



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

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

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

**Submission Deadline: 30<sup>th</sup> April 2024 / Extension allowed until 10 May 2024**

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### IWT Challenge Fund Project Information

Project reference	IWT-122
Project title	Furs for Life – Preserving Culture, Preserving Nature
Country/ies	Zambia, South Africa
Lead Partner	Panthera
Project partner(s)	Nazareth Baptist Church eBuhleni (a.k.a. Shembe Church), Barotse Royal Establishment (BRE)
IWTFCF grant value	£ 599,998
Start/end dates of project	01.04.2023 - 31.03.2026
Reporting period (e.g. April 2023-Mar 2024) and number (e.g. Annual Report 1, 2, 3)	April 2023 – March 2024, Annual Report N°1
Project Leader name	Gareth [REDACTED]
Project website/blog/social media	<a href="https://panthera.org/furs-life">https://panthera.org/furs-life</a>
Report author(s) and date	Tristan [REDACTED], 10 May 2024

### 1. Project summary

Panthera forms deep, integrative partnerships with communities who utilise wild cat skins as traditional regalia. Together, we facilitate the transition from authentic to synthetic wild cat skin garments (known as Heritage Furs) used in culturo-religious ceremonies.

The use of leopard skins in traditional ceremonies is one of the greatest threats to the species in southern Africa (Stein et al., 2019) and presents a substantial threat to lions and serval. There are an estimated 1,688 to 6,979 leopards in South Africa (Swanepoel et al., 2011) and recent surveys in the Kavango-Zambezi Transfrontier Conservation Area (KAZA TFCA) revealed lower-than-expected leopard population densities (Panthera unpublished data).

Male members of the Nazareth Baptist “Shembe” Church eBuhleni (NBCE) in South Africa wear leopard skin *Amambatha* during their church ceremonies. With an estimated 15,000 *Amambatha* currently in circulation, this equates to a demand for 800 new skins annually (Whittington-Jones et al., 2020). Although a UMI country, there are significant disparities between upper and low-income classes in South Africa (World Bank Group, 2020) with unemployment and poverty within the Shembe community notably high (Naude et al., 2020; Statistics South Africa, 2011 and 2021). One *Amambatha* costs up to £600 – a significant cost for many Shembe members (Panthera unpublished data).

The Lozi in Zambia wear leopard and serval skin *Lipatelo* skirts and lion mane headpieces principally during the annual *Kuomboka and Kufuluhela* ceremonies hosted by the Barotse Royal Establishment (BRE). An estimated 200 paddlers participate in the events, but surveys revealed that many more Lozi men acquire a *Lipatelo* (costing up to £20) in the hope of being selected to paddle, equating to hundreds of wild cats being harvested annually. Lozi men purchase skins from poachers/traders or hunt for the animals themselves. As 82% of individuals living in Western Province, Zambia live below the poverty line of £9 per month, this represents a significant cost to Lozi households (Central Statistical Office of Zambia, 2017).

South Africa has an estimated leopard population of approximately 4,500 leopards, and it is unlikely that demand from the Shembe in particular can be met through leopards poached in South Africa alone. This is supported by anecdotal reports from Shembe traders, which points to a well-established transnational trade. Although some targeted carnivore poaching has been recorded in South Africa and Zambia (Panthera unpublished data) leopard poaching is largely thought to be opportunistic or incidental through snares set for bushmeat. In South Africa illicit leopard skin products are openly sold in urban markets and at large Shembe gatherings. Due to the cultural and political sensitivity of the issue, national laws in South Africa are rarely enforced. Conversely, the trade in skins involving the Lozi is less lucrative but more clandestine.

Leopards remain widely distributed throughout southern Africa, although many populations are under significant pressure (Rogan et al 2022). This makes it difficult to identify key sites at which to target leopard-specific anti-poaching interventions, and thus a demand-reduction approach is likely to be more appropriate and effective. Our approach reduces demand for authentic skins through targeted behaviour change campaigns (in consultation with leaders in behaviour change science) while simultaneously reducing poverty. We propose developing women-led tailoring operations to produce and sell traditional garments as an alternative to the trade in illicit wild cat skins.

## **2. Project stakeholders/ partners**

The Nazareth Baptist Shembe Church eBuhleni (NBCE) and the Barotse Royal Establishment (BRE) have been our main partners since the beginning and helped facilitate Panthera's access to the broader Shembe and Lozi communities, respectively. Moreover, the NBCE is one of the main user groups of authentic leopard skin in southern Africa. Our partnership with the NBCE (Letter of support Annexure 4.6) commenced in 2013 and the success of the Furs Fur Life Project resulted in the BRE inviting Panthera to partner with them on a similar initiative in Zambia in order to preserve their cultural traditions and conserve their natural heritage. The NBCE and BRE have an oversight of all high-level strategic decision making and necessary day-to-day management decisions and nothing goes ahead within their communities without their approval. Our project success relies on us creating these relationships and partnerships within the different wild cat skin user groups.

Our progress with the NBCE has been slower than anticipated due to delays in completing the sewing building caused by the Church experiencing funding challenges. Once complete, hopefully in year 2 Q1, the leader will officially open the building which will then trigger more furs to be tailored and sold within the church by the individuals trained through this initiative. All communication with the executive committee continue to show full support of the project (Letter of support, Annexure 4.7).

Within the BRE the champion for the project, His Royal Highness Senior Chief Inyambo Yeta, tragically passed away last year. The Senior Chief's successor has not yet been announced and even though the project retains the endorsement and support of the Litunga (King) and Ngambela (Prime Minister) we are in the process of developing a closer working relationship with them to try ensure that the Senior Chief's vision for the initiative is realised. Currently, the BRE distributes Heritage Furs, insists they are worn during the ceremonies and then recovers them afterwards for safekeeping. Information gathered during our sensitisation activities, including the behaviour change workshop, indicates there is a demand from the Lozi community to purchase their own Heritage Furs and not return them after the ceremony. However, the BRE wants to

retain control of the use of Heritage Furs which was not the vision of the late Senior Chief when we were planning the future of the project. This is something we are trying to address with the BRE to find the best way to proceed, as the ongoing support of the BRE is critical to the success and sustainability of this initiative.

During year one of this grant the project has engaged with a further two user groups, one in South Africa and one in Zambia. Female members of the African Congregational Church (ACC), based in South Africa, use hats made of authentic leopard skins during Church services. The group is estimated to have 1 million followers with majority being females. We have trained 20 ACC woman to sew and provided each of them with equipment to create their own micro enterprise. We have also received a letter of support from the ACC leader, Rev Hlomtuka (Annexure 4.8)).

The second new group we engaged with are the Ngoni Royal Establishment (NRE) of the Ngoni People of Eastern Zambia. In Q3 we sent samples of our products to King Mpezeni the leader of the Ngoni, who was impressed with the quality of the garments. We were then formally invited to the Ncwala Festival (annual harvest festival attracting Ngoni People from Eastern Zambia and neighbouring countries adorned in ceremonial regalia comprised of wild animal skins) and to also meet the king in Q4. During the meeting the king proactively indicated his eagerness to partner with Panthera and introduce the Heritage Furs to the Ngoni People. Additionally, he requested that we formally address the thousands of participants and spectators at the Ncwala Festival about the Heritage Furs and our partnership with the NRE. We have not yet received a letter of support from the king but we do expect to have further engagements soon.

In November we partnered with RARE Center for Behaviour and the Environment and the BRE to host a Behavioural Change Campaign workshop in western Zambia (Annexure 4.9). Workshop attendees included senior representatives of the BRE, members of the Lozi community (including paddlers and hunters/traders of wild cat skins), Department of National Parks and Wildlife (DNPW) and other law enforcement agencies including Zambia Police and Drug Enforcement Commission as well as representatives from NGO partners. , This diverse group of stakeholders was gathered in an effort to generate the best possible messaging for inclusion in the behavior change campaign materials. The content developed during the workshop was then used to create materials such as billboards, branded gazebos, pull-up and feather banners (for use at promotional events and traditional ceremonies), print content, t-shirts and develop a song for broadcast on the radio which was also distributed through social media channels.

We have also contracted (Annexure 4.10) the services of behavioural change expert Dr Diogo Gaspar Verissimo from Oxford University to assist us with assessing the impact of the Lozi behaviour change campaign. We intend to publish the results of this study in a peer reviewed scientific journal to share these findings with the scientific and conservation community and contribute to the accumulation of knowledge in this field. This collaboration has lead to us signing a Research Collaboration agreement with Oxford University for 12 months.

In year 1 Q3 we signed an MoU with ECOPEL, a faux fur production company that has created the fur fibres known as KOBO which is 50% biodegradable (Annexure 4.11). ECOPEL have committed to providing the program with 600m of this material. Their expertise has also enabled us to further enhance the realism of the fabric. This fabric will be used to create luxury amambatha shoulder capes for Shembe followers.

### **3. Project progress**

#### **3.1 Progress in carrying out project Activities**

**Outputs 1:** Five women-led tailoring micro-enterprises (two in South Africa and three in Zambia) comprising a total of 50 women and five men trained in basic tailoring and business management and administration by the end of Q1 Year 2.

**Activity 1.1:** Identify and recruit Zambian and South African women to join tailoring groups in consultation with community partners as per pre-defined criteria.

**Activity 1.2:** Identify and solicit consultants to provide business administration and tailoring training for women groups.

**Activity 1.3:** Host relevant training.

To date in South Africa we have trained 22 woman and one man in tailoring activities and one woman and one man in business management. In Zambia we have trained 26 women in sewing activities and four women in business management by the end of Q4 year 1 (Annexure 4.3). All those trained in sewing also received the machines and equipment to start their own micro enterprises. We identified trainers in each country who taught participants how to make church products, school uniforms or other garments and tourist products (e.g. pillowcases and tote bags) that would be most sought after and generate the most revenue for each micro enterprise. Secondary to this the tailors were trained to make Heritage Furs relevant to their particular user group (e.g. Shembe amambatha shoulder capes, Lozi Lipatelo and ACC hats). This was to ensure that the micro enterprises had the best chance of sustainability. We are continuing to identify the key individuals for further sewing or business management training.

**Activity 1.4:** Identify and solicit consultants to develop enterprise business plans.

Zambia is the area that is still in need of a business plan and a consultant to assist with this. We delayed starting to create the business plan as we were still in the process of understanding how the trade would work and if Heritage Furs would form part of this trade due to the BRE's reluctance to allow individuals to own Heritage Furs. We have now identified the business management plan consultant and will start to create the plan at the end of year 1 Q4. This is behind the timeline, but we are confident the delay will allow us to create a more accurate and informative plan.

**Output 2:** Three suitable and safe retail facilities developed (two in Zambia, one in South Africa) secured by the end of Year 2.

**Activity 2.1:** Identify suitable sites for tailoring/ retail facility development, selecting those most suitable in agreement with community partners.

**Activity 2.2:** Develop and/ or secure leases for tailoring/ retail sites, ensuring they meet minimum health and safety requirements.

By the end of Q4 we had identified two retail facilities. In South Africa the NBCE are in the process of constructing a building on their Church grounds dedicated to sewing where sales will also take place. We have facilitated the construction of this tailoring and sales facility , but it is not completed yet. The hope is that the building will be completed in Q1 year 2. The Shembe followers move around all year to different areas following the leader so it has been challenging to find the time for them to focus on the actual building. In the meantime, we have provided gazebo's, banners, as well as tables and chairs to provide a mobile retail setup from which the church can advertise and sell the Heritage Furs.

In Zambia we have secured a retail area within a popular restaurant in the town of Livingstone, which is one of the busiest tourist hubs in Zambia. The restaurant owner has donated the space as we are helping uplift the communities, particularly vulnerable woman. Positioning this retail facility in this tourist town is not only beneficial to the selling of the Heritage Furs but the sewing teams can also produce other items targeted at tourists such as local Chitenga (colourful material) bags, pencil cases and pillowcases. These products are very popular with international tourists and have the potential to significantly increase the revenue generated by the tailors while simultaneously raising the profile of the project as each product will be accompanied by an information swing tag.

**Activity 2.3:** Procure necessary sewing equipment and furniture for tailoring sites.

To date 48 sewing machines have been purchased for the sewing micro enterprises. Each sewing machine was accompanied by all the hardware needed for a small sewing business including the required material, tables and chairs. The Shembe sewing business has been provided with extra office table, chairs, retail till, shelving and other furniture as this building will double as a sewing business and a retail space.

**Output 3:** Tailoring of 2,000 South African Heritage Fur Garments, 400 luxury Heritage Fur *Amambatha*, 400 Lozi *Heritage Fur Lipatelo and Mishukwe*, and 1,000 other products.

**Activity 3.1:** Acquire at least 1,000m of normal Heritage Fur *Amambatha* pile fabric, 200m of luxury Heritage Fur *Amambatha* pile fabric, 500m of Heritage Fur *Lipatelo* and *Mishukwe* pile

fabric, 2,000m of vinyl, suede and leather backing fabric, and 1,000m of other fabric for creation of other products including traditional garments and school uniforms.

To date the Shembe Church have produced over 200 Heritage Fur amabatha equating to 100m of fur pile fabric and 150m of vinyl. They still have a further 250m of Heritage Fur pile fabric and 450m vinyl for amabatha creation in stock. . Currently we have paid orders for 300m Heritage Fur amabatha pile fabric, 300m plain pile fabric (used to create the strips for Lozi lipatelo) and we are also waiting for the production of the ECOPEL 600m amabatha Heritage Fur. We have donated 200m of materials for creating Shembe Church items and 100m Heritage Fur to the ACC for the initial phase of the sewing enterprises to start creating church attire and Heritage Fur hats. We have purchased 600m of Chitenga material for tourist products and traditional garments for Zambia.

**Activity 3.2:** Assist tailors to sew and produce garments and other products independently.

**Activity 3.3:** Assist tailors to sell garments and other products and effectively manage their finances and stock.

As in activity 2.3 we have provided every trained person with all the necessary machinery, hardware and material to start their own micro enterprise. All groups are monitored by an advisor and some with a communication platform such as WhatsApp groups to assist each other. The advisors, who are from within the different user group hierarchy (e.g. Shembe, Lozi and ACC), then monitor the various challenges encountered which are subsequently brought to our attention. Over 12 months the Shembe created and sold 213 Heritage Fur amabatha. The Shembe Church used the market as the main selling point at the major gatherings from the church retail space. Encouragingly, Church reverends have started publically endorsing the the Heritage furs and announcing that permits are required to trade in authentic fur. The challenge, however, lies in the lack of enforcement and the prevention of traders selling authentic furs. We will need to address this in the near future.

Over 4 months, the sewing ladies have produced 532 different products Zambia (Annexure 4.12) and 814 products in South Africa (Annexure 4.14), mostly local school uniforms and church garments which are easy to sell and therefore a reliable source of income. The sewing teams have their own trade networks in their local towns that we are not required to assist with. We are currently training them to create tourist items and traditional garments that we will help them to sell.

**Output 4:** Behaviour change campaign in Zambia and South Africa

**Activity 4.1:** Identify and solicit suitable media/ public relations organisation(s) to deliver the behaviour change campaigns in Zambia and South Africa.

In South Africa we are using Alchemy Advertising to assist us with the creation of the behavioural change materials based on messaging developed during a behaviour change campaign workshop facilitated by RARE in 2020 involving Panthera and a diverse group of representatives from the Shembe Church. In Zambia our main media company we are working with is Impact Resources, who will be assisting us in creating the marketing materials and managing in country social media platforms.

**Activity 4.2:** Host behaviour change campaign design workshop in consultation with RARE.

In November 2023 we held the Zambian Lozi behavioural change campaign that involved 57 participants, ranging from BRE officials to poachers; to members of the user group (paddlers); to conservation NGO's; and conservation and other law enforcement authorities including Department of National Parks and Wildlife, Zambia Police and Drug Enforcement Commission.

**Activity 4.3:** Produce and distribute all relevant media content, including at least two promotional videos, 20 radio broadcast segments, eight billboards, two children's books, and four print adverts.

At the end of year 1 we have in Zambian one promotional video; four billboards; two gazebo's; four pull-up, and four feather banners; 300 t-shirts; and we recorded a song that is being played on four different radio stations for the next three months. The song is also available on Youtube (insert link) and is being shared and promoted through social media and messaging apps. All of this Zambian material was prepared for the main Lozi traditional ceremony in April, the Kuomboka. In South Africa the next main ceremony will only take place in July. We have therefore not distributed all the materials yet. These materials consist of four billboards; two gazebo's; eight pull-up, and eight feather banners (Annexure 4.13). We also have 300 t-shirts and caps

ready to be distributed for this ceremony in July. We will start on the two children's books in Q1 year 2 as well as concentrate on getting more radio interviews closer to the time.

**Activity 4.4:** Continuously monitor the number of people the campaigns have reached as well as the number of people who prefer synthetic Heritage Furs over authentic wild cat skins as a result thereof.

In Zambia we have launched a Facebook Page –Setu ni Setu (<https://www.facebook.com/Heritagefurs>) where we can monitor our reach. For both countries and all user groups we have established a website ([www.heritagefur.com](http://www.heritagefur.com)) where we try and drive the traffic towards as there is an educational component on that site. The site is hosted by Panthera and there are links to the Panthera Furs for Life site (<https://panthera.org/furs-life>) through the Heritage Furs Site.

**Activity 4.5:** Continuously monitor the use of authentic wild cat furs versus synthetic Heritage Furs at major South African (Shembe, African Congregational Church, African Methodist Church) and Zambian (Lozi and other) gatherings and conduct regular ongoing surveys to gauge the change in demand among those communities.

Every year we attend the two main Shembe ceremonies in July and January and the main Lozi ceremony in April. This year for the third time we attended the Ncwala festival for the Ngoni People of eastern Zambia and we will continue to attend this event in the future. The main ACC is understood to take place June and we will attend our first one this year.

For the Shembe event over the last year the ratio of real to Heritage furs in July was 1:1 and 1:0:9 for January (Annexure 4.1). This average 50% mark is where we have noticed a plateau, and we are hoping to increase this to 60% Heritage Fur use over the next year as the church itself creates more furs and we release the behavioural change materials.

We are looking forward to the Kuomboka in April 2024 where the user group would have been exposed to the behavioural change materials and we are hoping to improve on the 2022 Kuomboka Heritage Fur use of 78%. Hopefully at the end of year 2 we will be able to report on the two new user groups namely the ACC and the Ngoni.

**Output 5:** Higher learning program outputs by the project made accessible by the end of the grant period.

**Activity 5.1:** Case study produced on initial achievements of the program through survey data within year 1. The study focused on the period before and after the introduction of the Heritage Fur.

This activity has been completed and the case study reviewing our demand reduction work in Zambia in partnership with the BRE is available on the Centre for Problem Oriented Policing Portal [here](#) The study resulted in the project winning the prestigious Herman Goldstein Award for Problem Oriented Policing at the 31<sup>st</sup> International Conference for Problem Oriented Policing. This is the first time that an African-based or conservation initiative has been nominated as a finalist or won the award.

This award recognizes innovative and effective problem-oriented policing projects that have achieved measurable success in resolving recurring specific crime, disorder or public safety problems faced by police and the community. Winning this award is such an incredible achievement as we were up against strong candidates including UK police forces with history of implementing problem oriented policing initiatives.

**Activity 5.2:** Peer reviewed published scientific paper on the above case study by the end of year 2. The abstract has been submitted and accepted for a peer review paper in Conservation Science and Practice special edition with the full submission due in June (Annexure 4.5).

**Activity 5.3:** Peer review published scientific paper on the effect of the Behaviour Change Campaign on the perception of paddlers towards Heritage Furs by the end of year 3.

We have contracted a Behavioural Scientist expert, Diogo Verissimo to assist with the Monitoring and Evaluation for the behavioural change campaign and to co-author a scientific paper which will be submitted by the end of Q3 of year 2.

### 3.2 Progress towards project Outputs

Being our first year, all the data we have been collecting relating to establishment of micro enterprises and behaviour change campaigns is to establish baselines which started at zero.

**Output 1:** Five women-led tailoring micro-enterprises (two in South Africa and three in Zambia) comprising a total of 50 women and five men trained in basic tailoring and business management and administration by the end of Q1 of Year 2.

We currently have 48 women and one man (Annexure 4.3) trained in sewing including one trained in business management and four additional women attending a business management course at the end of Q4 of year 1. Four groups have stayed together to create a larger micro enterprise whilst ten women have gone off on their own and are training other women near them to assist them in establishing at least 14 different micro enterprises. This has exceeded the goals we have set for the total number of enterprises created. We are extremely close to achieving the total of training 50 woman and five men. We have advertised and identified a consultant that will assist with creating the Zambia business plan at the end of Q4. This does mean this indicator is slightly behind schedule, but we are still hoping to complete this by the end of Q2 year 2. We have a spreadsheet that captures all the details of the sewing team which we update on a regular basis (Annexure 4.12 and Annexure 4.14). The individual team members could also be contacted via phone.

**Output 2:** Three suitable and safe retail facilities developed (two in Zambia, one in South Africa) secured by the end of Year 2.

In South Africa, the Shembe are still the process of building their retail/tailoring space which we are hoping will be complete by the end of Q1 of year 2. In Zambia we have secured a retail space in Livingstone to sell tourist products along with the Heritage Fur items. We also purchased a booth that is currently in this retail space which we will use to lock away/display the products. We do still need to prepare the space for retail and the sewing teams still need to create the tourist products (they have been busy with tailoring school uniforms), so that we are ready to trade. The production of Heritage Fur sales is on hold until further meetings are conducted with the BRE. We have been looking for a second retail space in Zambia in Mongu, a town where the Lozi king lives and close to where the main Kuomboka ceremony takes place. Even though we have viewed some potential retail spaces we have not committed to anything yet as we want to prioritise establishing the Livingstone retail outlet and ironing out any potential issues before committing to second space. Currently no leases are active therefore only photographs could be used as evidence if needed.

**Output 3:** Tailoring of 2,000 South African Heritage Fur Culturo-Religious Garments (*Amambatha*, *armbands*, *headbands*, *waistbands* and hats), 400 luxury Heritage Fur *Amambatha*, 400 Lozi *Heritage Fur Lipatelo and Mishukwe*, and 1,000 other products including traditional Lozi *Siziba* and *Msisi* garments and school uniforms), tailored and distributed by the end of the project.

To date 315 Heritage Fur and no luxury fur items have been created in South Africa. This is below our own prediction as the Shembe will only continue to create more once the building is complete. Now that more sewing teams are trained with the ACC we predict a large increase in the number of Heritage Fur hats produced. The luxury fur garments are delayed as we wait for ECOPEL to produce the fur during Q1 year 2. 609 other garments have been created between South African and Zambian teams (Annexure 4.12 and Annexure 4.14). In Zambia this is mainly school uniforms whereas in South Africa this mainly comprises church uniforms within the ACC. A database

spreadsheet is currently kept with all garments produced in Zambia and South Africa which is kept up to date by advisors and Panthera staff.

**Output 4:** Behaviour change campaign in Zambia and South Africa implemented by the end of Year 3 that promotes the use of synthetic Heritage Furs instead of authentic wild cat skins.

At report date we had completed the workshops with the two main user groups, namely the Shembe and the Lozi (Annexure 4.15). These workshops were attended by authentic skin users, NBCE and the BRE hierarchy, NGO's and conservation authorities (a register is available). The purpose of the workshop is to develop the imagery, slogan, name and context working for media materials that can be used to sensitise users to the Heritage Furs as a solution and change peoples' perception in favour of using an alternative over the use of authentic furs. The main Lozi event is to take place in April 2024 and the next big Shembe event is in July 2024. In the meantime, we have designed, ordered and started to distribute the behavioural change materials for these two events. We have already created a Lozi educational video (can be seen [here](#)) and we still need to work on a Shembe one. We ordered and erected four billboards for Zambia and have ordered four billboards for South Africa. Over the next two quarters we will start to create the childrens books and put emphasis on the radio shows. We recorded an educational song (listen [here](#)) with popular local artists in Zambia. This song is going to be played on five different radio stations three times a day for three months. The song is also hosted on youtube and being shared on social media and messaging apps. The results of these efforts will be reported on at the next half year report. Graphic depictions of the materials can be shared if needed along with invoices that have been paid.

### 3.3 Progress towards the project Outcome

**Outcome:** By the end of the grant period, demand for and acquisition of wild cat skin among the Shembe and Lozi reduced by 60% and 80%, respectively, compared to baselines, reducing poaching pressure on wild populations.

It is too early to be able to measure any meaningful changes in the outcome as the first two Lozi and Shembe ceremonies are only due to take place in Q1 and Q2 in year 2. The use of Shembe Heritage Fur has plateaued around 50% which we would like to increase up to 60% by the end of the project. These dancer counts are done twice a year and stored in a database. At the 2022 Kuomboka ceremony in Zambia 79% of paddlers wore Heritage Furs but only 68% of paddlers had a positive opinion of the Heritage Furs (with approximately 10% having a neutral/no opinion). With the behavioural change campaign and the sensitization work that the program has done we are hoping to increase these percentages. This data is currently being compiled for submission to a peer-reviewed scientific journal. Leopard population at key source populations will also continue to be monitored but as biologically a positive change will take time we will have to wait until the end of the project to report on this accurately. However, we feel that we are well on track and will achieve the outcomes by the end of the project.

### 3.4 Monitoring of assumptions

#### Outcome

**Assumption 1:** It is largely assumed or trusted that demand or acquisition reduction is due to the desirability and use of synthetic furs. It is possible that demand or acquisition rates reduce due to increased costs, decreased personal income, or increased law enforcement and strengthening of judicial system.

The assumption remains the same as we observed no significant changes in the cost of authentic furs over the last year and there has been no drive to increase the law enforcement activities around the authentic trade. Authentic fur costs are monitored every year at the Shembe gatherings as the **trade is open** with traders displaying and selling leopard skin garments at trading stalls near and on the Church grounds. Monitoring the cost of authentic fur is challenging in Zambia as skins are not sold in open markets as is the case in South Africa. Interview data is being collected in order to try and understand trends in retail prices but this needs to be



interpreted with caution due to the numerous factors that may influence the purported sale/purchase price including the size and quality of the skin, where it is along the wildlife value chain (i.e. being sold directly by a poacher versus by an intermediary) and the perceived risk of the trade.

**Assumption 2:** It is assumed that demand reduction efforts will positively impact source populations where leopards are illicitly harvested for their skins. However, we are still developing an understanding of key source populations for skins supplying the Shembe trade. Additionally, it is assumed that other threats (including human wildlife conflict) and wildlife protection efforts (e.g., anti-poaching patrols) will impact leopard populations.

These assumptions remain the same. We are continuously looking at ways to locate the main source populations that are exploited by the different user groups. In Zambia, the Greater Kafue Ecosystem (GKE) has been identified as one of the core areas and is considered as a source population. The leopard populations in GKE are currently being monitored by Panthera to assess the population change over time. Other parks, such as Sioma Ngwezi National Park, have also been identified as source areas or sites for leopard skins, but the leopard population numbers are not being monitored. A future project for Panthera is to develop a leopard DNA reference database covering key populations though Southern Africa which could then be compared to DNA from leopard skin samples collected at ceremonies and combined with other information sources, including interview data, to help establish the trade routes and main source populations for the leopard skin trade.

### Output 1

**Assumption 1:** Female empowerment will unlock the economic potential of the regions. Increased revenue generated through tailoring enterprises linked to conservation will reduce the acceptability and desirability of engaging in the illegal trade of wild cat products.

This assumption will remain the same. Interviews were conducted with the tailoring women, who have given themselves the name of "Heritage Guardians" before the training workshops, and they will then be interviewed annually. These interviews will be used to assess if and how the program has economically benefited them, and how this has impacted on their families' desire to trade in wild cat skins. Interviews with the sewing teams at the end of Q4 indicated that some families have completely stopped poaching wild cats for their skins.

**Assumption 2:** We assume that the synthetic furs will continue to be accepted by South African and Zambian communities and our supply of synthetic furs is secure.

This assumption remains the same and is clearly demonstrated by the continuous demand for the Heritage Furs in Zambia and South Africa. Our project staff on the ground are often approached by communities that are interested in acquiring the Heritage Furs.

**Assumption 3:** We assume that men will be amenable to being trained in Heritage Fur production, as many men are involved in tailoring/ trading authentic skins.

This assumption remains, as to date we have engaged with male tailors who openly express that they are happy to trade and tailor Heritage Fur garments. In working with the different user groups, we are finding there is a need, among both men and women, to be trained in Heritage Fur production. Within the authentic fur trade in South Africa, it was uncommon to encounter women tailors and traders as this niche seems to be reserved for men. This could possibly be due to the dangerous and risky nature of trading in leopard skins. This is similar in Zambia, however the garments are a lot cruder, and no tailoring would take place.

### Output 2

**Assumption 1:** The Shembe tailoring/retail facility is currently under construction and will be complete by the end of Q4 2023. Retail facilities in Zambia will be rented and/ or renovated.

The Shembe retail building is still under construction, and we have just found a retail space in Zambia that we can use rent-free.

**Assumption 2:** Following further research and ground-truthing it is assumed that Zambian tailors from rural locations will tailor from home rather than a formally established facility.

This assumption does not hold true in Zambia as the first two groups have stuck together and formed larger enterprises. This does not change any of the indicators, however, it does assist with our management of the enterprises. With the sewing team being in groups we can more easily manage the teams, provide extra training and solve problems as a group and not individuals. Business management training has now been targeted to individuals within the groups who can assist the sewing team to better manage their collective business. 10 of the individuals did move their micro enterprises to their homes as assumed.

### **Output 3**

**Assumption 1:** We are assuming that there is still sufficient demand for synthetic Heritage Furs among the South African and Zambian communities during the course of the project.

As with Output 1 Assumption 3 currently there is still high demand for Heritage Furs, not only within the user groups, but we are also being asked to assist with new user groups. With the Shembe currently not sewing Heritage Fur garments, as we are waiting for the completion of the building, our team are continuously approached and asked when the Heritage furs will become available. This is a clear indication that there is still demand for the synthetic furs. In Zambia, with the BRE currently not allowing private ownership of Heritage Furs, our team working with the Lozi are also being asked when they will become available.

### **Output 4**

**Assumption 1:** We assume that the selected marketing channels are effective at reaching the intended target audience, materials are distributed at appropriate times and places, the campaign messages convey the benefits of heritage furs from the perspective of the target audience, and any barriers to adoption are addressed.

This assumption remains the same and we will be able to quantify the effectiveness of the marketing channels once we roll out the behavioural change campaign materials. With the behavioural change workshop incorporating the user group individuals to create the materials and wording themselves, we can assume the barriers of adoption have been addressed.

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

A key change expected from this project is the disruption of the current market for wild cat skins among the Shembe and Lozi communities. We anticipate further reducing demand within the Shembe and Lozi communities and translating that into reduced desirability, purchase or acquisition of authentic wild cat skins. After the first-year delays with the Shembe building and the current BRE control of the ownership of Heritage fur products we expect to have a larger impact on this over the next year.

At a species level, it is unlikely that increases of wild cats will occur at the population level within the lifetime of this project. In the short-term, the reduced demand for wild cat skins is expected to alleviate the pressure exerted by targeted and opportunistic harvesting and associated national and transnational trade in illicit products for use in ceremonial regalia. In the long-term, we expect to see key regional source populations in South Africa and KAZA stabilise or increase with the continued expansion and replication of this project. Panthera has a leopard monitoring program in the Greater Kafue Ecosystem, Zambia, which is one of the key source populations for authentic leopard skins (survey data). This population will continue to be monitored and will hopefully show population stability or increase over the project period.

At an economic level we expect to see a short-term increase in income and alternative livelihoods for all women participants involved in the tailoring enterprises. This will be maintained over the long-term by their increased business acumen and tailoring capacity. The creation of local, tailoring enterprises is expected to reduce demand for and acquisition of authentic wild cat skins among the Shembe and Lozi communities, by facilitating sustained access to viable, more affordable, alternatives to illicit skins. The enterprises will also provide alternative livelihoods and income streams for participating women. To date, the tailoring teams have created over 700 items for sale and most of which have already been sold. The products made and sold depends on the location of the sewing teams and the user group within which they are from. Before training we interviewed each person to get baseline household economic data. We will interview the

members annually to measure the economic impact the project has had on the individuals and their families. As most of the sewing members are families who are involved in the illegal wildlife trade, we are also evaluating what impact we have had on this risky behaviour. Interim interviews with some of the members of the sewing teams has revealed that the families are already seeing an economic value in the project and a reduction in poaching behaviour. The initial survey data is available if needed but it must be noted that due to the sensitivity of some information it must be kept confidential.

#### **4. Thematic focus**

Panthera forms deep, integrative partnerships with communities who utilise wild cat skins as traditional regalia. Panthera has created an alternative to authentic skin use in the form of specially designed synthetic furs (known as Heritage Furs). Together, we facilitate the transition from authentic to synthetic wild cat skin garments used in culturo-religious ceremonies, thus one of the project themes: to reduce demand for IWT products. Thus far, we have formed successful partnerships with the Shembe Church, the African Congregational Church and the Lozi communities. Evidence to date for success within this theme is that within the Shembe we have had a 50% use of our Heritage Furs at gatherings (biannual dancer skin counts) and a 79% Heritage Fur use with the Lozi (annual Kuomboka paddler skin count).

Our training is currently sitting at 49 tailors, and we provided them with all the hardware and necessary materials to establish their own micro enterprises. This positions us in project theme 4 as we are developing sustainable livelihoods to benefit people directly in the trade of illegal skins. Surveys are in place to monitor the economic benefit of the project on tailors and their families to be completed at the end of year 3.

#### **5. Impact on species in focus**

Our focus species is the leopard with their furs being used within many user groups during ceremonies. The authentic leopard furs are traded across borders and the exact source populations feeding each user group is not known other than through some interviews. In the future Panthera aims to source funding to use DNA analysis to try and establish the main source populations for the skins, which we will use to develop strategies to protect these populations. Anecdotal information from Shembe traders suggests that skins used to supply that demand originate from South Africa as well as neighbouring countries. Due to uncertainty surrounding key source populations supplying skins for the Shembe it is difficult to monitor the impact the project is having on the species individuals and populations. Panthera has a leopard monitoring program in and around the Greater Kafue Ecosystem which has been identified as a key source of leopard skins. We are hoping to be able to see a change by the end of the project in that area. Encouragingly since the start of our demand reduction work in Zambia in 2019 monitored leopard populations in GKE have shown an increase or stabilisation which is in part attributed to the reduced demand for authentic skins as a result of the introduction of the Heritage Furs (Annexure 4.2). With the Shembe in South Africa, faux fur use at major gatherings has increased from 10% (in 2013) to 50% with the introduction of Heritage Furs and our research has shown that desirability and acquisition of authentic skins has decreased significantly (Naude et al.2020). We assume with this increase in use and with Heritage Furs retailing at less than 10% the value of authentic furs we are having an impact on reducing the trade and therefore the demand on leopard skins. We are also expecting to see the demand and usage of Heritage Furs increase in year 2 and 3 therefore having a greater impact on the trade and therefore an assumption is that it will reduce the pressure on the wild populations.

#### **6. Project support for multidimensional poverty reduction**

We will capacitate a minimum of 50 women and 5 men from local communities in South Africa and Zambia. This will start with basic sewing training, providing sewing machines and equipment (manual machines for where there is no electricity), and will build up to the more advanced use

of industrial overlocker and walking foot machines needed to tailor pile fabric. Some woman and men will also be selected for business management training. All will receive the hardware and specific materials to start their own micro-enterprises. People selected for the program are unemployed and, in some cases, there is no income to the family other than farming and illegal hunting of wildlife. Personal communication with the tailoring teams indicates that their livelihoods have improved to but food and pay for school fees. Our hope is that as the tailors improve their skills and clientele base they will train their family or friends to assist them in these micro enterprises.

To better understand the impact, we are having on the livelihoods of the tailors we conducted a pre-economical household survey to better understand education, income etc. Within the families. We will resurvey the tailors at the end of the project to see our impact and make sure it is sustainable after the project. The tailors receive continuous support and communication to assist with challenges one would face in small businesses.

At a community level, we will capacitate the BRE and Shembe Church to restore the majesty and beauty of their cultural gatherings thus simultaneously preserving their cultural and natural heritage for future generations. Conserving charismatic wildlife represents a boost to the tourism industry which is a significant revenue generator and source of employment in both countries.

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

Please quantify the proportion of women on the Project Board <sup>1</sup> .	25%
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 <sup>2</sup> .	25%

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

Both the Shembe Church and the Lozi community are traditionally patriarchal. However, women play a prominent role in the Lozi culture. The community was established in the Barotse Flood

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

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

Plains by a woman and continues to be led by two Queens, subordinate to the Litunga (Lozi King). Currently the staff based in Zambia working on the project are all male due to the role which requires considerable amount of traveling across the country, night camping in rural areas and having to survey the user groups which is comprised of only males. All Zambia staff working on the project are Zambian nationals. Our approach has led to women tailoring the majority of Heritage Furs and directly targets gender inequality by promoting economic empowerment and independence of participating women. All participating women will be capacitated and supported to manage and run micro enterprises. Over time, these women will in turn serve other women in their communities by acting as examples and points of support. Within the Shembe in South Africa the sewing enterprise manager is a woman who has not only been trained in all the sewing but has also completed business management training workshops, preparing her to manage the enterprise long term even after the project. The ACC is a women dominated organisation and all training and supervisory roles are conducted by women for the women of the church. Panthera's South Africa Regional Director is a female, who plays an integral role in decision making within this project.

When women are selected for training to be part of the sewing teams most are from high poverty area with little or no income for the families. The level of education has no bearing on their chance of being selected and majority rely on farming, fishing or hunting for food. These woman during the project will also be given the opportunity to learn about financial management and other life skill that they can use outside of the sewing enterprises.

## **8. Monitoring and evaluation**

The Shembe and Lozi community officers are tasked with conducting regular surveys with their respective communities. This continuously monitors peoples' perceptions and acquisition of wild cat products throughout the project. This is be done by using economic valuation methods such as 'willingness to pay' to understand how people's perceptions may change over time, particularly pre- and post-intervention. Similarly, these surveys generate regular feedback on how to improve our Heritage Furs and better manage the project to reach as large an audience as possible. These officers also monitor the number of Heritage Furs relative to the number of authentic wild cat skins in use at relevant major traditional gatherings. We feel this is the strongest indicator of the success or failure of our project.

The success or failure of the tailoring enterprises will be monitored through quarterly financial and technical reports created by the women groups that track garment production, sales, and fabric stocks. With year one comprising of mainly identifying and training the sewing teams and initial production we are now focusing on the monitoring of production. Correcting product costing, improving retail prices, creating more products to increase sustainability, making sure raw material pricing is at its best, and improving and monitoring product quality.

Our respective community officers will also conduct regular surveys with women engaged and trained in the tailoring enterprises to determine annual household income and number of livelihood options . These surveys will include information on who the household breadwinner is and how the funds are spent and managed, and by whom.

We are working in partnership with RARE and Dr. Diogo Verissimo (contracted behavioural specialist) to develop a robust Monitoring and Evaluation framework for measuring the impact of the behaviour change campaigns. This includes an analysis of the number of people reached and self-reported change in the demand for authentic wild cat skins. All media produced and distributed for the campaigns will include an estimated number of people reached. Our website and social media platforms will provide data on engagement with members of the respective communities. Our community surveys will determine the effectiveness of the campaign materials as well as the social influence of purchasing Heritage Furs. Importantly, Panthera will also continue to monitor Heritage Fur versus authentic skin use at major Shembe and Lozi gatherings. Due to the overt nature of the trade in skins at Shembe gatherings, our community engagement teams will also engage with traders to assess the impact of this initiative. This will result in a total

of currently six monitoring events: two events for Shembe, two events for Lozi, one for ACC and one for Ngoni.

Separate to this grant, Panthera also conducts ongoing camera trap surveys at key sites across KAZA and South Africa to monitor leopard populations. There are multiple sites in and around the Greater Kafue Ecosystem, Zambia which is a known source population for leopard skins. Even though biologically there may not be sufficient time to document statistically significant changes we are hoping to see further stabilisation and/or increases at a population level over the project time frame in GKE. We meet with the user group leadership at least once a year to update them on the progress of the project and highlight notable successes and challenges. The data currently is being collected by our organisation, but we are working on training individuals from within the user groups to assist with monitoring. There are several media outlets or reports that will reach out to the project to cover the story of the project, and these are passed onto the different user group liaison personnel so that the different user groups can get the credit for their work.

## **9. Lessons learnt**

Leadership support is crucial when it comes to achieving success. So many followers or community members state that they will change their behaviour if encouraged or instructed to do so by their leader. However, the challenge with this is that leaders may be reluctant to openly endorse an initiative or enforce a policy change (even when they are fully supportive of it) if it might offend traditionalists resistant to change. This means that even though we have their full support we are yet to have a leader or his sub-ordinates enforce a policy of no wild cat skins being utilised at a ceremony. We have also learnt that we need to work with more people of influence in each user group. Most times there is a champion within the group that is driving the program or who is the conduit of communication and if anything happens with that single relationship then the project can be delayed. With the Lozi we had the passing of the Senior Chief, some of whose ideas for the expansion of the project now seem different to the Kuta's (Main committee for the BRE) ideas. With the Shembe all our communications is directed through one Church liaison. Even though there are currently no issues and we are receiving a lot of support from the Shembe there have been times when we are not sure if our message is getting to the leader and the executive committee or if this message is skewed in some way. To overcome these concerns, we are trying to increase the resilience of the project by building our network of relationships and having several influential people involved in our lines of communication with the new groups we are working with, notably the ACC and Ngoni. Additionally, we are also trying to establish closer relationships with other senior figures within the Shembe Church and the BRE.

Our original idea was that all the trained tailors take their equipment and go home to establish their micro enterprises and hopefully train more ladies to join them. This approach was to have the largest footprint and therefore the largest impact of the alternative livelihoods. After training four groups stayed together to create larger enterprises and assist one another. Even though this was not the intended plan, this strategy makes sense as the team members are more easily able to provide support for each other. As part of the revised plan we aim to identify champions within the teams and train them in business management furthering the chances of long-term sustainability. There are obviously challenges by having larger sewing groups such as profit and workload sharing but with training and mentors this can be overcome.

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

N/A

## **11. Risk Management**

We created our risk framework for the half year interim report and no new risks have occurred. We continue to mitigate the risk as per the risk framework. Please see Annexure 4.16 for Panthera Risk Framework.

## 12. Sustainability and legacy

The Furs For Life Program has its own page on the Panthera website which is regularly visited by interested parties or guests to the website including funders. The Heritage Furs website is also hosted by Panthera, and the two pages are linked.

ECOPEL discovered Panthera through the project as ECOPEL are one of the leaders in faux fur creation. They even created a website page to promote the project before a partnership was formed ([Furs For Life — FAUX FUR INSTITUTE](#)). ECOPEL subsequently has signed a MoU with Panthera to supply the Shembe Project with 600m KOBO material. ECOPEL are going to try and set up an event before the New York fashion week whereby they will host an auction for the Furs For Life program..

RARE, having hosted the behavioural change workshop for the Shembe and the Lozi and seeing the great results that has been coming out of the project has invited us to present at their annual Behavioural Change Science conference BE.Hive in June. The event is a one-day summit that will explore the role of behavioural insights in environmental interventions and conservation outcomes that have been achieved as a result of behavioural and social sciences.

We have created a case study for the Zambia work known as Saving Spots (Annexure 4.2). This case study which reviewed our demand reduction work in partnership with the Lozi in Zambia, including the introduction Heritage Furs was awarded the coveted Herman Goldstein Award for Problem Oriented Policing at the 31<sup>st</sup> international POP Conference held in Boulder, Colorado. This was the first time a conservation organisation project has been nominated. The case study has also been translated into Indonesian by another global conservation NGO (WCS) who wanted to share the findings and lessons learnt.

Panthera's media and marketing team continue to push the program to media outlets as more user groups come on board or a project takes a different turn like the introduction of training tailors.

In Zambia we have contracted a media agency to manage and promote the project on social media platforms, especially over Q1 of year 2 which is a period the main ceremony takes place. These promotions are to sensitise the user group on the Heritage Fur use as well as promote Panthera and the program within Zambia.

In South Africa many of our activities have been delayed as the Shembe complete the building and start to create heritage Furs again. Once the building is open, we will focus on promoting the Shembe project and the program in general in South Africa including radio and social media.

After training the first sewing ladies within the ACC, the church invited a local newspaper "Isoleze" to cover the story which went out in the local language Zulu.

The Zambian newspaper Sunday Nation in the lifestyle section published an article on the project with the Lozi.

South African Investigative journalism television program "Carte Blanche" looked at covering the project in 2023 but withdrew as they had covered the project only a few years prior.

We have created the Brand Heritage Furs ([www.heritagefurs.com](http://www.heritagefurs.com)) which was formed to promote the products that are created in the different countries and all marketing materials created have this brand and website on them. This will allow us to promote the brand and country programs as a unit. All the products will be branded with a swing tag to give a brief overview of the project specific for the country which will also promote the brand and the projects.

The sustainable benefits remain the same as before the project started. We will need to provide initial support over the first two years to improve knowledge and skill to best keep a micro enterprise trading profitability. Panthera will maintain the role of importing the furs from China as minimum orders are too big and costly for any of the enterprises to manage. As we expand into working with more user groups it may become complicated a single importer source can become complicated. We will hopefully get a sustainable scenario where the fur is purchase by the meter or roll from Panthera and these funds buy more material. Once this component is functioning, we can then source fabric importer and traders in the different countries to take over that responsibility and the program grows to other countries and continents.





### 13. IWT Challenge Fund identity

Initial exposure given to the IWT Challenge Fund was when the project attended the 31<sup>st</sup> international Problem Orientated Policing Conference in Boulder, Colorado where the Panthera team delivered a case study presentation that acknowledged the support of the IWT Challenge Fund. The IWT Challenge Fund logo was on the submitted documentation as well as the presentation which we had to give twice at the 3-day conference. The project won this prestigious award which is first time in the 35-year history of the awards that a conservation project has won.

A significant component of the project is the behavioural change campaign which comprises of marketing materials created from a workshop. These materials include the IWT Challenge Fund logo (Annexure 4.13).

Public relation stories that are run by Panthera about the Furs for Life project incorporate links to the IWT Challenge Fund. These are either shared with media outlets (Over 1000 in the last year), included in Panthera's newsletters, promoted on the website or shared on social media platforms (Annexure 4.12).

The IWT Fund is recognised as part of the larger program Furs for Life and not a distinct project. IWT is currently assisting with all user groups and components of the program however the program has been running for a decade already and is match Funded by Cartier for Nature

We met with representatives of the High Commission in Pretoria South Africa while attending King Charles III coronation event. The officials have subsequently been re-assigned to new roles, but we been engaging with their replacements are planning on meeting with them in person in Q1 of year 2. In Zambia we have not yet met with DEFRA representatives but plan to do so in Q1 year 2.

### 14. Safeguarding

Has your Safeguarding Policy been updated in the past 12 months? <b>Draft is in circulation at present. See Annexure 4.17 for previous version.</b>	No
Have any concerns been reported in the past 12 months	No
Does your project have a Safeguarding focal point?	No
Has the focal point attended any formal training in the last 12 months?	No
What proportion (and number) of project staff have received formal training on Safeguarding?	Past: 0% Planned: 0%
Has there been any lessons learnt or challenges on Safeguarding in the past 12 months? Please ensure no sensitive data is included within responses. The project did not have any issues in Safeguarding over the last 12 months.	

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

Please describe any community sensitisation that has taken place over the past 12 months; include topics covered and number of participants.

The project community engagement teams do sensitization work throughout the year in one on one interviews as well as at larger ceremonies where Behavioural Change Materials are presented such as Gazebo's and Banners. This allows the public to engage with the team. Our main topic is to sensitive people to the Heritage Fur alternative and discuss conserving wildlife whilst conserving culture and religion. Over 200 individual surveys have been performed but an estimated hundreds if not thousands have been exposed to our materials be it on radio or visually on sensitization marketing materials.

Have there been any concerns around Health, Safety and Security of your project over the past year? If yes, please outline how this was resolved.

All risks, concerns and risk reduction activities can be found in the Risk Framework (Annexure 4.16).

## 15. Project expenditure

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

Project spend (indicative) since last Annual Report	2023/24 Grant (£)	2023/24 Total actual IWT Costs (£)	Variance %	Comments (please explain significant variances)
Staff costs (see below)				Not applicable
Consultancy costs				Not applicable
Overhead Costs				Not applicable
Travel and subsistence				Not applicable
Operating Costs				Not applicable
Capital items (see below)				Not applicable
Others (see below)				Due delays in China with fabric orders, Fur Material was delayed which also reduces our shipping costs. Due to time constraints and using informal carpenters in rural areas, tables and chairs, were not invoiced and paid for on time. This will be purchased and reported in the next report (2024/2025).
<b>TOTAL</b>	<b>287 36</b>	<b>278 71</b>		

### Find below budget changes approved by IWT Challenge Fund

**Budget Change 1:** We have made minor changes to the following budget line descriptions:

#### Staff Costs

Line 10: Change “Shembe Project Coordinator” to “South Africa Project Coordinator”

Line 13: Change “Lozi Project Coordinator” to “Zambia Project Coordinator”

#### Lead Partner Costs

Line 13: Changed “Shembe garment sales person” to “Garment sales person”

Line 48: Changed “Biannual update meetings with Shembe leadership and BRE” to “Biannual update meetings with user group leadership”

Line 64: Changed “Sewing machines for Zambia tailors” to “Sewing machines for tailors”

Line 78: Changed “Starter kits (incl fabric, scissors, cotton, storage box etc) for Lozi tailors” to “Starter kits (incl fabric, scissors, cotton, storage box etc) for tailors”

**Budget Change 2:** We have changed Line 63 under Capital Equipment from “1 x utility vehicle in South Africa” to “1 x utility vehicle in Zambia”. We reallocated [REDACTED] from Line 49 and [REDACTED] from Line 78 to Line 63, increasing the budget for a utility vehicle from [REDACTED] to [REDACTED]

**Budget Change 3:** Under Staff Costs, we have increased Line 7 by [REDACTED] and, likewise, decreased Line 13 by the same amount.

**Budget Change 4:** Under Consultancy Costs, we have reallocated [REDACTED] from Line 10 “RARE - Behaviour change workshop and M&E framework” to a new line (14) for “Diogo Verissimo - Behaviour change and M&E consultant”.

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

	Secured to date	Expected by end of project	Sources
Matched funding leveraged by the partners to deliver the project (£)	[REDACTED]	[REDACTED]	Cartier – Furs for Life
Total additional finance mobilised for new activities occurring outside of the project, building on evidence, best practices and the project (£)			

**16. Other comments on progress not covered elsewhere.**

N/A

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

I agree for the Biodiversity Challenge Funds to edit and use the following for various promotional purposes (please leave this line in to indicate your agreement to use any material you provide here).

**Zambian conservation project honoured with international award**

Saving Spots, a conservation initiative that seeks to protect Zambia’s magnificent wild cat species while preserving the rich cultural traditions of the Lozi People, recently received the prestigious Herman Goldstein Award for Excellence in Problem Oriented Policing at the 31<sup>st</sup> Problem Oriented Policing Conference. Excitingly, this was the first time that a conservation or African-based project has been nominated as a finalist for the award.

Launched in 2019 and operated today by the Barotseland Royal Establishment, Panthera, WCP Zambia and Zambia’s Department of National Parks and Wildlife, Saving Spots is an innovative and culturally sensitive conservation initiative that seeks to protect wild cat populations from direct hunting using synthetic leopard, serval and lion furs, known as Heritage Furs, to replace the use of authentic skins at Lozi gatherings.

As conservation pioneers, the Barotseland Royal Establishment has endorsed the Saving Spots project and as a result, the project has been well received by the Lozi community and has greatly reduced demand for authentic skins. During the most recent Kuomboka ceremony of the Lozi people in 2022, an estimated 79 percent of the approximately 220 paddlers on the Royal Barge wore Heritage Furs. Encouragingly, recent research indicates that the project, alongside other

wildlife protection efforts, has made a significant contribution to the stabilisation and recovery of leopard populations in the Greater Kafue Ecosystem.

Saving Spots is based on a similar initiative called “Furs For Life” that [Panthera](#), the global wild cat conservation organisation, successfully established in partnership with the Nazareth Baptist Church eBuhleni in South Africa, which involves the adoption of highly realistic synthetic fur garments, also known as Heritage Furs, that replace authentic leopard, serval, cheetah and lion skins used in ceremonial attire.

This year’s Herman Goldstein Award was dedicated to His Royal Highness, the late Senior Chief Inyambo Yeta, who was instrumental in the establishment and success of the Saving Spots initiative.

<b>File Type (Image / Video / Graphic)</b>	<b>File Name or File Location</b>	<b>Caption including description, country and credit</b>	<b>Social media accounts and websites to be tagged (leave blank if none)</b>	<b>Consent of subjects received (delete as necessary)</b>
Image	<a href="#">linked collection with a selection of images</a>	Captions are found with each asset in the collection	<a href="https://www.facebook.com/pantheracats">https://www.facebook.com/pantheracats</a> <a href="https://www.instagram.com/pantheracats/">https://www.instagram.com/pantheracats/</a>	Yes
				Yes / No
				Yes / No
				Yes / No
				Yes / No

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

Project summary	Progress and Achievements April 2023 - March 2024	Actions required/planned for next period
<p><b>Impact</b></p> <p>Leopard populations at Panthera priority landscapes in southern Africa are stable or increasing within 10 years.</p>	<p>The impact we want to make is on a population scale which biologically for leopards will take a few years. The impact won't be measurable within one year.</p>	
<p><b>Outcome</b> By the end of the grant period, demand for and acquisition of wild cat skin among the Shembe and Lozi reduced by 60% and 80%, respectively, compared to baselines, reducing poaching pressure on wild populations.</p>		
<p>Outcome indicator 0.1: 60% and 80% of Shembe and Lozi survey respondents, respectively report no further demand for acquiring wild cat skins by the end of the project.</p>	<p>No information yet.</p> <p>In South Africa the survey work is postponed until the completion of the building. Next report will have statistics. In Zambia we are waiting for the main ceremony in April when we can do further surveys</p>	<p>Zambia survey planned for April.</p> <p>Shembe survey planned for July</p>
<p>Outcome indicator 0.2: 60% and 80% of Shembe and Lozi survey respondents, respectively report no acquisition of wild cat skins in the last year of the project.</p>	<p>No information yet.</p> <p>In South Africa the survey work is postponed until the completion of the building. Next report will have statistics. In Zambia we are waiting for the main ceremony in April when we can do further surveys</p>	<p>Zambia survey planned for April.</p> <p>Shembe survey planned for July</p>
<p>Outcome indicator 0.3: 60% and 80% of Shembe and Lozi individuals, respectively at major cultural gatherings wear synthetic wild cat skins by the end of the project.</p>	<p>At the 2022 Kuomboka ceremony in Zambia 79% of the paddlers wore Heritage Furs. (Annexure 4.2)</p> <p>At the January 2024 Shembe gathering the 52 % of the dancers wore Heritage Furs compared to authentic furs. (Annexure 4.1)</p>	<p>Paddler count planned for April Kuomboka</p> <p>Dancer count planned for July</p>
<p>Outcome indicator 0.4: Leopard populations monitored by Panthera and identified as potential source populations for leopard skins in Zambia South Africa are stable by Q4, Y3.</p>	<p>Populations will take a few years to show a response to the project.</p>	<p>Population surveys through camera trapping will continue.</p>

<b>Output 1</b> Five women-led tailoring micro-enterprises (2 in South Africa and 3 in Zambia) comprising a total of 50 women and 5 men trained in basic tailoring and business management and administration by the end of Q1 Year 2.		
Output indicator 1.1: Five women-led tailoring groups formed by the end of Year 1.	The training of tailors has resulted in at least three micro enterprises in South Africa and at least three micro enterprises in Zambia (Annexure 4.3). Some have chosen to stay together and others have gone on their own. This number is dynamic as more might go on their own after gaining confidence.	Our role is going to become more of a supportive role for the current enterprises and not training more people.
Output indicator 1.2: Five women trained in business administration by Q1 Year 2.	We have one woman trained in business management with a further four currently participating in a business management course.	Five women trained in business administration by Q1 Year 2.
Output indicator 1.3: Minimum of 50 women and 5 men trained in garment tailoring and repair by Q1 Year 2.	48 woman and one man trained in tailoring by the project. Each person also received the hardware and material to start their micro enterprises (Annexure 4.4)	Our role is going to become more of a supportive role for the current enterprises and not training more people.
Output indicator 1.4: Zambian tailoring and retail enterprise business plan produced by expert consultant by end of Q4 Year 1.	No progress has been made as of the project date, but we have contracted to an expert and will start in Q1 year 2.	Produce business plan with business expert.
<b>Output 2.</b> Three suitable and safe retail facilities developed (Two Zambia, one South Africa) secured by the end of Year 2.		
Output indicator 2.1. One suitable and safe South Africa retail facility developed by the end of Year 1.	The Shembe retail space is still being built and should be complete in Q1 of year 2.	
Output indicator 2.2. One suitable and safe Zambia retail facility developed by the end of Year 1.	A retail space has been identified and the property owner is donating the space to the project. A cubicle that is currently at the space has been purchased to lock away stock when the premises is closed.	We need to attend to the space visually. We need to source a retail person to work at the space. We are currently creating stock for the space.

Output indicator 2.3. One suitable and safe Zambia retail facility developed by the end of Year 2.	This space will be identified through the year.	
<b>Output 3.</b> Tailoring of 2,000 South African Heritage Fur Culturo-Religious Garments ( <i>Amambatha, armbands, headbands, waistbands</i> and hats), 400 luxury Heritage Fur <i>Amambatha</i> , 400 Lozi <i>Heritage Fur Lipatelo and Mishukwe</i> , and 1,000 other products including traditional Lozi <i>Siziba</i> and <i>Msis</i> garments and school uniforms), tailored and distributed by the end of the project.		
Output indicator 3.1. Tailoring of 2,000 South African Heritage Fur Culturo-Religious Garments ( <i>Amambatha, armbands, headbands, waistbands</i> and hats), 400 luxury Heritage Fur <i>Amambatha</i> produced and sold by the South African tailoring groups by the end of the project.	303 Heritage Fur Garments and currently no luxury furs garments have been made.	Create more products and empower more traders to create Heritage Fur products.
Output indicator 3.2. Tailoring of 400 <i>Zambian Heritage Furs (Lipatelo and Mishukwe)</i> and 1000 other products such as traditional Lozi <i>Siziba</i> and <i>Msis</i> garments and school uniforms tailored and distributed by Zambian women-led tailoring network by the end of the project.	Currently no Heritage Fur lipatelo have been produced and sold in Zambia. 520 other garments have been created by the Zambia teams.	We need to meet and finalise with BRE on the possibility of selling Heritage Furs to the Lozi paddlers.
<b>Output 4.</b> Behaviour change campaign in Zambia and South Africa implemented by the end of Year 3 that promotes the use of synthetic Heritage Furs instead of authentic wild cat skins.		
Output indicator 4.1. One behavioural change campaign development workshop held in Zambia including Lozi participants by end of Year 1. (Note workshop already held with Shembe participants in South Africa.)	This was held in November 2024 (Annexure 4.4).	
Output indicator 4.2. At least 1 promotional video each produced and distributed for both the Zambia and South Africa by end of Year 2.	Zambia video complete and can be seen at <a href="http://www.panthera.org/furs-life">www.panthera.org/furs-life</a>	Set up meeting with ScholarsFilm to edit Shembe video.
Output indicator 4.3. Eight billboards or mobile billboards produced and distributed by the end of Year 2 (four per country).	Billboards have been ordered. 4 for each country.	Erect Zambian Billboards before Kuomboka. Erect Shembe Billboards before July ceremony.



Output indicator 4.4. Twenty radio segments produced/ broadcast across Zambia and South Africa by the end of Year 3 (10 per community).	Segments still need to be done. One planned for April in Zambia that should be broadcast by five radio stations. Educational song created and will be played on five radio stations three times a day. The song will also be circulated on social media, messaging apps and hosted on Youtube	Book more radio slots.
Output indicator 4.5. Two children's books produced and distributed to respective communities and schools by the end of Year 3. Minimum of 100 copies each per book.	Still to be done	Planning to take place in Q1 of year 2. Identify creators.
Output indicator 4.6. At least four print adverts produced and distributed across Zambia and South Africa by the end of Year 3 (two per community).	Still to be done	
Output indicator 4.7. 80% of Shembe and Lozi survey respondents respectively have heard about Heritage Furs through campaign materials and events by the end of Year 2.	Surveys for Zambia to be done in April. Surveys for SA to be done in July	
Output indicator 4.8. 80% of Shembe and Lozi survey respondents respectively report a positive attitude towards Heritage Furs by the end of Year 2.	Surveys for Zambia to be done in April. Surveys for SA to be done in July	
Output indicator 4.9. 60% of Shembe and Lozi survey respondents respectively believe the heritage furs are realistic and high quality by the end of Year 2.	Surveys for Zambia to be done in April. Surveys for SA to be done in July	
<b>Output 5.</b> Higher learning program outputs by the project made accessible by the end of the grant period.		
Output indicator 5.1. Case study produced on initial achievements of the program through survey data within year 1. The study focused on the period before and after the introduction of the Heritage Fur.	Case Study of the Saving Spots project completed, we were nominated the Problem Orientated Policing Herman Goldstein Award which we won (annexure 4.2).	Completed.

Output indicator 5.2. Peer review published scientific paper on the above case study by the end of year 2.	The peer review paper to be submitted by the end of Q1 year 2 (Annexure 4.5).	Submission date in June
Output indicator 5.3. Peer review published scientific paper on the effect of the Behaviour Change Campaign on the perception of paddlers towards Heritage Furs by the end of year 3.	Behavioural Change specialist contracted to assist with the data collection and writing the peer review paper in year 2.	Final draft by 15 September.

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

Project Summary	SMART Indicators	Means of Verification	Important Assumptions
<b>Impact:</b> Leopard populations at Panthera priority landscapes in southern Africa are stable or increasing within 10 years. (Max 30 words)			
<b>Outcome:</b> (Max 30 words) By the end of the grant period, demand for and acquisition of wild cat skin among the Shembe and Lozi reduced by 60% and 80%, respectively, compared to baselines, reducing poaching pressure on wild populations.	0.1 60% and 80% of Shembe and Lozi survey respondents, respectively report no further demand for acquiring wild cat skins by the end of the project.  0.2 60% and 80% of Shembe and Lozi survey respondents, respectively report no acquisition of wild cat skins in the last year of the project.  0.3 60% and 80% of Shembe and Lozi individuals, respectively at major cultural gatherings wear synthetic wild cat skins by the end of the project.  0.4 Leopard populations monitored by Panthera and identified as potential source populations for leopard skins in Zambia South Africa are stable by Q4, Y3.	0.1 Continuous ongoing surveys of the Lozi and Shembe communities (200 surveys per community per year).  0.2 Continuous ongoing surveys of the Lozi and Shembe communities (200 surveys per community per year).  0.3 Ongoing monitoring of authentic versus synthetic skin usage at relevant major gatherings (minimum of one major ceremony per community per year).  0.4 Ongoing monitoring of key leopard source populations in southern Africa (not funded through this proposal).	It is largely assumed or trusted that demand or acquisition reduction is due to the desirability and use of synthetic furs. It is possible that demand or acquisition rates reduce due to increased costs, decreased personal income, or increased law enforcement and strengthening of judicial system.  It is assumed that demand reduction efforts will positively impact source populations where leopards are illicitly harvested for their skins, However, we are still developing an understanding of key source populations for skins supplying the Shembe trade. Additionally, it is assumed that other threats (including human wildlife conflict) and wildlife protection efforts (e.g., anti-poaching patrols) will impact leopard populations

<p><b>Outputs:</b>  1. Five women-led tailoring micro-enterprises (2 in South Africa and 3 in Zambia) comprising a total of 50 women and 5 men trained in basic tailoring and business management and administration by the end of Q1 Year 2. Additional refresher/ specialist training will take place throughout the project lifetime. (Note, a female Shembe Coordinator/enterprise manager has already been employed by Panthera.)</p>	<p>1.1 Five women-led tailoring groups formed by the end of Year 1. (Note the Shembe enterprise is already in the process of being established.)  1.2 Five women trained in business administration by Q1 Year 2.  1.3 Minimum of 50 women and 5 men trained in garment tailoring and repair by Q1 Year 2.  1.4 Zambian tailoring and retail enterprise business plan produced by expert consultant by end of Q4 Year 1.</p>	<p>1.1 Founding documents signed by all participating women and men.  1.2 Quarterly financial and technical reports produced by the women, demonstrating capacity development.  1.3 Before and after household surveys to determine impact of training and revenue generation and influence of participating women in their communities (to be conducted with each household involved in the enterprises).  1.4 Number of traditional garments produced quarterly by women groups, demonstrating capacity development.  1.5 Barotse Royal Establishment sign written agreement to support implementation of enterprise business plan.</p>	<p>Female empowerment will unlock the economic potential of the regions. Increased revenue generated through tailoring enterprises linked to conservation will reduce the acceptability and desirability of engaging in the illegal trade of wild cat products.  We assume that the synthetic furs will continue to be accepted by South African and Zambian communities and our supply of synthetic furs is secure.  We assume that men will be amenable to being trained in Heritage Fur production, as many men are involved in tailoring/ trading authentic skins.</p>
<p>2. Three suitable and safe retail facilities developed (Two Zambia, one South Africa) secured by the end of Year 2.</p>	<p>2.1 One suitable and safe South Africa retail facility developed by the end of Year 1.  2.2 One suitable and safe Zambia retail facility developed by the end of Year 1.  2.3 One suitable and safe Zambia retail facility developed by the end of Year 2.</p>	<p>2.1 Number of garments produced by South African tailors as an indication of productivity of the site.  2.2 Number of garments produced by Zambian tailors as indication of productivity of the tailoring network.  2.3 Number of garments sold at each retail site as an indication of productivity of each site.</p>	<p>The Shembe tailoring/retail facility is currently under construction and will be complete by the end of Q4 2023. Retail facilities in Zambia will be rented and/ or renovated.  Following further research and ground-truthing it is assumed that Zambian tailors from rural locations will tailor from home rather than a formally established facility.</p>

<p>3. Tailoring of 2,000 South African Heritage Fur Culturo-Religious Garments (<i>Amambatha, armbands, headbands, waistbands</i> and hats), 400 luxury Heritage Fur <i>Amambatha</i>, 400 Lozi Heritage Fur <i>Lipatelo and Mishukwe</i>, and 1,000 other products including traditional Lozi <i>Siziba</i> and <i>Msis</i> garments and school uniforms), tailored and distributed by the end of the project.</p>	<p>3.1 Tailoring of 2,000 South African Heritage Fur Culturo-Religious Garments (<i>Amambatha, armbands, headbands, waistbands</i> and hats), 400 luxury Heritage Fur <i>Amambatha</i> produced and sold by the South African tailoring groups by the end of the project.</p> <p>3.2 Tailoring of 400 Zambian <i>Heritage Furs (Lipatelo and Mishukwe)</i> and 1000 other products such as traditional Lozi <i>Siziba</i> and <i>Msis</i> garments and school uniforms tailored and distributed by Zambian women-led tailoring network by the end of the project.</p>	<p>3.1 Quarterly stock take reports and production registers that monitor ongoing progress.</p> <p>3.2 Quarterly sales/ distribution and finance reports that monitor ongoing progress.</p>	<p>We are assuming that there is still sufficient demand for synthetic Heritage Furs among the South African and Zambian communities during the course of the project.</p>
<p>4. Behaviour change campaign in Zambia and South Africa implemented by the end of Year 3 that promotes the use of synthetic Heritage Furs instead of authentic wild cat skins.</p>	<p>4.1 One behaviour change campaign development workshop held in Zambia including Lozi participants by end of Year 1. (Note workshop already held with Shembe participants in South Africa.)</p> <p>4.2 At least 1 promotional video each produced and distributed for both the Zambia and South Africa by end of Year 2.</p> <p>4.3 Eight billboards or mobile billboards produced and distributed by the end of Year 2 (four per country).</p> <p>4.4 Twenty radio segments produced/ broadcast across Zambia and South Africa by the end of Year 3 (10 per community).</p>	<p>4.1 Workshop attendance register, final report, and workshop campaign strategy outputs.</p> <p>4.2 Online videos automatically record viewer rates. Videos placed on TV automatically estimate number of viewers.</p> <p>4.3 Billboard suppliers to provide estimate of number of people viewing each billboard for period it is displayed, based on industry standard equation.</p> <p>4.4 Radio adverts/ interviews automatically estimate number of listeners for each segment.</p> <p>4.5 Anonymous report cards from children and schools receiving books indicating their preference of</p>	<p>We assume that the selected marketing channels are effective at reaching the intended target audience, materials are distributed at appropriate times and places, the campaign messages convey the benefits of heritage furs from the perspective of the target audience, and any barriers to adoption are addressed.</p>

	<p>4.5 Two children’s books produced and distributed to respective communities and schools by the end of Year 3. Minimum of 100 copies each per book.</p> <p>4.6 At least four print adverts produced and distributed across Zambia and South Africa by the end of Year 3 (two per community).</p> <p>4.7 80% of Shembe and Lozi survey respondents respectively have heard about Heritage Furs through campaign materials and events by the end of Year 2.</p> <p>4.8 80% of Shembe and Lozi survey respondents respectively report a positive attitude towards Heritage Furs by the end of Year 2.</p> <p>4.9 60% of Shembe and Lozi survey respondents respectively believe the heritage furs are realistic and high quality by the end of Year 2.</p>	<p>either synthetic Heritage Fur or authentic wild cat skin.</p> <p>4.6 Print advert suppliers provide estimated number of viewers for each publication based on industry standard equation.</p> <p>4.7, 4.8, 4.9 Ongoing surveys of Zambian and South African communities, with a particular focus on Lozi and Shembe, including pre- and post-campaign interviews (200 per country per year).</p> <p>4.10 Monitoring of the website traffic (<a href="https://panthera.org/heritage-furs">https://panthera.org/heritage-furs</a>) as each campaign output is released.</p>	
<p>5. Higher learning program outputs by the project made accessible by the end of the grant period.</p>	<p>5.1 Case study produced on initial achievements of the program through survey data within year 1. The study focused on the period before and after the introduction of the Heritage Fur.</p> <p>5.2 Peer review published scientific paper on the above case study by the end of year 2.</p>	<p>5.1 Case study made accessible through websites including <a href="https://popcenter.asu.edu">https://popcenter.asu.edu</a>; <a href="http://www.heritagefurs.com">www.heritagefurs.com</a> and <a href="http://www.panthera.org">www.panthera.org</a></p> <p>5.2 Scientific paper accepted and published in a peer reviewed journal.</p>	<p>We assume that we can collect the correct data that can be analysed using methods that peer review journals will accept.</p>

	5.3 Peer review published scientific paper on the effect of the Behaviour Change Campaign on the perception of paddlers towards Heritage Furs by the end of year 3.	5.3 Scientific paper accepted and published in a peer reviewed journal.	
<p><b>Activities</b></p> <p>Activity 1.1: Identify and recruit Zambian and South African women to join tailoring groups in consultation with community partners as per pre-defined criteria.</p> <p>Activity 1.2: Identify and solicit consultants to provide business administration and tailoring training for women groups.</p> <p>Activity 1.3 Host relevant training.</p> <p>Activity 1.4 - Identify and solicit consultant to develop enterprise business plan.</p> <p>Activity 2.1: Identify suitable sites for tailoring/ retail facility development, selecting those most suitable in agreement with community partners.</p> <p>Activity 2.2: Develop and/ or secure leases for tailoring/ retail sites, ensuring they meet minimum health and safety requirements.</p> <p>Activity 2.3: Procure necessary sewing equipment and furniture for tailoring sites.</p> <p>Activity 3.1: Acquire at least 1,000m of normal Heritage Fur <i>Amambatha</i> pile fabric, 200m of luxury Heritage Fur <i>Amambatha</i> pile fabric, 500m of Heritage Fur <i>Lipatelo</i> and <i>Mishukwe</i> pile fabric, 2,000m of vinyl, suede and leather backing fabric, and 1,000m of other fabric for creation of other products including traditional garments and school uniforms.</p> <p>Activity 3.2: Assist tailors to sew and produce garments and other products independently.</p> <p>Activity 3.3: Assist tailors to sell garments and other products and effectively manage their finances and stock.</p> <p>Activity 4.1: Identify and solicit suitable media/ public relations organisation(s) to deliver the behaviour change campaigns in Zambia and South Africa.</p> <p>Activity 4.2: Host behaviour change campaign design workshop in consultation with RARE.</p> <p>Activity 4.3: Produce and distribute all relevant media content, including at least 2 promotional videos, 20 radio broadcast segments, 8 billboards, 2 children’s books, and 4 print adverts.</p> <p>Activity 4.4: Continuously monitor the number of people the campaigns have reached as well as the number of people who prefer synthetic Heritage Furs over authentic wild cat skins as a result thereof.</p>			

Activity 4.5: Continuously monitor the use of authentic wild cat furs versus synthetic Heritage Furs at major South African (Shembe, African Congregational Church, African Methodist Church) and Zambian (Lozi and other) gatherings and conduct regular ongoing surveys to gauge the change in demand among those communities.

## Annex 3 Standard Indicators

### Table 1 Project Standard Indicators

IWTCF Indicator number	Name of indicator	Units	Disaggregation	Year 1 Total	Year 2 Total	Year 3 Total	Total to date	Total planned during the project
IWTCF-A01	Number of people who received training in sustainable livelihood skills	People	Men	1			1	5
IWTCF-A01	Number of people who received training in sustainable livelihood skills	People	Women	48			48	50
IWTCF-A02	Number of people reporting they are applying new capabilities (skills and knowledge) 6 (or more) months after training.	People	Men	Too soon				5
IWTCF-A02	Number of people reporting they are applying new capabilities (skills and knowledge) 6 (or more) months after training.	People	Woman	Too soon				50
IWTCF- A08	Number of sustainable livelihoods enterprises established - Zambia	Number	New	3			3	3
IWTCF-B02	Number of sustainable livelihoods enterprises established – South Africa	Number	New	3			3	3
IWTCF C02	Number and type of IWT behaviour change materials produced / Number and type of IWT behaviour change materials distributed <sup>14</sup> .	Number	Materials Videos	8 billboards 1 video 1 song 24 banners 4 Gazebo's 0 Children's book 0 radio interview				8 billboards 1 video 1 song 24 banners 4 Gazebo's 2 Children's book 20 radio interviews
IWTCF C03	Number of communication channels carrying campaign message.	Number	Website, Facebook, radio, Verbal at sensitization	1				5



IWTCF Indicator number	Name of indicator	Units	Disaggregation	Year 1 Total	Year 2 Total	Year 3 Total	Total to date	Total planned during the project
			stands, Written book					
IWTCF C05	Number of people reached with behaviour change messaging (i.e. audience).	Number						10000
IWTCF C06	Number of consumers that have demonstrated the desired behaviour change.	Percentage	Lozi Paddlers Shembe Dancers	78 50				80 60
IWTCF-D12	Number of papers published in peer reviewed journals.	Number		0				2

**Table 2 Publications**

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

## Checklist for submission

	Check
Different reporting templates have different questions, and it is important you use the correct one. Have you checked you have used the <b>correct template</b> (checking fund, type of report (i.e. Annual or Final), and year) and <b>deleted the blue guidance text</b> before submission?	✓
<b>Is the report less than 10MB?</b> If so, please email to <a href="mailto:BCF-Reports@niras.com">BCF-Reports@niras.com</a> putting the project number in the subject line.	✓
<b>Is your report more than 10MB?</b> If so, please discuss with <a href="mailto:BCF-Reports@niras.com">BCF-Reports@niras.com</a> about the best way to deliver the report, putting the project number in the subject line.	
<b>Have you included means of verification?</b> You should not submit every project document, but the main outputs and a selection of the others would strengthen the report.	✓
If you are submitting photos for publicity purposes, do these meet the outlined requirements (see section 17)?	✓
Have you involved your partners in preparation of the report and named the main contributors	✓
Have you completed the Project Expenditure table fully?	✓
Do not include claim forms or other communications with this report.	