



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

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

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

Submission Deadline: 30th April 2025

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

IWT Challenge Fund Project Information

Scheme (Main or Extra)	Main
Project reference	IWT-122
Project title	Furs for Life – Preserving Culture, Preserving Nature
Country/ies	Zambia, South Africa
Lead Organisation	Panthera
Project partner(s)	Nazareth Baptist Church eBuhleni (a.k.a. Shembe Church), Barotse Royal Establishment (BRE)
IWTCF grant value	£ 599,998
Start/end dates of project	01.04.2023 - 31.03.2026
Reporting period (e.g. April 2024-Mar 2025) and number (e.g. Annual Report 1, 2, 3)	April 2024 – March 2025, Annual Report 2
Project Leader name	Gareth Whittington-Jones
Project website/blog/social media	https://panthera.org/furs-life
Report author(s) and date	Tristan Dickerson, 30 April 2025

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Transfrontier Conservation Area (KAZA TFCA) revealed lower-than-expected leopard population densities (Panthera unpublished data).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). One *Amambatha* costs over £600 – a significant cost for many Shembe members (Panthera unpublished data).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 £100) 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) if they are unable to hunt the animals themselves.

South Africa's estimated 4,500 leopards cannot meet the Shembe Church's demand alone, suggesting a well-established transnational trade, as confirmed by anecdotal reports from traders. While targeted carnivore poaching occurs in South Africa and Zambia, most leopard poaching is opportunistic, often through bushmeat snares. In South Africa, illicit leopard skins are openly sold at markets and Shembe gatherings, with national laws rarely enforced due to cultural sensitivities. In contrast, the trade among the Lozi is less profitable but more covert.

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 while simultaneously reducing poverty.

2. Project stakeholders/ partners

The Nazareth Baptist Shembe Church eBuhleni (NBCE) and the Barotse Royal Establishment (BRE) have been core partners since the outset, facilitating Panthera's access to the broader Shembe and Lozi communities (see Letters of Support, Annexures 4.1 and 4.2). The NBCE is one of southern Africa's largest users of authentic leopard skin, and our partnership began in 2013. The success of the Furs for Life Project in South Africa led the BRE to invite Panthera to replicate the initiative in Zambia. The NBCE executive committee and BRE kuta (traditional committee) oversee all strategic and operational decisions; no activities proceed without their approval. In March 2025 we presented the project update to the EXCO who were appreciative of our ongoing efforts and indicated their full support for future work together including the initiation of follower surveys at gatherings,

Within the BRE the champion for the project, His Royal Highness Senior Chief Inyambo Yeta, tragically passed away in 2023. In 2024, the new senior chief, His Royal Highness Senior Chief Anang'anga Imwiko was installed and stated he was very aware of our project, and we have his full support to continue with our activities. The project retains the endorsement and support of the Litunga (King) and Ngambela (Prime Minister) which is cemented in several meetings throughout the year between the leadership and Panthera.

Over year 1 and year 2 the project has engaged with a further two user groups. 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 4.3). The second new group we engaged with are the Ngoni Royal Establishment (NRE) of the Ngoni People of Eastern Zambia. During year 2 we sent 20 Heritage Fur sets (leadership wears the same garments as the Shembe) to the leadership including a full set to King Mpezeni IV, the leader of the Ngoni, who is impressed with the quality of the garments. The King frequently now wears the Heritage Furs in public including during a visit to Eswatini to visit their King. We were formally invited to the Ncwala Festival (annual harvest festival) in Q4 to conduct initial surveys with the followers, maintain a sensitization stand and conduct an initial skin count before introduction of Heritage Furs to the followers. During the ceremony the Kings speech included a mention of the project (Annexure 4.5). Currently we are working on a MOU with the NRE.

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 4.6). In partnership with ECOPEL have created a leopard amambatha fur which was delivered to Panthera in Q4. We will work closely with the Shembe tailoring enterprise to create and distribute the luxury furs during year 3.

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 women and 3 men in tailoring activities and 5 woman and 1 man in business management. In Zambia we have trained 31 women in sewing activities and four women in business management. (Annexure 4.7). All those trained in sewing also received the machines and equipment to start their own micro enterprises. Some work independently and others work in supportive groups. We identified trainers in each country and area who taught participants how to make church products, school uniforms, traditional attire and tourist products (e.g. pillowcases and tote bags) that would be most sought after and generate the most revenue outside 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 have also trained a saleswoman to work in the Livingstone sales space. Next, we need to identify tailors within the Ngoni who could tailor heritage Fur garments for that group.

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

The completion of the Zambia business plan by the enterprise development expert has been significantly delayed. Zambia is currently experiencing a severe drought which is not only affecting the economy and food security but also the electricity power supply. Eighty percent of electricity in Zambia is produced through hydroelectrical plants and with the drought these are not functioning, resulting in up to 20 hours of load shedding per day. The expert assisting with this component states he has large communication, battery life and functioning complexities but he has also asked to delay our deadline to focus on the dire situation in Zambia as he has many business interests in Zambia, and his skills are sought after by other businesses. These continuous delays by the consultant are worrying outside of the power issues in Q1 year 3 we will look at alternative plans to complete this activity. This delay, even though frustrating, will allow us to include the Ngoni into the Zambia 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.

We currently have 3 retail facilities, however most sales are made informally by tailors directly to their community members. The ACC tailors follow the informal model selling directly to community members in their areas. They do retail Heritage Fur hats at gatherings for followers. The Shembe will retail from their tailoring building once this is complete but currently, the Shembe retail from "Heritage Fur" branded retail gazebos positioned as the mobile church offices that follow the leader and gatherings around South Africa. We finalised a retail space in Livingstone town, Zambia where tourist items and tradition clothing are sold. 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. We completed a second retail space in Q4 in a town called Kalabo, this is central to a skin trade route from Liuwa Plains National Park and the flood plains of the Lozi paddlers. The tailors use this branded space for tailoring and retail (pictures of retail spaces in Annexure 4.8).

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

To date 70 sewing machines have been purchased for the sewing micro enterprises within South Africa and Zambia. Each sewing machine was accompanied by all the hardware needed for a small sewing business including the required starter 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.

The shembe originally sold 152 amambatha produced by Panthera before they started tailoring themselves and have produced over 440 since which equates to 300m of fur pile fabric and 600m of vinyl. They have also received 70m plain leopard material to make other attire products such as headbands, waistbands, armbands etc.

160 amambatha have been distributed by Panthera to other traders since the beginning of the grant totaling to a further 80m of amambatha material and 160m vinyl backing. Panthera stocks a further 200m amabatha material, 100m plain leopard Heritage Fur pile fabric and 650m vinyl backing for a variety of products.

600m of the ECOPEL Heritage Fur arrived in Q4 for the creation of the luxury heritage Fur amambatha.

The ACC have received 240m plain leopard Heritage Fur creating their Heritage Fur hats including 200m lining, they also received 3900m materials to make church attire and other everyday garments.

At the end of Q4 we had ordered and paid for a further 900m of Heritage Fur comprising of 300m amambatha, 300m plain leopard and 300m new serval material. The serval is use in lipitello for the Lozi to add variety but is also a favourite for the Ngoni in eastern Zambia as we start to produce samples for the followers.

We have purchased and distributed 500m material for school uniforms and other garments, 600m of Chitenga material for tourist products and traditional garments for Zambia.

Summary Total Procured Fabrics

Material	Target	Current	Short/Over
HF Amambatha	1000m	880m	-120m
HF Luxury Amambatha	200m	600m	+400m
HF Plain leopard	500m	710m	+210m
Vinyl, suede, leather	2000m	1610m	-390m
HF Serval	0m	300m	+300
Other materials	1000m	5100m	+4100

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.

Since October (as there were delays in completing their building) the Shembe created 443 and sold 115 Heritage Fur amambatha at R800 with a cost price of R380. To date all the materials, transport, sales personell and tailors have been covered by the project so that this income can help generate a cash flow for future orders of fur. 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 publicly endorsing 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. This business is being overseen by Panthera and the executive committee of the church.

The ACC has 20 tailors in total with 10 tailors working together and the other 10 tailors spread out but joined through a WhatsApp group for support. 2 tailors in each group have attended management training to assist the others with their micro enterprises. Further, their church leaders and Panthera oversee their production and sales. In the last year the whole ACC tailors created and sold 657 Heritage Fur Hats retailing at R100 each which has a cost price of R60. All materials have been donated and tailors supported to assist with building initial cash flow capital. Tailors can also buy Heritage Fur per meter so that cash flow can be managed easier. These tailors have also created 215 church uniforms, 477 church collars, 705 amaphinifa (local attire), 894 other garments including skirts, aprons and curtains and made 459 repairs/alterations to their communities' clothes.

In Zambia we have still not started producing Heritage Furs due to above mentioned complexities within the BRE and as we have not started production for the Ngoni. However, the tailors have been making school uniforms, traditional attire and tourist products. This year they have completed 126 school uniforms, 130 traditional attire and 127 tourist products. The tailors have requested more training to broaden their skill sets. 4 tailors were sent for further business training to assist the micro enterprises in managing their cash flow, stock and costing their products correctly.

Analysis of pre-tailoring and current interviews of the ACC and the initial 16 Zambian tailors (further 15 were only trained recently) shows a positive social and financial impact (Annexure 16). Within the South African ACC the average income among the tailors before the project was R1022 per month and currently this increased to R6075 which is just below the average for a general worker. Most of this extra income is spent on education and household expenses such as food. In Zambia the average income before the project was K789 and now it has increased to K1307 with majority spending on the same as ACC but with more emphasis on savings. Three of the four Zambian households that had to reduce or skip meals due to lack of money in 2023 said they no long have too. 19 of the 20 tailors in South Africa were unemployed with no income before the project where in Zambia the tailors had some income from farming due to the landscape and lifestyle, where South African rural areas are not ideal for this. 14 of the 16 tailors surveyed in Zambia stated that their family members had stopped their poaching activities (we do not have a measure for this to confirm).

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 behavioural change campaign design workshop in consultation with RARE.

Completed in 2023

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.

In 2023 the Lozi Zambian video was completed which can be seen at www.panthera.org/furs-life. At the end of Q4 year two we managed to complete a Shembe video with the help of Scholars Film which can be viewed here [REDACTED]. Four billboard have been erected in and around Mongu Zambia which is central to the Lozi and home to the Kuomboka ceremony. Four billboards have been delivered to the Shembe and after a successful meeting with the executive committee in Q4 they will be erected on the main church premises at Ebhuleni (see Annexure 4.9 behavioral change media examples). Two gazebos for Shembe sales sensitization, three gazebos for Lozi sensitization and one gazebo for Ngoni have been delivered and used during year 2. These are supported by pull up and feather banners in all the groups. 300 t-shirts in Zambia, 200 golf shirts, 200 caps and 200 branded barrettes (used by the Lozi) have been donated to leadership and followers as part of the behavioural change campaigns to expose followers to the messaging. We have also included mannequins dressed in the appropriate Heritage Fur as sensitization stands which attracts attention. We have conducted several interviews on radio, social media and live television throughout the year (Annexure 4.10 for link to examples) most of which are then played on several other radio stations. The song we recorded in 2024 continues to be listened to on You Tube, Spotify and played on 5 radio stations (<https://www.youtube.com/watch?v=dKxDeXbknEU&pp=ygURc2V0dSBuaSBzZXR1IHNVbmc%3D>).

At the end of Q4 we were finished our draft of the children's book for Zambia (Annexure 4.11) which will also be released as an audio book in English and Lozi. We have not finalised the distribution yet, but we have preordered 1000 English paper copies for distribution and sales. The second book was written about the project during the initial stages after 2013 independently to the project. This book is titled "The Lucky Leopard" and we are partnering with the publisher, Art Pub Publishing, to do a special edition including an updated cover page, forward page driving the project and 4 activity pages at the back based on the Heritage Furs. We have preordered 1000 English and 500 Zulu books for distribution and or sales. The special edition will also go onto bookstore shelves where the old book sells about 300 copies per month.

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 have reached 97.9k people in the last year (Annexure 4.20). Our song Setu ni Setu is also on platforms that can be monitored such as Spotify and You Tube and has had 43 900 listens (Annexure 4.21) excluding the radio station and sensitization stands listens in Zambia on 5 radio stations 3 times a day.

For both countries and all user groups we have established a website (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 fourth time we attended the Ncwala festival for the Ngoni People of eastern Zambia in February and conducted our first count. We have not yet attended an ACC event where we could document an accurate count of the hats. The main ACC is in June and we will attend this year to attempt to get a count.

For the Shembe event over the last year the ratio of real to Heritage furs in July was 1:1.15 and 1:0.86 for January (Annexure 4.11). This is the best result we have had to date and we look forward to seeing if this ratio holds in July indicating that the behavioural change campaign is having an impact. 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 more of the behavioural change materials.

The Kuomboka 2024 held in April resulted in a 96% Heritage Fur use by the paddlers on the royal barge. This adoption increased from 78% Heritage Fur use in 2023. This result is much higher than we anticipated and shows the positive impact the behavioural change campaign is having. We are looking forward to the Kuomboka in April 2025 where we are hoping that this high percentage is maintained.

We did a primary survey during the Ngoni Ncwala ceremony which gives us baseline data on wild cat skin usage for us to compare to when we introduce the Heritage Furs (Annexure 4.12).

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 (Annexure 4.14). The study resulted in the project winning the prestigious Herman Goldstein Award for Problem Oriented Policing at the 31st 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.

Activity 5.2: Peer review published scientific paper on the above case study by the end of year 2.

Last year we submitted the abstract which was accepted for a peer review paper in Conservation Science and Practice special edition however we withdrew as we want to conduct field expert questionnaires to strengthen our case before submission to a peer review process. We are hoping to resubmit during Q1 year 3 (Annexure 4.13).

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 contracted a Behavioural Scientist expert, Diogo Verissimo to assist with the Monitoring and Evaluation for the behavioural change campaign. We expanded our data collection to include Shembe, however these questionnaires have been delayed due to internal politics which were resolved at the end of Q4. We have also started to survey the Ngoni and therefore we may change our approach for the paper to include these groups. We will see if we can still look at the impact of behavioural change campaign with maybe compare opinion and adoption data between the groups. We will have a paper layout by the end of Q1 year 3.

3.2 Progress towards project Outputs

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 54 women, and 3 men (Annexure 4.7) trained in sewing and 9 of the women and 1 man was trained in business management. 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 have advertised and identified a consultant that will assist with creating the Zambia business plan however this was not achieved in year 2 due to continuing power issues and the consultant possibly using these as an excuse. In Q1 year 3 we will have to decide if we need to change the consultant. This delay is frustrating however it has allowed us to add the Ngoni into the Zambian plan. This does mean this indicator is behind schedule, but we are still hoping to complete it by the end of year 3.

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

We currently have 3 retail facilities (pictures of retail spaces in Annexure 4.8), however most sales are made informally by tailors directly to their community members. The Shembe will retail from their tailoring building once this is complete but currently, the Shembe retail from "Heritage Fur" branded retail gazebos positioned as the mobile church offices that follow the leader and gatherings around South Africa. We finalised a retail space in Livingstone town, Zambia where tourist items and tradition clothing are sold. 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. We completed a second retail space in Q4 in a town called Kalabo, this is central to a skin trade route from Liuwa Plains National Park and the flood plains of the Lozi paddlers. The ACC tailors and most of the Zambian tailors follow the informal model of selling directly to community members in their areas.

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 *Msis* garments and school uniforms), tailored and distributed by the end of the project.

To date 755 Heritage Fur amambatha, 290 other Shembe/Ngoni garments and 657 Heritage Fur hats have been produced to date. With the luxury Heritage Fur only arriving at the end of Q4 on samples have been made of these. This is above our target but we expect to significantly surpass the target but the end of the project. We have not created any Lozi Heritage Furs to be sold as explained above we are waiting on the BRE to allow this. Where we have surpassed our expectations is with the other products outside of Heritage Furs sew by the tailors. The teams have sewn at least 19 different garments including traditional attire, school uniforms, tourist items etc. totalling 3221 Individual garments and made 459 alterations to communities' clothes. 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.

We completed the workshops with the two main user groups, namely the Shembe and the Lozi as reported at the end of year 1. 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. Behaviour change campaign materials are being distributed as per Activity 4.3 above.

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.

In Q1 year 2 we reached our outcome of achieving over 80% usage of Heritage Furs by the Lozi during the Kuomboka with an actual count of 96% adoption. This result was supported in our questionnaires targeting the Lozi paddlers where 79% stated they do not want to acquire wild cat skins anymore as Heritage Furs are available. The adoption of Heritage Furs by the Shembe had plateaued below 50% for several year until Q4 year 2 showing a 54% adoption of the Heritage Furs. The count does fluctuate however this is the best count we have observed. We are hoping for this trend to continue over year 3. These dancer counts are done twice a year and stored in a database. 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.

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 give 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 with the authentic furs.

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. Even with the Shembe now sewing Heritage Furs we are often approached at gatherings and outside of the church for access to Heritage Furs. This is a clear indication that there is still a 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 by paddlers when they will become available for them to won privately.

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 continue to monitor the effectiveness of the different materials through visits to websites, view of videos, reaches on social media platforms and from data collected during surveys at gatherings. 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 multidimensional 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 and a half delay 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. It must be noted that there are several different influences on leopard populations that could also affect the densities. 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. An impact that we have made is that originally, we were targeting the Shembe and Lozi in the application and already this has grown to include the ACC and the Ngoni with more groups showing an interest which will have a positive contribution to reducing the illegal wildlife trade.

At an economic level we have seen a short-term increase in income and alternative livelihoods for all women and participants involved in the tailoring enterprises (Annexure 4.16). 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, ACC, Lozi and soon the Ngoni communities, by facilitating sustained access to viable, more affordable, alternatives to illicit skins. The enterprises have and will also provide alternative livelihoods and income streams for participating women. To date, the tailoring teams have created over 4000 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. As mentioned above when discussing activity 3.3 the tailors in Zambia and South Africa have had an increase in their average monthly incomes. Further in Zambia the project has directly contributed towards a reduction in poaching as 14 of the 16 families reported that they do not partake in poaching activities anymore.

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, the Lozi and more recent Ngoni communities. Evidence to date for success within this theme is that within the Shembe we have had a 53% use of our Heritage Furs at gatherings (biannual dancer skin counts) and a 95% Heritage Fur use with the Lozi (annual Kuomboka paddler skin count).

Our training is currently sitting at 57 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 results of which are stated above in 3.5.

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 because of the introduction of the Heritage Furs (Annexure 4.14). With the Shembe in South Africa, faux fur use at major gatherings has increased from 10% (in 2013) to 53% 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 further in year 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 have capacitated 54 women and 3 men from local communities in South Africa and Zambia between 3 communities. This started with basic sewing training, providing sewing machines and equipment (manual machines for where there is no electricity), and built up to the more advanced machines such as industrial overlocker and walking foot machines needed to tailor pile fabric. 9 woman and 1 man were selected and attended business management training. All tailors received the hardware and specific materials to start their own micro-enterprises. People selected for the program are unemployed and, in some cases, there was no income to the family other than farming and illegal hunting of wildlife. Questionnaires conducted with the tailors at the end of year 2 indicated that their livelihoods have improved by increasing their income to assist with food and 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 have resurveyed most of the tailors and will survey them all at the end of the project to quantify our impact and assist with sustainability before the end of the project. Results of the last year have been discussed in 3,5 above indicating the increased income for families and where this has benefited them. 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. The project also benefits the communities by reducing the illegal behaviour of poaching or trading in illegal wildlife. This in turn reduces the risk of persecution whereby no income can be generated by that family member whilst imprisoned.

7. Gender Equality and Social Inclusion (GESI)

GESI Scale	Description	Put X where you think your project is on the scale
Not yet sensitive	The GESI context may have been considered but the project isn't quite meeting the requirements of a 'sensitive' approach	
Sensitive	The GESI context has been considered and project activities take this into account in their design and implementation. The project addresses basic needs and vulnerabilities of women and marginalised groups and the project will not contribute to or create further inequalities.	
Empowering	The project has all the characteristics of a 'sensitive' approach whilst also increasing equal access to assets, resources and capabilities for women and marginalised groups	X
Transformative	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 Plains by a woman and continues to be led by a Queen of the South with the Queen of the North to still be installed this year after the passing of her predecessor, both 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 majority of women (54 women and 3 men) tailoring most of the Heritage Furs and other garments and directly targets gender inequality by promoting economic empowerment and independence of participating women. We sent selected tailors to management training to uplift their skills and knowledge of which 9 were woman and 1 was male. All participating women and men 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 for the 20 women tailors trained are conducted by women. Panthera's Southern 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 in anything. 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 key monitoring we do is the actual counts of followers at the different ceremonies who wearing authentic cat skins vs Heritage Furs. We feel this is the strongest indicator of the success or failure of our project. The community officers are tasked with conducting regular surveys with their respective communities. This continuously monitors peoples' opinions, perceptions and acquisition of wild cat products throughout the project. This is be done by using questionnaire surveys including 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.

The success or failure of the tailoring enterprises will be monitored through 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 year two consisting of initial production and sales we are now focusing on increasing the sustainability of everyone. 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. We also conduct regular surveys with women engaged and trained in the tailoring enterprises to determine how the project has influenced their annual household income.

We continue to get advice from behavioural specialists to develop a robust Monitoring and Evaluation framework for measuring the adoption of the alternative and 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 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.

We are wanting to monitor the impact of the release of our Zambian children's book to children of different ages. We want to see what lessons would be picked up by children of different ages. The behavioural change methods are to distribute children's book to the user groups and possibly to a wider country audience to get the messaging out. We want to try and monitor and evaluate this in some way. We have a MSc student from the University of Pretoria who is going to do a pre-release study as to the best methods and questionnaire questions we could use (Annexure 4.18). We will then collect the data and either analyse it ourselves or pass this data onto another student wanting to look at the impact of the children's book release to different age groups. This would then assist us with future book designs where we could adapt them to have a greater impact to a learner age group.

9. Lessons learnt

Leadership support is vital to project success, as many community members are willing to change their behaviour if guided by their leaders. However, leaders may hesitate to openly endorse or enforce change—despite privately supporting it—due to concerns about alienating traditionalists and damaging their reputations. As a result, no leader or subordinate has yet implemented a policy prohibiting wild cat skins at ceremonies. We've also learned the importance of working with multiple influencers within each user group. Often, a single champion drives the program, and if that relationship falters, progress can stall. In Zambia, the passing of the Senior Chief—who strongly supported and pushed for commercialising Heritage Furs—led to a shift in momentum. While the new Senior Chief supports the initiative, his vision differs from the BRE's main committee (Kuta), resulting in reduced project drive.

With the Shembe all our communications are 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 but the single person conduit. 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. There are obviously challenges by having larger sewing groups such as profit and workload sharing but with training and mentors this can be overcome.

Our plan of training woman with no prior experience in sewing or business has its own challenges. Firstly, they need a lot of input after training to understand costing business management, sales, supply chains etc. Which was new to the project but can be very time consuming. Utilising partners in the future could assist with this aspect if tailors are needed. Secondly, we are adding more competition to the illegal tailors and traders and not addressing their needs or providing them with alternatives to illegal skin trading. This group already understands the supply chain and business side therefore introducing Heritage Fur to them provides an alternative to the authentic trade and increases the speed at which Heritage Furs can spread through the market. This could help with scaling the project as this method is quicker as distributing Heritage Furs, less time and money pressure on the project and still provide opportunities for skill development and upliftment whilst protecting individuals from prosecution.

A continuous challenge is dealing with out of countries suppliers of furs. There are language barriers and technical barriers that must be overcome when creating new Heritage Furs. Choosing colours is incredibly challenging as firstly we are having to choose 5 colours only for a fur that has so many colours and shades in the wild. Then these colours are used to make the fur which may not be exact and the way the colours look on photographs are different so these must be sent and viewed in person before making more samples. Travelling to China is the quickest and safest but this can be frustrating when the factories are busy and very costly.

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

We received a few minor questions that needed clarity from our previous annual report, but these were responded to in our half year report (Annexure 4.17).

11. Risk Management

No new risks have occurred in the last 12 months. We continue to mitigate the risk as per the risk framework.

Please see Annexure 4.15 for Panthera Risk Framework.

12. Scalability and durability

To promote the project at a broader international level that could attract partners and sponsors 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 (www.panthera.org/furs-life or www.fursforlife.com).

To engage user group adopters, we created the *Heritage Furs* brand (www.heritagefurs.com) to unify the promotion of products developed across countries. All marketing materials feature the brand and website, and each product includes a branded swing tag with a country-specific project overview to raise awareness of the initiative. In Zambia, a media agency has been contracted to manage social media campaigns to promote Heritage Furs and increase visibility for Panthera and the program. In South Africa, progress was delayed while waiting for the Shembe community to begin tailoring and selling Heritage Furs. With production underway since October 2024, we expect adoption to grow in Year 3 as behaviour change materials are rolled out.

ECOPEL discovered Panthera through the project as they are one of the leaders in sustainable 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 continue to promote the project through their social media and contacts in the fashion industry.

RARE, having hosted the behavioural change workshop for the Shembe and the Lozi and seeing the great results the project has demonstrated invited us to present at their annual Behavioural Change Science conference BE.Hive in June 2024. The event was a one-day summit that explored the role of behavioral insights in environmental interventions and conservation outcomes that have been achieved as a result of behavioral and social sciences. The presentation that was presented by Tristan Dickerson can be seen [here](#).

We have created a case study for the Zambia work known as Saving Spots (Annexure 4.14). 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 31st 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.

The project as received a lot of media attention through the years and continues to do so this last year, see annexure 4.10 for a few examples. We continue to focus our media attention in the user group areas and countries for the promotion of the Heritage Fur adoptions. Secondary to that we promote the project internationally for the attraction of experts and funders to assist with scaling the project.

The sustainable benefits remain the same as before the project started. We will need to provide initial support over the three 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. 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 31st 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.

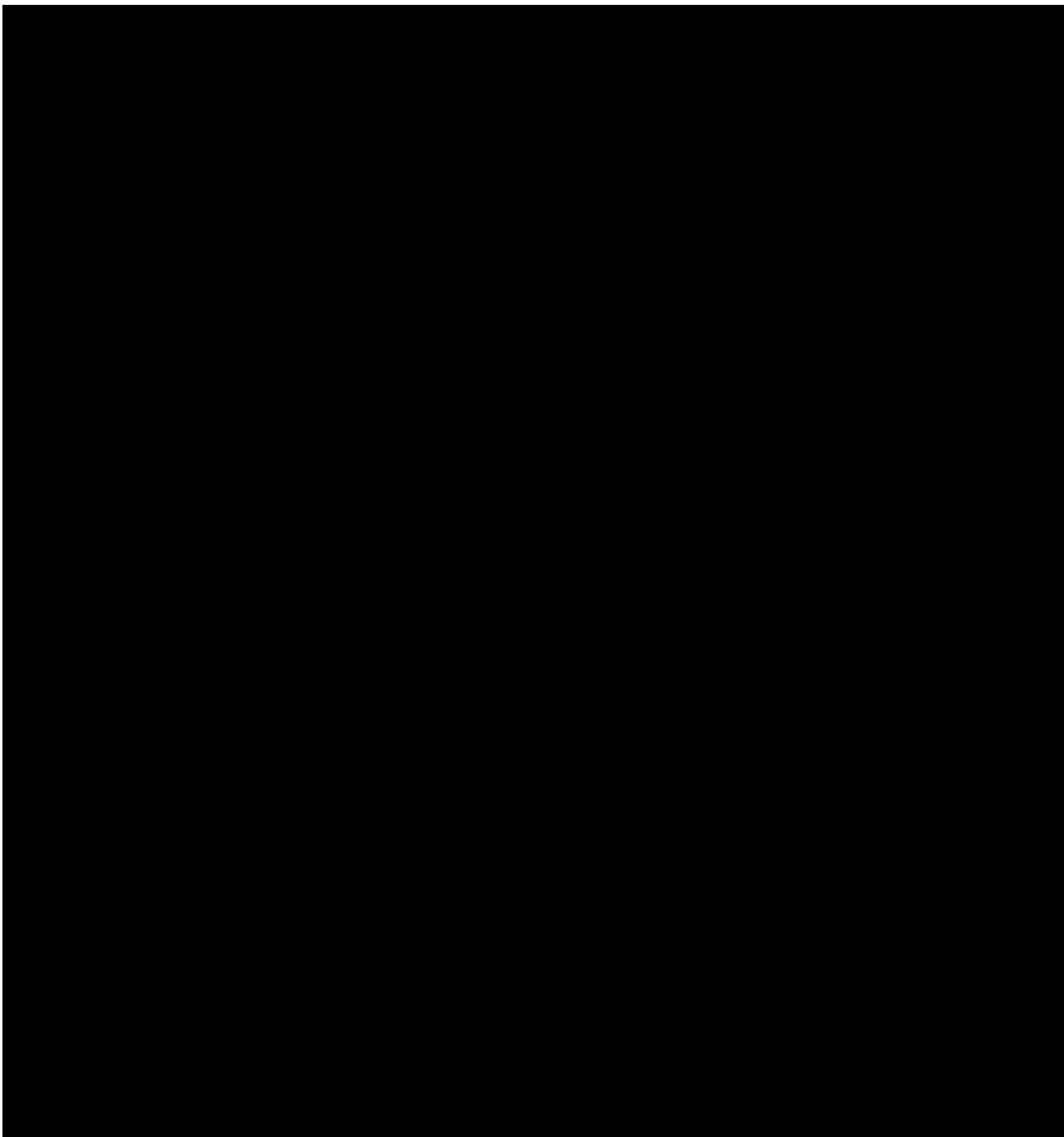
A significant component of the project is the behavioural change campaign which comprises of marketing materials created from a workshop. These materials include the IWT Challenge Fund logo (Annexure 4.9).

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 4.22).

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 currently match Funded by Cartier for Nature.

We have been nominated for Earthshot Prize and Earthshot Innovation where we included IWT Challenge Fund as one of our funders.

14. Safeguarding



15. Project expenditure

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

Project spend (indicative) since last Annual Report	2024/25 Grant (£)	2024/25 Total actual IWT Costs (£)	Variance %	Comments (please explain significant variances)
Staff costs (see below)				
Consultancy costs				
Overhead Costs				
Travel and subsistence				
Operating Costs				
Capital items (see below)				
Others (see below)				
TOTAL	186,21	186,21		

Please find below the changes we made to the budget through a change request form that was approved. For more details I have attached the change request for as Annexure 4.19.

Change Request 1:

Staff Costs

Line 13: Change “Zambian Coordinator” to “Ngoni Community Engagement Officer”

Change Request 2: Reallocate £11 000 from “Staff Cost” line 13 to “Staff Costs Line 7.

Change Request 3: Reallocated £2 000 from “Consultancy Costs” line 13, £2 500 from “Operating Cost” line 49, £1000 from “Operating Cost” line 52 and £500 from “Operating Cost” Line 55 totalling £6000 to “Consultancy Costs” line 9.

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

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

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

Project summary	Progress and Achievements April 2024 - March 2025	Actions required/planned for next period
<p>Impact</p> <p>⇒ 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>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.</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>In South Africa the survey work was postponed until the completion of the building. A meeting with the leadership at the end of Q4 acquired us permission to start with surveys.</p> <p>86% of paddlers surveys stated they would not acquire wild cat skins any further.</p>	<p>Shembe survey planned for July.</p> <p>Next survey for Lozi planned for April 2025.</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>In South Africa the survey work was postponed until the completion of the building. A meeting with the leadership at the end of Q4 acquired us permission to start with surveys.</p> <p>86% of paddlers surveys stated they would not acquire wild cat skins any further.</p>	<p>Shembe survey planned for July.</p> <p>Next Zambia survey planned for April.</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 January 2025 Shembe gathering the 53 % of the dancers wore Heritage Furs compared to authentic furs (Annexure 4.11).</p> <p>At the 2024 Kuomboka ceremony in Zambia 94% of the paddlers wore Heritage Furs.</p>	<p>Dancer count planned for July 2025</p> <p>Next paddler count planned for April 2025 Kuomboka.</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>

Output 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.		
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. 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 nine women trained in business management.	Our role is going to become more of a supportive role for the current enterprises and not training more people.
Output indicator 1.3: Minimum of 50 women and 5 men trained in garment tailoring and repair by Q1 Year 2.	54 woman and three men trained in tailoring by the project. Each person also received the hardware and material to start their micro enterprises.	With our expansion to Ngoni we have already identified a tailoring group that comprises of some men who already are in the supply chain. This will allow us to reach our goal for the men.
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, we continue to have delays and hope for progress in year 3.	Produce business plan with business expert.
Output 2. 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 being used but need more work. The Shembe have a mobile retail space provided by the project that follows the gathering around (Annexure 4.8).	Monitor sales.

Output indicator 2.2. One suitable and safe Zambia retail facility developed by the end of Year 1.	We currently have a retail space in Livingstone (Annexure 4.8).	Monitor sales.
Output indicator 2.3. One suitable and safe Zambia retail facility developed by the end of Year 2.	We currently have a retail space in Kalabo (Annexure 4.8).	Monitor sales.
Output 3. Tailoring of 2,000 South African Heritage Fur Culturo-Religious Garments (<i>Amambatha, ambands, 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>Msimi</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, ambands, 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.	572 Heritage Fur amambatha. 657 Heritage Fur ACC hats. 208 Other Heritage Fur garments (Shembe). Total 1437 garments to date. Luxury Fur arrived towards the end of Q4.	Focus on Luxury furs.
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>Msimi</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. 903 other garments have been created by the Zambia teams.	We have met with the BRE Kuta and have put forwards our argument to have Heritage Furs privately sold to the paddlers. We are still waiting for their decision.
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.		
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.	
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 www.panthera.org/furs-life Shembe video can be found here .	

Output indicator 4.3. Eight billboards or mobile billboards produced and distributed by the end of Year 2 (four per country).	Billboards have been made for both groups. Zambia billboards have been up for year. Shembe billboards were delivered in Q1 year 2. We are waiting for them to be installed.	Continue to follow up on Shembe installation.
Output indicator 4.4. Twenty radio segments produced/ broadcast across Zambia and South Africa by the end of Year 3 (10 per community).	Multiple radio segments have been done in Zambia including the project song played on 5 different radio stations 3 times a day for several months.	We need to focus on South Africa radio shows for the ACC and Shembe.
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.	Partnered with "The Lucky Leopard" in South Africa. Special edition to be release in Q1. 1000 English and 500 Zulu books ordered. Final draft for Zambia book in annexure 4.11. 1000 book ordered. 2 audio books also being made (English and Lozi).	Distribution of the books.
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).	We have a double page editorial for the Kuomboka magazine that will be sold at the 2025 event.	Focus on other methods for this year.
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.	91% of the Lozi paddlers have heard about the Heritage Furs. 81% of the public surveys had heard about Heritage Furs.	Shembe surveys to be done in July 2025. Follow up surveys for Zambia to be done in April 2025.
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.	92% of the Lozi paddlers have a positive opinion about the Heritage Furs. 84% of the public surveys had heard about Heritage Furs.	Shembe surveys to be done in July 2025. Lozi follow up surveys to be done in April 2025.
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.	This question was not asked directly and forms part of a different question why do you have a good opinion of Heritage Furs and therefore the answer is diluted. Conserve Wildlife, 25%	Shembe surveys to be done in July 2025. Lozi follow up surveys to be done in April 2025.

	Conserve Culture, 15% HF Price, feel, quality, 22% Gave Opportunity to partake, 13% BRE Decree, 5%	
Output 5. 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 4.14).	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 3 (Annexure 4.13).	The peer review paper to be submitted by the end of Q1 year 3.
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.	Data collection has been expanded to Shembe and Lozi so investigate if more groups could be added to a larger paper.	Make final decision by end of Q2 of what the paper will include.

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

Project Summary	SMART Indicators	Means of Verification	Important Assumptions
Impact: Leopard populations at Panthera priority landscapes in southern Africa are stable or increasing within 10 years. (Max 30 words)			
Outcome: (Max 30 words)	0.1 60% and 80% of Shembe and Lozi survey respondents, respectively report no further	0.1 Continuous ongoing surveys of the Lozi and Shembe communities	It is largely assumed or trusted that demand or acquisition reduction is due to the desirability and use of

<p>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>demand for acquiring wild cat skins by the end of the project.</p> <p>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>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>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>(200 surveys per community per year).</p> <p>0.2 Continuous ongoing surveys of the Lozi and Shembe communities (200 surveys per community per year).</p> <p>0.3 Ongoing monitoring of authentic versus synthetic skin usage at relevant major gatherings (minimum of one major ceremony per community per year).</p> <p>0.4 Ongoing monitoring of key leopard source populations in southern Africa (not funded through this proposal).</p>	<p>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.</p> <p>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>
<p>Outputs:</p> <p>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.)</p> <p>1.2 Five women trained in business administration by Q1 Year 2.</p> <p>1.3 Minimum of 50 women and 5 men trained in garment tailoring and repair by Q1 Year 2.</p> <p>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.</p> <p>1.2 Quarterly financial and technical reports produced by the women, demonstrating capacity development.</p> <p>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).</p> <p>1.4 Number of traditional garments produced quarterly by women</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.</p> <p>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.</p> <p>We assume that men will be amenable to being trained in</p>

		groups, demonstrating capacity development. 1.5 Barotse Royal Establishment sign written agreement to support implementation of enterprise business plan.	Heritage Fur production, as many men are involved in tailoring/ trading authentic skins.
2. Three suitable and safe retail facilities developed (Two Zambia, one South Africa) secured by the end of Year 2.	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.	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.	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.
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 <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.	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. 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.	3.1 Quarterly stock take reports and production registers that monitor ongoing progress. 3.2 Quarterly sales/ distribution and finance reports that monitor ongoing progress.	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>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>4.5 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</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 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 (https://panthera.org/heritage-furs) as each campaign output is released.</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>
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	<p>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>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>5.3 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.</p>	<p>5.1 Case study made accessible through websites including https://popcenter.asu.edu; www.heritagefurs.com and www.panthera.org</p> <p>5.2 Scientific paper accepted and published in a peer reviewed journal.</p> <p>5.3 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>
<p>Activities</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>			

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.

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

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.

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.

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

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

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.

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.

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	2		3	5
IWTCF-A01	Number of people who received training in sustainable livelihood skills	People	Women	48	6		54	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	2		2	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	38		38	50
IWTCF- A08	Number of sustainable livelihoods enterprises established - Zambia	Number	New	3	0		3	3
IWTCF-B02	Number of sustainable livelihoods enterprises established – South Africa	Number	New	3	0		3	3
IWTCF C02	Number and type of IWT behaviour change materials produced / Number and type of IWT behaviour change materials distributed ¹⁴ .	Number	Materials Videos	8 billboards 1 video 1 song 24 banners 4 Gazebo's 0 Children's book 0 radio interview	1 video 2 draft children's books 5 Gazebo's 10 Banners 5 radio interviews		8 billboards 2 video 1 song 34 banners 9 Gazebo's 2 Children's book 5 radio interviews	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, Instagram, Tiktok, radio, Verbal at	1	7		8	5

			sensitization stands, Written book, song					
IWTCF C05	Number of people reached with behaviour change messaging (i.e. audience).	Number	Tiktok Youtube Song Facebook		6,600 9,300 43,900 97,900		Total 157,700	10,000
IWTCF C06	Number of consumers that have demonstrated the desired behaviour change.	Percentage	Lozi Paddlers Shembe Dancers	78 50	96 53		96 53	80 60
IWTCF-D12	Number of papers published in peer reviewed journals.	Number		0	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)
Pan-African review of cultural uses of carnivores	Journal	Vivienne L. Williams, Marine Drouilly, Peter G. R. Coals, Gareth M. Whittington-Jones	Female	South African	PLOS ONE	https://doi.org/10.1371/journal.pone.0315903

Checklist for submission

	Check
Different reporting templates have different questions, and it is important you use the correct one. Have you checked you have used the correct template (checking fund, scheme, type of report (i.e. Annual or Final), and year) and deleted the blue guidance text before submission?	YES
Is the report less than 10MB? If so, please email to BCF-Reports@niras.com putting the project number in the subject line.	
Is your report more than 10MB? If so, please consider the best way to submit. One zipped file, or a download option is recommended. We can work with most online options and will be in touch if we have a problem accessing material. If unsure, please discuss with BCF-Reports@niras.com about the best way to deliver the report, putting the project number in the subject line.	
Have you included means of verification? You should not submit every project document, but the main outputs and a selection of the others would strengthen the report.	
Have you provided an updated risk register? If you have an existing risk register you should provide an updated version alongside your report. If your project was funded prior to this being a requirement, you are encourage to develop a risk register.	YES
If you are submitting photos for publicity purposes, do these meet the outlined requirements (see section 17)?	YES
Have you involved your partners in preparation of the report and named the main contributors	YES
Have you completed the Project Expenditure table fully?	YES
Do not include claim forms or other communications with this report.	