





Illegal Wildlife Trade (IWT) Challenge Fund Annual Report

IWT Challenge Fund Project Information

Project reference	IWT120
Project title	Tradition with Conservation - Certified Indigenous Featherwork
Country	Brazil
Lead Partner	RENCTAS - Brazilian Network to Fight the Trafficking of Wild Animals
Project partner	N/A
IWTCF grant value	£ 102,560
Start/end dates of project	07/01/2022 to 06/30/2025
Reporting period and number	July 2023 - Mar 2024 / Annual Report 2
Project Leader name	Dener
Project website/blog/social media	N/A
Report author and date	Tiago 01/05/2024

1. Project summary

In Brazil, thousands of wild birds are killed every year so that parts of their bodies can be used to manufacture indigenous featherwork pieces that are sold illegally. This issue escalates when traffickers and middlemen exploit indigenous communities to dizimate several bird species and produce featherwork for miserable wages, in an attempt to meet the skyrocketing demands of this extremely lucrative parallel market. In short, this specific form of illegal trade of wildlife and wildlife by-products is a menace to the survival of endangered species, the welfare of indigenous communities and to general ecosystem conservation.

Our project provides a legal and sustainable way of producing indigenous featherwork by replacing regular bird feathers with animal-free feathers made from recycled plastic fabric. This alternative solution allows indigenous communities to free themselves from middlemen and traffickers by obtaining an alternative income source. Additionally, the project aims to strengthen indigenous traditions by cooperating with communities to train new indigenous featherwork artisans in their handicraft techniques, enabling them to use their knowledge to obtain income in a sustainable way. By combining these two elements, our project aims to generate "Tradition with Conservation" and use it as a powerful and innovative solution against illegal wildlife trade.

The illegal trade of bird feathers for the creation of indigenous artefacts for touristic purposes and illegal trade still needs to be fully understood. Data regarding this trafficking in Brazil is still scarce and scattered across multiple agencies (Traffic, 2020). Local indigenous artisans estimate that the production of a single indigenous featherwork headdress piece can amount to the poaching of up to 20 birds, which illustrates how destructive this practice can be on a regular basis. The project is currently producing featherwork pieces replicating five species that are particularly threatened and commonly used for featherwork, according to the "Livro Vermelho - Volume III" (ICMBio, 2018): the Harpy (Harpia harpyja), the Hyacinth macaw (Anodorhynchus hyacinthinus), the Red-and-green macaw (Ara chloropterus), the Blue-and-yellow macaw (Ara ararauna) and species from the Amazona sp. gender.

By producing sustainable indigenous featherwork pieces, dialoguing with indigenous communities and showcasing the project, we expect to transition the local market to a legal ground and, hence, to avoid the killing of several threatened birds. Other falconiformes and psittaciformes, such as the Golden Parakeet (Guaruba guarouba) and the Bald parrot (Pyrilia aurantiocephala) are also expected to be targeted in the future.

The Tradition with Conservation project takes place in the municipality of Santarém (State of Pará, Brazil), which is located in the heart of the Amazon rainforest and is home to many indigenous communities that are embedded with this issue. The targeted communities are (1) the indigenous ethnicities Borari and Tupinambá, located in the Alter do Chão region, as well as the Kumaruara ethnicities located in the (2) Suruacá and (3) Muruari regions. Each community composes a different ethnic group and they comprise around 600 indigenous individuals in total. Our project has already hosted numerous training sessions with participants representing more than 10% of the indigenous population of the targeted region. Different communities and ethnicities are working together with this initiative to enable them to produce sustainable indigenous featherwork.

2. **Project stakeholders/ partners**

Although the Tradition with Conservation project does not have any formal partners or stakeholders, RENCTAS has continuously seeked local stakeholders to cooperate with our initiative. In this sense, the General Assembly of the Indigenous People of the Tapajós River (In portuguese Conselho Indígena Tapajós-Arapiuns, hereinafter CITA), has contributed to engage indigenous ethnic groups (Tapajó, Tupaiu, Tapuia, Munduruku, Munduruku-Cara Preta, Maytapu, Tupinambá, Arapium, Arara Vermelha, Jaraqui, Apiaká, Kumaruara and Borari) by bringing participants to our indigenous featherwork training workshops (see item 1 "Course Evidence, Participant Lists and Certificates" of Annex 4 for evidence).

The strong representative link that CITA has to the local indigenous communities has helped us to surpass the initial goal of working with the Borari, Tupinambá and Kumaruara ethnicities and reach a total of 14 ethnicities in the region of Santarém. Additionally, CITA has also supported the project by indicating experienced indigenous artisans that are willing to participate as instructors in the workshops. This is the case of Poró Borari, a local indigenous leader that has shown great interest and compromise in cooperating with the Tradition and Conservation project's workshops and objectives in combating illegal trade of wildlife by-products. Overall, our partnerships with CITA and subsequent indigenous leaderships such as Poró have been extremely valuable.

Another stakeholder that has supported the project is RENCTAS' partner Advocacy Office Pinheiro Neto. They have helped us to negotiate an exposition of the Tradition with Conservation featherwork pieces in CASACOR São Paulo, Brazil's most relevant design, art, architecture and decoration event, from May 21 to July 28 (see item 2 "Feira na Rosenbaum + CASACOR São Paulo Proposal" of Annex 4 for evidence). This is a fantastic step in disseminating the project to designers, expositions, artists and museums on a national scale and also an immensely relevant output to start selling the featherwork pieces created by project's indigenous artisans. CASACOR São Paulo has more than 2 million followers on Instagram and on average 115 thousand participants attend the event every year (further detailed in sections 3 and 17). We are also communicating with other relevant stakeholders in this industry to conduct expositions in the future.

3. Project progress

As stated in the previous Half-Year report (HYR2) submitted in October 2023, we are monitoring the project progress by activity according to the logframe instead of by month. This has been implemented since the arrival of Project Assistant Tiago Carvalho in late May 2023. His participation is being offered as a new RENCTAS' matched funding. Please consult section 8 of this report to obtain further details.

3.1 **Progress in carrying out project Activities**

Output 1 - A new Committee is set up to train focused individuals and – particularly women and young people – in featherwork using artificial feathers and biodiversity education activities, as well as to overseeing business operations.

The **MS1** - **Business plan completed and ready for sharing (ENG and PT)** was accomplished in March 2024. Despite the initial delivery date for this activity being set to the beginning of the first year in the project's application, we are positive that developing the Business Plan on a later stage has been extremely beneficial, as our knowledge of indigenous featherwork production and our relationship with the local indigenous communities is much more mature.

For example, we have brought a new indigenous featherwork workshop instructor, Poró Borari¹ (Borari ethnicity), in March to the project. He has introduced a new featherwork production technique that amounts to more qualified featherwork pieces in less time and is easier to teach new artisans, which made us revisit activity **1.2.5 Course feedback and improvement**. Poró has also shared his extensive knowledge in featherwork to improve the artificial feathers used to create the pieces. In this sense, he has complimented the focus groups held in activity **1.1.1 Development and delivery of focus groups with relevant stakeholders and communities for the creation of a business plan and allowed us to make great progress.**

All of this information has supported the creation of the Business Plan (see item 3 "Business Plan" of Annex 4 for evidence), which ranges the final year of the Tradition and Conservation project from June 2024 to June 2025. We expect to sell at least 338 featherwork pieces in this period (striving to achieve MS10 Min. 300 featherworks pieces sold and MS11 Min. 600 featherwork pieces sold) and to generate a total revenue of \$56,848.75 (USD 11130,67) to be shared amongst at least 12 artisans that have been trained during the Tradition with Conservation workshops.

In light of the changes suggested by Poró, we are setting up a new agreement with a more qualified artificial feathers provider (**1.1.3 Setting up agreement with providers (e.g. artificial feather makers) and creation of a website and marketing channel)**. The marketing channel will be created until May 21, which is the debut date of the CASACOR São Paulo exposition. We will use Instagram in this first moment as a marketing and sales channel and will deliver a website and E-commerce system by July, which marks the start of the Business Plan period.

We have promoted 4 indigenous featherwork courses (**1.3 Course delivery in the local communities and featherwork creation**) during the last year (1 in February, 1 in May, 1 in September 2023 and 1 in April 2024), reaching out 63 indigenous and 9 non-indigenous participants. Of the 63 indigenous participants, 25 (39%) were male and 38 (61%) female. Only 4 (0.6%) participants were underage. The 63 participants were distributed amongst the following ethnicities: 30 (47%) Arapiún, 12 (19%) Borari, 10 (15%) Tupinambá, 7 (11%)

¹ Poró Borari is also a teacher and the coordinator of the indigenous educational programme of the State of Santarém, which makes him a very qualified instructor for both newcomers and more experienced artisans that are brought onto the project.

Kumaruara, 2 (3%) Munduruku, 1 (1.5%) Tapajó and 1 (1.5%) Tupayú, amounting to a total of 7 indigenous ethnic groups (see item 1 of Annex 4).

All of the participants received online participation certificates for the workshops, which were delivered by CITA (**1.3.1 Promotion and registration of participants in the course**) (see item 1 of Annex 4). This would bring us closer to MS5, MS6 and MS7 (Certificates delivered to min. 20 participants in each course in each community), which are no longer valid for analysing the progress of the project (further discussed in section 3.2 of the report), but still demonstrates that we are attaining to the quantitative goals of trained indigenous artisans.

The courses in 2023 produced 22 featherwork pieces that were below the necessary quality level for sales, as all of the participants had only a beginner's level of expertise in traditional handicrafts. The 2024 workshops, in contrast, produced 30 professional featherwork pieces (**1.3.2 Delivery of the course and featherwork creation using artificial feathers**) which will be used as showcase products in the CASACOR São Paulo exposition and also in the Business Plan (see item 3 of Annex 4). In total, 54 pieces were created in this period. The 2024 courses were held in the RENCTAS office, which has been adapted to host the activities as well as CITA headquarters, as detailed in the Business Plan.

We also promoted environmental education lectures in the 2023 workshops (see items 4 "May 2023 Earrings Course" and 5 "February 2023 Piloting Course" of Annex 4 for evidence) to explain the importance of biodiversity conservation and the role of our project in protecting locally threatened bird species (**1.4 Biodiversity education activities with children in the communities**). Although only a minimum number of the targeted participants were underage (4), we are planning biodiversity education activities with children with the heads of the local indigenous schools *Escola Indígena Borari de Alter do Chão* and *Escola do Campo*. We estimate that at least 250 indigenous students of the primary level will be reached out by this initiative.

Output 2 - Two monitoring reports regarding Amazonian birds used for featherwork are published and increase knowledge on a regional, national and international scale.

The delivery of the activity **2.3** - **Reports writing and translation in ENG/PT** and **MS8** - **Report 1 complete** was slightly delayed due to major changes in the report's methodology. As stated in the previous annual report, after gathering and analysing the data made available by local environmental enforcement organisations (**2.2** - **Evidence gathering and data analysis**) we found that there is an immense gap of information on illegal wildlife trade (IWT) in the entire Brazilian Amazon, due to the operational difficulties of such enforcement institutions in the region.

This led us to change the focus of the first report to a general analysis of the Brazilian Amazon's IWT context. This will help readers to better understand the dynamics of bird trafficking in the Amazon, which will be further discussed in the second report. By adopting this new strategy, we could also dedicate more time to gathering quality data and evidence on wildlife trafficking apprehensions and incidents, ensuring that both reports are clear and complementary.

In light of these acknowledgements, the first report on the context of IWT in the Brazilian Amazon is mostly written and is expected to be delivered in June. The progress on this Activity can be viewed through a draft available in Annex 4 (see item 6 "Output 2 Report 1 Drafts" of Annex 4). Additionally, the progress for activity **2.1 - Monitoring of the species used for featherwork** can be found on the Excel spreadsheets containing the gathered evidence and data (see item 7 "Output 2 Database" of Annex 4 for evidence). Additionally, we have been able to conduct studies on illegal featherwork sales to analyse the patterns and demands of this market on national and international levels (see item 8 "Illegal Indigenous Featherwork Traders Study and Appeal to IBAMA" of Annex 4 for evidence). We sent an appeal to national authorities, such as IBAMA, to suppress these traffickers as soon as possible, contributing to combat illegal wildlife trafficking in the project's region.

This data gathering and analysis process has also helped us to determine which species will be replicated by the project's indigenous featherwork production from artificial feathers. The targeted species are as follow: Harpy (Harpia harpyja), the Hyacinth macaw (Anodorhynchus hyacinthinus), the Red-and-green macaw (Ara chloropterus), the Blue-and-yellow macaw (Ara ararauna) and species from the Amazona sp. gender. We selected these species considering (1) their level of conservation in nature, (2) their relevance to the ecosystem of the project's region and (3) the popularity of featherwork pieces that are made from these species' parts on illegal online sale channels.

Output 3 - A certification system of featherwork products made by artificial feathers is developed and introduced on an international level to protect bird species and an online marketplace allows the purchase of the featherwork pieces.

Activities **3.1** Identification of criteria and standards to certify the featherwork products made by indigenous people using artificial feathers, **3.2** - Chain of custody analysis and creation of a certification process and **MS10** - Certification and each label for the communities complete will be delivered in May, seen as the CASACOR São Paulo exposition will require the certificates to sell the showcase products and to fully advertise the project. All of our showcase products made in the 2024 workshops will be exposed for sale during the exhibition and on the CASACOR São Paulo's online and on-site stores, which is a fantastic opportunity to start selling pieces and bringing revenue to the indigenous artisans.

As priorly mentioned, activity **3.3** - Creation of an online marketplace where certified products can be legally purchased and MS11 - Online marketplace is online are already being developed and are expected to be delivered in June 2024, according to the sales strategy built in the Business Plan. This will be essential for achieving the minimum number of pieces estimated in MS10 and MS11.

3.2 **Progress towards project Outputs**

Output 1 - A new Committee is set up to train focused individuals and – particularly women and young people – in featherwork using artificial feathers and biodiversity education activities, as well as to overseeing business operations.

As stated in the last annual report, the SMART Indicator **1.1 By M27 of the project, the Committee is established** and cooperation through CITA is strong and productive. A direct example of this is the recommendation of Poró Borari as new head instructor for featherwork production, which has brought many improvements to workshops, courses, general quality of the featherwork pieces and project outputs. The Memorandum of Understanding is still valid as a Mean of Verification (see item 9 "CITA/RENCTAS Memorandum of Understanding" of Annex 4 for evidence).

SMART Indicator 1.2 - By the end of the delivery of the course (M32), 70 adults (50% women/25 aged 30 or less) are fully trained to handcraft featherwork artefacts using artificial feathers.

Mean of Verification - 1.2 Participant list with name, date, location and activities. Final assessment and validation tools (e.g. certificates)

Comments: The participants lists and certificates that are available in the Drive folder (item 1 of Annex 4) demonstrate that we are making progress in achieving this goal. Despite being only in M22, we have already trained 63 of 70 indigenous artisans to a basic level of production of featherwork pieces such as headdresses, necklaces, earrings and tiaras. Of these 63 artisans, 38 (61%) are female and the average age is 29, meaning that we are targeting the gender and age goals correctly, but should increase our efforts to impact younger people.

It is crucial to clarify that we are not including the indigenous artisans that were trained during the piloting activities (1.2.3, 1.2.4, 1.2.5) (item 6 of Annex 4), which amount to a total 32 participants. As mentioned in the last Annual Report, 28 (90%) of these 32 participants were women, so by adding the piloting activities to the 1.3 activity we would have technically already surpassed this SMART Indicator and would have trained a total of 95 indigenous artisans, of which 70% are women (item 1 of Annex 4, Participant List).

Only one challenge needs to be overcome in order to surpass the goal set by this indicator. Many indigenous artisans do not return to the workshops to improve their featherwork handicraft technique, which means that, despite being fully trained, they are less likely to receive as much income as they could from selling better finalised pieces. We believe that this issue is related to motivation and that it will be overcome as soon as income from the first sales start coming in after July.

On the other hand, many indigenous communities are very far away and face difficult logistics to attend the workshops. To solve this, we have adapted RENCTAS' office in Alter do Chão to be able to hold workshops in a closer central location for at least 12 indigenous artisans (see more details in section 5 of the Business Plan). The office is much closer and offers a better structure which is bound to better engage indigenous artisans to participate more easily and, therefore, more commonly. Future workshops will be held in the next months to fully train already impacted artisans and newcomers.

SMART Indicator 1.3 - By the end of M31, 100 individuals from the three communities fully participate in the biodiversity education course.

Mean of Verification - 1.3 Participant list with name, date, location and activities. Final assessment and validation tools (e.g. certificates)

Comments: As stated in the previous section (3.1) and in last year's report, we have only been able to deliver a part of the biodiversity education courses during the piloting and the 2023 courses, which have achieved a total of 85 out of the stipulated 100 individuals since the beginning of the project, according to the indicators (see participant lists). These 85 individuals are composed of the 32 participants of the piloting in February added to the 54 participants of the two 2023 workshops, as the 2024 workshops did not promote biodiversity education activities (item 1 of Annex 4). We are scheduling biodiversity education activities and courses specifically for children with local schools to be held in September as per activity 1.4. We are still in time to greatly surpass this indicator according to the implementation timetable

It is important to note that the participation of other 10 ethnicities in addition to the 3 that were initially considered for the project (Borari and Tupinambá, located in the Alter do Chão region, as well as the Kumaruara ethnicities located in the (2) Suruacá and (3) Muruari regions) have also changed our perspective over this SMART Indicator, seen as we are now working with the possibility of impacting many other indigenous communities, which is extremely positive for the project's goals.

Output 2 - Two monitoring reports regarding Amazonian birds used for featherwork are published and increase knowledge on a regional, national and international scale.

SMART Indicator 2.1 - The reports are downloaded around 250 times (100 by the end of 2023, 200 by end of 2024, 250 by June 2025)

Mean of Verification - 2.1 Google Analytics

Comments: We are still not able to measure the efficiency of the reports from this indicator, seen as they are not published yet. We expect to achieve the goals stipulated for the end of the project in June 2025 either way, thanks to the great dissemination that should emerge from our participation in the CASACOR São Paulo exposition, as well as RENCTAS' influence in the

world's most relevant international wildlife trafficking forums.

SMART Indicator 2.2 - The reports are cited 8 times in scientific papers or used for research purposes (e.g. conferences) by the end of the project (June 2025).

Mean of Verification - 2.2 Online citations and minutes from conferences

Comments: The previous comment applies equally to this SMART Indicator. RENCTAS participates on many relevant forums such as ECOSOC and the End Wildlife Crime initiative, which will be great channels for disseminating our reports and contributing to the international debate on ending wildlife trafficking through our extremely innovative solution.

SMART Indicator 2.3 - Dissemination events for the report reach min. 50 people by the end of the project (June 2025).

Mean of Verification - 2.3 Participant list of the events

Comments: We will organise events for disseminating the reports in 2024 (first report) and 2025 (second report) to accomplish this goal.

Output 3 - A certification system of featherwork products made by artificial feathers is developed and introduced on an international level to protect bird species and an online marketplace allows the purchase of the featherwork pieces.²

SMART Indicator 3.1 By M33 (March 2025) The certification system is agreed and signed by 12 organisations in 12 countries where demand for feather work pieces is high.

Mean of Verification - 3.3 Mapping of feather work demand on an international level

Mean of Verification - 3.4 Certification agreements

Comments: The certification agreement is still being constructed and is expected to be operating in June 2024, according to the Tradition with Conservation Business Plan. Upon this date, we will start contacting international IWT forums to articulate this agreement between at least 12 organisations representing 12 countries where the demand for featherwork pieces is high. This will be facilitated by RENCTAS leadership roles in many relevant forums and by the studies that are being held for Output 2, which indicate the countries where featherwork pieces are sold illegally in heavy amounts.

SMART Indicator 3.2 By M18 (Dec. 2023), the online marketplace is accessible online³

Comments: The online marketplace is expected to be online by June in order to conduct the project's first sales, according to the Business Plan strategy. However, we are already expecting our first sales in CASACOR São Paulo, which will be made through a new online sales channel on our Instagram store and also through CASACOR's store.

Just as mentioned before regarding the Business Plan, the delay on the delivery of the Online Marketplace also ended up being positive to construct a more solid strategy, which we estimate will bring a greater impact to the project's targeted indigenous communities, as well as stronger opportunities of replicating and sustaining the Tradition with Conservation initiative in the future.

3.3 **Progress towards the project Outcome**

The project Outcome is to "Generate an alternative and legal income source for

² Activities **3.3** - Creation of an online marketplace where certified products can be legally purchased and **3.4** - Promotion to the certified products to organisation in countries where demand is high do not have any SMART Indicators to measure their delivery.

³ The SMART Indicator 3.2 does not have any Means of Verification, seen that it is a unique delivery that cannot be continuously measured.

indigenous communities leveraging on their traditions to tackle the poaching of bird species for featherwork, while decreasing the demand of illegal artefacts". In this sense, we believe that the indicators are still extremely adequate for measuring the project's progress in achieving this goal. The SMART Indicators are as follows:

SMART Indicator 0.1 - By the end of the project, increase the household income by min. 20% in relation to 2022; and decrease the number of households involved in illegal income generation by min. 30%.

Mean of Verification - 0.1 Household Income Questionnaire will be delivered with local communities before (M1), mid term (M21) and at the end of the project (M34).

Comments: This report is being written in M22 and so far we have not made any sale of featherwork pieces, as the sales are expected to begin after the CASACOR São Paulo exposition from May 21 to July 28. The Business Plan also previews that we will start our sales plan through the E-commerce system in June 2024. In light of this, we understand that applying the mid household income questionnaire form at this moment would be wasteful, since no income differences from the project would be captured.

Therefore, we have decided to postpone the administration of the second form to September of 2024, in order to better assess then how the first four months of sales have changed the income of local indigenous communities and artisans. This will also be beneficial as a feedback moment to adjust for the next months, in order to make the most out of the last months of the project.

SMART Indicator - 0.2 - Decrease of poaching reports of birds commonly killed for feather work by 30% in the area of the project, in comparison with 2022.

Mean of Verification - 0.2 Two monitoring reports published during the project implementation. The monitoring reports will look at the number of citizens' reports of illegal activities regarding the species covered by the project.

Comments: It is difficult to apply this SMART currently, considering that there is no previous data on the poaching of birds in the analysed area, due to the lack of agency of local environmental enforcement authorities. We did the first compilation of data that could ever be studied as a baseline for such type of information. But due to the fact that it was only a few hundred seizure events that were properly catalogued by the environmental inspection agency, we considered the information resultant not deep. Therefore it required more insights in order to present the current state-of-the-art of the wildlife trafficking in the region, which could only be assessed by a deeper overall study encompassing other sources such as news, scientific articles and RENCTAS database. So we followed through and added it all to the new methodology of this first report as already explained in section 3.1, Output 2.In addition, the second report of Output 2 will help us to understand the level of threat that pressures local fauna and to assess to which point our project has contributed to protect these species.

Local featherwork artisans such as Poró Borari and Pajé Lucinato have helped us to understand on average how many birds have to be poached for the production of specific indigenous featherwork pieces, through their experience as indigenous artisans. According to our projections, the 338 featherwork pieces that are expected to be sold during the considered period for the Business Plan would require the lives of between 768 and 1596 birds ranging from the five species selected by the project. Comparing these numbers with the gathered data on the report will shed light onto the impacts of the Tradition with Conservation initiative. More details can be found in section 2.2 of the Business Plan (Item 3 of Annex 4).

SMART Indicator - 0.3 N° of certified featherwork pieces sold by the end of the project.

Mean of Verification - 0.4 Online marketplace developed by the project

Mean of Verification - 0.3 Invoices of paid featherworks and number of certificates of authenticity issued.

Comments: This Indicator is still in perfect accordance with the MS10 and MS11 and is a useful tool for assessing the development of the project's sales. We are still no yet available to donate any data since sales will only begin in late May 2024.

3.4 Monitoring of assumptions

Output 1

A1: No other poverty alleviation projects are implemented in the communities.

Comments: no other projects have been started in the Lower Tapajos region attended communities since July 2022 for poverty alleviation. The assumption is still valid.

A2: No covid-19 waves force local lockdowns.

Comments: no new covid-19 waves that require lockdown have been identified in Pará since July 2022, which reinforces last report's hypothesis that this assumption is no longer relevant, until further notice.

A3: Individuals apply the techniques they learn

Comments: the participants are learning the techniques thoroughly, but some still lack motivation and skills to start selling featherwork on their own. This assumption will become more valid and measurable once the first sales of the project start flowing and the revenue contributes to enhancing the lives of local indigenous artisans and their communities.

A4: Forest conditions allow field research.

Comment: this assumption has been valid and it still applies to the project. Due to the need to organise field research in the next phases of the project, this assumption is continuously monitored.

A5: There is enough demand for certified featherwork.

Comments: according to the data that is being gathered and analysed for the two reports of Output 2, the demand for certified featherwork is high both in national and international scenarios (item 8 of Annex 4). The creation of the online market will confirm this in June 2024, after a first assessment from the CASACOR São Paulo exposition.

A6: No delays for the incorporation of the organisation due to bureaucratic procedures.

Comments: this assumption is no longer valid due to the change request submitted in Nov. 22 for changing the creation of the organisation for an oversight committee. This was successfully established in the project's first year of implementation.

A7: High interest and awareness in the community in enrolling in the training workshops.

Comments: this assumption has been proven valid once more due to the increasing participation of local indigenous communities in the featherwork courses. The next courses are expected to have even more participants in order to overcome the project's milestones (item 1 of Annex 4).

A8: Participants are motivated throughout the course and there are no dropouts.

Comments: participants are engaged and interested in participating in the courses. So far, we have not had any dropouts during a course, but the continuity between courses can be improved as mentioned in sections 3.1 and 3.2.

Output 2

A9: Articles in national and international journals are accepted and published on time.

Comments: we still have not published any articles from Output 2, but expect to validate this assumption as soon as they are submitted to the selected journals.

A10: Researchers are interested in the project's topics and want to further expand the corpus of knowledge regarding it.

Comments: though we still have not published any articles, we expect to validate this assumption when researchers' feedback is gathered after we publish.

Output 3

A11: National organisations interest in promoting featherwork.

Comments: this assumption is valid as shown by the recognition and invitation of the project to participate in CASACOR São Paulo, the most relevant event in Brazil in terms of the target buyers for the indigenous featherwork pieces made from artificial feathers.

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

The SHORT TERM expected impacts on the indigenous communities targeted by the project, as stated in the application, are the following:

- Two comparative reports provide a robust corpus of knowledge regarding illicit trafficking of Amazon bird feathers and its effects are introduced.

Comments: data is still being gathered and analysed to provide innovative knowledge on the status of wild bird trafficking in the region, as previously stated in section 3.

- 70 individuals (50% women and girls) are capacitated to create featherworks and handicrafts using artificial, sustainable feathers

Comments: this goal has almost been surpassed in an early stage of the project, as previously stated in section 3.

- 100 individuals (50% women and girls), of min. 60 under the age of 30 y.o. have stronger biodiversity knowledge.

Comments: so far, we have impacted 87 out of 100 indigenous individuals with biodiversity education activities and lectures to improve their environmental knowledge. 59 (67%(of these individuals were women and 39 (44%) of them were under 30 y.o. Although this is a very positive result for a considerably early stage of the project we intend on doing more biodiversity education activities in the next year, especially considering activity 1.4 and the need for teaching such elements to children to help future generations in suppressing wildlife trafficking.

- A certification system is introduced and recognised on different tiers, allowing to identify illegal featherwork and handicrafts. Each community has its own stamp valorising ethnic values and the traditional crafting system.

Comments: although the creation of the certification system has yet to start, we strongly believe that the exposition in CASACOR São Paulo and the following sales of the last year of the project will contribute not only to disseminate the ethnic values behind the traditional featherwork handicraft techniques and the indigenous communities, but also bring great value to their work. Each certification will show the indigenous artisan responsible for crafting the piece, putting them and their community on a valuable spot in a sustainable market.

- A new online platform is introduced to market the certified products of the indigenous ethnic groups participating in the project

Comments: the online platform has yet to be created, but the expected results until the next HYR are similar to the last question.

- The number of poaching incidents and reports of Amazon birds is reduced by 60% in the area targeted by the project in comparison to 2020/2021.

Comments: there are many limitations associated with national law enforcement that make this assumption unlikely to happen. On the other hand, as explained in section 3.3, we expect to spare lots of animal lives by producing featherwork pieces from artificial feathers, as well as to raise awareness of the incalculable costs of this illegal market. Although we cannot calculate the reduction of poaching incidents due to lack of environmental inspection agency data, we can in the other hand calculate how many lives will be spared in the production of the featherwork pieces. We can also consider futurely that every customer of the Tradition with Conservation initiative is a buyer that has been co opted or protected from the illegal trade to the regulated trade.

The LONG TERM expected impacts on the indigenous communities targeted by the project, as stated in the application, are the following:

- Three local communities have an alternative income generation opportunity more profitable and safer than illegal poaching and illicit activities.

Comments: we expect to achieve this impact by the end of the project, considering the sales made in the last year and that all of the 13 ethnic groups that have been and will continue to be targeted by the project will receive considerable income.

- Local, regional, and international stakeholders are more aware of the trafficking of bird feathers and have more tools and knowledge to identify illegal products.

Comments: local stakeholders are already more aware of this in light of the environmental activities and the cooperation with CITA. We expect to raise awareness on a national level from our participation in CASACOR São Paulo and use this dissemination opportunity to keep on generating impact. Lastly, this will be achieved on an international level on academic and international policy forums that RENCTAS is a member through the publication and sharing of the two reports of Output 2.

- Households can generate more income and do not need to depend on trafficking and poaching income.

Comments: we expect to assess this impact from the next two Household Income Questionnaires, as currently the data available isn't enough to confirm this assumption yet.

- Intergenerational transfer of traditional handcrafting and featherwork takes into account the sustainable use of wildlife products.

Comments: The average age of participants is an example that the traditional indigenous featherwork knowledge is being transmitted to younger generations, which are immensely

interested in using their traditions as a work tool towards human development and sustainability.

4. Thematic focus

The Tradition with Conservation project contributes to reducing the demand for IWT products through the innovative solution of replacing indigenous featherwork pieces made from animal parts, which are sold illegally as wildlife trafficking by-products, for pieces created with artificial feathers made from recycled plastic thread. By doing so, the project offers non-indigenous buyers the option of acquiring such products in a legal and sustainable way. The initiative also combats wildlife trafficking through the promotion of educational activities on the importance of biodiversity conservation, both on the workshops for indigenous communities that wish to become featherwork artisans and through the dissemination of the project on national and international levels by disseminating its proposal and promoting research on bird trafficking. Lastly, by certifying the products, the project ensures that the sustainable aspects of the indigenous featherwork pieces are highlighted.

The project also contributes to developing sustainable livelihoods to benefit people directly affected by IWT. More than 40% of all sales revenue is forwarded directly to the indigenous artisans that have produced the featherwork pieces. This is further detailed in section 5.7 of the Business Plan (Item 3 of Annex 4). The project aims to provide a sustainable source of income to more than 13 indigenous communities of the Santarém region, targeting especially more vulnerable groups such as women and young people. Additionally, the project also strives to strengthen respect and appreciation for indigenous featherwork traditions by passing this knowledge onto younger generations. This shows how the Tradition with Conservation initiative improves the three dimensions of sustainable development: economic, social and environmental, as can be seen from the evidence presented in earlier sections of this report.

The most notable achievement of this year is the invitation to participate in CASACOR São Paulo between 21 May and 18 July. During this period, our featherwork pieces will be exposed for sale to Brazilian and international decorators, artists, architects and relevant stakeholders in the public market that we aim to achieve. This opportunity is the best possible output channel to begin the Tradition with Conservation sales and improve the impact of the project by starting to receive revenue. The creation of the showcase pieces (item 10 "CASACOR São Paulo Showcase Pieces" of Annex 4) through the feedback and expertise shared by Poró Borari also set a new standard for our featherwork, which will definitely take the Tradition with Conservation project to its fullest potential. Our products will be made available in the CASACOR São Paulo (2 million followers on Instagram, over 190 thousand participants in the physical event per year) exposition and in the CASACOR São Paulo's physical store, which will be managed this year by partner Feira na Rosenbaum (200 thousand followers), a stakeholder that has extensive experience in initiatives that foster social development as this project (item 2 of Annex 4).

5. Impact on species in focus

As mentioned in section 3.2, we are constantly monitoring the project's target species on the reports made for Output 2: Harpy (Harpia harpyja), the Hyacinth macaw (Anodorhynchus hyacinthinus), the Red-and-green macaw (Ara chloropterus), the Blue-and-yellow macaw (Ara ararauna) and species from the Amazona sp. gender. Additionally, we are also gathering data on the golden parakeet (Guaruba guarouba) and the bald parrot (Pyrilia aurantiocephala) species of the Lower Tapajós region, in order to gather relevant information that will help to raise awareness on the threats that they are facing, as well as to create further effective policies to conserve them (evidence on items 6, 7 and 8 of Annex 4).

The SMART Indicator 0.2 of the Outcome "Decrease of poaching reports of birds commonly killed for feather work by 30% in the area of the project, in comparison with 2022." is no longer

applicable, since there are no previous reports or data on the poaching of such birds and a baseline for assessing that could not be established after reviewing the existing seizures date made available by the environmental inspection agency due to lack of consistency and scale (there were too few reported events due to a short inspection staff and short inspection budget). Instead, we are analysing how many bird lives are spared for each featherwork piece made from artificial feathers sold by the project because this is a measurable way for assessing the project impact on the focused species. We expect to have these numbers by the next Half-Year report.

6. **Project support to poverty reduction**

The Tradition with Conservation project is engaging with 13 indigenous ethnicities from the Lower Tapajós River region. These communities struggle to generate income, as was confirmed in the first Household Income Questionnaire, which was conducted later in M8 (see item 11 "Household Income Questionnaire 1 Results" of Annex 4 for evidence), and the illegal trade of indigenous featherwork made from animal parts is often used as a way of sustaining households. We expect to start bringing considerable revenue to these communities through indigenous artisans that were enabled to create indigenous featherwork on a professional level during the project's workshops, as our sales plan begins in June 2024.

The outstanding achievement of the project's participation in CASACOR São Paulo will contribute greatly to this goal, due to many sales and dissemination opportunities being available for approximately two months, as was previously discussed. We expect to achieve the SMART Indicator 0.1 of the Outcome "By the end of the project, increase the household income by min. 20% in relation to 2022; and decrease the number of households involved in legal income generation by min. 30%.". According to section 5 of the Business Plan, we expect to generate a revenue of \$56,848.75 (USD 11130,67) to be shared amongst at least 12 committed artisans. This will be assessed in September 2024 through the mid term Household Income Questionnaire, which will help us to analyse the impacts and efficiency of the sales over the indigenous communities (see item 3 of Annex 4).

We have structured our sales strategy in the Business Plan to guarantee the replication and sustainability of the Tradition with Conservation initiative on the course of the next years, ensuring that 40% of the total revenue goes directly to the indigenous artisans, which are explicitly recognized for their work and are strategically positioned to keep on selling their art as a main income source in the future. As mentioned in last year's report, we also have spoken to NGOs and stakeholders in other low-income countries that are interested in replicating the project in the long-term, due to the way that it works not only to improve household income and welfare of the indigenous communities, but also the local society's relationship with nature and biodiversity. The educational activities of the project are fundamental for obtaining these results, strengthening ecosystem services and the value of wildlife protection in the area.

7. Gender equality and social inclusion

Please quantify the proportion of women on the Project Board ⁴ .	20% (1 out of 5)
Please quantify the proportion of project partners that are led by women, or which have a senior leadership team consisting of at least 50% women ⁵ .	50%

⁴ 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.

⁵ Partners that have a formal governance role in the project, and a formal relationship with the project that may involve staff costs and/or budget management responsibilities.

Members of the Project Board are Dener Giovanini (Project Leader), Thiago Vargas (Field Coordinator), Raulff Lima (Monitoring Coordinator) and Leonardo Magnani (Project Assistant) from RENCTAS. The only female participant is Auricélia Arapiún from CITA. The only changes were the admission of Tiago Carvalho but his expenses are matched funding from RENCTAS side, so the proportion essentially is the same as last year.

As previously mentioned, the workshops promoted in activity 1.3 are targeting a public that is 61% female and on average 29 years old, as the project mainly focuses on enabling young women to gain an alternative source of income in Output 1 " A new Committee is set up to train focused individuals and – particularly women and young people – in featherwork using artificial feathers and biodiversity education activities, as well as to overseeing business operations".

8. Monitoring and evaluation

As the only organisations responsible for developing IWT120, RENCTAS is the sole responsible for monitoring. In July 2023, RENCTAS conducted several changes in the monitoring process. We are now monitoring our actions by activities instead of by month. To do so, we organise our deliveries in Monday.com and fill an online form (see item 12 "Activity Monitoring Form" of Annex 4 for evidence) to analyse every executed activity against the project's logframe, SMART Indicators and Means of Verification. We also have a section in this form for subjective analysis and feedback to improve the development of the project.

For example, the featherwork courses that were conducted in February, May, September and April were each monitored separately by filling this monitoring form. The workshops were reported against activity 1.3 and its respective SMART Indicators and Means of Verification. We notice a direct relationship between the activities and the achievement of the Outputs and, consequently, the Outcomes, through the analysis of the SMART Indicators and evidence collection. This can be easily visualised in the responses spreadsheet (see item 11 "IWT120 Activity Monitoring Form" of Annex 4 for evidence)

On another hand, these changes have helped us to see that some Indicators may be out of touch and no longer applicable (e.g. Outcome SMART Indicator 0.2 - Decrease of poaching reports of birds commonly killed for feather work by 30% in the area of the project, in comparison with 2022) and some activities may need to be postponed, as mentioned in previous sections (e.g. Mid-Term Household Income Questionnaire (M21). We will review them after sales start to include any necessary alterations. We have also identified the need to dedicate a section of our monitoring form to Risk Management and Safeguarding updates, which will be included and brought up until the next Half-Year report.

9. Lessons learnt

During this past year, we immensely improved our knowledge over the process of creating indigenous featherwork and had to make many changes to the featherwork courses to better tend to expected achievements and goals of the project. The admission of instructor and expert indigenous artisan Poró Borari brought new techniques and models for creating the featherwork products that we chose for the project (headdresses of different styles, tiaras, earrings and necklaces) and the final pieces finally achieved a very good aesthetical result that foster sales (final products can be seen in item 10 of Annex 4 "CASACOR São Paulo Showcase Pieces").

The two courses that Poró ministered in April 2024 greatly raised the bar for the featherwork pieces, given that the 20 pieces that were produced in these encounters were destined to CASACOR São Paulo as showcase products of the Tradition with Conservation initiative. This also led us to reflect that there are different levels of expertise in featherwork production and made us take the decision of selecting a group of 12 artisans with a higher level of featherwork handicrafts abilities to support this initial step of the first sales of the project by taking orders. These 12 artisans would also be able to work from home, without the need of bringing additional costs to the budget. This has been further detailed in the Business Plan (item 3 of

Annex 4).

We intend to keep on training new indigenous artisans and bring the ones that have already participated in one of our previous courses to this new level of expertise, to overcome the goals set by the SMART Indicators related to the project Outputs and Outcome. All of these lessons have been incorporated in the Business Plan and will be taken onto the new courses of activities 1.3 and 1.4, to be held in the course of the next year.

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

We have made an effort to incorporate the requests made in the last Annual Report 1 Review (item 13 of Annex 4): "Please remove all blue guidance notes before submission, Please order the evidence (pictures, documents, etc.) from the annex into specific folders with clear labelling to allow for easier access, Please provide a detailed description of the new monitoring strategy in the AR2". The changes can be seen directly in the text of this document and specifically in section 8 of this report and on HYR2, regarding the detailing of the new monitoring strategy.

We have also continued to take action on the recommendations that were sent by the IWTCF in June 2022, in which two crucial points were requested: (1) the proposal must expand its safeguarding policy to include risks towards children and how these would be mitigated against. (2) further information on how the project could practically be replicated in low income countries is required, so it is clearer how the project meets the additional criteria for projects working in Upper Middle Income Countries.

The actions related to the Safeguarding Policy are outlined in the Safeguarding section of this report. As previously mentioned, project activities such as the Business Plan (1.1.1 and MS1) deeply considered the replicability of the project in other low income regions and countries, as can be seen on section 5 of this document (item 3 of Annex 4). To do so, we built a sales and financial strategy that can be easily adapted to other low income scenarios, requiring only minimum changes such as arranging the provider of the artificial feathers and formalising the businesses according to local legislation and culture.

11. Risk Management

No major risks⁶ or threats were had in the past year of the project. We have monitored the risks on a monthly basis and have adapted the new monitoring and evaluation form mentioned in section 8 to address these issues. Risks **4**⁷ and **5**⁸ are still valid, but have not posed any problems that were not accountable. Risks **Delivery Chain**⁹ and **6**¹⁰ are no longer valid, as they have been completely surpassed with the establishment of the project Committee with CITA (item 8 of Annex 4) and the end of the Covid-19 pandemic.

⁶ See section 7 of the Application Form (item 14 of Annex 4) to consult the guidelines the project established for Risk Management.

⁷ Risk 4: "Due to the long term of the project, an operational risk is staff getting involved in other projects causing high workload and lesse time to focus on the project". See section 7 of the Application Form.
⁸ Risk 5: "A contextual risk is given by the remoteness of the communities and the poor postal service in Brazil. The featherwork pieces created are fragile and they risk to be destroyed or lost or to take a lot of time to get delivered abroad".

⁹ Delivery Chain: "A delivery risk is the delay in setting up the community-based organisation due to administrative burdens and red tape".

¹⁰ Risk 6: "An operational risk is dictated by Covid-19. Given the remoteness of the communities, if during the focus group (A1), piloting of the course (A2) or the delivery (A3), one or more participants are positive, they risk spreading the virus to other participants, causing the course to stop".

The **Safeguarding**¹¹ risk has not posed any problems and is being constantly monitored, as we expect to do even more biodiversity education activities with children in the next months and are ensuring that the courses do not cause any form of child neglect. The implementation of our Safeguarding Policy (item 15 of Annex 4) is further detailed in Section 15 of this report. Lastly, the **Fiduciary**¹² risk is one that should be monitored over the next months as sales will begin in May, despite our reports and studies on the global and national market showing high demand for featherwork products.

12. Other comments on progress not covered elsewhere

Standard Indicator Observations (Annex 3 Table)

The Standard Indicators were rebuilt in the first annual report and reflected knowledge and expectations developed over project activities at the time. At the end of the second year, in M22, we are now able to see that three of these indicators could be rephrased to optimise the monitoring and analysis of the project's progress through data gathering.

This is the case of indicators IWTCFA14/IWTCFCO1, IWTCFA15 and IWTCF-D18. In the cases of indicators IWTCFA14/IWTCFCO1 and IWTCF-D18, there was no previous baseline defined in the Project Application, which makes it difficult to define at this moment. We have used the Household Income Questionnaire I results (item 10 of Annex 4) to create a baseline for the first, while the Business Plan and sales plan can be used to estimate the foremost. Regarding indicator IWTCFA15, we have noticed that the Units People and Gender Disaggregation are not able to express the results clearly. Instead, we would like to consider the Number as the unit and disaggregate the data by NA (so that we can specify the Number of Animal lives protected by the project). This is not an issue at the moment, as results on this Standard Indicator are just beginning to be gathered and no relevant data will be left unreported. We have already updated this in the current report and we will correct all of these questions by the next Half-Year report.

International Bird Trafficking Investigations

We have also developed efforts to monitor and investigate illegal online wildlife trafficking episodes related to Spix's and Lear's macaws to support the two reports of Output 2. It is crucial to note that this is in direct connection to our other IWTCF project, IWTE0V17 World Wide Web. We have taken the decision to monitor these two species due to the immensely dangerous level of endangerment that is currently pressuring them and also because of the great amount of recent scandals involving the trade of these species.

First, we established contact with the Surinamese government to investigate a seizure episode of 29 Lear's macaws in June 2023 and carried out a study on the possible routes that were used by traffickers, including a survey of private airports throughout Brazil. We unfortunately found that 23 of these macaws were later stolen one night prior to their repatriation to Brazil, and probably were reinserted into the traffic mechanism. We made a general survey of all the information available on the internet and WhatsApp groups and obtained a video showing 6 specimens of the Lear's Macaw in a small cage, which we believe to be part of the ones seized in Suriname. A formal demand was sent to the Brazilian Public Prosecutor's Office asking for an investigation to be launched into the activities of international wildlife traffickers operating in the region where the Lear's Macaw occurs. We have established a partnership with the federal prosecutor's office so that RENCTAS can carry out the survey and provide the necessary data

¹¹ Safeguarding: The involvement of parents with caring duties in the featherwork course may impact on their children and cause neglect. At the same time, parents may decide not to participate to avoid neglecting their children.

¹² Fiduciary: "The demand of featherwork is not sustainable to ensure the financial sustainability of the community-based organisation, lowering the effectiveness and value for money".

to expand the investigation and guarantee the best results (see item 16 "Lear's Macaw Investigation Appeal to MPF Brazil" of Annex 4 for evidence).

Second, we sent another formal request to the Brazilian Public Prosecutor's Office to force Brazil's environmental enforcement agencies (ICMBIO and IBAMA) to implement an emergency enforcement plan to protect Lear's Macaws during the species' breeding season, which began last September and runs until February, because according to RENCTAS' online surveys, international traffickers are planning to capture even more nestlings during this period (see item 17 "Lear's Macaw Emergency Defense Plan Appeal" of Annex 4 for evidence).

Third, RENCTAS appealed to the Brazilian Public Prosecutor's office and environmental authorities to combat the illegal trade of indigenous featherwork, raising awareness on the impacts that this practice has over the Brazilian fauna (see item 18 "Press Release on Illegal Trade of Wildlife Byproducts" of Annex 4 for evidence).

Fourth, RENCTAS' monitoring also identified a transfer of 24 Spix's Macaws and 4 Lear's Macaws that took place in February this year between a private breeder in Germany and a private zoo in India. RENCTAS expanded its investigation and discovered a CITES recommendation to authorise trade in these species, which thanks to the agency of RENCTAS in cooperation with several international NGOS, was taken down at the CITES Standing Committee reunion in November 2023. RENCTAS also had a pivotal role in informing local environmental authorities IBAMA, ICMBio and the Brazilian government to take the correct stand at this international meeting to defend the conservation of native bird species that are extremely threatened by wildlife trafficking (see item 19 "IBAMA and ICMBio at CITES 77th Standing Committee Appeal" of Annex 4 for evidence).

Lastly, RENCTAS appealed to the Federal Prosecutor's Office to open another investigation into the activities of the German breeding facility in Brazil, since it participates in the government's program to protect these species. Our investigation found that this German breeding facility has connections with a Lebanese mafia operating in Germany and that the owner of this breeding facility has a criminal past, having already been arrested for extortion and kidnapping.Some international news articles reported on RENCTAS' work on this subject, such as CBS¹³ (see item 20 "ACTP Investigation Appeal to MPF Brazil" of Annex 4 for evidence). These informations will greatly support our analysis and evidence presentation on wild bird trafficking and poaching.

13. Sustainability and legacy

As explained in section 3, we have almost surpassed the total goal of participants in the project's workshops in M22 of 32. This evidences the interest of local indigenous individuals and communities in participating in the courses and being fully trained. In the next year of the project, we intend on ministering more courses and training more indigenous artisans with better techniques. The quality level of the featherwork pieces has also severely improved from the admission of Poró Borari as the new traditional featherwork instructor. This has been recognized by relevant stakeholders such as CASACOR São Paulo and Feira na Rosenbaum (item 2 of Annex 4).

The development of the Business Plan in activity 1.1.1. and MS1 was also crucial to materialise the sustainability and continuity of the project through a practical sales and operational plan, which has created a strategy for replicating the Tradition with Conservation initiative in the Lower Tapajós region over the next few years, as well as a business model for taking this project to other lower income countries and contexts. The project reaches all three dimensions of sustainable development: (1) social, (2) economic and (3) environmental. (1) Social because it elevates and propagates indigenous traditions, passing ancient knowledge to the younger

¹³ See the full story at:

https://www.cbs17.com/business/press-releases/ein-presswire/664161418/threat-un-to-voteon-proposal-that-could-authorize-international-trade-in-endangered-brazilian-macaws/

generations and promoting the inclusion of younger women. (2) Economic because it directs most of the obtained income to the indigenous artisans (40% according to the Business Plan), as a way of improving the financial independence and general quality of life of local communities. (3) Environmental because it promotes environmental conservation through a sustainable solution, by replacing animal feathers with artificial feathers made from recycled plastic thread, and through environmental education courses for adults and children.

This explains why we do not intend on changing the sustainable benefits in a post-project scenario, given that they are still extremely valid and should be continued to guarantee the sustainable development of the Lower Tapajós region. Lastly, we are already in touch with many other communities interested in taking part in the project, which evidences how well this pilot project could be a solution against wildlife trafficking in the entire Lower Tapajós region benefiting a greater number of people in a near future embracing more people in need and bigger geographical areas and forests.

14. IWT Challenge Fund identity

An online social media campaign was implemented during World Environmental Week, June 5 to 9. We disseminated 9 posts on our Brazilian and international social media (Linkedin, Twitter and Instagram), reaching about 432 likes per post (3.884 in total). All posts identified the IWT120 project as financed by the IWTCF, recognizing the UK government's contribution and had the fund logo as specified. It was a great effort to share the project with our local community and engage future participants. We have also tagged the IWTCF social media accounts in all of the publications to allow viewers to acknowledge the fund more easily (item 21 of Annex 4). We have also made other dissemination posts in partnership with CITA in the same parameters.

Additionally, we will add the IWTCF logo and a description of the origins of the project, the role of the IWTCF as a funding partner and the contribution of the UK Government to all the Tradition with Conservation initiative public exhibitions, as well as of the targeted indigenous communities. We will also include this information in the CASACOR São Paulo exhibition, which will have immense outreach as has been previously explained in earlier sections of the report possibly in the range of 100,000 people expected to attend it this year. For all of these reasons, we strongly believe that the IWT Challenge Fund will have an increase in recognition in Brazil (host country). Decorators, artists, architects, designers and other relevant stakeholders of such markets, as well as the indigenous communities targeted by the project, are the public that is most likely to be familiar with the IWTCF due to these developments.

15. Safeguarding

Has your Safeguarding Policy been updated in	No	
Have any concerns been investigated in the p	ast 12 months	No
Does your project have a Safeguarding focal point?		
Has the focal point attended any formal Yes training in the last 12 months?		
What proportion (and number) of project staff have received formal training on Safeguarding?		Past: 50% (2)

¹⁴ Consult the Safeguarding Policy in Annex 4 (item 14).

Plan

Has there been any lessons learnt or challenges on Safeguarding in the past 12 months? Please ensure no sensitive data is included within responses.

No new lessons learnt or challenges on Safeguarding have appeared in the past 12 months, seen as activity 1.4 on biodiversity education courses for children are yet to begin 2024. We will count on CITA and on our Safeguarding policy to train the project staff on the necessary measures to conduct these activities. CITA

As stated in last year's report, indigenous communities often have distinct cultural practices, norms, and values that shape their understanding of well-being, community dynamics, and child-rearing practices. This is why the participation of representatives from CITA is an absolute necessity to conduct these activities in the most respectable and efficient way possible. Does the project have any developments or activities planned around Safeguarding in the coming 12 months? If so please specify.

In the next 12 months we will finish all of the biodiversity education courses for children as prescribed on activity 1.4, which will notably involve minors. Before the start of the course, all involved staff will have to complete a safety and safeguarding course for child protection.

16. **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)				
Consultancy costs				
Overhead Costs				
Travel and subsistence				
Operating Costs				
Capital items (see below)				
Others (see below)				
TOTAL	28.230	28.230		

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

	Matched funding secured to date	Total matched funding expected by end of project
Matched funding leveraged by the partners to deliver the		
project.		

Total additional finance mobilised by new activities	
building on evidence, best	
practices and project (£)	

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

I agree for the Biodiversity Challenge Funds Secretariat to publish the content of this section.

This year's outstanding achievement is the project's invitation to participate in CASACOR São Paulo. As mentioned in sections 2, 4 and 6, CASACOR São Paulo is Brazil's greatest exposition for decorators, architects and artists, with at least 190 thousand participants from both Brazil and the rest of the world per year in average. The event will take place from May 21 to July 28 (68 days) (item 2 of Annex 4).

The featherwork pieces made from artificial feathers by indigenous artisans of the Lower Tapajós Region, which have been trained in traditional handicrafts during the project workshops, will be exposed in CASACOR São Paulo's store. This year, the store will be administered by stakeholder Feira na Rosenbaum (200 thousand followers on Instagram), which has extensive experience selling products from social projects that are very similar in purpose to this. In addition to the amazing outreach of CASACOR São Paulo on the on-site event, their Instagram also has over 2 million followers, which demonstrates the outreach that the project, its participants and all of the organisations that are behind shall be exposed to.

This is a crucial step to start the sales for the Tradition with Conservation project and bring revenue to the local indigenous communities. The results will be shared in the next Half-Year report in October 2024 and pictures of the expositions shall be shared as soon as they are available with the accompanying press release.

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

Project summary	SMART Indicators	Progress and Achievements April 2023 - March 2024	Actions required/planned for next period
Impact Improve the sustainable livelihood opportunities of indigenous communities while protecting bird species in the Amazon forest.		Dozens of indigenous individuals were trained in traditional featherwork production to a quality level, creating new opportunities for an alternative income source. New partnerships and sales strategies were established to start generating revenue to the project's artisans. National and global objectives of protecting Amazon bird species from IWT through project activities are in reach.	
Outcome Generate an alternative and legal income source for indigenous communities leveraging on their traditions to tackle the poaching of bird species for featherwork, while decreasing the demand of illegal artefacts.	 0.1 By the end of the project, increase the household income by min. 20% in relation to 2022; and decrease the number of households involved in legal income generation by min. 30%. 0.2 Decrease of poaching reports of birds commonly killed for feather work by 30% in the area of the project, in comparison with 2022. 0.3 N° of certified featherwork pieces sold by the end of the project. 	 0.1 Sales will begin in May 2024 in the CASACOR São Paulo exposition and will increase after June 2024 after the implementation of the online marketplace. 30 high quality featherwork pieces have been created to be showcased in expositions. 0.2 Local featherwork artisans Poró Borari and Pajé Lucinato have helped us project that the sales expected to complete MS10 and MS11 equals between 768 and 1596 bird lives ranging from the five species protected by the project. Data and evidence gathering and analysis is amounting to the completion of the first report and will allow the creation of the second with groundbreaking information. 0.3 Efforts to establish an effective sales strategy through the Business Plan, events such as CASACOR São Paulo and partner stakeholders such as Feira na Rosenbaum are sending us on the right path to achieve the sales milestones. 	 0.1 Start sales in CASACOR São Paulo, develop certification system and online marketplace, and apply mid-term Household Income Questionnaire in September to collect results. 0.2 Develop Output 2 reports and compare the findings with future sales results to analyse the impacts of the project in conserving wild bird lives. 0.3 Adapt sales strategy to achieve the milestones. Develop relationships with foreign customers to accomplish activity 3.4.

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
Output 1.1.1 By M27 of the project, the Committee is established.A new Committee is set up to train focused individuals – particularly women and young people – in 		 1.1 The Committee is being extremely supportive of the project. The latest example being the recommendation of Poró Borari as new head instructor for featherwork production. 1.2 By M22, we have already trained 63 of 70 indigenous artisans to a basic level of production of featherwork pieces. 61% are female and the average age is 29, meaning that we are targeting the gender and age goals correctly and will accomplish this objective in time. 1.3 We have reached 85 out of the stipulated 100 participants since the beginning of the project. We will develop more biodiversity education activities for children with local indigenous schools in September as per activity 1.4 and will greatly surpass 	
1.1 Tradition with Conservation: Creation	communities fully participate in the biodiversity education course. of the Committee of the Tapajos	this indicator until the end of the project.	None
	river. 1.1.1 Development and delivery of focus groups with relevant stakeholders and communities for the creation of a business plan		Business Plan will be put in practice between June 2024 and June 2025
1.1.2 Creation of the Committee		Complete (MS3 achieved)	None
1.1.3 Setting up agreement with providers (e.g. artificial feather makers) and creation of website and marketing channel		Complete	Consulting new providers to improve the quality of featherwork pieces. The creation of the website and marketing channels will be delivered in June according to the Business Plan
1.2 Development and piloting of the feath	nerwork course with artificial feathers	Complete	None
1.2.1 Course development with traditiona	I feather work makers	Complete	None
1.2.2 Purchase of the materials and defin	1.2.2 Purchase of the materials and definition of the course logistic		None
1.2.3 Course promotion and registration of 40 people (50% adults, 50% young people, 50% gender ratio) (piloting)		Complete	None
1.2.4 Piloting of the course		Complete	None
1.2.5 Course feedback and improvement		Complete (MS4 achieved)	None
1.3 Course delivery in the local communities and featherwork creation		In progress (MS5, MS6 and MS7 achieved). Training of 63 new course	Continue to host courses and workshops to improve the expertise of

Project summary	SMART Indicators	Progress and Achievements April 2023 - March 2024	Actions required/planned for next period
		participants from 7 ethnicities, with 61% of them being women and the average age being 29 y.o.	indigenous artisans and train new individuals, surpassing the SMART Indicator 1.2 - 70 adults (50% women/25 aged 30 or less) are fully trained to handcraft featherwork artefacts using artificial feathers.
1.3.1 Promotion and registration of partic	ipants in the course	In progress. Registration of 63 new course participants from 7 ethnicities	Same as 1.3
1.3.2 Delivery of the course and featherwork creation using artificial feathers		In progress. Production of 54 featherwork pieces, with 30 of them being in professional quality for showcasing in expositions	Review Poró Borari's recommendations to improve overall workshop quality and results
1.4 Biodiversity education activities v	1.4 Biodiversity education activities with children in the communities		Deliver biodiversity activities with local schools until September 2024. Train project staff in child Safeguarding before these activities are held
Output 2. Two monitoring reports regarding Amazonian birds used for featherwork are published and increase knowledge on a regional, national and	Two monitoring reports regarding Amazonian birds used for featherwork are published and increase knowledge		ency of the reports with this indicator, as hieve the goals stipulated for the end of mination of our reports in international
international scale. 2.2 The reports are cited 8 times in scientific papers or used for research purposes (e.g. conferences) by the end of the project (June 2025).		2.2 The previous comment applies equally to participates on many relevant forums such a initiative, which will allow us to obtain the 8 o	as ECOSOC and the End Wildlife Crime
		2.3 We will organise events for disseminatin 2025 (second report) to accomplish this goa	
2.1 Monitoring of the species used for	or featherwork	In progress. Five species particularly relevant for the Lower Tapajós river region were selected for featherwork production	Further analysis on relevant birds such as the Golden Parakeet (Guaruba guarouba) and the Bald parrot (Pyrilia aurantiocephala) and the Hyacinth macaw. Incorporate data on reports

Project summary	SMART Indicators	Progress and Achievements April 2023 - March 2024	Actions required/planned for next period
			and produce featherwork from artificial feathers imitating these birds
2.2 Evidence gathering and data and	2.2 Evidence gathering and data analysis		Finish data gathering on relevant species and analysis to produce the second report
2.3 Reports writing and translation in ENG/PT		In progress. First report is 80% completed and still has to be translated to English and finish some small sections. Focus was changed to analyse wildlife trafficking in the region, as sources on existing trade were insufficient	Finishing reports 1 and 2 in ENG and PT and publicating them. Achievement of MS8 and MS9
Output 3. A certification system of featherwork products made by artificial feathers is developed and introduced on an international level to protect bird species and an online marketplace allows to purchase the featherworks	 3.1 By M33 (March 2025) The certification system is agreed and signed by 12 organisations in 12 countries where demand for feather work pieces is high 3.2 By M18 (Dec. 2023), the online marketplace is accessible online. 	 3.1 The certification system will be up until the end of May 2024, as sales will be in the CASACOR São Paulo exposition. The design of the system is already underway. RENCTAS will use its presence in international wildlife trafficking foru to contact 12 NGOs and obtain the signatures on most relevant countries by M3 The certification system will be discussed with CITA 3.2 Online marketplace will be accessible and online by June 2024, according to Business Plan and sales strategy. Design of the system is already underway and will use Instagram and Feira na Rosenbaum's and CASACOR São Paulo's as the first sales channels. MS10 and MS11 sales goals will be achieved 	
3.1 Identification of criteria and standards to certify the featherwork products made my indigenous people using artificial feathers		In progress. We are discussing this matter with CITA and Poró Borari to achieve the best results for the indigenous artisans	Criteria and standards will be defined in May, allowing for the development of the certification system up until CASACOR São Paulo (21 May)
3.2 Chain of custody analysis and creation of a certification process		In progress. We have developed a chain of custody analysis in the Business Plan and are elaborating activity 3.1	MS10 (Certification and each label for the communities complete) is achieved
3.3 Creation of an online marketplace where certified products can be legally purchased		To be started. The marketplace will be delivered in June 2024 according to the sales plan developed in the Business Plan. We will use Instagram and CASACOR's channels to make the first sales as a pilot.	Marketplace will be up in the form of a website and other sales channels, such as Instagram and Whatsapp, will be formalised by June 2024. MS11 (Online marketplace is online) achieved

	Project summary	SMART Indicators	Progress and Achievements April 2023 - March 2024	Actions required/planned for next period
3.4 dema	Promotion to the certified produc and is high	ts to organisation in countries where	To be started.	We are already talking with stakeholders in Europe, such as partner NGO Artéteka, to perform the first sales.

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

Project summary	SMART Indicators	Means of verification	Important Assumptions
Impact: Improve the sustainable liveliho	od opportunities of indigenous communities	while protecting bird species in the Amazo	on forest.
Outcome: Generate an alternative and legal income source for indigenous communities leveraging on their traditions to tackle the poaching of bird species for featherwork, while decreasing the demand of illegal artefacts.	 0.1 By the end of the project, increase the household income by min. 20% in relation to 2022; and decrease the number of households involved in legal income generation by min. 30%. 0.2 Decrease of poaching reports of birds commonly killed for feather work by 30% in the area of the project, in comparison with 2022. 0.3 N° of certified featherwork pieces sold by the end of the project. 	 0.1 Household Income Questionnaire will be delivered with local communities before (M1), mid term (M21) and at the end of the project (M34) 0.2 Two monitoring reports published during the project implementation. The monitoring reports will looks at the number of citizens reports of illegal activities regarding the species covered by the project 0.3 Invoices of paid featherworks and number of certificates of authenticity issued. 	 A1: No other poverty alleviation projects are implemented in the communities. A2: No covid-19 waves force local lockdowns. A3: Individuals apply the techniques they learn A4: Forest conditions allow field research A5: There is enough demand for certified featherwork.
Output 1 A new Committee is set up to train focused individuals – particularly women and young people – in featherwork using artificial feathers and biodiversity education activities, as well as to oversee business operations.	 1.1 By M27 of the project, the Committee is established. 1.2 By the end of the delivery of the course (M32), 70 adults (50% women/25 aged 30 or less) are fully trained to handcraft featherwork artifacts using artificial feathers. 1.3 By the end of M31, 100 individuals from the three communities fully participate in the biodiversity education course. 	 0.4 Online marketplace developed by the project 1.1 Memorandum of the committee, rules and minutes of the meetings 1.2 Participant list with name, date, location and activities. Final assessment and validation tools (e.g. certificates) 1.3 Participant list with name, date, location and activities. Final assessment and validation tools (e.g. certificates) 	 A6: No delays for the incorporation of the organisation due to bureaucratic procedures. A7: High interest and awareness in the community in enrolling to the train offered. A8: Participants are motivated throughout the course and there are no dropouts.
Output 2	2.1 The reports are downloaded around 250 times (100 by the end of 2023, 200	2.1 Google Analytics	A9: Articles in national and international journals are accepted and published on

Project summary	SMART Indicators	Means of verification	Important Assumptions
Two monitoring reports regarding Amazonian birds used for featherwork are published and increase knowledge on a regional, national and international scale.	 by end of 2024, 250 by June 2025). 2.2 The reports are cited 8 times in scientific papers or used for research purposes (e.g. conferences) by the end of the project (June 2025). 2.3 Dissemination events for the report reach min. 50 people by the end of the project (June 2025). 	2.2 Online citations and minutes from conferences2.3 Participant list of the events	time. A10: Researchers are interested in the project's topics and want to further expand the corpus of knowledge regarding it.
Output 3 A certification system of featherwork products made by artificial feathers is developed and introduced on an international level to protect bird species and an online marketplace allows to purchase the featherworks	 3.1 By M33 (March 2025) The certification system is agreed and signed by 12 organisations in 12 countries where demand for feather work pieces is high 3.2 By M18 (Dec. 2023), the online marketplace is accessible online. 	3.3 Mapping of feather work demand on an international level3.4 Certification agreements	A11: National organisations interest in promoting featherwork.

Activities

Output 1 - A new Committee is set up to train focused individuals and – particularly women and young people – in featherwork using artificial feathers and biodiversity education activities, as well as to overseeing business operations.

- 1.1 Tradition with Conservation: Creation of the Committee of the Tapajos river
- 1.1.1 Development and delivery of focus groups with relevant stakeholders and communities for the creation of a business plan
- MS1 Business plan completed and ready for sharing.
- 1.1.2 Creation of the Committee
- 1.1.3 Setting up agreement with providers (e.g. artificial feather makers) and creation of website and marketing channel
- MS2 The organisation is ready to start its work in compliance with legal and financial requirements
- 1.2 Development and piloting of the featherwork course with artificial feathers
- 1.2.1 Course development with traditional feather work makers
- 1.2.2 Purchase of the materials and definition of the course logistic
- MS3 The course is completed and ready to be piloted
- 1.2.3 Course promotion and registration of 40 people (50% adults, 50% young people, 50% gender ratio) (piloting)
- 1.2.4 Piloting of the course
- 1.2.5 Course feedback and improvement
- MS4 Certificates delivered to all the participants
- 1.3 Course delivery in the local communities and featherwork creation
- 1.3.1 Promotion and registration of participants in the course

	Project summary	SMART Indicators	Means of verification	Important Assumptions				
1.3.2 MS5 MS6 MS7 1.4	 MS5 Certificates delivered to min. 20 participants in each course in each community MS6 Certificates delivered to min. 20 participants in each course in each community MS7 Certificates delivered to min. 20 participants in each course in each community 							
	t 2 - Two monitoring reports rega ational scale.	rding Amazonian birds used for feather	work are published and increase knowle	edge on a regional, national and				
2.1 2.2 2.3 MS8 MS9	Monitoring of the species used fo Evidence gathering and data ana Reports writing and translation in Report 1 complete Report 2 complete	ysis						
	t 3 - A certification system of fea tplace allows the purchase of fea		troduced on an international level to pro	tect bird species and an online				
3.1 3.2 MS10 3.3 MS11 3.4 MS10 MS11	Chain of custody analysis and cre Certification and each label for the Creation of an online marketplace Online marketplace is online	eation of a certification process e communities complete e where certified products can be legally pu s to organisation in countries where demar		athers				

Annex 3: Standard Indicators

Table 1 Project Standard Indicators

IWTCF Indicator number	Name of indicator using original wording	Name of Indicator after adjusting wording to align with IWTCF Standard Indicators	Units	Disaggregation	Year 1 Total	Year 2 Total	Year 3 Total	Total to date	Total planned during the project
IWTCFA14 IWTCFCO1	0.1 By the end of the project, increase the household income by min. 20% in relation to 2022; and decrease the number of households involved in illegal income generation by min. 30%.	0.1 Average percentage increase per household against baseline. and Number of people reported with changed behaviour in IWT post-intervention.	Percentage Number ¹⁵	Stakeholder group: indigenous communities	0 out of 13 (0%) and 0 out of 13 (0%)	0 out of 13 (0%) and 0 out of 13 (0%)		0	8 out of 39 (20%) and 12 out of 39 (30%)
IWTCFA15	0.2 Decrease of poaching reports of birds commonly killed for feather work by 30% in the area of the project, in comparison with 2022.	Number reporting a decrease in unsustainable practices as a result of project activities.	People	Gender	31	63		94	70
N/A	0.3 N° of certified featherwork pieces sold by the end of the project.	0.3 N° of certified featherwork pieces sold by the end of the project.	Number	N/A	0	0		0	600
IWTCFA03	1.1 By M27 of the project, the Committee is established	Number of cooperatives established	Number	Committee	1	N/A	N/A	1	1
IWTCFA01	1.2 By the end of the delivery of the course (M32), 70 adults (50%	Number of people who received training in	Number	Gender	31	63		94	70

¹⁵ The data for this indicator uses the Household Income Questionnaire I results and analysis as a baseline, which interviewed a random sample of 13 participants or approximately one-fifth of total participants. The second questionnaire will be held in September 2024 and will be added to the Year 2 Total by the next Half-Year and Annual reports.

IWTCF Indicator number	Name of indicator using original wording	Name of Indicator after adjusting wording to align with IWTCF Standard Indicators	Units	Disaggregation	Year 1 Total	Year 2 Total	Year 3 Total	Total to date	Total planned during the project
	women/25 aged 30 or less) are fully trained to handcraft featherwork artifacts using artificial feathers.	sustainable livelihood skills							
IWTCFC05	1.3 By the end of M31, 100 individuals from the three communities fully participate in the biodiversity education course.	Number of people reached with behaviour change messaging (i.e. audience).	Number	Stakeholder group: Indigenous people	31	54		85	100
IWTCF-D14	2.1 The reports are downloaded around 250 times (100 by the end of 2023, 200 by end of 2024, 250 by June 2025)	Number of downloads of new peer reviewed publications.	Number	Per year	0	0		0	250
N/A	2.2 The reports are cited 8 times in scientific papers or used for research purposes (e.g. conferences) by the end of the project (June 2025).	2.2 The reports are cited 8 times in scientific papers or used for research purposes (e.g. conferences) by the end of the project (June 2025).	Number	N/A	0	0		0	8
IWTCFC05	2.3 Dissemination events for the report reach min. 50 people by the end of the project (June 2025).	Number of people reached with behaviour change messaging (i.e. audience).	Stakeholder group: civil society	N/A	0	0		0	50
IWTCF-D27	3.1 By M33 (March 2025) The certification system is agreed and signed by 12 organisations in 12 countries where demand for feather work pieces is high	Number of partnerships established	Number	Partnership for the purchase/sales of certified featherworks	0	0		0	12

IWTCF Indicator number	Name of indicator using original wording	Name of Indicator after adjusting wording to align with IWTCF Standard Indicators	Units	Disaggregation	Year 1 Total	Year 2 Total	Year 3 Total	Total to date	Total planned during the project
IWTCF-D18	3.2 By M18 (Dec. 2023), the online marketplace is accessible online.	Average monthly number of website visitors.	Number	Average duration session.	0	0		0	To be Defined

Table 2 Publications

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

Checklist for submission

	Check
Different reporting templates have different questions, and it is important you use the correct one. Have you checked you have used the correct template (checking fund, type of report (i.e. Annual or Final), and year) and deleted the blue guidance text before submission?	Yes
Is the report less than 10MB? If so, please email to <u>BCF-Reports@niras.com</u> putting the project number in the subject line.	Yes
Is your report more than 10MB? If so, please discuss with <u>BCF-Reports@niras.com</u> about the best way to deliver the report, putting the project number in the subject line.	Yes
Have you included means of verification? You should not submit every project document, but the main outputs and a selection of the others would strengthen the report.	Yes
Do you have hard copies of material you need to submit with the report? If so, please make this clear in the covering email and ensure all material is marked with the project number. However, we would expect that most material will now be electronic.	No
If you are submitting photos for publicity purposes, do these meet the outlined requirements (see section 17)?	
Have you involved your partners in preparation of the report and named the main contributors	No
Have you completed the Project Expenditure table fully?	Yes
Do not include claim forms or other communications with this report.	•