contingent on the Chinese government's policy finalization pace, particularly for this contentious species group. The baseline absence of official parrot-specific policy guidance by the Chinese government suggests this target represents substantial progress regardless of outcome.

Overall, the project remains on track to achieve most key targets by June 2025, with strong progress demonstrated across multiple indicators: consumer intent reduction (Indicator 0.1) is on track; online listings (Indicator 0.2) show potential to exceed the 50% reduction goal; and coalition engagement (Indicator 0.3) is expected to secure over 80% commitment from Chinese platform members to sustain anti-trafficking messaging. Corporate policy adoption (Indicator 0.4) should attain its 50% target through enhanced CTWPDA-led capacity building and operational monitoring in Central Africa. However, two critical challenges require ongoing management: 1) The uncertain timeline for China's Whitelist policy implementation may delay specialized AGP trade regulations (Indicator 0.5), requiring sustained policy advocacy through CITES MA channels; and 2) The modified format for Activity 3.4 (from in-person dialogues to interviews) may reduce the effectiveness of community-based oversight mechanisms for corporate compliance in range states.

3.4 Monitoring of assumptions

The assumptions remain unchanged except for:

Output 3 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.*

The project's original assumption regarding the NORAD-funded component has undergone partial modification. While the core NORAD collaboration continues as planned, a significant adjustment was necessitated by the cancellation of industry exchange visits between China and Central African countries, as reflected in the updated work plan. In response, the project team developed an alternative methodology to capture the intended insights. This adaptation involved substantially expanding the NORAD co-funded structured questionnaire to incorporate key dialogue components, including specific questions designed to replicate the community-company interaction elements that would have been gathered through the now-cancelled in-person discussions. These enhanced survey instruments will be deployed through a series of in-depth interviews during the next quarter. Evidence of this adaptation includes the completed questionnaire redesign documented in Annex 4.23, along with confirmed scheduling of interviews with 30 target companies for the third quarter of 2025.

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.*

The original assumption regarding policy developments remains valid but has evolved significantly, as the draft Whitelist policy unexpectedly included AGPs despite their CITES Appendix I status. In response to this development, the project has implemented several key adaptations: we developed comprehensive dual-scenario campaign materials designed to effectively address both inclusion and exclusion possibilities for AGPs in the final policy, conducted targeted consultations with NFGA and CWCA in September 2024 to assess policy implications (documented in Annex 4.1), and carefully aligned all messaging with the CITES five-step demand reduction framework. Concrete evidence of these adaptations includes the successfully completed campaign materials under Activity 2.1, along with policy briefing documents that have been formally shared with CITES MA to ensure coordinated implementation. This proactive approach has enabled the project to maintain its strategic direction while remaining responsive to the evolving policy landscape.

3.5 Impact: achievement of positive impact on illegal wildlife trade and multidimensional 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 the range states.

The project's expected contribution to a higher-level impact on illegal wildlife trade is as follows: The project combats IWT through a comprehensive three-pronged approach. In China, a targeted SBC campaign grounded in consumer and supply chain research seeks to redirect purchasing behaviour away from endangered parrots. By engaging at least 50% of high-risk consumers, the initiative aims to achieve a 30% reduction in demand while minimizing substitution effects that could harm other vulnerable species. This strategy combines empirical insights with proactive outreach to reshape market dynamics and strengthen public awareness of conservation imperatives.

Central to the initiative's efforts in Central Africa is enhancing corporate accountability among Chinese timber operators in Cameroon and the DRC. By distributing a revised COC and CSR Guide, the project promotes adherence to conservation policies, thereby disrupting illicit trade networks that launder illegally sourced AGPs. While field implementation remains in preliminary phases, these measures are poised to curtail cross-border trafficking and incentivize ethical business practices across the sector. The dual focus on regulatory compliance and cultural shifts within corporations underscores the project's systemic approach to mitigating IWT risks.

Progress to date highlights tangible milestones: consumer research and campaign frameworks have been finalized (Activity 2.1), while the CSR Guide and updated COC have been disseminated to target enterprises (Activity 3.1-3.4). Upcoming training sessions scheduled for Q3 2025 will further solidify compliance mechanisms. This integrated model—bridging demand-side interventions, supply-chain governance, and institutional capacity building—demonstrates an evidence-driven pathway to reducing parrot trafficking and aiding species recovery.

The project's expected contribution to a higher-level impact on human development and wellbeing (poverty reduction) is as follows:

The project contributes to sustainable livelihoods and improved governance in forest communities impacted by IWT through multiple interconnected approaches. By curbing illegal parrot trafficking, it helps safeguard legitimate income sources such as ecotourism while reducing community vulnerability to criminal exploitation. The initiative further strengthens corporate-community relations through CSR and COC training for Chinese companies, fostering more transparent business practices that mitigate resource conflicts and promote meaningful local participation in both sustainable timber trade for socioeconomic benefits and biodiversity conservation efforts.

Beyond immediate interventions, the project generates long-term developmental benefits including enhanced cultural and economic sustainability through regulated use of non-threatened species, improved forest ecosystem health from reduced poaching pressure, and decreased enforcement burdens on government agencies. Early indicators of progress include substantive policy engagement with range-state governments, evidenced by Cameroon's 2024 wildlife law reforms, and the integration of community perspectives into revised CSR guidance documents (Activity 3.1-3.4), demonstrating the project's commitment to inclusive conservation approaches.

After 33 months of implementation, the project has achieved significant preparatory milestones, including comprehensive research, tool development, and strategic partnerships that lay the groundwork for upcoming operational phases. While quantifiable impacts on IWT reduction will become more apparent following the mid-2025 campaign launch, current preparatory work already demonstrates strong alignment with the IWT Challenge Fund's overarching objectives. The project team maintains robust monitoring systems to assess progress across key metrics, with particular focus on corporate policy adoption and measurable shifts in consumer behaviour patterns as implementation progresses.

4. Thematic focus

As outlined in responses to Question 1 and Section 3.5, the project directly addresses Pillar 1 (Reducing demand for IWT products) through its targeted SBC campaign aimed at shifting consumer behaviour away from African endangered parrots in China. It also indirectly supports Pillar 4 (Developing sustainable livelihoods) by promoting responsible corporate practices among Chinese timber companies in Central Africa, which contributes to improved forest governance and community wellbeing in range states.

While substantial progress has been achieved in strategic preparatory work during initial phases—including consumer research, campaign design, and CSR tool development—the transition to full-scale implementation of on-the-ground activities remains ongoing. As such, measurable impact evidence is not yet available, and anticipated achievements remain prospective at this project stage.

Preliminary signs of broader traction have begun to surface:

- Research (GlobeScan consumer surveys and co-funded online trade monitoring) revealed persistent high demand in China's pet trade. This will be addressed through the DR Alliance under the EU Guard Wildlife Project (funded by EU via UNODC).
- Increased engagement from Chinese authorities, evidenced by the NFGA's request for TRAFFIC's market data to inform potential policy reforms.
- Policy momentum around the draft Whitelist has created opportunities for TRAFFIC to help shape regulations affecting AGP trade.

Though the project's core campaign remains at pre-launch stage, these developments suggest its research and advocacy components are already catalyzing wider systemic attention to wildlife trade issues beyond original parameters. Continued implementation will clarify the scale of direct and indirect contributions to the IWT pillars.

5. Impact on species in focus

At this point in the initiative, while direct conservation outcomes for target species remain forthcoming, the project has successfully achieved all other milestones. The completion of research and campaign design phases now sets the stage for transformative interventions, with the imminent rollout expected to drive measurable changes in consumer behaviour and trafficking patterns. Research insights are actively shaping implementation strategies, particularly in optimizing the campaign's digital outreach. Analysis reveals Baidu.com as the predominant platform for illegal wildlife trade advertisements, prompting strategic prioritization of this channel through partnerships with Coalition to End Wildlife Trafficking Online members. Geographic clustering of illicit advertisements, identified through comprehensive online monitoring, further enables precise targeting of high-risk consumer demographics. The convergence of targeted campaign delivery and amplified messaging dissemination - leveraging both Coalition networks and private sector alliances - establishes a robust framework for achieving the project's ambitious impact target: a 30% reduction in consumer intent to purchase exotic pets. This multi-channel approach, grounded in empirical research and strategic partnerships, demonstrates strong potential to translate preparatory work into tangible conservation outcomes during the final implementation phase.

6. Project support for multidimensional poverty reduction

Our project contributes to multidimensional poverty reduction through its targeted interventions addressing the illegal AGP trade in Cameroon and the DRC. The primary beneficiaries are forest-dependent communities in these range states, where IWT exacerbates poverty by undermining legal livelihood opportunities and ecosystem health. Using Norwegian funding alongside that from Defra and through our engagement with Chinese timber companies operating in these regions, we have developed CSR Guidelines and an updated COC that specifically incorporate community welfare considerations, including provisions for fair benefit-sharing and protection of community rights in company operations. The project generates both direct and indirect poverty reduction impacts. Direct benefits include enhanced community security through reduced exposure to criminal networks involved in wildlife trafficking, as evidenced by decreased reports of wildlife-related conflicts in areas where trained companies operate. Indirectly, by reducing pressure on parrot populations through demand reduction in China, the project helps maintain ecosystem services that support community livelihoods, such as pollination services and ecotourism potential. As an Upper Middle Income Country project, our work uniquely contributes to global public goods by generating transferable knowledge about addressing IWT in complex transboundary contexts where consumer and source countries are connected through trade and conservation challenges. The project's innovative approach to linking Chinese corporate operations in Africa with conservation outcomes provides a model that could not be developed elsewhere, given China's particular role as both major consumer market and investor in Central Africa's natural resource sector. During this reporting period, co-funded by NORAD, the completion and delivery of CSR tools to 87+ target company representatives marked a key capacity-building milestone. This achievement not only demonstrates tangible progress toward project objectives but also lays the groundwork for quantifiable poverty reduction outcomes in the final implementation phase.

7. Gender Equality and Social Inclusion (GESI)

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	X

	groups and the project will not contribute to or create further inequalities.	
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	

Our project has systematically integrated GESI considerations throughout its design and implementation phases, aligning with the core principles outlined in the IWT Challenge Fund's GESI guidelines. The assessment that our project activities address basic needs and vulnerabilities of women and marginalized groups while avoiding exacerbation of inequalities is substantiated by multiple evidence-based interventions across our implementation framework.

In addressing Rights and Representation principles, we ensured meaningful participation of diverse social groups through structured engagement mechanisms. The December 2024 focus group discussions (Annexes 4.10a-4.10b) deliberately included equal gender representation (8 male and 8 female parrot owners) and incorporated socioeconomic diversity in participant selection. This approach revealed important insights about how gender and class intersect in exotic pet ownership patterns, informing more inclusive campaign messaging. The workshop with 11 Chinese timber companies (16 representatives-10 males and 6 females) in Douala (March 2025) similarly included provisions for female employees' participation, challenging traditional gender roles in the forestry sector.

Regarding Practice and Environment principles, our research methodologies accounted for contextual vulnerabilities. The consumer surveys and value chain analysis conducted in Years 1-2 included specific indicators to identify how economic status and geographic location affect involvement in parrot trade. This is evidenced in the geographic analysis of trade patterns (Annex 4.4), which revealed provincial variations in purchasing power and trade motivations that informed our targeted outreach strategy. The condensed consumer report (Annexes 4.2-4.3) was deliberately designed for accessibility across education levels.

For Resources and Roles principles, we implemented specific measures to ensure equitable access. The Douyin platform was selected for campaign dissemination not only for its market penetration (73% among target audiences) but also for its relatively lower data requirements compared to other platforms, making it more accessible to lower-income users. The CSR Guide development included consultation with communities near timber concessions in Cameroon/DRC to address resource allocation concerns, though pandemic restrictions necessitated alternative consultation methods.

8. Monitoring and evaluation

Monitoring and Evaluation Systems

Our comprehensive monitoring and evaluation framework employs rigorous yet adaptive methodologies to assess progress throughout all project phases. Overseen by TRAFFIC's M&E Manager, this multi-tiered system establishes clear linkages between project interventions and their impacts through integrated quantitative and qualitative metrics. Market intelligence is derived from three primary data sources: 1) A consumer behaviour research including Focus Group Discussion (n=3) and 1000 questionnaire respondents, analyzing AGP purchasing trends; 2) Systematic digital surveillance capturing 472 online trade advertisements during the reporting cycle; and 3) Structured focus groups with 16 parrot owners (50% female representation) that generated profound behavioural insights. This methodological triangulation ensures both statistical validity and contextual understanding of market dynamics.

The project employs three primary data streams to demonstrate how outputs contribute to outcomes: 1) Digital metrics from the Douyin campaign (73% platform penetration among target audiences) will measure engagement levels; 2) Pre-post training assessments with 87 timber company representatives evaluate knowledge and attitude changes; 3) Policy tracking mechanisms monitor alignment with China's evolving Whitelist regulations. These are complemented by our monthly trade monitoring (Annex 4.4) which has already identified key patterns - such as the 77.5% dominance of AGPs in online listings and concerning provincial trade hotspots in Guangdong, Shandong and Zhejiang.

Adaptive management allowed us to overcome challenges. Following NORAD funding adjustments that cancelled CTWPDA's central Africa visit, we redirected the COC and CSR training to Chinese timber firms operating in the region. This adaptation includes NORAD-supported interviews assessing CSR Guide implementation challenges, with CTWPDA contributing to questionnaire design (Annex 4.23). The originally planned community-company dialogues (Activity 3.4) have been effectively integrated into this interview format, establishing an alternative feedback channel. These modifications are officially documented in Annexes 1-2.

The monitoring and evaluation responsibilities are strategically allocated across partner organisations according to their respective expertise and mandates: TRAFFIC assumes primary responsibility for programme-wide coordination, digital surveillance systems, and on-the-ground data collection in source countries; CTWPDA leverages its industry networks to monitor corporate compliance among member companies; while CWCA maintains critical liaison with NFGA/the CITES MA regarding policy developments affecting AGP status under the evolving Whitelist framework.

The project has established an integrated information-sharing system that ensures seamless communication among all partners. Through a combination of scheduled in-person meetings and virtual check-ins, the team maintains regular contact with CTWPDA and CWCA to review implementation progress and monitoring data. These coordination sessions, occurring bimonthly for face-to-face discussions and weekly via digital platforms, create structured opportunities for knowledge exchange and collaborative problem-solving. Both CTWPDA and CWCA have formally incorporated relevant activities into their annual work plans, with CWCA dedicating two staff members to policy advocacy efforts and CTWPDA forming a specialized task force to oversee compliance monitoring. This deep organisational commitment is further demonstrated through their substantial in-kind contributions to project implementation.

9. Lessons learnt

What worked well:

In the context of ongoing uncertainty surrounding China's Whitelist policy for legal wildlife trade, TRAFFIC adopted a proactive and adaptive approach by maintaining close communication with the CWCA and NFGA. This collaboration proved highly effective in aligning the campaign's thematic direction with both current policy developments and the project's conservation objectives. From the early stages of creative material development through to planning for content dissemination, the project team remained attuned to evolving policy signals, allowing for timely adjustments in messaging and format. The key innovation enabling targeted audience engagement lies in the integration of precision marketing tools powered by Douyin's advanced data analytics and machine learning capabilities. By leveraging algorithmic matching between user behaviour patterns (e.g., content browsing, likes, and saves) and the behavioural profiles of target audience segments, the platform identifies high-potential AGP and other endangered African parrots' consumers on Douyin. This data-driven targeting methodology substantially reduces resource misallocation risks while significantly improving audience engagement conversion rates through optimized campaign delivery.

Areas for Improvement: Budget management

Budget management needs more advanced planning to reduce the need for change requests. One of the challenges encountered is that the team cannot proceed with any project activity—

including financial commitments—without first receiving approval from NFGA on the annual work plan. This external dependency limits flexibility in budget execution and timeline management. To address this, the team will work to improve internal coordination and prepare necessary documentation in advance to allow for more timely responses once approvals are granted.

Areas for Improvement: Team capacity and continuity

Staff changes also presented challenges. A key project team member commenced maternity leave followed by resignation. Further illustrating this issue, Luc Evouna (TRAFFIC Central Africa Office) resigned on 14 April 2025 to join WWF, necessitating immediate internal adjustments. This attrition impacted operational capacity, requiring internal realignment to maintain project delivery momentum. An internal team member has been identified to fill the vacant role, and a formal personnel change request will be submitted to BCF imminently. This experience underscored the importance of building team resilience and implementing knowledge transfer mechanisms to better manage staff transitions.

New insights: complexities in online research and monitoring

Several new insights were gained through the online consumer survey and market monitoring. First, online platforms face limitations in verifying the legality of wildlife pet trade information. Due to the existence of licensed parrot breeders in China, platforms cannot indiscriminately remove all parrot-related content, which makes illegal listings harder to detect. Second, compared to iconic species like elephants or tigers, parrots (especially the 20+ species targeted by this project) are both highly diverse and commonly kept as pets, making public awareness and enforcement more complex. Third, sellers often deliberately avoid detection by using slang terms, emojis, or time-sensitive tactics (e.g., live streams during late-night hours or keyword masking), further complicating content moderation. These challenges underscore the need for refined messaging and targeted training, both for online platform moderators and consumers. Future interventions may benefit from clearer species identification tools and deeper collaboration with platform operators to enhance their detection capabilities.

As the project enters its final year of implementation, current progress remains on track for all planned activities. Based on the satisfactory progress of deliverables and alignment with the work plan, we confirm that no Change Request is needed for the remaining implementation period.

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

1. *Currently, the baseline data against which the project outcome will be assessed is scattered across multiple reports and annexes. As the project progresses towards the latter phases, it would be useful to have the baseline data consolidated on a single spreadsheet to allow clearer assessment of what exactly the targets are and how likely they are to be realised.*

We have consolidated the baseline data into a single spreadsheet to facilitate clearer assessment of progress towards the project outcome. Please refer to Annex 4.29_Baseline Data Consolidation for details.

2. *Whilst the logic behind the reduction in AGP trade leading to potential for local community benefits is plausible, it is less clear how this will materialise without direct support from the project or other relevant stakeholders. It may be that such activities are beyond the scope of the current project, in which case the project should reduce the confidence with which it states it will generate these benefits for which there is no plan to collect any substantiating evidence nor implement any relevant activities.*

While our project's primary focus remains on demand reduction and corporate engagement, we acknowledge the importance of documenting potential indirect community impacts. To address this concern, we propose the following adjustments to strengthen our approach:

- *Evidence Collection:* We will incorporate targeted questions in our ongoing interviews with Central African communities (through the adapted Activity 3.4 methodology) to capture socioeconomic conditions and monitor any changes attributable to reduced wildlife trafficking pressures.

- *Partnership Enhancement:* We are coordinating with TRAFFIC office in Central Africa to leverage their existing community monitoring systems in Cameroon and DRC, which track broader conservation impacts beyond our immediate project scope.
- *Reporting Clarity:* In the final documentation, we will clearly differentiate between direct project outcomes (verified through our M&E system) and potential secondary benefits (identified as theoretical linkages requiring further study)

The Douala workshop results (March 2025) already demonstrated Chinese companies' increased sensitivity to conservation compliance, suggesting our CSR approach may yield indirect community protections. However, we agree these impacts should be presented as potential longer-term outcomes rather than guaranteed results.

We will revise all relevant reporting to reflect this more nuanced position while maintaining our commitment to transparent impact assessment.

3. *Not all of the means of verification stated in the logframe are provided in the annex (e.g. meeting minutes). All means of verification should be provided in future reports.*

Upon thorough review, we recognize that several critical verification materials specified in the logframe—most notably the minutes from our major workshops—were unintentionally excluded from the previous reporting package. To rectify this oversight and ensure full transparency, we have conducted a comprehensive audit of all evidentiary requirements and verified that the current report's Annex 4 (Supplementary Materials) now contains complete documentation corresponding to every verification method outlined in the logframe.

4. *The activities listed in the logframe could be more granular to make it easier to track progress year on year. I.e. several activities from Y1 have carried on into Y2 with different sub-components not reflected in the original description.*

The details have been updated in Annex 1 & 2, and track changes retained for reference.

5. *The project could be clearer on what data sources will be used to report against the logframe e.g. on demand reduction.*

Thank you for this valuable feedback regarding our data reporting methodology. We acknowledge the importance of clearly documenting our evidence sources for logframe verification, particularly concerning demand reduction metrics.

Building on the comprehensive research outlined in Output 1 (completed December 2023), our assessment of demand reduction indicators (0.1 and 0.2) utilises four interlinked data streams:

- Pre-campaign baselines: Quantitative consumer surveys (n=1000) establishing purchase intent metrics; and monthly online trade monitoring (472 advertisements analysed this period) documenting market dynamics
- Implementation-phase tracking: Douyin platform analytics measuring campaign reach (50% of target audience) and behaviour change (30% of reached target audience); and focus group testing (16 participants) validating message effectiveness
- Post-campaign evaluation: Comparative surveys employing treatment/control methodology; and coalition member reports on illegal content removals
- Ancillary verification: Physical market surveys correlating with online findings; and CSR training pre/post assessments (82 companies)

11. Risk Management

We have conducted a comprehensive risk assessment for the reporting period and can confirm the following:

- **Risk Status Update:** The project's risk profile remains stable, with no new risks identified during the past twelve months. All previously documented risks in our register (Annex 4.30) continue to be effectively managed through existing mitigation strategies.
- **Design Adaptations:** While no fundamental redesign was required, we implemented one key operational adjustment to address persistent risks: Shifted Activity 3.4 from in-person to hybrid engagement format to mitigate travel restrictions (as detailed in Section 3.2)

The unchanged risk landscape reflects both the effectiveness of our mitigation measures and the project's stable operating environment. We will maintain heightened vigilance during the final implementation phase, particularly regarding potential delays in China's Whitelist policy finalization and seasonal fluctuations in online wildlife trade activity.

12. Scalability and durability

As the project enters its final implementation phase, we have established multiple pathways to ensure the durability and scalability of our interventions. The foundation for sustained impact has been strengthened through the following:

Stakeholder Engagement and Adoption The project's CSR Guide and revised COC have demonstrated strong uptake potential, evidenced by the participation of 82 timber companies in training workshops - nearly triple our original target of 30. These practical tools, designed for independent long-term use, outline economic incentives for businesses through risk mitigation frameworks and operational efficiency gains.

Policy Integration Through our strategic partnership with CWCA, we have embedded project findings into ongoing policy discussions about China's exotic pet trade management. The collaborative market investigations and breeding facility inspections conducted in March and April 2025 have yielded data that is informing draft amendments to China's wild animal labelling management system. Notably, our research on consumer demand patterns (showing 1.6 million high-risk users on Douyin) has been cited in three technical working group meetings of the NFGA.

Behaviour Change Infrastructure The full campaign launch remains forthcoming, and we expect that 1) Douyin's advertising algorithms will be trained to sustain targeted messaging beyond the project period; 2) Coalition to End Wildlife Trafficking Online members will institutionalize our monitoring protocols into their routine content review processes; and 3) The CSR Guide and updated COC will be included by CTWPDA in their annual member certification programmes.

Legacy Planning Our exit strategy focuses on three pillars:

1. **Knowledge Products:** Final reports will include adaptable campaign templates and implementation guides for different market contexts.
2. **Institutional Anchoring:** TRAFFIC will host the training materials on its capacity building web page.
3. **Programmatic Bridge:** The EU Guard project (2025-2027) will directly build upon our SBC methodologies, with around 30% of its initial budget allocated to scaling our most effective interventions

The project's design emphasises measurable corporate benefits (reduced regulatory risk), aligned with digital platform business models (content moderation efficiencies), and policy-relevant research products. We will develop a transition plan that will detail handover processes and monitoring arrangements for post-project sustainability.

13. IWT Challenge Fund identity

Our project has actively promoted the IWT Challenge Fund's support through multiple channels, ensuring clear visibility of the UK Government's contribution while maintaining the Fund's distinct identity within our broader implementation framework.

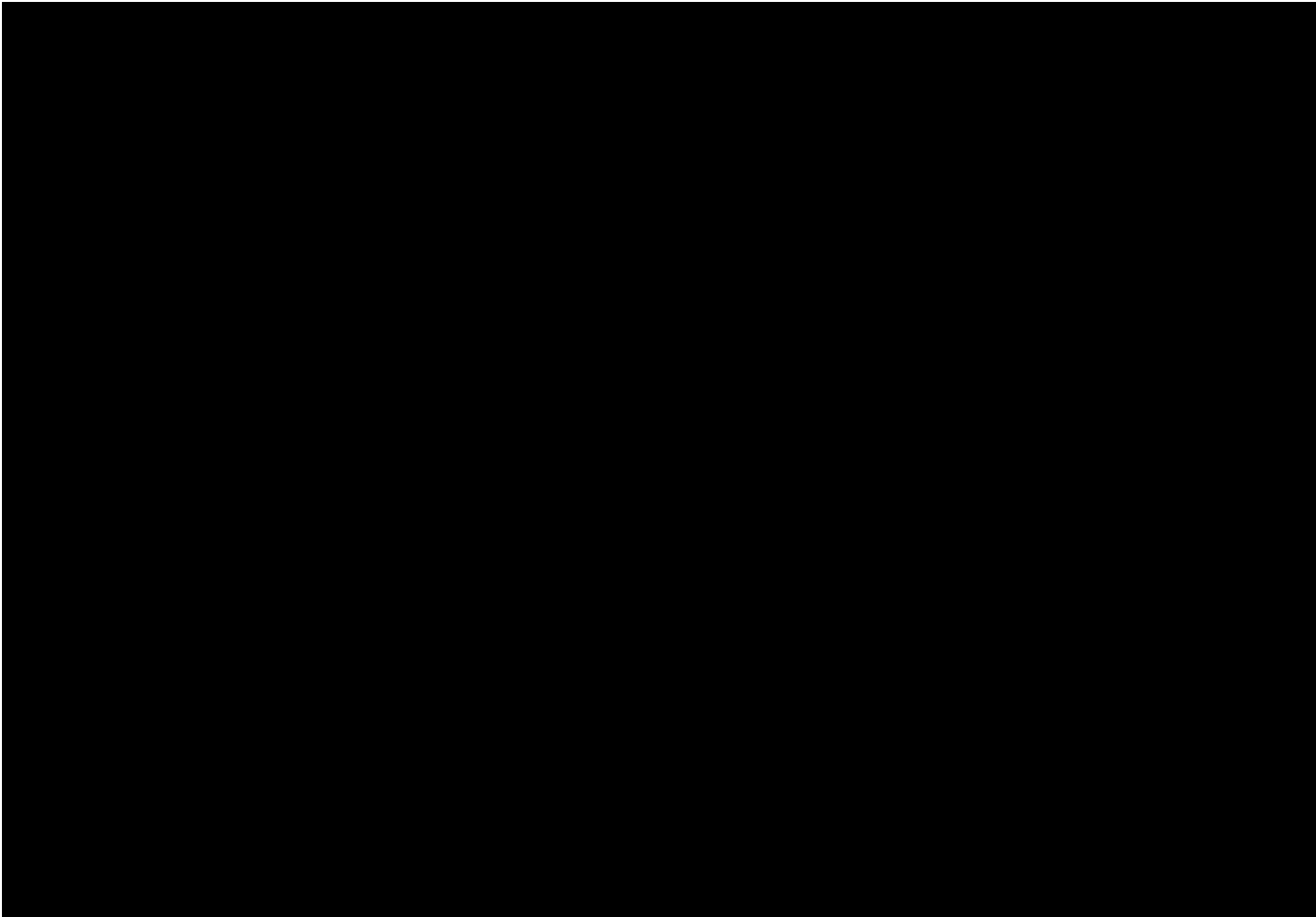
All project outputs—including the CSR Guide and COC, CITES Demand Reduction Guidance (in Chinese, Annex 4.24), and campaign assets—feature the IWT Challenge Fund logo alongside TRAFFIC and partner branding. The Fund’s support was prominently acknowledged during high-profile events such as the national CITES Demand Reduction Guidance Training Workshop in Beijing (April 2025), the CTWPDA Global Conference (September 2024) and Douala workshop (March 2025), with dedicated recognition in press releases and event collaterals (see Annex 4.20 and 4.28 for examples).

While the project aligns with TRAFFIC’s wider SBC programming in Asia-Africa supply chains, we have consistently presented it as a discrete IWT Challenge Fund initiative. This distinction is reflected in separate reporting lines to the Fund and targeted communications to Chinese and Central African stakeholders about the Fund’s unique role.

Key actors demonstrate clear recognition of the Fund’s contribution: 1) both NFGA/CITES MA and CWCA officials reference the Fund in policy dialogues, who also provided letters of support during the application; 2) 87 trained company representatives received Fund-branded compliance materials; 3) Coalition members engaged through the project can identify the Fund’s support. Upon launch of the SBC campaign, we will significantly enhance visibility of the IWT Challenge Fund through a coordinated social media strategy across TRAFFIC’s global and regional platforms. This will include strategic dissemination via TRAFFIC’s global Twitter (@TRAFFIC_WLTrade) and TRAFFIC China’s official Weibo and WeChat channels. We will share campaign previews with the British Embassy Beijing’s social media team for potential co-promotion. Our Communications Officer conducts monthly audits to ensure consistent branding application across all outputs. The upcoming CITES COP20 side event (November 2025) will provide another high-level platform to showcase the Fund’s impact.

This strategic approach has ensured the Fund is recognized as both a critical enabler of our specific interventions and a leader in the broader IWT funding landscape.

14. Safeguarding



15. Project expenditure

Table 1: Project expenditure during the reporting period (April 2024-March 2025)

Project spend (indicative) since last Annual Report	2024/25 Grant (£)	2024/25 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	144,224	144,228.09		

Table 2: Project mobilised or matched funding during the reporting period (1 April 2024 – 31 March 2025)

	Secured to date	Expected by end of project	Sources
Matched funding leveraged by the partners to deliver the project (£)			GIZ, USAID, in-kind support from CWCA and CTWPDA
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

Annex 1: Report of progress and achievements against logframe for Financial Year 2024-2025

Project summary	Progress and Achievements April 2024 - March 2025	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>	At the current stage, no progress is evident.	
Outcome		
<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>	Evidence provided in section 3.1 of the report and Annex 4.1, 4.9, 4.10(ab), 4.12-14 and 4.16 suggest that the indicator achieved show a clear and achievable path to this outcome.	To roll out and scale up the behaviour change campaign in Y4.
<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>	At this stage, no progress is evident.	The second market monitoring report will be developed in Y4.
<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>	At this stage, no progress is evident.	To be implemented as part of the campaign roll-out and scale-up.
<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 employees of zero tolerance of IWT, using AGP as a flagship, and recognising the impacts of IWT on local communities.</p>	At this stage, no progress is evident.	More CSR and COC training sessions will be conducted in Y4, and in-depth interviews are also scheduled to take place in Y4.
<p>Outcome indicator 0.5</p>	The NFGA proposed a Whitelist policy in 2022 and opened a public consultation. The policy aims	To maintain close communication with NFGA and CWCA, and monitor changes in the

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).	to allow 14 bird species — including the African grey parrot (AGP) — that are considered to have well-established captive breeding systems to be kept as pets by the public. The policy has not yet been officially released. A six-month pilot was conducted in Henan Province in 2024, and the pilot has now been concluded.	policy. With the campaign messaging already finalized and scheduled for launch, the focus will be on implementing the campaign as planned, ensuring that the messaging remains effective and relevant regardless of the policy's finalization. This approach aims to sustain demand reduction efforts for illegal sourced AGPs.
Output 1 By December 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 in Y1.	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 in Y2.	N/A
Output indicator 1.3 By December 2023, the gender-disaggregated profiles, motivations, behaviour, and potential alternatives of Chinese consumers who keep targeted parrot species as pets are fully understood.	Completed in Y2.	N/A
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 in Y2.	N/A
Output indicator 1.5 By September 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 in Y2.	N/A
Output indicator 1.6 By March 2024, 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.	Completed in Y2.	N/A

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 in Y1.	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 June 2025.	In progress. Evidence provided in section 3.1 of report and Annex 4.4.	Monthly online monitoring will continue to be conducted.
Output 2 By June 2025, 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 December 2024, with Expert Group input	Completed in Y3. Evidence provided in section 3.1 of report and Annex 4.6-9, 4.10(ab), 4.11-15, 4.31-33.	N/A
Output indicator 2.1b pre-tested by December 2024	Completed in Y3. Evidence provided in section 3.1 of report and Annex 4.10(ab).	N/A
Output indicator 2.1c.1 adjusted and finalised by December 2024	Completed in Y3. Evidence provided in section 3.1 of report and Annex 4.12-15.	N/A
Output indicator 2.1c.2 rolled out online including via social media channels for consumers, and through online platforms	In the process of preparation. Evidence provided in section 3.1 of report and Annex 4.16.	To conduct the campaign in Y4.
Output indicator 2.1c.3 rolled out for pet cafés	Not started yet.	To be carried out alongside the workshops under 2.1d in Y4.
Output indicator 2.1d 3 in-person events promote campaign messaging to pet café business owners, by June 2025	Not started yet.	To conduct the workshops in Y4.
Output indicator 2.2 By June 2025, the campaign has reached 50% of targeted high-risk consumers	Not started yet.	Build upon previous activities.
Output indicator 2.3 By September 2025, post-campaign evaluation report demonstrates the effectiveness of this demand reduction campaign for Chinese consumers (based on quantitative online	Not started yet.	To conduct post-campaign evaluation in Y4.

research and interviews/meetings with at least 15 SBC experts and stakeholders in China)		
<p>Output 3</p> <p>By June 2025, 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 March 2024, 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>	Completed in Y3. Evidence provided in section 3.1 of report and Annex 4.17.	N/A
<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>	Completed in Y3. Evidence provided in section 3.1 of report and Annex 4.22.	N/A
<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>	Completed in Y3. Evidence provided in section 3.1 of report and Annex 4.18-21, 4.26-28.	More CSR and COC training sessions will be conducted in Year 4.
<p>Output indicator 3.4</p> <p>An alternative feedback mechanism was established through in-depth interviews with representatives of African communities and Chinese companies, replacing the originally planned joint dialogue sessions. This revised approach enables participants to provide insights on the implementation of the CSR Guide and Code of Conduct. (match-funded via NORAD);</p>	In progress. Evidence provided in section 3.1 of report and Annex 4.23.	To conduct the in-depth interviews in Y4.
<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 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>	Not started yet.	To conduct post-campaign evaluation in Y4.
<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>Output indicator 4.1</p> <p>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 June 2025 (match pending).</p>	The first Chinese report has been completed in Y1. As required, a corresponding English version was developed in Y2.	The second market monitoring report will be developed in Y4.
<p>Output indicator 4.2</p> <p>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>	Not started yet.	Build upon previous activities.
<p>Output indicator 4.3</p> <p>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>	Not started yet.	Build 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
Impact: Reduced demand for AGP and endangered African parrots by Chinese consumers, and reduced Chinese involvement in trafficking at source, leads to species recovery and reduced socio-economic harm in range states			
Outcome: By June 2025, consumers in China, and Chinese company in range states, have changed their behaviours/practice regarding illegal parrot trade, resulting in measurable reductions in target species availability online.	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) 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) 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	0.1 Consumer survey records/summary, and post-campaign evaluation (see 2.3) 0.2 Market monitoring data on online availability of parrots (match-funded) 0.3 Coalition member commitments, action plans and activity reports. 0.4 Written or online commitments made by Chinese companies and webinars 0.5 Policy, messaging or strategy adopted by the Chinese governments	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. 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. 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

Project summary	SMART Indicators	Means of verification	Important Assumptions
	<p>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 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>significant temporary reduction in data on availability in online markets), masking project 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>Output 1</p> <p>By December 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 December 2023, the gender-disaggregated profiles, motivations, behaviour, and potential alternatives of Chinese consumers who keep</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>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</p>

Project summary	SMART Indicators	Means of verification	Important Assumptions
	<p>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>1.5 By September 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 March 2024, 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 June 2025.</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 consumer markets (including from TRAFFIC's e-monitoring, WITIS database)</p> <p>1.8 Online market monitoring findings</p>	<p>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 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>

Project summary	SMART Indicators	Means of verification	Important Assumptions
<p>Output 2</p> <p>By June 2025, 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 December 2024, with Expert Group input</p> <p>2.1b. pre-tested by December 2024</p> <p>2.1c.1. adjusted and finalised by December 2024</p> <p>2.1 c.2. rolled out online including via social media channels for consumers, and through online platforms</p> <p>2.1c.3. rolled out for pet cafés</p> <p>2.1d. 3 in-person events promote campaign messaging to pet café business owners, by June 2025</p> <p>2.2 By June 2025, the campaign has reached 50% of targeted high-risk consumers</p> <p>2.3 By September 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</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>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>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>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</p>

Project summary	SMART Indicators	Means of verification	Important Assumptions
	SBC experts and stakeholders in China)		platforms, and raise awareness that couriers may refuse suspicious packages.
Output 3 By June 2025, 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>3.1 By March 2024, 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 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>3.1 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>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, 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</p>

Project summary	SMART Indicators	Means of verification	Important Assumptions
	<p>3.4 An alternative feedback mechanism was established through in-depth interviews with representatives of African communities and Chinese companies, replacing the originally planned joint dialogue sessions. This revised approach enables participants to provide insights on the 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 stakeholders in the value chain of CM and DRC).</p>		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>Output 4</p> <p>By December 2025, data and learning from the project and post-campaign evaluations are available and disseminated to relevant</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)	4.1 Market review and monitoring research reports published. Records of new data available on WITIS.	Our Influence Plan will identify suitable events, stakeholders and potentially additional dissemination channels such as via the private

Project summary	SMART Indicators	Means of verification	Important Assumptions
stakeholders nationally, regionally and globally	<p>completed and disseminated to relevant stakeholders by March 2023 (match confirmed) and June 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>4.2 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>	sector or industry chambers or bodies.
<p>Activities (each activity is numbered according to the output that it will contribute towards, for example 1.1, 1.2 and 1.3 are contributing to Output 1)</p> <p><u>Output 1.</u> By December 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> <p>1.2 Conduct online consumer survey in priority cities by Q4 of Y1.</p>			

Project summary	SMART Indicators	Means of verification	Important Assumptions
<p>1.3 Analyse consumer survey results in 1.2 to understand the behaviour insights by Q3 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 Q2 of Y2.</p> <p>1.6 Construct a coherent behaviour change strategy to target groups in China and Central Africa by Q4 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 Q1 of Y4 to monitor the trade trend.</p> <p><u>Output 2.</u> By June 2025, 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 Q3 of Y3</p> <p>2.1b. Conduct campaign pre-test and analyse feedback by Q3 of Y3, including testing messaging to ensure demand is not diverted to other parrots or species at-risk of extinction.</p> <p>2.1c.1. Adjust and finalize campaign materials according to the findings of pre-test by Q3 of Y3,</p> <p>2.1 c.2. Roll out the campaign through identified online channels/platforms, e.g. Huya.com by Q1 of Y4</p> <p>2.1c.3. Roll out for pet cafés by Q1 of Y4</p> <p>2.1d. Undertake offline campaigns, including 3 in-person events for pet café business owners by Q1 of Y4</p> <p>2.2 Boost and amplify the campaign through members of the Coalition to End Illegal Wildlife Trade Online in China by Q1 of Y4</p> <p>2.3 Conduct post-campaign meetings, interviews, and discussions to evaluate the effectiveness of behaviour change campaigns by Q2 of Y4</p> <p><u>Output 3.</u> By June 2025, 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 Q4 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>			

Project summary	SMART Indicators	Means of verification	Important Assumptions
<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 An alternative feedback mechanism was established through in-depth interviews with representatives of African communities and Chinese companies, replacing the originally planned joint dialogue sessions. This revised approach enables participants to provide insights on the implementation of the CSR Guide and Code of Conduct.</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 Q1 of Y4 (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><u>Output 4.</u> 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 (Q1 of Y4)</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>			

Table 1 Project Standard Indicators

Please see the Standard Indicator guidance for more information on how to report in this section, including appropriate disaggregation.

IWTCF Indicator number	Name of indicator	If this links directly to a project indicator(s), please note the indicator number here	Units	Disaggregation	Year 1 Total	Year 2 Total	Year 3 Total	Year 4 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	0		0	30% reduced
IWTCF-C07	Number of consumers targeted in demand country(ies).	Number of consumers targeted in demand country(ies)	Number			0	High-risk audience segments will be precisely targeted based on consumer profiling and Douyin's big data analytics, with a preliminary estimate of approximately 1.6 million users matching these shared traits.		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	0		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		2	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	0		3	Not restrictions, so far including 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, scheme, type of report (i.e. Annual or Final), and year) and deleted the blue guidance text before submission?	
Is the report less than 10MB? If so, please email to BCF-Reports@niras.com putting the project number in the subject line.	
Is your report more than 10MB? If so, please consider the best way to submit. One zipped file, or a download option is recommended. We can work with most online options and will be in touch if we have a problem accessing material. If unsure, please discuss with BCF-Reports@niras.com about the best way to deliver the report, putting the project number in the subject line.	
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.	
Have you provided an updated risk register? If you have an existing risk register you should provide an updated version alongside your report. If your project was funded prior to this being a requirement, you are encourage to develop a risk register.	
If you are submitting photos for publicity purposes, do these meet the outlined requirements (see section 17)?	
Have you involved your partners in preparation of the report and named the main contributors	
Have you completed the Project Expenditure table fully?	
Do not include claim forms or other communications with this report.	