

## Illegal Wildlife Trade (IWT) Challenge Fund Annual Report

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

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

**Submission Deadline: 30<sup>th</sup> April 2024**

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### IWT Challenge Fund Project Information

Project reference	IWT115
Project title	Demand reduction for threatened tortoises and freshwater turtles in Bangladesh.
Country/ies	Bangladesh
Lead Partner	Wildlife Conservation Society, Bangladesh Program
Project partner(s)	
IWTCF grant value	£ 320,000
Start/end dates of project	01/07/2022 to 31/03/2026
Reporting period (e.g. April 2023-Mar 2024) and number (e.g. Annual Report 1, 2, 3)	April 2023 to March 2024 (Annual Report 2)
Project Leader name	Md. Zahangir Alom
Project website/blog/social media	
Report author(s) and date	Md. Zahangir Alom

### 1. Project summary

Illegal trade of tortoises and freshwater turtles (TFTs) is a major threat to the survival of several threatened species in Bangladesh including four Critically Endangered species: river terrapin (*Batagur baska*), elongated tortoise (*Indotestudo elongate*), Asian giant tortoise (*Manouria emys*), Assam roofed turtle (*Pangshura sylhetensis*). Over a ten-year period (2012-2021), more than half of approximately 34,000 media reported, illegally traded wildlife specimens in Bangladesh were TFTs, with the country identified as a source, transit, and demand country (unpublished WCS media data).

Most activities conducted in Bangladesh to combat trafficking of TFTs, along with other species, have focused on capacity building and strengthening law enforcement. Although these activities have resulted in an increase in seizures and in some cases arrests, the demand for TFTs for consumption remains high. Law enforcement efforts have focused on low-level traders with others stepping in to take their place after enforcement actions. While there have been some successes, these efforts alone are failing to improve the outlook for TFTs.

To ensure the long-term conservation of TFT species in Bangladesh, there is an urgent need to reduce the demand for these species, share information on effective approaches to reducing demand, and address legislation gaps. This project aims to understand and effectively address the drivers of consumption, including socio-economic factors, to support efforts to prevent

illegal wildlife trade (IWT) and reduce the need for enforcement actions, especially those focusing on local communities, which often result in punishments (e.g., fines and custodial sentences) that further exacerbate poverty and fail to target those profiting the most from illegal trade.

The project utilises market surveys combined with knowledge, attitude, and practice (KAP) surveys to inform the development of targeted behaviour change initiatives to reduce demand for TFTs. The project will measure behaviour change through standardised consumer interviews, and the approach and lessons learned will be shared with other countries. The project will also establish collaboration with India to better prevent cross-border trafficking, and work to strengthen the national wildlife protection laws of Bangladesh related to TFTs.

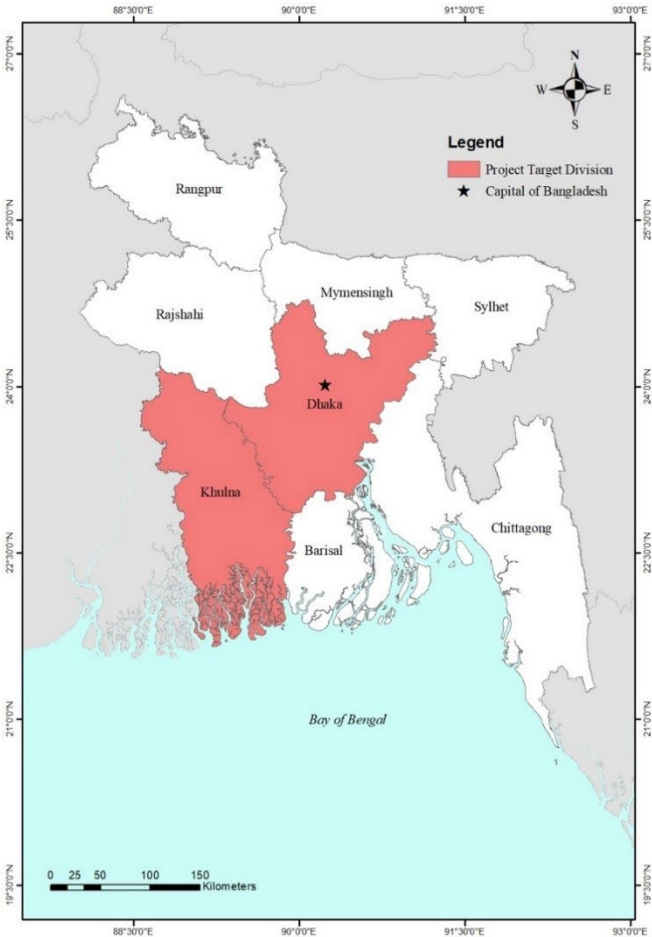


Figure 1: Target areas of the project in Bangladesh.

**2. Project stakeholders/ partners**

There are no formal partners for this project, however, we are collaborating with the Bangladesh Forest Department (BFD) as a key stakeholder through regular communication with our Focal Point (the Conservators of Forests, Wildlife and Nature Conservation Circle, BFD) via phone and emails. We continue to keep them informed of progress and seek guidance or involvement on specific aspects of implementation.

We have invited BFD officials to trainings on TFT market surveys and KAP surveys and have kept them updated on the results of these surveys. A consultative workshop on the KAP study results and behaviour change strategy for reducing TFT demand was held with BFD in March 2024 with 25 senior and mid-level officers (20 men, 5 women) of BFD.

An important stakeholder group for the project is the local communities within the areas where work is being implemented. During the year we held consultation meetings with groups from the

target communities to review baseline findings and give inputs to the behaviour change strategy.

### 3. Project progress

#### 3.1 Progress in carrying out project Activities

Progress on activities was made during the reporting period (April 2023-March 2024, Year 2) as outlined against each activity and the agreed project timeline (agreed upon in December 2022), included as **Annex 4**.

**Output 1: Behavioural change strategy developed for reducing the demand for TFTs based on improved understanding of market dynamics and consumer motivations.**

**Activity 1.1: Media search and data analysis to identify TFT consumption and trade hotspots and continue monitoring of seizures.**

Throughout the reporting period media data on the illegal trade of TFTs was collected with 23 media reports recorded from 1 April 2023 to 31 March 2024, involving 1,613 individuals (1,364 live and 249 deceased specimens, Table 1).

Table 1: Summary of main species recorded through media reports from April 1, 2023 – March 31, 2024.

Common Name	Scientific Name	IUCN Red List Status	Number of Individuals reported
Indian eyed turtle	<i>Morenia petersi</i>	EN	19
Indian flapshell turtle	<i>Lissemys punctata</i>	VU	703
Indian peacock softshell turtle	<i>Nilssonina hurum</i>	EN	152
Indian roofed turtle	<i>Pangshura tecta</i>	VU	532
Indian star tortoise	<i>Geochelone elegans</i>	VU	114

**Activity 1.2: TFT market surveys.**

The first round of market surveys was completed in Y1Q4. During the current reporting period, we conducted the second TFT market survey (October and November 2024, Y2Q3) to see if there was any change in TFT presence in the market. See *Activity 1.10*.

**Activity 1.3: Develop and finalise map of TFT consumption and trade hotspots and consult with key stakeholders.**

Activity completed in Y1. See Y1 Annual Report.

**Activity 1.4: Develop pre and post KAP survey in consultation with the key stakeholders.**

Activity completed in Y1. See Y1 Annual Report.

**Activity 1.5: Conduct pre-KAP survey in identified TFT consumption and trade hotspots.**

Activity completed in Y1. See Y1 Annual Report.

**Activity 1.6: Meeting with the Forest Department to share pre-KAP survey results.**

Three separate meetings were held with Bangladesh Forest Department (BFD) officials in Y2Q4 to identify a suitable date and confirm nominations for attendance at a workshop to share the KAP survey results.

The KAP survey report (**Annex 5**) was shared in a meeting on 28<sup>th</sup> March 2024 with 25 BFD officials. The meeting was chaired by the Chief Conservator Forests.

**Activity 1.7: Develop a draft TFT demand reduction behaviour change strategy in consultation with BFD and stakeholders.**

Based on the initial KAP survey results, four key messages were identified and subsequently field-tested through 12 focus group discussions (FGD) with target stakeholders in Satkhira district that helped formulating a FGD report (**Annex 6**) and were used to help inform the draft behaviour change strategy.

The FGDs conducted in the Satkhira district aimed to evaluate the effectiveness of key messages designed to combat the illegal trade and consumption of turtles. The survey encompassed a wide range of stakeholders, including local community members, conservationists, educators, and law enforcement officials. The key messages were crafted to address various aspects: the health risks associated with turtle consumption, the legal ramifications of trading turtles, and the cultural and ecological significance of these creatures. The feedback received was instrumental in understanding local stakeholder perceptions and the potential impact of these messages. It was evident that while some messages resonated strongly with the audience, others would require further reinforcement through multiple communication activities. The following encapsulates the overarching findings, providing a strategic overview of local stakeholder responses to the planned messages.

Key Message 1, which highlighted the health risks of consuming turtle meat, proved to be highly effective. Participants expressed a newfound awareness of the potential for toxin and disease transmission through turtle consumption, leading to a reconsideration of their dietary choices. The discussions revealed that health concerns are a significant motivator for behaviour change, particularly when the risks are made clear and tangible. The message's success suggests that future campaigns should prioritize health-related information, as it has a strong influence on the community's willingness to alter traditional practices.

Key Message 2 focused on the legal consequences of engaging in the turtle trade including consuming turtles and aims to deter participation through the threat of legal action. The feedback suggests that while the message was effective to a degree, there remains a lack of clarity regarding the specific laws and the consistency of their enforcement. Many participants were previously unaware of the legal implications and expressed concern over the potential penalties. This indicates a need for more robust legal education and enforcement to ensure that the laws protecting turtles are both understood and respected by the community.

Key Message 3 addressed the ecological importance of turtles, emphasizing their role in maintaining healthy aquatic ecosystems and their status as a keystone species. The feedback was varied, with some participants demonstrating a good grasp of ecological concepts, while others lacked understanding. This disparity suggests that ecological education needs to be more accessible and engaging to effectively convey the critical role turtles play in the environment. Communication efforts should aim to bridge the knowledge gap and foster a deeper appreciation for the ecological value of turtles.

Key Message 4 sought to connect with the community by highlighting the cultural and religious significance of turtles. The effectiveness of this message was mixed, resonating well with certain demographics but falling flat with others. This suggests that cultural messaging needs to be carefully tailored to the audience's values and beliefs to be impactful. Recognizing the diversity within the community, campaigns should consider a variety of cultural narratives to ensure that the message of turtle conservation is meaningful to all segments of the population.

The FGDs explored the effectiveness of different messengers in delivering the key messages. The feedback highlighted the importance of the messenger's credibility and trustworthiness, with local council chairmen, doctors, NGO workers, and religious leaders identified as the most influential figures. Their involvement in conservation messaging is crucial, as they command respect and can effectively persuade the community to support turtle conservation efforts.

FGDs also delved into the preferred methods of communication for disseminating key messages. The participants advocated for a diverse approach, utilizing a combination of seminars, documentaries, social media, and cultural events to reach a broad audience. The strategy that has been developed acknowledges the varied preferences within the community and leverages multiple platforms to maximize engagement and retention of the conservation messages. The use of technology, such as projectors and social media, alongside traditional

methods like miking and leaflet distribution, is seen as a comprehensive approach to reach diverse audiences. This diverse mix of platforms caters to different preferences and learning styles, increasing the likelihood that the conservation messages will be absorbed and acted upon by the community.

The strategy was presented to BFD during a consultation workshop in March 2024 (Activity 1.8). Following the workshop, the strategy was revised and finalized (**Annex 8**).

This activity, initially scheduled for completion by Y2Q2, was successfully finalized in Y2Q4.

***Activity 1.8: Consultation workshop/meeting with Forest Department for approval of TFT demand reduction behaviour change strategy.***

On 28 March 2024, WCS Bangladesh and the Bangladesh Forest Department (BFD) organized a workshop titled 'Consultative Workshop on Knowledge, Attitude and Practice (KAP) study result sharing and behaviour change strategy for reducing Tortoises and Freshwater Turtles demand'. The workshop was inaugurated by Mr. Md Amir Hosain Chowdhury, Chief Conservator of Forests, while Mr. Imran Ahmed, Conservator of Forests, Wildlife and Nature Conservation Circle, presided over the proceedings. WCS presented the KAP study results and the DRAFT Behaviour Change Strategy.

The event involved 25 attendees (20 men and 5 women) comprising senior and mid-level officers from the BFD. Productive discussions were held on the strategy and its implementation. During discussions of the KAP results and the draft strategy, several key points were highlighted by the Forest Department. The Chief Conservator of Forests suggested comparing internal and international demand for TFTs, along with emphasizing the need for strict enforcement of laws to deter smuggling. WCS Bangladesh intends to integrate these discussions into the remaining project activities as well as future projects, particularly focusing on behaviour change strategies and sharing information for enforcement efforts.

In terms of the Behaviour Change Strategy, suggestions were made to involve religious leaders, engage with NGO coordination meetings, utilize local cable TV channels/operators for broadcasting messages, involving social health workers and children in TFT conservation efforts, and engaging with local market/trader associations. While some ideas were already part of the strategy, the above suggestions have been incorporated in the finalised strategy, and some suggestions (such as increasing surveillance during Hindu festivals) are beyond the scope of the project.

Separate from the discussion on the strategy, comments were noted covering the need for protecting TFT-rich habitats and developing an action plan for TFT conservation as things for future consideration.

Finally, establishing facilitated groups for data gathering was suggested, which aligns with provisions for supporting individuals as 'Turtle Saviour' in the behaviour change strategy. The draft strategy was well-received by the participants, and the majority of suggestions as set out above have been incorporated in the final strategy. The TFT consultation workshop proceedings are attached (**Annex 7**).

This activity was initially due by Y2Q2 but was delayed and a revised timeline was approved via email on 13 January 2024. This activity is now complete.

***Activity 1.9: Analyse the KAP survey data to identify socio-economic drivers of illegal trade and consumption and prepare summary report.***

This activity is now complete. The KAP report (**Annex 5**) has been finalised, documenting the extent of TFT use and identifying the socio-economic drivers that depict TFT as a luxury item for gatherings at festivals, mainly consumed by better-off relatively well educated individuals. Respondents did not give cultural or religious reasons for TFT consumption. Although many respondents believe that TFTs and their parts have general or more specific traditional medicinal benefits, actual reported medicinal use was rare (only 3% of households in the previous year). Despite the widespread consumption of TFTs and the recognition that TFTs have declined, there was a notable lack of awareness regarding the ecological significance of these species and the potential consequences of their depletion for ecosystems. There is an opportunity for targeted messaging to bridge this gap and foster greater appreciation for TFTs

beyond their utilitarian value since 45% of respondents said they would change traditional practices if it helped the environment. The report also gives insights into illegal trade and consumption of TFT. For example, the surveys indicated that trade in TFTs has moved to a considerable extent from markets (some of which have been targeted by enforcement of wildlife protection laws) to direct sales to consumers through personal contacts facilitated by cell phones. However, TFTs are also reported to be traded at fairs linked with festivals.

**Activity 1.10: Repeat market surveys throughout project to monitor any drop in size of market to support indication of reduced demand.**

Two refresher training sessions were organized for 26 surveyors in Dhaka and Khulna to ensure the surveyors were prepared for the second round of market surveys. The surveys were conducted from early October to mid-November 2023. Data were collected on the presence and absence of TFT sales during two Hindu festivals, Durga puja and Kali puja. Out of 330 visits to 188 markets across 16 districts, TFTs were discovered in 20 markets during 24 visits. Indian flapshell turtle (*Lissemis punctata*; VU) was the most abundant (n=70). Indian roofed turtle (*Pangshura tecta*; VU; n=17), Indian eyed turtle (*Morenia petersi*; EN; n=2), and Asiatic softshell turtle (*Amyda cartilaginea*; VU; n=1) were also recorded. In total 90 live TFT individuals were observed during market visits.

This activity is now complete as planned, and the TFT Y2 Market survey report is finalized (**Annex 9**).

**Output 2: Behaviour change strategy implemented resulting in measurable changes to knowledge, attitudes and practices of TFT consumers, and lessons learned to improve future campaigns.**

**Activity 2.1: Develop awareness raising key messages and materials.**

After reviewing the findings of the KAP surveys and understanding consumer beliefs and attitudes regarding TFT consumption, four key messages for the behaviour change campaign were drafted and shared through twelve focus group discussions with 113 local stakeholders to obtain feedback and revise the messages as needed (see activities 1.7 and 1.8).

The study revealed a complex attitude towards TFTs, with mixed perceptions regarding cultural significance and limited support for conservation efforts. Opportunities exist to work with local opinion and religious leaders to convey conservation messages, particularly before and during festivals. Behavioural change efforts must target specific geographies and cultural contexts, leveraging local knowledge and networks to effectively communicate the importance of TFT conservation and encourage sustainable behaviours. Collaboration between government agencies, conservation organizations, local leaders, and communities is essential to address the conservation challenges facing TFTs in Bangladesh. By motivating consumers to reduce demand we hope to reduce a major threat faced by these species.

To convey these key messages, communication activities have been planned based on audio-visual shows, loudspeaker announcements, and orienting and providing supporting materials to local opinion leaders. To support this different awareness materials have been developed and are at the final stage of printing. These include stickers, brochures, posters, and a ruler for school children. In addition, radio scripts containing the key messages have been prepared for use with community radio and it is planned to also make these available for use by local cable-TV operators as suggested in the consultation workshop (**Annex 10**).

During this fiscal year, we faced challenges in completing the procurement process for the radio script studio recording, which is crucial for our community radio program aimed at disseminating the TFT demand reduction message. This was caused by the delay in finalizing the KAP study report and the behaviour change strategy document. We are seeking approval to complete this task by the end of Y3Q2.

**Activity 2.2: Documentary film on reducing TFT consumption.**

Significant progress has been made on this activity. It has been modified to an animation film which was considered more attractive to a range of age groups (including children and young adults who were highlighted in the consultation workshop with BFD as one important stakeholder group to target for attitude and behaviour change). After reviewing the storyboard and a draft of the film we are close to finalizing the film. By early Y3Q1 the animated film will be ready to be used in the demand reduction campaign.

***Activity 2.3: Design TFT consumer demand reduction campaign.***

The demand reduction strategy is now ready and finalising the plan for the TFT consumer demand reduction campaign is scheduled for Y3Q1, this will target four districts where TFT consumption was more widespread, starting with sites in one initial district to then be reviewed, refined, and extended to the other districts.

***Activity 2.4: Execute campaign in identified TFT consumption and trade hotspots.***

This activity has been rescheduled (January 2024 timeline) to start in Y3Q1 for piloting the TFT consumer demand reduction campaign. From the baseline KAP study results and TFT market survey findings, we have identified the TFT consumption and trade hotspots in four districts i.e., Khulna, Satkhira, Gopalganj, and Madaripur.

***Activity 2.5: Organize and hold two journalist training workshops.***

This activity was completed as per project timeline. Two training sessions for 70 journalists (68M, 2F) from 54 national media outlets participating from 11 districts, were conducted in two divisions, one in the Bagerhat district (Khulna division) on August 9, 2023, and in the Gopalganj district (Dhaka division) on September 5, 2023, on Tortoises and Freshwater Turtles (TFTs) and reporting illegal wildlife trade. These sessions aimed to enhance the journalists' capabilities in producing more accurate and comprehensive articles.

***Activity 2.6: Conduct post-KAP surveys in the areas where TFT demand reduction campaign took place.***

This activity was initially scheduled to be completed by Y2Q4; however, as the campaign has been delayed, this survey has also been delayed. We expect to conduct the mid-term or "adoption" KAP survey after the pilot demand reduction campaign in Y3Q1 (as shown in the updated timeline approved in January 2024) (**Annex 12**).

**Output 3: Establish collaboration for behaviour change for TFTs through sharing of the approach between wildlife managers, law enforcement officials and development agencies in Bangladesh and India on successes and failures in demand reduction.**

***Activity 3.1: Organise two virtual meetings between India and Bangladesh.***

This activity of organizing two virtual meetings between India and Bangladesh is now complete. Detailed meeting minutes were shared in the Y2 half-yearly report (**Annex 7**).

***Activity 3.2: Organise an in-person workshop at Bana Bhaban in Bangladesh with participation by forest officials from Bangladesh and India.***

The activity is progressing according to plan. Following a virtual meeting between WCS Bangladesh and WCS-India, it was decided that WCS will be sending invitations to identified participants, including Divisional Forest Officer and Additional Divisional Forest Officers, and two WCS India representatives in April 2024. The workshop will be an opportunity for officers to discuss the cross-border illegal TFT trade issue and identify potential mitigation measures. This workshop is scheduled to take place in May 2024 (Y3Q1). Upon completion of the first workshop, plans will be made to organize a second workshop in India by Y3Q4.

***Activity 3.3: Organise an in-person workshop at Aranya Bhaban in India with participation by forest officials from Bangladesh and India.***

We have scheduled this activity for Y3Q4. We are in the process of obtaining a date for the meeting from the ministry and anticipate organizing it by January 2025.

***Activity 3.4: Distribute summary report on socio-economic drivers of involvement in illegal trade and consumption with stakeholders including development agencies.***

We have completed the KAP study report and identified the socio-economic drivers of involvement in illegal trade and consumption (**Annex 5**). The report has been shared with 25 officers of the key stakeholder, the BFD, and we plan to further disseminate it over emails to several development agencies and NGOs including USAID, the World Bank, Creative Conservation Alliance, WildTeam, CARINAM, Action Against Hunger (ACF), Winrock International, Nature Conservation management, and Centre for Natural Resource Studies.

***Activity 3.5: Share TFT consumer demand reduction campaign strategy and model with WCS India and other organisations.***

After completing the TFT demand reduction campaign strategy, we shared the strategy document with WCS-India. We will also share the document with UNODC, Turtle Survival Alliance and the US Fish and Wildlife Services.

**Output 4: Bangladesh's national wildlife protection laws strengthened for TFT protection.**

***Activity 4.1: Prepare background document and draft proposal for listing all the threatened TFT species under the Wildlife Act, 2012.***

This activity was completed in Y1. We are following up with the BFD on the progress in reviewing the document and bringing it to the next step.

***Activity 4.2: Prepare a proposal to clarify definitions of Schedule I and II protected species in the Wildlife Act, 2012.***

This activity was completed in Y1. We are in touch with the BFD to follow up on any progress.

***Activity 4.3: Follow-up meetings and engagement with BFD on proposals to list threatened FTT species and clarify definitions of Schedule I and II protected species in the Wildlife Act, 2012.***

This activity is making progress as planned. We are following up with the BFD and they have already assigned a lawyer to support the process.

***Activity 4.4: Prepare a proposal to add regulatory directives from the Wildlife Act, 2012 to the Import Policy Order under the Imports and Exports (Control) Act, 1950 and submit it to Customs.***

A proposal on regulatory directives for the Wildlife Act, 2012 to the Import Policy Order under the Imports and Exports (Control) Act, 1950 has been drafted and submitted to the BFD for forwarding it to the Customs Authority for official endorsement. This activity is making progress as planned. The draft was attached to the Y2Q2 report (**Annex 13**).

***Activity 4.5: Follow-up with Customs Agency through meetings and engagement on the proposal.***

This activity is making progress as planned. We are following up with the Customs Agency, the WCS Bangladesh Legal Advisor is leading on this.

## **3.2 Progress towards project Outputs**

**Output 1: Behavioural change strategy developed for reducing the demand for TFTs based on improved understanding of market dynamics and consumer motivations.**



When we started the project, through the monitoring of media reports we established that a considerable number of TFTs were being confiscated by law enforcement agencies every year. However, we had a limited understanding of the drivers of the illegal trade of TFTs. Since the project started, we have identified a number of consumption and trade hotspots for TFTs (Indicator 1.1). These are indicated on the TFT consumption and trade hotspot maps that we developed. From the baseline KAP (Knowledge, Attitudes, and Practices) survey and Focus Group Discussion results, we have built an understanding of market dynamics and consumer motivations (Indicator 1.2).

The KAP study revealed substantial geographic variations in TFT consumption, with Satkhira and Khulna districts exhibiting higher rates compared to other surveyed areas. This spatial heterogeneity underscores the necessity for targeted conservation efforts tailored to regions where TFT consumption is particularly prevalent.

Despite these variations, motivations behind TFT consumption remain consistent across surveyed districts, primarily driven by taste preferences and novelty rather than cultural or religious reasons, although consumption is associated with family gatherings and festivals. While some respondents believe in the traditional medicinal benefits of TFTs, actual reported medicinal use was rare. TFT purchases were found to be as much through personal contacts as through traders and festival-related markets. Moving forward into Y3, progress is expected through a behavioural change strategy aimed at reducing TFT demand (Indicator 1.3) that addresses socio-economic drivers of illegal TFT trade (Indicator 1.4).

**Output 2: Behaviour change strategy implemented resulting in measurable changes to knowledge, attitudes and practices of TFT consumers, and lessons learned to improve future campaigns.**

During Y1 and Y2 of the project, we conducted research on consumer motivations and market dynamics through TFT market surveys and the baseline KAP survey. These surveys were instrumental in informing the development of the behaviour change strategy.

This strategy aims to address the underlying drivers of demand for these species, and will hopefully result in changes in the knowledge, attitude, and practice of TFT consumers. We have developed messaging and interventions that target key consumer groups and address the underlying drivers of demand for TFTs in this strategy. Surveys to assess reactions to the pilot campaign and then an impact-KAP survey to assess changes after exposure to the full campaign are scheduled for Y3 and Y4 respectively.

**Output 3: Establish collaboration for behaviour change for TFTs through sharing of the approach between wildlife managers, law enforcement officials and development agencies in Bangladesh and India on successes and failures in demand reduction.**

After activities conducted in Y2, we were able to establish some collaboration between BFD and regional stakeholders on behaviour change strategies for TFTs.

We have held discussions between WCS-India and WCS Bangladesh on how to best engage with government officials in India in Y3, along with other decision-makers to raise awareness about the illegal trade of TFTs and behaviour change approaches. However, most activities for this output are scheduled for the coming years (Y3 and Y4), so we will be able to provide details about meetings and progress in the next report.

**Output 4: Bangladesh's national wildlife protection laws strengthened for TFT protection.**

Progress has been significant under this output, with the submission of all three draft proposals. These proposals aim to list all threatened TFT species under the Wildlife Act, 2012; clarify definitions of Schedule I and Schedule II protected species within the same Act; and integrate regulatory directives from the Wildlife Act, 2012 into the Import Policy Order under the Imports and Exports (Control) Act, 1950.

Efforts have commenced to engage relevant agencies and ministries to advance these proposals further. Given the time-intensive nature of this process, ongoing follow-up will be maintained to ensure continued progress.

### 3.3 Progress towards the project Outcome

**Outcome: Reduction in consumption of TFTs in Bangladesh as a result of behaviour change of consumers, sharing of lessons learned and increased protection of threatened species.**

Achieving a reduction in TFT consumption in Bangladesh necessitates a comprehensive approach, encompassing consumer behaviour change and improved legal safeguards for threatened species.

During Y1 and Y2 progress has primarily focused on data collection to inform strategy development and establish a baseline for indicator measurement. Baseline data collection facilitated through media monitoring, market surveys and KAP surveys has been completed successfully, laying the groundwork for designing effective behaviour change interventions.

Having completed the activities to establish the baseline, we are confident in our ability to replicate these surveys and accurately gauge any changes in TFT consumption within the targeted areas resulting from behaviour change (Indicator 01). Finding TFTs during the second market survey is consistent with KAP survey results indicating that TFT consumption is concentrated around Hindu festivals. The behaviour change strategy has been prepared and revised with inputs from key stakeholders, and communication materials to convey the key messages are due to be ready for use shortly. In Y3 and Y4, targeted behaviour change campaigns are anticipated to play a pivotal role in curtailing TFT consumption.

### 3.4 Monitoring of assumptions

**Assumption 1: Behavioural change can be detected through standardized interviews at the beginning and end of the project.**

**Comment:** We are at the end of Year 2 of the project, and while there is momentum in the implementation of activities it is too early to say whether this assumption holds true or not. We conducted standardized interviews with 320 households in Dhaka and Khulna Divisions using the KAP methodology, and 25 FGDs to understand the drivers of TFT demand, nature of consumption, and trade. We will conduct interviews using the same methodology after implantation of the behaviour change strategy and it is only then that we will be able to determine if there has been any change and if we have been able to detect such change. We anticipate that analysis and comparison of both data sets will help us detect behaviour change in consumers. For comparison media monitoring may give an indication of whether trade has changed.

**Assumption 2: Self-reported consumption of TFTs is a reliable measure of actual consumption levels. Market surveys, media reports, and detections can accurately provide an indication of scale of trade.**

**Comment:** It is difficult to assess whether TFT consumption was accurately reported in the KAP surveys, but there was no indication that respondents hid their practices in interviews and TFT consumption was quite widely reported (e.g., 42% of the households said that they consumed TFTs in the last 12 months).

During Y2 we conducted surveys in 188 local markets in 16 districts and found the presence of open TFT trade in 20 markets, this is consistent with the rise of TFT demand during Hindu festival time. The KAP survey indicates that illegal TFT trade is continuing (see assumption 5), and that many households obtain TFTs through personal contacts. In 2023 the media also reported a total of 1,613 TFTs confiscation in 23 seizures, and in Y1, nine seizures during which 636 TFTs were confiscated. We believe that self-reported consumption and media reports can still provide a reliable indication of the scale of the trade and that by combining this data with the interview results we will have a reliable selection of data sources to compare.

**Assumption 3: A decrease in observed trade through market surveys can be used to indicate reduced demand.**

**Comment:** The Y2 market survey results discussed under assumption 2 indicate that market surveys are unlikely to be suitable for measuring any true reduction in trade, and that the actual trade might be higher than recorded. This is because household interviews and focus groups discussions held as part of the KAP survey reported that TFT purchases is often through personal contacts rather than in markets. Outcome indicators are expected to depend more on media monitoring and household surveys.

**Assumption 4: Target audience will respond positively to messaging.**

**Comment:** The focus group discussions to review the four key messages indicated that these messages have the potential to change behaviour, particularly the message highlighting the risks to human health from pathogens that may be encountered in handling or eating TFTs. However, we will be able to comment fully on this assumption in Y3 and Y4, after the first round of campaigns and associated KAP survey, and the main round of campaigns and impact-KAP survey have been implemented.

**Assumption 5: Trade does not go “underground” to the extent that the sale and consumption of TFTs cannot be detected through market surveys, media reports, and confiscations and arrests by government officers.**

**Comment:** The relatively small number of TFTs observed during the market survey, could indicate that the trade has already gone ‘underground’. This is also supported by information obtained in the KAP surveys. We were still able to detect TFT trade through media seizure reports. However, ongoing market surveys and changes in media seizure reports may not be an effective measure of changes in demand and trade. Provided respondent willingness to report TFT consumption does not change, the impact-KAP survey should provide a measure of changed consumption.

**Assumption 6: Willingness to share experiences and knowledge between Bangladesh and India on demand reduction of TFTs will be supported by wildlife agencies of both countries. No further restrictions as a result of new COVID-19 variations.**

**Comment:** The online meetings in Y2 and sharing between WCS country programs are promising, but we will be able to comment on this assumption in Y3 after the first face-to-face meeting of officials from the two countries. From a current perspective, COVID-19 is unlikely to impact collaborations in Y3 and Y4, although the situation could change rapidly.

**Assumption 7: TFT market dynamics and consumer motivations can be fully understood and addressed in the behaviour change strategy.**

**Comment:** We feel that consumer motivations have been understood from the KAP surveys and can be addressed through the behaviour change strategy. This will be verified once implementation of the strategy is underway in Y3. The market surveys and KAP FGDs give some insights into market dynamics, working with market committees under the strategy may further reduce TFT sales in markets, but at present our only way of addressing trade is to reduce demand.

**Assumption 8: Consumers can be identified and are willing to participate in research on motivations. Consumers honestly report on their consumption and demand.**

**Comment:** We were able to reach customers through our KAP surveys. A substantial proportion of respondents willingly told us about having consumed TFTs within the last year. It remains difficult to assess if they were completely honest, however the fact that a significant number of respondents self-reported consumption indicates that there is no issue with willingness. Some might have consumed TFTs but did not report this or may have eaten TFTs more often than they said. However, the openness of many respondents was positive.

**Assumption 9: Self-reported levels of consumption indicate a drop in actual consumption and demand. Enforcement by government agencies remains a priority and data can be accessed.**

**Comment:** We will be able to comment on this assumption later in the project after the behaviour change campaign.

**Assumption 10: WCS can obtain government approval of the behaviour change strategy in Year 1.**

**Comment:** WCS shared the strategy with BFD in Y2, after completion of the baseline KAP survey data analysis. It was well received by BFD and has been slightly revised in line with feedback received and can now be considered accepted by BFD. Formal approval is not a requirement for the campaign to go ahead.

**Assumption 11: Analysis of TFT market survey and KAP survey data can be completed and a report on socio-economic drivers can be prepared.**

**Comment:** The analysis has been completed and a report prepared as planned (**Annex 6**).

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

The expected impact of this project is Improved conservation prospects for threatened TFTs in Bangladesh through a targeted behaviour change campaign to reduce consumption and exploitation.

To ensure long-term conservation of TFT species in Bangladesh and across their range, there is an urgent need to reduce the demand. Understanding and effectively addressing the drivers of this demand, more specifically of trade and consumption, including socio-economic factors, will support efforts to prevent IWT and reduce the need for enforcement actions focussed on local communities, which often result in punishments (fines and custodial sentences) that further exacerbate poverty in ethnic minorities and fail to target those profiting from the illegal trade.

It is currently too early to assess the project's contribution towards the expected impact. However, we have built a strong evidence basis for developing and implementing a strategy to reduce demand for TFT species in Bangladesh, including socio-economic drivers. The surveys indicate that TFTs are more of a luxury/prestige food item and are now relatively expensive, accordingly on average consumers are better off and few are poor, but all are from minority communities. However, the surveys indicate that TFT consumption in the target areas is not linked directly to religion but is more of a taste preference for celebrations at the end of festivals. Since the project target is demand reduction, we have limited information on the level of poverty among TFT catchers and any impact reduced demand might have on them. However, at a broader level, the campaign will promote the conservation of TFTs and their role in wetland ecosystems, and healthier ecosystems would improve human well-being.

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

The original anticipated impact of the project was - improved conservation prospects for threatened tortoises and freshwater turtles (TFTs) in Bangladesh through a targeted behaviour change campaign to reduce consumption and exploitation.

**Contribution to Higher-Level Impact on Illegal Wildlife Trade (IWT):** During this year the project leveraged the crucial role of journalists in sensitizing the public to reduce illegal TFT trade and consumption. Training provided to journalists developed their knowledge and skills, enabling them to raise awareness about the environmental devastation and ethical implications associated with TFT trafficking and consumption. Their investigative reporting is expected to shed light on the underground networks involved in the illicit trade and expose the societal impacts of TFT exploitation. In preparation for the behaviour change campaign, we conducted a baseline Knowledge, Attitudes, and Practice (KAP) study in eight districts to understand the social drivers underlying TFT consumption, and based on this have developed a behaviour change strategy that will be implemented in year 3. The combined efforts of journalists and the behaviour change campaign are expected to bring about societal change generally and in districts with high TFT consumption thereby reducing the illegal trade and consumption of TFTs.

With regard to human development and wellbeing, the KAP study confirmed that TFT consumers are in general non-poor. The project aims to make two contributions: (a) by reducing TFT demand it will help prevent minority non-Muslim communities from being vulnerable to law enforcement efforts against TFT consumption and trade; and (b) it will seek to identify in the campaign target locations any disadvantaged traders or TFT catchers who might be adversely affected by reduced demand and law enforcement, and then help them access alternative livelihood support programmes.

## 4. Thematic focus

This project aligns with two IWT Challenge Fund themes:

**Reducing demand for IWT products:** The project has collected baseline data on TFT consumption in Bangladesh, this has been used to develop a strategy for changing consumer behaviour and reducing demand for TFT products, which is due to be implemented in Y3.

**Ensuring effective legal frameworks and deterrents:** The project aims to help the Government of Bangladesh bring all threatened TFT species occurring in Bangladesh clearly under the provisions of existing wildlife legislation and its schedules. Information has been provided to the BFD, and the project will continue to provide technical support on revision of the law and schedules, but progress depends on actions taken by BFD and higher levels of government.

## 5. Impact on species in focus

The project's primary focus is on reducing demand for threatened TFT species. Although four Critically Endangered species - river terrapin (*Batagur baska*), elongated tortoise (*Indotestudo elongate*), Asian giant tortoise (*Manouria emys*) and Assam roofed turtle (*Pangshura sylhetensis*) - were highlighted in the project design, reducing TFT demand is expected to benefit a wider range of globally threatened species of TFT found in Bangladesh (19 species). If demand for these species decreases, there is likely to be less poaching of TFTs to supply the trade. The project's impact on these species may not be immediately apparent, as behaviour change campaigns can take time to influence consumer attitudes and behaviours, and the campaign is scheduled to start in Y3. However, the media monitoring, market surveys and KAP surveys (baseline and after the campaign) record TFTs to species level, and therefore may reveal impacts on reduced consumption of these species by the project end.

## 6. Project support for multidimensional poverty reduction

The results of the KAP surveys are consistent with existing literature indicating that TFT consumers in Bangladesh come from religious and ethnic minorities. These are the target beneficiaries, and by changing their attitudes and behaviour so that they do not eat TFTs the project is expected to reduce the risk they face from confrontation with law enforcement agencies over illegal consumption of TFTs.

So far, the market surveys did not reveal specialist TFT traders active at markets on a daily or weekly basis. However, the extent that poor people (including women) are involved in the supply chain including providing TFTs through direct contact is unclear at present. The KAP surveys indicated that TFTs consumed or traded mainly come from nearby wetlands, with some caught by consumers and some caught by local fishers as an incidental part of their catch. Specialist TFT-catchers have not so far been identified. Therefore, a task to be added in parallel with the behaviour change campaign will be to find out more about the people supplying TFTs directly to consumers, and any people specialising in catching TFTs locally, and the extent to which they depend on those activities. If the mid-term KAP survey or interaction with local people during the campaign reveals a potential impact on poor traders or TFT catchers, then we will work with local institutions to link them with opportunities for alternative livelihood support.

Indirectly, the behaviour change campaign aims to increase understanding and awareness of the importance of conserving TFTs (for example their role as scavengers) for the wider benefit of wetland ecosystems which these communities depend on for more general ecosystem services. Achievements can only be expected in Y3 and Y4 when the behaviour change campaigns are implemented.

## 7. Gender Equality and Social Inclusion (GESI)

The surveys and consultations undertaken have engaged with women and men. For example, household surveys (n=320) interviewed a man and a woman from each household giving gender-disaggregated data, and focus groups (n=25) were held with men and women. In both cases the survey team comprised of women and men, so that for example the female representative of the household was interviewed by a female field researcher and the male representative by a male field researcher. The behaviour change strategy will target both men and women, and the consultation with BFD helped identify ways of reaching women through health workers as a means of conveying messages including the risks of zoonotic diseases, and this has been incorporated in the strategy.

Please quantify the proportion of women on the Project Board <sup>1</sup> .	The project has no formal project board. 28% of the senior leadership team, composed of seven staff, are women. Technical support on project implementation is provided by the WCS CWT Regional Coordinator and Programme Officer who are both women. The other five staff working on the project are males (Country Director and Senior Project Manager, Senior Consultant, CWT Regional Analyst, Education and Outreach Manager, and CWT Coordinator).
Please quantify the proportion of project partners that are led by women, or which	None

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

have a senior leadership team consisting of at least 50% women <sup>2</sup> .	
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<b>GESI Scale</b>	<b>Description</b>	<b>Put X where you think your project is on the scale</b>
<b>Not yet sensitive</b>	The GESI context may have been considered but the project isn't quite meeting the requirements of a 'sensitive' approach	
<b>Sensitive</b>	The GESI context has been considered and project activities take this into account in their design and implementation. The project addresses basic needs and vulnerabilities of women and marginalised groups and the project will not contribute to or create further inequalities.	X
<b>Empowering</b>	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	
<b>Transformative</b>	The project has all the characteristics of an 'empowering' approach whilst also addressing unequal power relationships and seeking institutional and societal change	

Surveys were undertaken with women and men, each interviewed by field researchers of the respective gender, generating gender disaggregated data. The behaviour change campaign is designed to use appropriate means of communicating with women and with men. It will not create further inequalities, and will track the actual role of women in TFT consumption decisions and behaviour.

## 8. Monitoring and evaluation

This project employs various systems and processes internally to monitor and evaluate its progress and impact on a regular basis. The project has developed a detailed monitoring and evaluation (M&E) plan in response to feedback provided in the previous annual report, that outlines specific indicators, targets, and data collection methods for each outcome, output, and activity (**Annex 11**).

To demonstrate that the outputs and activities of the project contribute to the project outcome, the project team will conduct regular study site visits to monitor progress, conduct interviews with project beneficiaries, and collect data on the number of people reached through various awareness-raising activities. The project team also analyses data on the number of illegal trade incidents and seizures of freshwater turtles and tortoises to assess the effectiveness of their interventions in reducing demand for these species. A substantial part of the project comprises surveys (baseline and impact) which will directly lead to evaluation evidence. In addition, M&E will comprise of regular reporting and minutes of meetings and interactions with government stakeholders in Bangladesh, and India. Analysis and reporting will be shared with stakeholders – BFD, potential collaborating NGOs, and local community organisations.

There have been no significant changes to the M&E plan over the reporting period. However, if necessary, the project team will adjust the data collection methods to ensure more accurate and reliable data collection. One outstanding issue is that behavioural changes and reduced TFT demand may take longer to materialise and translate into reduced consumption and trade

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

than the project duration. Monitoring media reports of IWT is a long-term commitment and program of WCS and will continue after the project ends.

## 9. Lessons learnt

**Lesson 1:** Data base design (in this case the KAP household survey data) should be integrated with survey design.

**Comment:** Analysis of the KAP household survey was delayed due to difficulty with the database used to store the text results from the survey. Although good advice was received from WCS-India on the use of similar technology, the sub-contracted data base (Microsoft Power Bi) developer/analyst in Bangladesh was not familiar with the survey design and intentions, and with hindsight needed a detailed structure and plan to work from. Consequently, although most analysis was completed, some aspects of planned analysis were not possible. This will be rectified in the next rounds of KAP surveys.

**Lesson 2:** Preparing backup plans and adaptations to research instruments based on undesirable outcomes is key and should be prioritized in future market survey rounds.

**Comment:** In the second round of market surveys, we expanded the survey to more markets and held short interviews with non-TFT traders to better understand the extent of TFT trade in the markets. However, it would appear that a significant part of TFT trade is covert based on the results of the KAP surveys. So, for the remainder of the project in KAP surveys and through interactions with local opinion leaders (for the behaviour change campaign) we will try to understand better the characteristics of people involved in this covert trade. This plan will be subject to the approval of a continued WCS IRB review and CWT Safety and Security Operational Planning.

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

**Comment 1:** It would be good to see the results of the market surveys.

**Response:** A report on the second-round market survey has been prepared and appended.

**Comment 2:** Provide evidence of progress on the Terms of Reference for the filmmaker and provide ToR with next half year report.

**Response:** The ToR of the animation film was shared in the Y2 half-yearly report.

**Comment 3:** Provide evidence of when this first meeting does take place with an attendance list, minutes of the topics discussed, and action points agreed, plus some photos of the virtual call.

**Response:** Evidence of virtual meetings between India and Bangladesh – attendance lists, meeting minutes, screen shots were shared with Y2 Half yearly report.

**Comment 4:** Is there a plan for continued monitoring post-project?

**Response:** Continued post-project monitoring – this will continue in the form of monitoring media reports of IWT including TFTs (this is a long-term program of WCS).

**Comment 5:** Suggest a revision of the current exit strategy with some clear objectives and how those objectives will be achieved.

**Response:** Exit strategy – at this stage the plan and expectations are that media reports of seizures will continue to be monitored by WCS as a regular activity; that BFD and other law enforcement agencies will have clearer enforcement of TFT protection once legal reforms are enacted; that local stakeholder groups and institutions (such as schools and puja committees) will mainstream future use of the messages and materials provided in the campaign; and that WCS will seek resources to extend the campaign to more areas within the target districts and to the other four districts identified in this project as hot spots of TFT trade and consumption.

**Comment 6:** It would be helpful if the project could share the M&E plan.

**Response:** M&E plan has been shared in Y2 half-yearly report.



## **11. Risk Management**

The project team decided to expand the KAP household surveys to include an additional district (Bagerhat), in response to recent evidence of trade. This involved additional household surveys and the addition of this new location caused some delays in finalising data analysis. The analysis of the KAP study results took longer than expected, as interpreting and preparing the survey data for analysis into a spreadsheet (and subsequently into SPSS) proved to be more time-consuming than initially anticipated. Delays in completing the analysis of the KAP results have had a cascading impact on dependent activities related to the design of a strategy and demand reduction campaigns. Unforeseen political unrest related to the January 2024 national election added to delays in a number of activities as we were unable to plan for travel during the unrest. Initially anticipated to impact Y2Q4, unrest commenced earlier than expected, causing delays in the implementation of an in-person cross-country workshop during Y2Q3. As such we submitted a change request in December 2023 and got approval for the updated timeline, budget, and logical framework. The risk registry outlines several key risks including election-related disruptions and possible challenges in terms of staff capacity and experience. We implemented measures to mitigate these risks, such as factoring in potential political instability in our work plan and providing technical support to staff. However, the impact of these risks remained somewhat beyond our control, and in some instances, it has taken longer than expected to address the risks. We are continuing to monitor the delayed activities and will use the lessons learned to implement activities more efficiently. For instance, for the next round of KAP surveys, we will use a simpler data collection system and provide detailed guidance to limit the mistakes in data recording experienced in the first round of collection, as well as a detailed specification for the resulting database.

### **Other comments on progress not covered elsewhere**

Not applicable.

## **12. Sustainability and legacy**

Since its inception, this project has progressively increased its cooperation with stakeholders within Bangladesh, such as the BFD and other local conservation organizations. Capacity building of both WCS staff and stakeholders will contribute to the sustainability of this work. This project has already provided training to more than 40 individuals on how to conduct TFT market surveys and KAP surveys, including TFT species identification, interview techniques, and ethics in conducting research with human subjects, equipping them with skills that they can use again in other work. Building capacity of WCS staff in implementing demand reduction interventions, from the research and evidence collection stage until the monitoring of proposed interventions, is also an important legacy of this project.

This project will develop a range of resources and materials that will also be available to other organisations, including government agencies, through the WCS Bangladesh Program's website, that are likely to inform other projects related to similar topics. These will include project reports, training materials, and outreach resources.

At this stage we believe the intended sustainable benefits are still valid. For example, if the targeted policy and legislative schedule changes are adopted by the government then these will continue to have impacts long after the project ends.

In addition, during the coming year, we will explore how a wider legacy can be established in terms of cultural support for changed demand and behaviour with opinion leaders from the target communities. For example, we anticipate that schools, market committees, health workers, and puja committees will continue using materials provided by the project as part of their regular programmes and norms (e.g., lessons, market rules, and health messages).

## **13. IWT Challenge Fund identity**

The IWT Challenge Fund logo and funding source have been used and credited on reports produced during the year and shared with Bangladesh Forest Department and other stakeholders. These will be used where dimensions and materials permit on communication

materials at an advanced stage of preparation for the behaviour change campaign. This support is shown as a distinct project. Some officers of BFD as a result are likely to be aware of the fund.

## 14. Safeguarding

Has your Safeguarding Policy been updated in the past 12 months?	No
Have any concerns been reported in the past 12 months	No
Does your project have a Safeguarding focal point?	Yes Md. Zahangir Alom, <i>PhD</i>
Has the focal point attended any formal training in the last 12 months?	No.
What proportion (and number) of project staff have received formal training on Safeguarding?	Past: 90.9% [10] Planned: 09.1% [1]
<p>Has there been any lessons learnt or challenges on Safeguarding in the past 12 months? Please ensure no sensitive data is included within responses.</p> <p>WCS strict requirements on safeguarding has allowed us to efficiently mitigate risks. Guidelines related to market surveys have been complied, and there was limited scope to interact with traders, which helps to ensure their safety and security as well as that of people involved in the surveys.</p> <p>For the second round of TFT market surveys targeting Hindu Festivals, we have updated the operational plan and got it approved from WCS Safety and security head, for the second round of the survey, after receiving the approval we provided refresher training to 26 local WCS interns about WCS safety security guidelines and conducting the TFT market surveys in 16 districts covering 188 markets.</p>	
<p>Does the project have any developments or activities planned around Safeguarding in the coming 12 months? If so please specify.</p> <p>The project will continue to ensure the implementation of WCS safeguarding policies. Should any new staff be recruited, they will receive appropriate training on these, whether internally or through the Collaborative Institutional Training Initiative. During this annual reporting period, we completed the recruitment of a CWT Programme Officer to help implement project activities and provided the necessary safety and security training.</p>	
<p>Please describe any community sensitisation that has taken place over the past 12 months; include topics covered and number of participants.</p> <p>None.</p>	
<p>Have there been any concerns around Health, Safety and Security of your project over the past year? If yes, please outline how this was resolved.</p> <p>None.</p>	

## 15. Project expenditure

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

Project spend (indicative) since last Annual Report	2023/24 Grant (£)	2023/24 Total actual IWT Costs (£)	Variance %	Comments (please explain significant variances)
Staff costs (see below)				Additional spent as per project need
Consultancy costs				Activities completed within fewer man-days required
Overhead Costs				Overhead charged as per the shared cost allocation basis
Travel and subsistence				The amount spent as per actual need
Operating Costs				The amount spent as per actual need
Capital items (see below)				-
Others (see below)				The amount spent as per actual need
<b>TOTAL</b>	£83.089.0	£83.089.00		

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

	Secured to date	Expected by end of project	Sources
Matched funding leveraged by the partners to deliver the project (£)			US Fish and Wildlife Service, and WCS private unrestricted funding
Total additional finance mobilised for new activities occurring outside of the project, building on evidence, best practices and the project (£)	N/A	N/A	

## 16. Other comments on progress not covered elsewhere

None

**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).

Baseline surveys by the project have revealed current levels of freshwater turtle consumption and insights into attitudes towards these species. Although trade and consumption of freshwater turtles are illegal in Bangladesh, surveys in eight districts (identified from secondary sources as being likely “hot spots” for turtle consumption) found that 42% of non-Muslim households had eaten freshwater turtles in the previous 12 months. Turtles are consumed as a delicacy during functions and gatherings that coincide with religious festivals. Since they are now an expensive luxury item, turtles tend to be eaten by relatively well-off households. Awareness of the protected status of turtles, their ecological value, and potential health risks (for example from zoonotic diseases) was low. Actual use of turtles as traditional medicine was very low, despite just over 40% of respondents believing turtle consumption brings some health benefits. Respondents indicated that turtle consumption was not strongly associated with religious beliefs and showed a willingness to change their practices considering the environment and survival of wildlife, offering hope that our planned behavioural change campaign may reduce demand for freshwater turtles.

<b>File Type (Image / Video / Graphic)</b>	<b>File Name or File Location</b>	<b>Caption including description, country and credit</b>	<b>Social media accounts and websites to be tagged (leave blank if none)</b>	<b>Consent of subjects received (delete as necessary)</b>
N/A				Yes / No
				Yes / No
				Yes / No
				Yes / No
				Yes / No

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

Project summary	SMART Indicators	Progress and Achievements April 2023 - March 2024	Actions required/planned for next period
<b>Impact</b> <i>Improved conservation prospects for threatened freshwater turtles and tortoises (TFTs) in Bangladesh through a targeted behaviour change campaign to reduce consumption and exploitation</i>		Steps towards an understanding of consumer behaviours and market dynamics for TFT in Bangladesh.	
<b>Outcome</b> Reduction in consumption of TFTs in Bangladesh as a result of behaviour change of consumers, sharing of lessons learned and increased protection of threatened species.	0.1 A 30% reduction in consumption of TFTs amongst targeted consumers (n=2,000) by Y4Q4 from project baseline.	0.1 We will report on this indicator in Y4Q4. Baseline has been developed.	None required  We will arrange two cross-country visits for Indian Forest Department and Bangladesh Forest Department in Y3.
	0.2 A 30% reduction in the number of threatened TFTs traded in Bangladesh by Y4Q4 from project baseline.	0.2 We will report on this indicator in Y4Q4. Baseline has been developed.	
	0.3 Bangladesh and India share lessons learned and information on efforts to change the behaviour of TFT consumers through at least 2 annual meetings.	0.3 WCS Bangladesh and India started sharing information, such as lessons learned from WCS India about the TFT market survey they conducted in the District of North 24 Pargana. WCS Bangladesh also shared TFT market survey reports with WCS India.	
<b>Output 1</b> Behavioural change strategy developed for reducing the demand for TFTs based on improved understanding of market dynamics and consumer motivations.	1.1 TFT consumption and trade hotspots identified by Y1Q4.	1.1 TFT consumption and trade hotspots identified. Y1 Annual report.	
	1.2 A KAP survey is conducted to increase knowledge on consumers and market dynamics for TFTs including identification of baselines, target consumer groups and their motivations for consumption by Y2Q2.	1.2 A baseline KAP survey completed. Evidence is provided in section 3.1 and Annex 4.	
	1.3 A behavioural change strategy for reducing the demand for TFTs developed in collaboration with and	1.3 Strategy has been developed and revised with inputs from the government (BFD). Evidence is provided in section 3.1 and Annexes 5 and 6.	

	approved by government partners by Y3Q1.	1.4 These are identified and included within the baseline KAP report, see indicator	
	1.4 Socio-economic drivers of involvement in illegal trade and consumption are identified and a summary report prepared by Y2Q4.		
Activity 1.1: Media search and data analysis to identify TFT consumption and trade hotspots.	Media search and data analysis were conducted.	Continue media search and analysis.	
Activity 1.2: TFT market survey.	Y2 TFT Market Survey covering Hindu festival season (October & November) was completed in Y2Q3 with 330 visits to 188 markets across 16 districts.	Conduct another round of market surveys at a potentially higher demand time in November 2025 before Durga Puja and Kali Puja.	
Activity 1.3: Develop and finalise map of TFT consumption and trade hotspots and consult with key stakeholder.	Revised maps were developed based on the KAP study report and TFT market survey reports, Activity 1.2 (Annex 9)	Update maps as needed, based on additional data collected in Activity 1.1 and 1.2.	
Activity 1.4: Develop pre and post KAP survey in consultation with the key stakeholder (e.g., Forest Department (BFD)).	During Y1 baseline KAP survey method, concept note, questionnaire, and IRB application was developed.	No action due in next reporting period. In Y3 the post (impact) survey methodology, design and questionnaire will be developed based on the pre survey.	
Activity 1.5: Conduct pre-KAP survey in identified TFT consumption and trade hotspots.	KAP surveys were conducted in 320 households with 640 (280 M, 280 F). 15 FGDs were conducted to supplement the KAP findings.	This activity is completed.	
Activity 1.6: Meeting with the Forest Department to share pre-KAP survey results.	Baseline KAP study results have been shared with the Bangladesh Forest Department in Y2Q4 (Annex 4).	Further share Baseline KAP survey result findings with the Forest Departments of Bangladesh and India.	
Activity 1.7: Develop a draft TFT demand reduction behaviour change strategy in consultation with BFD and stakeholders.	A draft TFT demand reduction behaviour change strategy document has been shared with BFD in a consultation workshop organised in Y2Q4 and their feedback (Annex 5) is incorporated in a revised behaviour change strategy document (Annex 6).	Continue working towards developing a demand reduction behaviour change strategy.	
Activity 1.8: Consultation workshop/meeting with Forest Department for approval of TFT demand reduction behaviour change strategy.	A consultation workshop was organized in March 2024 (Y2Q4).	This activity is completed.	

Activity 1.9: Analyse the KAP survey data to identify socio-economic drivers of illegal trade and consumption and prepare summary report.	Through the KAP study questionnaire, we have identified the socio-economic drivers. We could identify things like TFT are considered a luxury item for gatherings at the end of festivals and are eaten mainly by better-off people.	This activity is completed.
Activity 1.10: Repeat market surveys throughout project to monitor any drop in size of market to support indication of reduced demand.	We have conducted a Y2 TFT market survey in 188 markets in 16 districts.	We will conduct the third TFT market survey in Y4Q3.
<p><b>Output 2</b></p> <p>Behaviour change strategy implemented resulting in measurable changes to knowledge, attitudes and practices of TFT consumers, and lessons learned to improve future campaigns.</p>	<p>2.1 A minimum of 2,000 people are exposed to targeted behaviour change messaging, including gender and cultural considerations, in local dialects by Y3Q4.</p> <p>2.2 50% increase in number and accuracy of articles on the illegal trade and ecological role of TFTs including the penalties involved in their illegal capture, possession, sale and consumption by Y3Q1 (baseline = 25 articles).</p> <p>2.3 15% decrease in consumer self-reported consumption in responses to the behaviour change campaign in a post-campaign KAP survey of at least 200 (50% women) individuals by Y3Q3.</p> <p>2.4 30% decrease in demand and consumption of TFTs linked to the behaviour change campaign in the final KAP survey of at least 200 (50% women) individuals by Y4Q3.</p>	<p>2.1 We will report on this indicator in Y4.</p> <p>2.2 We are monitoring articles and will report on this indicator in Y3.</p> <p>2.3 Baseline data was collected through the KAP surveys, which we have used to develop the baseline. Although we will report on any change in this indicator after the mid-term KAP survey in Y3, realistically any attributable change will be detected by the post-KAP survey and reported in Y4 (see indicator 2.4).</p> <p>2.4 Baseline data was collected through the KAP surveys, which we have used to develop the baseline. We will report on this indicator in Y4.</p>
Activity 2.1: Develop awareness raising key messages and materials.	We have developed the awareness raising key messages based on the KAP survey findings (Annex 6) and the awareness materials are at the final stage of printing.	We will get all the awareness materials ready by Y3Q1 and shall update them (if needed) after the adoption survey by Y3Q2.
Activity 2.2: Documentary film on reducing TFT consumption.	The animated documentary film is in the final stage of development and shall be completed by	We will get the final product delivered within Y3Q1.



		Y3Q1 as per the revised implementation timetable.	
Activity 2.3: Design TFT consumer demand reduction campaign.		This activity will start in Y3Q1 as per the revised implementation timetable.	After piloting the TFT consumer demand reduction campaign in Y3Q1 we will conduct the adoption survey by Y3Q2 and revise the campaign design (if necessary).
Activity 2.4: Execute campaign in identified TFT consumption and trade hotspots.		This activity will start in Y3Q1 as per the revised implementation timetable.	Execute the campaigns in the TFT consumption and trade hotspots.
Activity 2.5: Organize and hold two journalist training workshops.		We have completed this activity in Y2Q2 and reported in Y2 half-yearly report.	This activity is completed.
Activity 2.6: Conduct post-KAP surveys in the areas where TFT demand reduction campaign took place.		This activity will start in Y3Q2 (for adoption survey) and in Y4Q2 (for the impact survey) as per the revised implementation timetable.	Conduct post-KAP surveys using the same protocol as in Y1Q4.
Activity 2.7: Repeat market surveys.		This activity will start in Y4Q3 as per agreed implementation timetable.	Conduct market surveys using the same protocol as in Y1Q4.
<b>Output 3</b> Establish collaboration for behaviour change for TFTs through sharing of the approach between wildlife managers, law enforcement officials and development agencies in Bangladesh and India on successes and failures in demand reduction.	3.1 Four meetings (virtual and in-person) held between Bangladesh and India on illegal trade of TFTs by Y3Q4.	3.1 Discussions between WCS India and Bangladesh on this topic were initiated. We already have provided two meeting reports on this indicator.	
	3.2 A replicable, adaptable behaviour change model for reducing demand in TFT species is developed by Y2Q1.	3.2 We collected evidence to inform the development of this behaviour change model. We will report on this indicator in Y3 as per the revised timetable.	
	3.3 TFT demand reduction strategy and model shared with colleagues in India by Y4Q2.	3.3 We collected evidence to inform the development of the demand reduction strategy and model. We already have reported on this indicator in Y2.	
	3.4 A summary report on socio-economic drivers of involvement in illegal trade and consumption is shared with development agencies in Bangladesh over emails by Y2Q1.	3.4 We collected evidence to inform the development of this behaviour change model. The baseline-KAP report which includes information on socio-economic drivers of consumption has been shared with BFD in Y2Q4..	
Activity 3.1: Organize two virtual meetings between India and Bangladesh.		We have held two virtual meetings between WCS-India and WCS Bangladesh in the Y2. We	The target is completed, but we plan to continue this on a regular basis.

		will continue to hold these meetings to follow up on activities and strengthen links.	
Activity 3.2: Organise an in-person workshop at Bana Bhaban in Bangladesh with participation by forest officials from Bangladesh and India.		This meeting is due in Y3Q1 as per the revised timetable.	Organize an in-person meeting with BFD and Indian Forest Department as per schedule.
Activity 3.3: Organise an in-person workshop at Aranya Bhaban in India with participation by forest officials from Bangladesh and India.		This meeting is due in Y3Q4 as per the revised timetable.	Organize an in-person meeting with BFD and Indian Forest Department as per schedule.
Activity 3.4: Distribute summary report on socio-economic drivers of involvement in illegal trade and consumption with stakeholders including development agencies.		We have finalized the KAP Study summary report where we have identified the socio-economic drivers of involvement in illegal trade and consumption and have started sharing the report with the relevant stakeholders.	Developed the summary report after analysing the KAP survey data and will be shared with relevant Law Enforcement Agencies and potential development and livelihood support NGOs working in the target areas.
Activity 3.5: Share TFT consumer demand reduction campaign strategy and model with WCS-India and other organisations		This activity will start in Y3Q1 as per the revised implementation timetable.	We will share the document with WCS India and relevant agencies by Y3Q1.
<b>Output 4</b> Bangladesh's national wildlife protection laws strengthened for TFT protection.	4.1 All threatened TFT species listed under Wildlife (Conservation and Security) Act, 2012 and the definitions clarified of Schedule I and II protected species by Y4Q4.	4.1 We drafted the TFT species list and submitted the document to BFD for review. We will report on this indicator in Y4.	
	4.2 Customs agency empowered to implement provisions of (Conservation and Security) Act, 2012 by Y4Q4.	4.2 We drafted the relevant legal documents and submitted to respective authorities and will report on this indicator in Y4.	
Activity 4.1: Prepare background document and draft proposal for listing all threatened TFT species under the Wildlife Act, 2012.		Background document and proposal for listing all threatened TFT species under the Wildlife (Conservation and Security) Act, 2012 was drafted and submitted by Y2Q2.	Follow up with the BFD and the relevant ministry.
Activity 4.2: Prepare a proposal to clarify definitions of Schedule I and II protected species in the Wildlife Act, 2012, and submit to BFD for taking necessary steps by forwarding it to Ministry, including meetings and discussions with stakeholders.		A proposal to clarify definitions of Schedule I and II protected species in the Wildlife Act, 2012, was drafted and sent to BFD for review in Y1Q4.	Follow up with the BFD and the relevant ministry.

Activity 4.3: Follow-up meetings and engagement with BFD on proposals to list threatened TFT species and clarify definitions of Schedule I and II protected species in the Wildlife Act, 2012.	Three separate meetings with BFD were held in Y2 to follow up on this.	Follow up with the BFD and the relevant ministry.
Activity 4.4: Prepare a proposal to add regulatory directives from the Wildlife Act, 2012 to the Import Policy Order under the Imports and Exports (Control) Act, 1950 and submit it to Customs.	A proposal on regulatory directives for the Wildlife Act, 2012 to the Import Policy Order under the Imports and Exports (Control) Act, 1950 has been drafted and submitted to the BFD for forwarding it to the Customs Authority for official endorsement.	Follow up with the BFD, Customs, and the relevant ministry.
Activity 4.5: Follow-up with Customs Agency through meetings and engagement on the proposal.	Our Legal advisor is in touch with the Customs Agency and following up with the progress of this proposal.	Follow up with the BFD, Customs, and the relevant ministry.

## 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
<b>Impact:</b> Improved conservation prospects for threatened tortoises and freshwater turtles (TFTs) in Bangladesh through a targeted behaviour change campaign to reduce consumption and exploitation. (Max 30 words)			
<b>Outcome:</b> (Max 30 words)  Reduction in consumption of TFTs in Bangladesh as a result of behaviour change of consumers, sharing of lessons learned and increased protection of threatened species.	1.1 A 30% reduction in consumption of TFTs amongst targeted consumers (n=2,000) by Y4Q4 from project baseline.	1.1 Standardized interviews conducted at the beginning and end of the project indicate, Triangulation of consumer survey results with market surveys to support any reported reduction in demand, responses from traders regarding demand and price.	Behavioural change can be detected through standardized interviews at the beginning and end of the project.  Self-reported consumption of TFTs is a reliable measure of actual consumption levels.  Market surveys, media reports and detections can accurately provide an indication of scale of trade.
	0.2 A 30% reduction in the number of threatened TFTs traded in Bangladesh by Y4Q4 from project baseline.	0.2 Market surveys, media reports and detections of illegal trade of threatened TFTs, trader surveys.	Decrease in observed trade through market surveys can be used to indicate reduced demand.
	0.3 Bangladesh and India share lessons learned and information on efforts to change the behaviour of TFT consumers	0.3 Attendance records (disaggregated by gender) and minutes from meetings; copies of presentations and meeting agenda.	Target audience will respond positively to messaging.  Trade does not go “underground” to the extent that the sale and consumption of TFTs cannot be detected through market

	through at least 2 annual meetings.		surveys, media reports and confiscations and arrests by government officers.  Willingness to share experiences and knowledge between Bangladesh and India on demand reduction of TFTs will be supported by wildlife agencies of both countries.  No further restrictions as a result of new COVID-19 variations.
<b>Outputs:</b> 1. Behavioural change strategy developed for reducing the demand for TFTs based on improved understanding of market dynamics and consumer motivations.	1.1 TFT consumption and trade hotspots identified by Y1Q4.	1.2 Copies of TFTs consumption and trade hotspots maps, report on media scanning and trade hotspots.	TFT market dynamics and consumer motivations can be fully understood and addressed in the behaviour change strategy.
	1.2 A KAP survey is conducted to increase knowledge on consumers and market dynamics for TFTs including identification of baselines, target consumer groups and their motivations for consumption by Y2Q2.	1.2 Copies of consumer surveys, Results of consumer surveys (disaggregated by gender), Summary report on market dynamics and consumer motivation for TFTs including identification of any gender roles. Triangulation of results with market surveys (reduction in demand reflected in reduced presence in the market).	Consumers can be identified and are willing to participate in research on motivations.  Consumers honestly report on their consumption and demand.  Self-reported levels of consumption indicate a drop in actual consumption and demand.
	1.3 A behavioural change strategy for reducing the demand for TFTs developed in collaboration with and approved by government partners by Y3Q1.	1.3 Meeting minutes, attendance records (disaggregated by gender), reviewed behavioural change strategy, approved strategy.	Enforcement by government agencies remains a priority and data can be accessed.  WCS can obtain government approval of the behaviour change strategy in Year 1.
	1.4 Socio-economic drivers of involvement in illegal trade and consumption are identified and a summary report prepared by Y2Q4.	1.4 Summary report on socio-economic drivers of illegal TFT trade.	Analysis of TFT market survey and KAP survey data can be completed and a report on socio-economic drivers can be prepared.
2. Behaviour change strategy implemented resulting in measurable changes	2.1 A minimum of 2,000 people are exposed to targeted behaviour change messaging, including	2.1 Copies of materials with messaging produced, photos of messaging in locations, recordings of radio spots with listener numbers.	Sufficient public interest in TFTs for people to pay attention to the materials shared and engage in interactive exhibitions.

to knowledge, attitudes and practices of TFT consumers, and lessons learned to improve future campaigns.	gender and cultural considerations, in local dialects by Y3Q4.		Sufficient interest among journalists to write articles on the illegal trade of TFTs.
	2.2 50% increase in number and accuracy of articles on the illegal trade and ecological role of TFTs including the penalties involved in their illegal capture, possession, sale and consumption by Y3Q1 (baseline = 25 articles).	2.2 Training materials, workshop attendance records (disaggregated by gender), pre and post surveys of participants, copies of articles, media survey results.	Media outlets are willing to run stories on this issue and journalists can develop interesting content.  We will be able to accurately measure changes in the knowledge, attitudes, and practices of TFT consumers through KAP surveys conducted at the beginning and the end of the campaign.
	2.3 15% decrease in consumer self-reported consumption in responses to the behaviour change campaign in a post-campaign KAP survey of at least 200 (50% women) individuals by Y3Q3.	2.3 KAP survey questions, Survey responses (disaggregated by gender); interim report on consumer responses to campaign activities and messaging, market surveys.	Market survey results reflect actual drop in consumption and number of products for sale.
	2.4 30% decrease in demand and consumption of TFTs linked to the behaviour change campaign in the final KAP survey of at least 200 (50% women) individuals by Y4Q3.	2.4 KAP survey questions, Survey responses (disaggregated by gender), report on impact from campaign.	Market survey results and media reports of seizures can be accurately triangulated with consumer survey results.
3. Establish collaboration for behaviour change for TFTs through sharing of the approach between wildlife managers, law enforcement officials and development agencies in Bangladesh and India on successes and failures in demand reduction.	3.1 Four meetings (virtual and in-person) held between Bangladesh and India on illegal trade of TFTs by Y3Q4.	3.1 Proceedings from meetings and minutes from informal meetings between Bangladesh and India.	There will be sufficient interest among wildlife managers to engage in bilateral meetings on TFT protection.
	3.2 A replicable, adaptable behaviour change model for reducing demand in TFT species is developed by Y3Q1.	3.2 Report outlining the model used and its impact.	COVID-19 Pandemic does not continue to impact ability to hold meetings.
	3.3 TFT demand reduction strategy and model shared with colleagues in India by Y4Q2.	3.3 Record of meetings to share lessons learned; strategy and the model; record of meeting participants; pre and post meeting surveys to measure change in knowledge and any change in approach to demand reduction.	Development agencies are willing to understand socio-economic drivers of involvement in illegal trade and integrate these considerations into poverty alleviation projects.

	3.4 A summary report on socio-economic drivers of involvement in illegal trade and consumption is shared with development agencies in Bangladesh over emails by Y3Q1.	3.4 Summary document of socio-economic drivers of illegal TFT trade; Record of communications with stakeholders including development agencies.	
4. Bangladesh's national wildlife protection laws strengthened for TFT protection.	4.1 All threatened TFT species listed under Wildlife (Conservation and Security) Act, 2012 and the definitions clarified of Schedule I and II protected species by Y4Q4.	4.1 & 4.2 Minutes of meetings with Government partners, documents submitted to support changes to Schedule I and II, Legal changes published in the Government of Bangladesh Gazette.	WCS can successfully promote the planned legal changes. Government is willing to update Schedule I and II of Wildlife Act. Customs agency willing to implement provisions. Customs agency has the capacity to implement provisions.
	4.2 Customs agency empowered to implement provisions of (Conservation and Security) Act, 2012 by Y4Q4.	4.2 Minutes of meetings with Customs agencies, meetings with Customs staff.	

## Activities

### Output 1

Activity 1.1: Media search and data analysis to identify TFT consumption and trade hotspots.

Activity 1.2: TFT market survey.

Activity 1.3: Develop and finalise map of TFT consumption and trade hotspots and consult with key stakeholder.

Activity 1.4: Develop pre and post KAP survey in consultation with the key stakeholder (e.g., Forest Department (BFD)).

Activity 1.5: Conduct pre-KAP survey in identified TFT consumption and trade hotspots.

Activity 1.6: Meeting with the Forest Department to share pre-KAP survey results.

Activity 1.7: Develop a draft TFT demand reduction behaviour change strategy in consultation with BFD and stakeholders.

Activity 1.8: Consultation workshop/meeting with Forest Department for approval of TFT demand reduction behaviour change strategy.

Activity 1.9: Analyse the KAP survey data to identify socio-economic drivers of illegal trade and consumption and prepare summary report.

Activity 1.10: Repeat market surveys throughout project to monitor any drop in size of market to support indication of reduced demand.

### Output 2

Activity 2.1: Develop awareness raising key messages and materials.

Activity 2.2: Documentary film on reducing TFT consumption.

Activity 2.3: Design TFT consumer demand reduction campaign.

Activity 2.4: Execute campaign in identified TFT consumption and trade hotspots.

Activity 2.5: Organize and hold two journalist training workshops.

Activity 2.6: Conduct post-KAP surveys in the areas where TFT demand reduction campaign took place.

Activity 2.7: Repeat market surveys.

**Output 3**

Activity 3.1: Organize two virtual meetings between India and Bangladesh.

Activity 3.2: Organise an in-person workshop at Bana Bhaban in Bangladesh with participation by forest officials from Bangladesh and India.

Activity 3.3: Organise an in-person workshop at Aranya Bhaban in India with participation by forest officials from Bangladesh and India.

Activity 3.4: Distribute summary report on socio-economic drivers of involvement in illegal trade and consumption with stakeholders including development agencies.

Activity 3.5: Share TFT consumer demand reduction campaign strategy and model with WCS India and other organisations.

**Output 4**

Activity 4.1: Prepare background document and draft proposal for listing all threatened TFT species under the Wildlife Act, 2012.

Activity 4.2: Prepare a proposal to clarify definitions of Schedule I and II protected species in the Wildlife Act, 2012, and submit to BFD for taking necessary steps by forwarding it to Ministry, including meetings and discussions with stakeholders.

Activity 4.3: Follow-up meetings and engagement with BFD on proposals to list threatened TFT species and clarify definitions of Schedule I and II protected species in the Wildlife Act, 2012.

Activity 4.4: Prepare a proposal to add regulatory directives from the Wildlife Act, 2012 to the Import Policy Order under the Imports and Exports (Control) Act, 1950 and submit it to Customs.

Activity 4.5: Follow-up with Customs Agency through meetings and engagement on the proposal.

**Annex 3 Standard Indicators****Table 1: Project Standard Indicators**

IWTCF Indicator number	Name of indicator using original wording	Name of Indicator after adjusting wording to align with IWTCF Standard Indicators	Units	Disaggregation	Year 1 Total	Year 2 Total	Total to date	Total planned during the project
IWTCF-B07	Number of illegal wildlife products/shipments detected.	Number of illegal TFT products/shipments traded in Bangladesh, detected through media monitoring.	Number	By species	9	23	32	N/A (depends on the media)
IWTCF-B20	Number of amendments to national laws and regulations in project countries.	Number of amendments to the Wildlife Act, 2012.	Number	Disaggregated by whether they are on wildlife legislation, serious and organized crime or closing markets.	0	0	0	2
IWTCF-B21	Number of policies and frameworks developed or formally contributed to by projects and being	Number of amendments to the Import Policy Order of Customs.	Number	Typology of policy. By new policy or framework vs amended.	0	0	0	1

IWTCF Indicator number	Name of indicator using original wording	Name of Indicator after adjusting wording to align with IWTCF Standard Indicators	Units	Disaggregation	Year 1 Total	Year 2 Total	Total to date	Total planned during the project
	implemented by appropriate authorities.							
IWTCF-B24	Number of government institutions/ departments with enhanced awareness and understanding of biodiversity and associated poverty issues.	Number of government institutions/ departments with enhanced awareness and understanding of biodiversity and associated poverty issues.	Number	Government institutions (Customs, BFD)	0	0	0	2
IWTCF-CO1	Number of people reported with changed behaviour in IWT post-intervention.	Number of TFT consumers self-reported having stopped to consume TFT post demand reduction campaign.	Number	Gender; Age Group; Stakeholder group Categories of IWT behaviour; Typology of surveys.	N/A	N/A	N/A	N/A
WTCTF[1]C02	Number and type of IWT behaviour change materials produced and distributed.	Number of awareness raising material to reduce TFT demand in Bangladesh produced and distributed.	Number and volume.	Language (local/other) Typology of materials produced (i.e. print media, Radio...).	N/A	7 drafted (stickers, poster, brochure, ruler, radio program, short video, animation video)	N/A	10 materials and approximately 10,000 copies in total.
IWTCF-C03	Number of communication channels carrying campaign message.	Number of communication channels carrying TFT demand reduction campaign message.	Number	Typology of communications channel (Radio, miking, audio-video visuals, poster-leaflets)	N/A	N/A	N/A	5
IWTCF-C04	Number of partners with influence on target audience that have distributed campaign message(s).	Number of partners with influence on target audience that have distributed TFT demand reduction campaign message(s).	Number of partners	Organisation Type; Stakeholder group	BFD	BFD	N/A	1
IWTCF-C05	Number of people reached with behaviour change messaging (i.e. audience).	Number if people reached with behaviour change messaging on TFT consumption in Bangladesh.	Number	Stakeholder group: Indigenous Peoples, Local Communities, Nationals, public sector, civil society, private sector.	N/A	N/A	N/A	10,000
IWTCF-C06	Number of consumers that have demonstrated the desired behaviour change.	% of target consumers having reduced TFT consumption by the end of the project, from baseline.	Number or %	Gender; Age Group; Stakeholder group	N/A	N/A	N/A	30%



<b>IWTCF Indicator number</b>	<b>Name of indicator using original wording</b>	<b>Name of Indicator after adjusting wording to align with IWTCF Standard Indicators</b>	<b>Units</b>	<b>Disaggregation</b>	<b>Year 1 Total</b>	<b>Year 2 Total</b>	<b>Total to date</b>	<b>Total planned during the project</b>
IWTCF-C07	Number of consumers targeted in demand country(ies).	Number of consumers targeted in TFT demand reduction behaviour change campaign in Bangladesh.	Number	Gender; Age Group; Stakeholder group:	N/A	N/A	N/A	2,500

## 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 <b>correct template</b> (checking fund, type of report (i.e. Annual or Final), and year) and <b>deleted the blue guidance text</b> before submission?	Yes
<b>Is the report less than 10MB?</b> If so, please email to <a href="mailto:BCF-Reports@niras.com">BCF-Reports@niras.com</a> putting the project number in the subject line.	Yes
<b>Is your report more than 10MB?</b> If so, please discuss with <a href="mailto:BCF-Reports@niras.com">BCF-Reports@niras.com</a> about the best way to deliver the report, putting the project number in the subject line.	No
<b>Have you included means of verification?</b> You should not submit every project document, but the main outputs and a selection of the others would strengthen the report.	Yes
If you are submitting photos for publicity purposes, do these meet the outlined requirements (see section 17)?	Yes
Have you involved your partners in preparation of the report and named the main contributors	No
Have you completed the Project Expenditure table fully?	Yes
Do not include claim forms or other communications with this report.	