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Illegal Wildlife Trade (IWT) Challenge Fund Main & Extra: Annual Report5

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

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● IWT Challenge Fund Project Information

Scheme (Main or Extra)	Main
Project reference	IWT 131
Project title	Countering Jaguar Conflict and IWT in the Bolivian Amazon
Country/ies	Bolivia
Lead Organisation	WWF-UK
Project partner(s)	WWF Bolivia, University of Oxford, Pando Jaguar Alliance, Pando Autonomous Departmental Government
IWTCF grant value	GBP 599,659
Start/end dates of project	Start: 01/08/2024 End: 31/03/2027
Reporting period (e.g. April 2024-Mar 2025) and number (e.g. Annual Report 1, 2, 3)	August 2024-March 2025 Annual Report 1
Project Leader name	Bethany Whant
Project website/blog/social media	https://iwt.challengefund.org.uk/project/XXIWT131
Report author(s) and date	Lila Sainz (WWF-Bolivia), Michelle Peñaranda (WWF-Bolivia), Andrea Herrera (WWF-Bolivia), Bernarda Sanabria (WWF-Bolivia), Frida Baldivieso (WWF-Bolivia), Diogo Verissimo (University of Oxford), Mae Tortajada-Suils (WWF-UK), Bethany Whant (WWF-UK), Jalal Khail (WWF-UK) 30/04/2025

1. Project summary

Jaguars, top predators and ecosystem health regulators, are increasingly threatened by habitat loss, human-wildlife conflict and illegal wildlife trade (IWT). As slow-reproducing species with naturally low densities and large territorial requirements, poaching alongside these other pressures increases extinction risk for these big cats.

Since 2014, Bolivian authorities have seized ~700 jaguar teeth for export to China, positioning Bolivia as the largest source of jaguar parts for international IWT (1-3). This is particularly concerning given Bolivia's importance in guaranteeing jaguar connectivity between the Amazon and southern sub-populations in Chaco-Pantanal and Yungas biomes.

Located in the Bolivian Amazon, bordering Peru and Brazil, the Manuripi-Santa Rosa Corridor (MSRC), Pando Department, is part of the priority landscape for conserving the Southwest Amazon jaguar, and is the focus area of this project. The corridor includes the municipalities of Santa Rosa, Puerto Rico, and Filadelfia. It overlaps with the Municipal Protected Areas (Santa Rosa del Abuná with 171,000 hectares and Puerto Rico with 207,000 hectares) and the National Protected Area Reserve of Manuripi Wildlife (747,000 hectares). Although outside of the corridor, the city of Cobija is also a key site of influence, as the department's capital and the population center where the Pando population accesses services and amenities such as the doctor, markets, etc.

Communities in MSRC are amongst the poorest in Pando, lacking access to basic sanitation, education and health services. While the communities' main economies are non-timber forest products (NTFPs), they rely on livestock for subsistence and food security, particularly in non-NTFP season (April-December). Poverty is a key driver of jaguar poaching and IWT here (low-income individuals are more likely to sell jaguar parts), and studies report high jaguar poaching and local use/demand for parts in or near the project area (4-7). Local use of jaguar and other felids' parts is for decorative, spiritual and medicinal purposes.

In addition to poverty, and besides foreign and domestic demand, jaguar poaching and IWT in the MSRC is driven by: fear-driven killing, weak institutional presence, lack of awareness, coordination between the government and other stakeholders, and lack of preparedness to address IWT and human-jaguar conflict (HJC) (4-7). Intersecting with poverty and food security, HJC causes significant economic losses in the area.

2019 surveys in the region indicate that HJC affected ~24-50% of surveyed corridor households (6,7,8). This increased the likelihood of jaguar part possession and supply (at least 35% jaguar traders obtained supply from conflict) and prompts pervasive negative perceptions, incentivising further jaguar killing and trade.

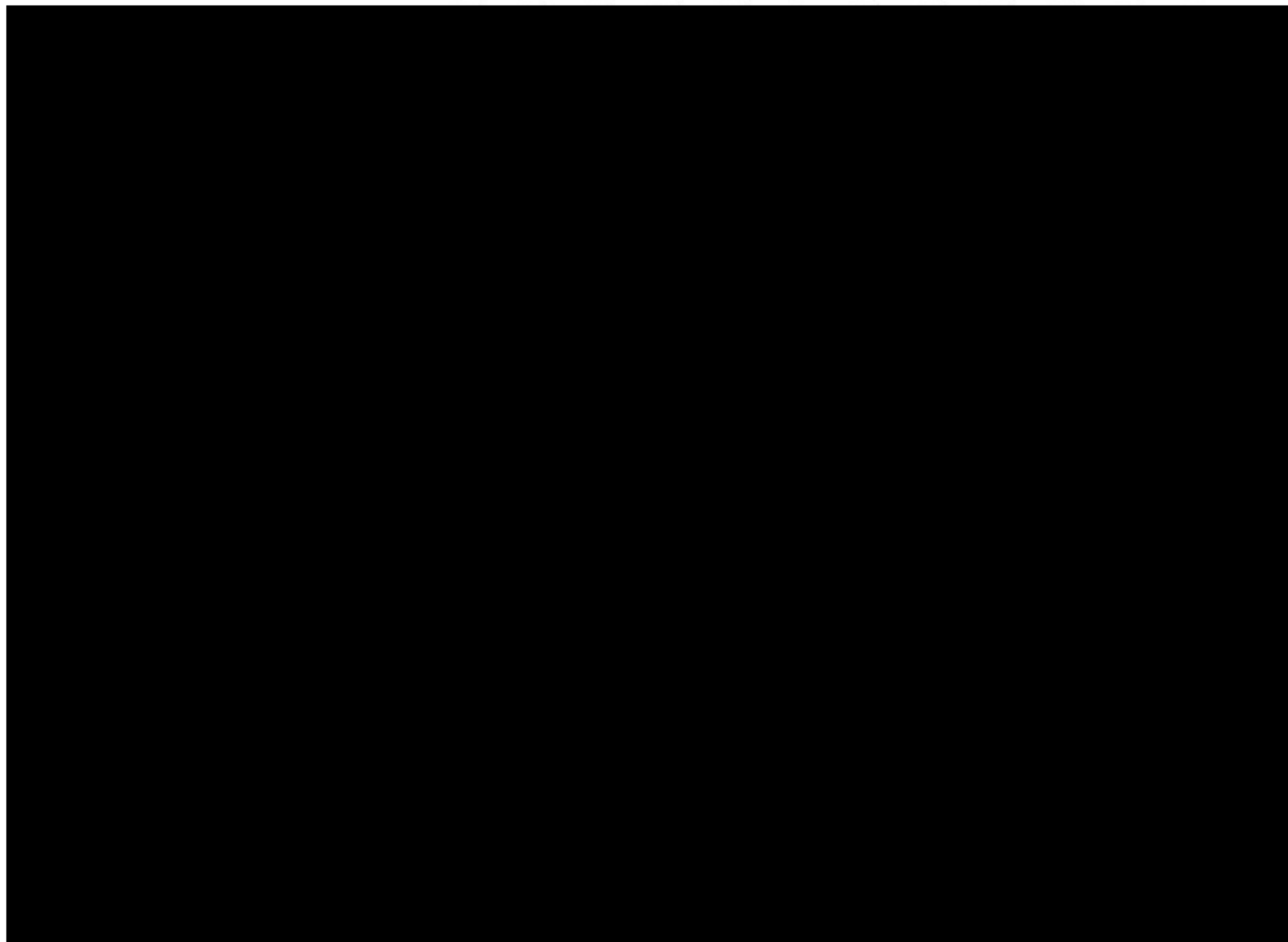
These 2019 surveys within the project region indicate up to 55% (n=137 people) of participants reported killing jaguars at some point, while 46% (n=1,107 people, 36 communities) reported engaging in illegal use or trade in jaguar body parts in the past 5 years. At the time of 2023 surveys (n=53 people), two corridor communities indicated at least 26 jaguars were killed in recent years by 13 surveyed individuals, including targeted killing for trade.

This project is rooted in past conflict and capacity building interventions with communities in the project area, who requested continued support. It aims to reduce poaching and supply/demand for jaguar parts while strengthening livelihoods of marginalised communities from the MSRC most affected by IWT, informed by start-of-project surveys with 22 communities in MSRC. The project builds on, and has been designed with, jaguar trafficking researchers who have investigated and published on IWT in the project area, and are part of the project team.

Based on the results of start-of-project household (HH) surveys and their findings on highest HJC and IWT levels, the six communities prioritised for project activities are: Curichón, San Antonio, Luz de América, Limón, Irak, and Campeones (Map 1) (see section 3.1 for further details). The first four are located in the municipality of Filadelfia, and the last two are located in the municipality of Puerto Rico. All communities, with the exception of Campeones, are within the boundaries of the Manuripi National Wildlife Reserve. Campeones is located within the Puerto Rico Integrated Management Amazon Forest protected area. These communities are relatively small, consisting of 32 families in the smallest and 54 in the largest. Their main economic

activities are the harvesting of Brazil nuts (*Bertholletia excelsa*) and açai (*Euterpe oleracea* and *Euterpe precatoria*), both NTFPs harvested seasonally.

Map 1: IWT project action map



This project, aligning with WWF-Bolivia's National Jaguar Action Plan, will address important and previously overlooked IWT drivers, whilst strengthening livelihoods through:

1. Changing attitudes/behaviours/social norms towards jaguars through social marketing
2. Strengthening livelihoods by reducing economic losses and food vulnerability through reduced jaguar conflict, coexistence incentives and jaguar friendly livelihoods (NTFPs)
3. Improving multi-institutional governance, coordination and preparedness to address HJC and IWT

As such, through this project, we aim to achieve the following:

1. By 2027, jaguar population density and /or occupancy maintained or increased in the area.
2. By 2027, jaguar poaching and IWT drops by at least 40% in the 6 prioritised corridor communities.
3. By 2026, at least 90% of the households in the project area (total 280 households) are implementing new skills 6 months after training with strengthened (more sustainable, productive, safe, jaguar-friendly) livelihoods, linked to no jaguar poaching and trafficking commitments, benefitting ca. 1400 people, at least 40-50% women.
4. By 2026, there is improved response to trafficking and conflict in place in the Pando Department through increased capacity, protocols, and data sharing.

2. Project stakeholders/ partners

WWF-UK formally partners with WWF-Bolivia and the University of Oxford on this project. WWF-Bolivia also works within the Alliance for Jaguar Conservation in Pando, and with departmental, municipal, communal and protected area authorities, and the UK embassy.

WWF-UK, WWF-Bolivia and the University of Oxford hold fortnightly calls (or more frequently, when needed) to stay up to date on the project context and plan and review progress. These calls have been working well, functioning to coordinate and navigate international collaboration in the early stages of this project.

The Alliance for Jaguar Conservation in Pando (hereafter referred to as ‘The Alliance’) was formed in 2023, bringing together prominent entities:

- WWF (driving force behind alliance - wildlife authorities in Bolivia’s Pando government requested WWF help coordinate and support the newly-formed alliance)
- The Secretariat of Mother Earth of the Departmental Government of Pando (leader, hereafter referred to as ‘The Secretariat of Mother Earth’)
- Manuripi Amazonian National Wildlife Reserve
- Departmental Assembly of the Environment
- Amazonian University of Pando (UAP)
- Amazonian Conservation (ACEAA)
- Conservation International
- Wildlife Conservation Society (WCS)
- Forest Police and Environmental Preservation (POFOMA)
- National Service of Protected Areas (SENRAP)
- Center for Research and Preservation of the Amazon (CIPA)

WWF is working as part of and with the alliance to deliver on all 3 outputs of this project (Annex 2). The alliance will be responsible for scaling up the communication materials for behaviour change and conflict and technical guides on conflict and IWT, and strengthening the articulated and coordinated work between the public entities called to combat wildlife trafficking in the department and the country.

To date, we have not been able to articulate the project actions (data and tool sharing) that were agreed with alliance partners WCS prior to project inception. We are taking a mitigating action. See section 11 of this report for details. Addressing this risk will be a key step in achieving a strong and sustained commitment from all the members of the alliance and the related authorities at the regional and national level.

Departmental, municipal, communal and protected area authorities of the project intervention area are receptive and have shown interest in coordinating and supporting the development of the project. This collaboration is key to the delivery of output 3.

The UK embassy in Bolivia has provided a space for exchange and dissemination of the project among stakeholders, which has led to an interesting opportunity with members of the Agro-environmental Tribunal, which is the highest environmental court in Bolivia to take action for the jaguar and its habitat. See section 16 of this report for further detail.

Communities in the MSRC and project area have taken part in HH surveys and focus group discussions (FGDs). This involvement is key to the ongoing project activities to support achieving the project impact and outcome. See section 3 of this report for further detail.

3. Project progress

3.1 Progress in carrying out project activities

Bolivia is going through a generalised crisis due to fuel and dollar shortages which generate uncertainty about economic stability and national and international trade. Coupled with this issue, events of corruption in high and middle management of the environment at the national and departmental levels have come to light, along with events of violation of rights and harassment of environmental defenders (outside of this project). This has generated blockades on roads in Pando by communities inside and outside the Manuripi protected area. This impacted partners' ability to deliver activities according to the planned schedule. In addition to this, the rainy season has also made it difficult to access the communities of the project with the overflowing of rivers and the state of main roads, mainly affecting the communities that are located in the Municipality of Filadelfia (Curichón, San Antonio, Luz de América and Limón communities). The rainy season was as expected, but exacerbated the unexpected challenges outlined above.

Despite this, we made significant progress through several activities that yielded important results, enabling us to plan our actions for the upcoming year.

During the inception phase of the project, the following activities took place:

Project Inception and Rollout Workshops - Activity 0.1

The project partner inception workshop was held from 18-22 November, 2024 (Annex 4.1, Annex 4.2) in Santa Cruz and Cobija, Bolivia, with the active participation of 2 representatives from WWF-UK, 5 from WWF-Bolivia and 1 from the University of Oxford. The workshop delivered an overview of the project's aim, implementation sites and strategies among stakeholders. Technical sessions addressed the review of the logframe, the development of the monitoring and evaluation (M&E) plan and the review of the risks, safeguards and grievance mechanisms of the project. Specific project roles were identified, including for members of The Alliance. The constructive discussions and interactions among participants strengthened coordination and collaboration, and leveraged support among project stakeholders.

During the inception workshop, a field trip was also made to three communities within the National Protected Area Reserve of Manuripi Wildlife. The trip allowed key project team members to become more familiar with the local socio-cultural and economic context of the communities. During the trip, it was possible to talk with key actors from three communities (Curichón, San Antonio and Villa Florida) and visit important jaguar-friendly livelihood initiatives in the project area (NTFP and ecotourism initiatives).

Initially, we were hoping that the project inception workshop would further engage all project partners, including the Pando Departmental government and The Alliance in a meaningful dialogue about project goals and strategies. However, due to political challenges within the country impeding the ability to bring all participants together, we had to hold some individual meetings with the following members of the alliance: SERNAP, CIPA, and the UAP, under the leadership of The Secretariat of Mother Earth (Annex 5). Meetings functioned to present the project purpose and activities, and will continue to communicate the results achieved as the activities are implemented.

From these meetings, it was also agreed that in Q1 of year 2, personnel from CIPA, POFOMA and municipal government personnel, the first link in the chain in the attention to wildlife trafficking, and The Secretariat of Mother Earth, will participate in an event for the socialisation of the method used and results of the March 2025 physical and digital market survey of jaguar and other wild animal parts and derivatives in key sites in the project area of action. See activity 0.3 for further details.

Workshops and co-creation sessions with The Alliance and with participating communities will be held in Q1 and Q2 of year 2. These activities will be key to implementation of output 1 and 2. These sessions are yet to be planned.

Baseline Surveys Design and Implementation - Activities 0.2 and 0.3

Under activity 0.2, based on the behaviour change and social marketing experience of the University of Oxford, a survey model was designed to collect project baseline data and contribute to audience research to inform behaviour change interventions.

The developed survey (Annex 6) largely consists of multiple-choice questions (many utilising the Likert scale), covering socioeconomic dimensions, levels of predation on domestic animals, jaguar perceptions, and levels of killing and trafficking of jaguars. The Capacity, Opportunity, Motivation-Behaviour (COM-B) model was used to guide these baseline surveys and inform future behaviour change interventions. This model, due to its intuitive and complete framework, contributes to identifying and addressing key behavioural factors, such as lack of knowledge, limited resources or negative attitudes towards jaguars. To ensure the accuracy of data collection and mitigate social desirability bias, we used the urn (ballot box) method, which allows respondents to answer sensitive questions anonymously, increasing the reliability of our findings.

The HH surveys were conducted by four researchers from The Alliance and in coordination with The Secretariat of Mother Earth. The surveys were carried out in 22 communities along the Manuripi-Santa Rosa del Abuná corridor, distributed in three municipalities (Filadelfia, Puerto Rico and Santa Rosa del Abuná) in the department of Pando. The HH surveys were applied to one adult per family, covering between 80% to 100% of households in 17 of the surveyed 22 communities. It was ensured that men and women were represented (43% of interviewees were women) and that multiple generations were represented (23% young adults, 58% adults, 13% older adults¹). A total of 298 people were interviewed. The results (Annex 7) and analysis (Annex 8) constitute a baseline of socioeconomic status, perceptions, and attitudes toward jaguars among local stakeholders, as well as human-jaguar coexistence conflicts, jaguar killings, and cases of jaguar part trafficking in communities along the MSRC. The information collected is available in a digital database hosted in Solstice, as per Annex 7 above.

Based on the survey findings, the communities with the highest levels of HJC, negative attitudes towards jaguars, and killing and/or trafficking were identified. As such, six communities (Curichón, San Antonio, Luz de América, Limón, Campeones, and Irak) have been prioritised within the project.

Similarly, four control communities (Puerto Madre de Dios, Nacebecito, San Antonio del Maty, and Villa Florida) were identified. The control group was selected based on the remaining communities that demonstrated similar spatial distribution and COM-B averages, to provide an appropriate comparative baseline. It was important to match communities based on their perceptions of jaguar conflict. There is increasing literature (9) showing that looking at physical losses alone is often reductive, and that perceptions are a more encompassing indicator of conflict. The control communities' evaluation will be key to comparing and assessing the results achieved at the end of the project.

[1] There is no universally accepted international definition of the age group comprising the concept of youth. However, for statistical purposes, the United Nations, without prejudice to any other definitions made by Member States, defines young people as those between 15 and 24 years of age. The adult group is subdivided into young adults, those aged 25 to 44, and mature adults, those aged 45 to 59. Thus, the UN considers older persons to be those aged 60 and over.

Under activity 0.3, the search for the presence of jaguar parts and other wildlife species in digital and physical markets of the MSRC, was carried out between March 23 and 30 2025 in the markets of 10 of the most influential populations in the project implementation area. In the department of Pando, markets, stores and street stalls were visited in the towns of Santa Lucía, Puerto Rico, El Sena, Naranjal, Costa Rica and Porvenir. In the department of Beni, markets in the towns of Riberalta, Guayaramerín, and Rurrenabaque were visited. Although it is outside of the core project area, surveying markets in Beni was important as it is known to be a key for the confluence of people from different communities, as a place that benefits from Brasil nut markets and other products (wildlife trafficking, plus food, school supplies, etc.). In addition, a search for supply and demand for jaguar parts and other wildlife species was made on the digital Facebook Marketplace. The date, locality, species and derived product were recorded.

The study provides a brief description of the use associated with the marketed products. The study includes 67 market records collected at locations visited both physically and virtually (Annex 9 and Annex 10). 61 records were collected at physical retail outlets, of which 49 had animals, their parts, or wildlife products for sale. 6 digital markets (Facebook Marketplaces) were surveyed virtually, of which 5 offered animals, their parts, or wildlife products for sale. Only 13 markets — 12 physical and 1 virtual—did not have wildlife for sale. The study confirmed that wildlife is sold in all localities. Although records include jaguars among the species that are traded, it was not the most frequently sold species. We identified two cases of jaguar body parts or products for sale. Based on agreed budget and workplans, further market surveys will be conducted in years 2 and 3.

GESI and ESSF in Project Inception and Baseline Surveys

During the project inception workshop, the project team carried out a detailed review of GESI in the context of this work. In designing the project's activities, priority was given to generational representation and additional support for women to ensure their active and sustained participation. A GESI plan (Annex 11) that is sensitive to the context of the project was developed and led by the Governance, Gender, Inclusion, and Safeguards Officer of WWF-Bolivia. This plan takes GESI into account at all stages of the project's design and implementation, focusing on addressing the basic needs and vulnerabilities of women and youth, ensuring that inequalities are not created or perpetuated. Please see section 7 of this report for further details.

The baseline community surveys were also designed to include questions to assess the socioeconomic situation of participants, which supports informed livelihood activities and positive GESI contributions through this project.

In terms of safeguards, the project will prioritise safety and protection. During the initial phase of baseline data collection, the importance of implementing safety measures and tools for the collection of Brazil nuts and acai was recognised. Thus, safe tools and equipment will be provided, made from materials that are affordable and easy to replace once they reach the end of their useful life, ensuring sustainability and avoiding dependence on donations. Additionally, activities will strengthen awareness of the importance of safety processes and their critical role in working with NTFPs.

The following activities took place to support the achievement of output 1

Activity 1.1. Co-design a behaviour change campaign with key community audiences based on focus groups and results from start-of-project surveys (see activity 0.2), using social marketing principles.

Based on the project's initial HH surveys, we are focussing on working with the 6 prioritised communities to achieve attitude changes to support output 1. Once the communities were selected, FGDs were held with key actors from each community (Annexes 12.1-12.4), such as members of the communal board, productive associations, tourism associations, and representatives of women and youth, among others. In total, 106 people participated, of which 43 (40.6%) were women and 63 (59.4%) were men. As a result, the interests and needs of the 6

prioritised communities are known (Annex 12.1). This data will inform capacity-building actions for the use of NTFPs and for maximising impact of incentive measures in years 2 and 3.

The communication channels most used by each community were also identified in the HH surveys and verified in the FGDs.

Activity 1.2. Produce the behaviour change campaign's messages, branding and communications materials, leveraging local knowledge, legal aspects, and reinforcing a sense of jaguar conservation identity.

The behaviour change campaign will be designed, in terms of messages, channels, and actors based on the FGDs outlined under activity 1.1. The findings of these meetings have made it possible to identify effective communication strategies to strengthen the Amazonian identity and sense of jaguar conservation identity of local actors. In this regard, a communication campaign is being designed to accompany and strengthen the awareness-raising activities that will be carried out in the communities in year 2 and 3. The project team is aiming to complete the design of the campaign by the end of April 2025, to begin implementation in Q1 of year 2. Once completed, this communication campaign will be socialised and shared with the members of the Jaguar Alliance. See activities 1.3 and 1.4 for further details.

During the FGDs, knowledge was also refreshed about ecosystem function and how each of its components plays a fundamental role in maintaining the natural balance, the availability of water, fauna, livelihoods and the culture of the communities in which they live. During these conversations, discussing the experiences and perceptions of the community members allowed us to talk about predators such as the jaguar and their role in maintaining a balanced ecosystem.

The following activities took place to support the achievement of output 2

Activity 2.1. Develop no jaguar poaching/trafficking manifestos with target communities, linked to the campaign in 1.1 and to the implementation of incentives associated with sustainable and jaguar friendly livelihoods.

The FGDs outlined under activity 1.1 also enabled us to learn which NTFPs the six project communities harvest/use, who participates in this activity, whether they do or do not distribute tasks in these activities, and their expectations in this regard. We also gained insight into the roles played by men, women and young people in the use of NTFPs. These conversations identified the interests and needs of each community, which will in turn allow us to focus actions to strengthen capacities for the use of natural resources, optimising the impact of the incentive measures associated with sustainable and jaguar friendly livelihoods.

Regarding livelihoods, the identified needs include:

- Administrative training and financial education for the marketing of Amazonian NTFPs and subproducts, as well as for administration and family economy.
- Tools and equipment for the collection and processing of Amazonian NTFPs to obtain added value.
- Technical training for the development and implementation of tourism activities.
- Safety: equipment, technical training and accident insurance.

In addition, possible synergies with other projects are being evaluated to reach more families and not duplicate efforts, increasing the scope of the project.

Activity 2.2. Training 170 households (benefitting ca. 850 people) on sustainable, jaguar-friendly livelihoods emphasising no poaching/trafficking principles and how to report conflict and trafficking incidents

During the FGDs outlined under activity 1.1, the problem of human-wildlife conflict was also addressed, and jaguars were quickly identified as one of the most problematic species due to the predation of domestic animals (such as pigs, calves and dogs). These conversations provided valuable insights into past and ongoing livelihood activities of communities and how HJC has impacted these activities. For example, losses of pigs and cattle to depredation and restrictions on cattle grazing and lack of training in cattle management have led to a large proportion of community members focussing their efforts on NTFPs. As such, the livelihood interests and needs of the six prioritised communities in the context of HJC are known, which will inform effective and appropriate capacity building actions and provision of anti-predation measures in years 2 and 3.

Activity 2.3. Provision of equipment for jaguar friendly livelihoods (e.g. Brazil nut & Acai collection kits and storage, commercialization materials) to 170 households.

Initial conflict and IWT surveys outlined under activities 0.2 and 0.3 respectively, and FGDs outlined under activity 1.1, provided insight into HJC and negative jaguar perceptions associated with NTFP livelihood activities and will inform activity 2.3 in years 2 and 3.

The following activities took place to support the achievement of output 3

Activity 3.1. Three capacity building workshops on human-jaguar conflict, traffic mitigation and response to 15 organisations (60 people) including the Pando Jaguar Alliance institutions and relevant authorities.

As outlined under activity 0.1, meetings have been held with the following members of The Alliance to publicise the completed and future activities and existing results of the project: SERNAP; The Secretariat of Mother Earth; CIPA; the UAP (Annex 5).

The methodology and results of the physical and digital search outlined in activity 0.3 will be socialised with personnel from CIPA, POFOMA and The Secretariat of Mother Earth in Q1 of year 2, in April 2025.

Activity 3.2. Co-design a response and responsibilities protocol to jaguar conflict and trafficking, with authorities and the Pando Jaguar Alliance, in alignment with WCS' efforts elsewhere.

During the meeting with The Secretariat of Mother Earth, outlined under activity 3.1, it was agreed that we will hold periodic meetings as the project progresses, although we have not yet set dates. In our subsequent meetings, we will need to agree on dates for follow-up, and The Secretariat of Mother Earth will lead the meeting process among The Alliance members. These meetings will function to update members on project progress and context, schedule future activities, establish protocols and distribute responsibilities for members. These processes are planned to begin in Q1 of year 2, in April 2025.

3.2 Progress towards project Outputs

The project activities began only in August 2024. Due to this, there is limited progress to be reported against the project outputs and associated indicators. This is in line with the project workplan (Annex 13). Based on activities outlined in section 3.1 above, we now have contextual details of the MSRC communities and particularly of the project's six prioritised communities.

As such, with the progress made to date against the workplan and the evidence shared in section 3.1 of this report, we believe that the project is moving at an appropriate pace and scale, and is on track to achieve all 3 outputs as defined.

Where activities are referenced in this section (3.2), please see section 3.1 of this report for evidence.

Output 1: Behaviour change in the MSRC: increasing tolerance towards jaguars, discouraging IWT AND Output 2: Strengthened livelihoods to minimise conflict with jaguars, jaguar poaching and IWT

From the initial HH surveys (outlined under activity 0.2), the results of the physical and digital market study (outlined under activity 0.3) and the FGDs in the six prioritised communities (outlined under activity 1.1), we have conducted the required audience research, building the necessary information base for the development of the behaviour change campaign that will begin in Q1 of year 2 of the project, to support outputs 1 and 2.

In Years 2 and 3, the planned activities will be implemented to achieve output 1 of behaviour change in the six prioritised communities in MSRC to increase tolerance towards jaguars and discourage IWT, and output 2 of strengthened livelihoods and minimised conflict with jaguars, jaguar poaching and IWT.

Output 3: Strengthen institutions and increase coordination to address jaguar conflict and IWT

FGDs (outlined under activity 1.1) and meetings with The Alliance (outlined under activities 0.1 and 3.1) have seen the initiation of collaboration with priority community members and key stakeholders respectively, in the context of this project, to contribute to output 3.

In Years 2 and 3, the planned activities and processes with communities and institutions will be implemented to achieve this output of strengthening institutions and increasing coordination to address jaguar conflict and IWT.

3.3 Progress towards the project Outcome

Outcome: By 2027, jaguar IWT is reduced, as MSRC communities change behaviours, livelihoods are enhanced from reduced jaguar conflict and community incentives, and institutions are strengthened to address conflict and IWT.

During year 1 of the project, we have made good progress in establishing baselines of the socioeconomic, context and perception of jaguars and HJC, and the presence of jaguar parts in the markets of communities with the greatest impact on the MSRC. We consider that the project's outcome indicators and proposals to address the threats around jaguar killing and trafficking in the prioritised communities in the MSRC are appropriate and we will be able to achieve the proposed results.

We are still on track to achieve the project's outcome and have provided specific updates on the outcome indicators below. Please refer to section 3.1 of this report and the corresponding activities referenced below for evidence.

Outcome indicators:

0.0: Jaguar population density and/or occupancy maintained or increased in the area.

Baseline: To be collected as part of this project, based on camera trap captures. The project area jaguar population density survey will be carried out in year 2 of the project, between April and August 2025. It will be carried out in one specific project area, utilising match funding.

Year 1 progress: 106 camera traps have been purchased, along with two sets of batteries and memory cards for their operation, to be used for jaguar population density surveys in year 2, and to capture data on application and impact of HWC measures following community training in years 2 and 3.

0.1: By 2027, jaguar poaching and IWT drops by at least 40% in 6 corridor communities based on multiple verification sources.

Baseline: According to 2019 surveys in the project region (6,7,8), up to 55% (n=137) of participants reported killing jaguars at some point during their lifetime, while 46% (n=1107, 36 communities) reported engaging in illegal use or trade in jaguar body parts in the past 5 years. In two potential project communities, 2023 surveys (n=53 people) highlight that a minimum of 26 jaguars have been killed in the past. Current figures collected for the baseline estimated only 10% self reports of killing jaguars and 16% owning jaguar parts. The figures seem lower as the question was regarding the last year rather than at any point in their lives, to be able to compare with later years and see trends.

Year 1 progress: Initial HH surveys using direct questioning techniques in 22 communities, covering socioeconomic data, attitudes/behaviours/social norms and levels of jaguar poaching and IWT have been conducted (activity 0.2). Surveys on the presence of jaguar body parts in local physical and digital markets have finished in the 4 main towns and other 6 villages of influence in the project area (activity 0.3). Findings from these market surveys have been recorded in a digital database. These year 1 surveys, along with ongoing market and end of project community surveys, will provide the means of verification for this outcome indicator.

0.2: By 2026, at least 90% of the households in the project area (total 280 households) are implementing new skills 6 months after training with strengthened (more sustainable, productive, safe, jaguar-friendly) livelihoods, linked to no jaguar poaching and trafficking commitments, benefitting ca. 1400 people, at least 40-50% women.

Baseline: In 2019, 31% of the population of Pando Department lived in conditions of poverty, and 8.6% under extreme poverty. Socio-economic baseline collected at project start using a consensus wealth index as an approximation of income levels. The wealth index varied across the selected communities indicated. The lowest wealth index values, indicating more limited access to goods and services. These disparities reinforce the heterogeneity in socioeconomic conditions among the surveyed populations, the highest ranking Curichon (11) to the lowest Campeones (1.9). The methodology for the wealth index is in Annex 8.

Year 1 progress: As indicated above, HH surveys were conducted to assess the baseline (activity 0.2), it was observed that none of the households were implementing more than one sustainable practice in their livestock husbandry. We are targeting more than six sustainable practices per household to be considered productive, safe and jaguar friendly livelihoods

0.3: By 2026, there is improved response to trafficking and conflict in place in the Pando Department through increased capacity, protocols, and data sharing.

Baseline: The National and Pando Departmental multi-stakeholder Jaguar Alliances were created in 2019 and 2022 respectively, but there is limited articulation and capacity to address and respond to conflict and IWT. The need to train personnel and develop an IWT response protocol was agreed at the “First Pando Departmental Meeting to Combat Wildlife Trafficking” (with support from WCS), held in 2022.

Year 1 progress: Nothing yet to report as we are still trying to acquire the IWT database from WCS. See section 11 of this report for further details).

3.4 Monitoring of assumptions

Please refer to section 3.1 of this report and the corresponding activities referenced below for evidence.

Assumption 1: Habitat loss or forest fires remain controlled and stable, not exacerbating human-jaguar conflict and poaching in the project area

Comments: This assumption holds true. Although there were fires in some communities within the project's area of influence, the project's activities were not impacted because the communities

were entered on different dates. Likewise, it is hoped that if fires occur in the future, they will not cause significant impacts to the point where work cannot be carried out. It is hoped that the work with the Agro-Environmental Tribunal will reduce this threat in the future. See section 16 of this report for further details.

Assumption 2: Drivers of jaguar poaching and IWT in the area remain the same throughout the project duration and IWT remains largely a supply-driven system, such that interventions to strengthen livelihoods, change behaviours, reduce poaching opportunities (eg, through conflict mitigation), and strengthen institutions and authorities can effectively reduce overall IWT levels.

Comments: This assumption holds true. Fieldwork with focus groups (activity 1.1) indicates that there is no drive for the commercialisation of jaguars and their parts. When they have been sold, it has been due to external demand. See section 16 of this report for further details.

Assumption 3: No significant escalation of international demand for jaguar parts.

Comments: This assumption holds true. It is still too early to identify any change in this scenario, but we believe that working with the Agro-environmental tribunal will help reduce international demand in Bolivia. See section 16 of this report for further details.

Assumption 4: There are no political uprisings or unpredicted social or climate-related calamities that might prevent communities from participating in the social marketing campaign activities.

Comments: This assumption holds true. The weather may cause minor changes to the planned implementation schedule, but it is not expected to prevent the public from participating in project activities and the behaviour change campaign. There is no expectation of political uprisings

Assumption 5: Unforeseen internal community politics do not prevent communities from participating in the campaign.

Comments: This assumption holds true. The communities prioritised for implementing project activities have not expressed any impediment to participating in the project.

Assumption 6: There are no political uprisings or unpredicted social or climate-related calamities that might prevent communities from participating in training activities.

Comments: This assumption holds true, as in assumption 4.

Assumption 7: Weather and terrain conditions allow for an effective implementation of conflict mitigation measures.

Comments: This assumption holds true. There is no information indicating that climate conditions will change in a way that would prevent the implementation of planned mitigation measures.

Assumption 8: Livestock in the area is not affected by diseases that would affect the ability of the project to improve livelihoods from livestock farming.

Comments: This assumption holds true. The country is considered foot-and-mouth disease-free without vaccination, which minimises the possibility of livestock in the project communities being affected by this disease. Therefore, mitigation measures can be implemented with livestock if necessary. See [news](#).

Assumption 9: There are no unforeseen social or institutional conflicts between the different actors convened by the project, which would inhibit the possibility of including certain institutions or individuals.

Comments: This assumption holds true. No conflicts have arisen that prevent the participation of key actors in the project.

Assumption 10: The Pando government is able to retain knowledge despite possible official turnover through good knowledge management practices

Comments: This assumption holds true. We will take the necessary steps to maintain a project record so that if there is a turnover of departmental government personnel, the project can continue its implementation without further delay.

Assumption 11: Organisations holding information and databases on jaguar poaching and trafficking will be willing to agree and commit to data sharing

Comments: This assumption holds true. We are taking the necessary steps to move forward with the foundation developed by other organizations like WCS and hope to access your information soon. See section 11 of this report for further details.

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

The project's intended impact is: Communities and jaguar populations thrive in the MSRC, as local communities transition from poaching and IWT to jaguar stewardship through changed behaviours, improved livelihoods and strengthened governance.

The end-of-project surveys of priority and control communities in the MSRC covering the same aspects of HH surveys to monitor changes in baselines on livelihoods and jaguar relationships, alongside periodic market and e-commerce monitoring, jaguar population data, and preexisting and the project's database of jaguar poaching/IWT records will inform impact monitoring.

In Year 1, the project has been laying the foundations to contribute towards achieving the higher level impact on IWT. The information obtained through HH surveys (Annex 7 and Annex 8), market surveys (Annex 9) and FGDs (Annex 12.1) to date informed the selection and contexts of priority communities based on highest HJC and IWT levels. Beyond selection of priority communities and establishing baselines, these year 1 activities will be applied to refine project activity design for years 2 and 3 with priority communities and other stakeholders in The Alliance.

Furthermore, the project aims to contribute to improved livelihoods and strengthened governance, supporting higher level impact on multidimensional poverty reduction. We are doing this through supporting jaguar friendly livelihood incentives and reducing the impacts of HJC on livelihoods within priorities communities, strengthening livelihoods and food security. Where appropriate, materials developed within this project will be shared with additional MSRC and neighbouring communities and The National and Pando Jaguar Alliances for replication. In year 1, we have begun working on this through establishing socioeconomic contexts and baselines for prioritised communities, as outlined in the paragraph above. This will inform tailored work with priority communities, with support from the National and Pando Departmental Jaguar Alliances and departmental and municipal authorities also trained by the project (training of trainers).

We now know the stakeholders we will be working with, their expectations, and details of which situations/issues they are sensitive to. This will support the project in achieving the expected higher level impact on IWT and multidimensional poverty reduction.

4. Thematic focus

The project contributes to themes 1 and 4 of the IWT Challenge Fund.

Under ‘reducing demand for IWT products’ (theme 1), this project seeks to build a jaguar conservation identity, reduce HJC in MSRC and limit the supply of jaguar parts for IWT, and improve local collaboration, presence and trust between local communities and departmental and municipal governments and authorities in relation to IWT.

As outlined in section 3.1 of this report, in year 1, the project has established baselines that allow us to deepen our knowledge of the context of local communities and their perception of jaguars, and perceptions and experiences of HJC and jaguar IWT. Based on this, and the established context of trafficking and trade of jaguar parts in communities and markets in the MSRC project area of influence, we reconfirm the focus and urgency of implementing the project in reducing demand for IWT products. For example, 10% of the people interviewed in the selected communities reported killing a jaguar during the last year and 16% confirmed having jaguar parts (Fig 3 of 7). The study of jaguar parts in the project’s area of influence indicated that 100% of the populations visited sell wildlife or its derivatives and jaguar body parts were confirmed as present (Annex 9 and Annex 10).

Under ‘developing sustainable livelihoods to benefit people directly affected by IWT’ (theme 4), this project seeks support members of the six priority communities in gaining knowledge, skills and practical tools to strengthen their NTFPs, farming and livestock ranching livelihoods, i.e. strengthening ‘jaguar friendly livelihoods’ and food security.

In year 1, as outlined in section 3.1 of this report, the project has established baselines that allow us to deepen our knowledge of the context of local communities and their relationship with the forest, and their dependence on livelihoods linked to the use of NTFPs (Annex 12.1). For example, based on the FGDs community members want to continue developing their economic activities linked to the use of NTFPs with tools and methods that ensure their physical security, some of them want to improve their skills to transform them and opt for new markets, they also want to improve their accounting skills, and they want to improve their knowledge of the forest, which fits well with what the project’s planned activities. And regarding experiences of depredation on livestock, the losses of domestic animals varied significantly across communities (Annex 7), with notable differences in both the scale of losses and the predators responsible. "Villa Florida" recorded the highest averages for cows (22.00) and pigs (30.00), as well as significant losses for chickens (65.88). Across all six communities, jaguars were the most frequently cited predator for losses of cows and pigs.

Overall, while we understand that wildlife trafficking in rural areas of the Amazon is only a small area of crime that is linked to much larger power groups, we believe that if it is not properly addressed in the territory, it can grow fast and not only reduce jaguar populations, but also have an impact on the livelihoods of the local population by deteriorating environmental quality and proper ecosystem functioning. Even more so in places with little state presence and access challenges for authorities to carry out inspections and verify the application of the law, as is the case in the communities of the MSRC where the project is implemented.

5. Impact on species in focus

As we are in year 1 of this project and with the project starting in August 2024, it is too early to indicate any impact that this project is having on jaguars, the species in focus. We do not yet have results to report against the project’s logframe indicators for species impact.

However, existing surveys on HJC and jaguar IWT (6, 7, 8), and the initial HH surveys (Annex 7 and Annex 8) and market surveys (Annex 9) outlined in section 3.1 of this report, provide evidence of local negative perceptions of jaguars, and experience of HJC and IWT in jaguar parts, reaffirming the importance of this project in addressing this threat in the project area. As such, progress in carrying out the project activities and towards outputs and outcomes outlined in section 3 of this report will inform ongoing activities and contribute to the project’s aim to see reduction by year 3 of the incidence of IWT and HJC in the project area. This will ultimately have an impact on a key threat that increases extinction risk for jaguars in the longer term.

6. Project support for multidimensional poverty reduction

This project recognises the multi-dimensional aspects of poverty and their relation with IWT, which is not solely about lack of money and the need to secure income, but also includes issues of HWC, safety and security, achieving a better life with strengthened, sustainable livelihoods and food security, and trust in and presence of local authorities, which in turn recognises the challenges faced by remote and marginalised communities.

The project aims to benefit 1,400 people from the six priority communities affected by the problem of IWT in the project area. It is estimated that at least 40-50% of these beneficiaries will be women.

The project will provide training for strengthening livelihoods, improving sustainability, productivity, safety and coexistence with jaguars. We do not yet have any training documents, but will aim to develop some simple guides when the training processes begin in year 2.

This will be supplemented with a behaviour change campaign, designed and co-created with the six prioritised communities, employing social marketing principles to promote a sense of identity around jaguar conservation and disseminate key facts as well as traditional knowledge about wildlife and illegal trafficking.

Capacity building in more sustainable, productive, safe, and jaguar-friendly livelihoods is expected to lead to an increase in household income. However, it is considered that this increase will be an effect derived from the main activity, which is capacity building. By 2026, 850 people (of whom 40-50% will be women) in the six prioritised six communities are expected to benefit from incentives tailored to their livelihoods, with training and equipment for improved harvesting of NTFPs and anti-predation measures for farm animals and livestock to reduce losses that impact livelihoods and food security. These incentives will be linked to the EU's strong commitment to fighting wildlife trafficking, including preventing poaching. This commitment is demonstrated through the revised EU Action Plan against Wildlife Trafficking, which aims to strengthen legal frameworks, improve enforcement, and bolster global partnerships. The plan focuses on addressing root causes, reducing consumer demand, and ensuring that penalties for trafficking are proportionate.

To ensure that the benefits of the project are aligned with the needs of the communities, information has been collected through the HH surveys (45% of participants were women) and the FGDs (52.8% of participants were women), as outlined in section 3.1 of this report. Through these activities, a multidimensional analysis of poverty has been carried out (Annex 8). This analysis provides a deeper understanding of the local context and contributes both to poverty reduction and to strengthening the knowledge base on the conservation and sustainable use of biodiversity.

The dimensions evaluated include access to resources, services, security, and participation in decision-making spaces. Among the findings, fears related to safety and the risk of wildlife interactions associated with NTFP livelihoods stand out. We found that these fears foster a division of roles based on gender stereotypes with female respondents showing a higher incidence of this fear, deepening existing gaps between men and women. See section 7 for this report for further detail. Furthermore, as outlined under activity 2.1 in section 3.1 of this report, the communities have expressed the need for training in administration, negotiation and resource management, which will allow them to improve the marketing of products such as Brazil nuts and açai. In addition, it has been identified that having adequate financial education is crucial to efficiently manage income, which is essential for the sustainable development of their economic activities.

7. Gender Equality and Social Inclusion (GESI)

GESI Scale	Description	Put X where you think your project is on the scale
Not sensitive yet	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.	X
Empowering	The project has all the characteristics of a 'sensitive' approach whilst also increasing equal access to assets, resources and capabilities for women and marginalised groups	
Transformative	The project has all the characteristics of an 'empowering' approach whilst also addressing unequal power relationships and seeking institutional and societal change	

At the regulatory level, Bolivia has made significant legal commitments through international human rights instruments and treaties, and ratified important international conventions related to gender equality and women's rights. At the national level, the Political Constitution of the State (CPE) enshrines gender equality as a fundamental principle. However, despite these regulatory advances, their implementation faces significant challenges, including patriarchal cultural norms and social resistance that limit the full exercise of women's rights.

Within this context, the project's GESI Plan (Annex 11) has been developed as a cross-cutting instrument to guide the implementation of all project activities, ensuring that they are gender-sensitive and inclusive. This approach seeks to prevent any action from deepening existing inequalities and to adequately address the basic needs and vulnerabilities of women and historically marginalised groups.

The Plan has been developed at a sensitive scale, recognising the existence of gender and social inequalities within project communities, who self identify as campesinos, rather than indigenous peoples. While it does not aim to immediately transform structural conditions, it ensures that project activities do not reproduce or exacerbate existing inequities. Its design is based on a clear understanding that progress toward gender equality and social inclusion requires time, trust-building processes and ongoing learning.

The plan was developed considering several key elements: Bolivia's national legal framework and international commitments regarding gender equality and environmental obligations; WWF's institutional principles and safeguards, which guarantee respect for human rights, gender equity, and environmental sustainability; and an analysis of the local cultural and social context, with special attention to power dynamics identified during initial community engagement processes.

The gender objectives of the project focus on:

- Fostering inclusive and equitable spaces, ensuring meaningful representation of women and youth in all activities.
- Incorporating gender and generational perspectives into the behaviour change campaign, through co-design and co-creation processes that consider differences in attitudes and values between men and women, as well as different generations.

- Promoting the active participation of women in the conservation of the jaguar and its habitat, ensuring their inclusion in decision making and facilitating their access to the benefits derived from predator control measures.

The recognition of women's essential role as natural resource managers and family well-being caretakers is a central axis of this approach. Women are key actors in resource management, food security, and the transmission of traditional knowledge, making their active and meaningful participation essential for the sustainability of conservation actions.

This was reflected in HH surveys (43% of participants were women) (outlined under activity 0.2) and FGDs (52.8% of participants were women) (outlined under activity 1.1) conducted in year 1 of this project and as outlined in section 3.1 of this report. Key lessons taken from these project activities in relation to GESI sensitivity are the building of trust and the application of adaptive management. Although the initial plan was to conduct separate focus groups for men and women, due to several socio-political conflicts that arose in the Department of Pando, available time was reduced, making it unfeasible to hold separate focus group meetings. Consequently, a decision was made to conduct mixed-gender focus groups, with the condition that they be convened through local authorities and that they guarantee representation, with special emphasis placed on ensuring the active participation of women.

In years 2 and 3, we still plan to hold separate meetings by gender and further analyse power dynamics within the communities. It is important to highlight that WWF's approach respects and promotes local forms of organisation and fully upholds human rights, gender equity, and the rights of all individuals. However, it does not seek to impose organisational models. Rather, it works through processes of sensitisation and capacity-building to prevent the deepening of existing inequities.

In terms of existing community organisation, and based on respecting existing cultural practices and structures, the project's main focus is on working with family units, allowing us to include intergenerational participants. However, in the project's prioritised communities, women also have existing unions and mothers' clubs. These associations and clubs are important spaces for representation, participation and inclusion of women in the prioritised communities. These groups will be taken into account in the further development of project activities.

This way of working—respecting local structures, practices, attitudes and customs without imposition—also helps prevent potential negative impacts that could arise from external interventions. For example, calling meetings exclusively for women without prior trust-building could inadvertently expose them to situations of violence or retaliation. Therefore, constructing solid relationships of trust with the communities is considered fundamental to fully understanding the local context and acting without causing harm.

During the HH surveys and FGDs outlined above, it was observed that women maintain a close relationship with their natural environment. However, they perceive the jaguar as a significant threat, largely due to their roles and responsibilities in caring for domestic animals and their children. Furthermore, women actively participate in the labour of collecting and processing NTFPs.

Future activities will strongly consider the need to involve women in the behaviour change campaign, aiming to reach at least 40% of the target population across the six priority communities during years 2 and 3 of the project. These activities will focus on strengthening understanding of the jaguar's ecological importance and providing information about its behaviour, helping to reduce fear and foster coexistence. Women will also have access to project resources and incentives for sustainable and jaguar friendly livelihoods, distributed at the family level, thus increasing their visibility and strengthening their participation in community decision making spaces.

The GESI Plan acknowledges that cultural factors and the lack of access to basic services, such as healthcare, contribute to the persistence of traditional practices like jaguar hunting, the sale

of skins and teeth, and the use of jaguar fat in traditional medicine. During focus group discussions, women indicated that jaguar hunting was more common in the past and is no longer reported today. Nevertheless, jars of jaguar fat were found for sale in the Cobija market (activity 0.3), believed to come from jaguars hunted in the project's area of influence. This discrepancy highlights the urgent need to deepen trust and relationships to gather more comprehensive and representative knowledge and information from community members.

This context reinforces the need for an adaptive and sensitive project approach, acknowledging that each action also constitutes a learning process. Building trust with local communities is fundamental to advancing the conservation objectives of jaguars and their habitats in an effective, inclusive, and culturally respectful manner.

Finally, the project recognises that phenomena such as climate change directly impact family incomes and create stress within family relationships, disproportionately affecting women, who are the main managers of natural resources and responsible for the food security of their families. In the face of environmental stressors and extreme events such as droughts, women face additional burdens, including seeking alternative water sources, which exposes them to increased risks of violence and physical exhaustion. Therefore, the project reaffirms its commitment to promoting the active and meaningful participation of women in all initiatives, ensuring that their well-being, that of their families, and the sustainability of conservation actions remain central to the intervention.

8. Monitoring and evaluation

During the project inception workshop already mentioned in the progress section, all partners, WWF-Bolivia, Oxford University and WWF-UK, worked together through a revision of the Monitoring and Evaluation (M&E) framework, the design of tools for data collection and ways of working, as well as a review of risks and grievance mechanisms.

The technical session focused on the baselines, milestones, data sources, means of verification, frequency of measurement, and identifying roles and responsibilities for reporting. The M&E plan is owned by WWF-UK but is a live google document which is available for all project partners to contribute to.

The project team has regular bi-weekly progress meetings with partners to share updates on fieldwork activities and to monitor activities to ensure they align with the project deliverables. During meetings, partners are encouraged to share project challenges, opportunities, and learnings for adaptive management, all discussed collaboratively. All project partners have received training on the Project Management Software 'Miradi' which is being actively used to track project progress against outputs and outcomes. All partners have their own responsibilities for data collection, which is coordinated through the biweekly meetings with staff from each partner organisation. Data is stored in digital applications including Miradi and Solstice, with project evidence collated in a shared google drive folder, which all partners can access.

Primary data collection for the baselines at outcome level took place during the inception period. As outlined under activity 0.2 in section 3.1 of this report, a sampling plan was developed collaboratively with all partners and a digital HH survey (Annex 6) was collected in November 2024. The Solstice application was used for data collection and analysis, presenting the data through interactive dashboards online. From that initial study, the selection of the target and control villages was done collaboratively with the assistance of the social scientist from Oxford university based on the COM-B model of behaviour change, prioritizing 6 communities for intervention and 4 to use as control.

As outlined under activity 1.1 in section 3.1 of this report, FGDs took place in the 6 communities identified to get more comprehensive information to complement the surveys, it also helped to identify the way communities organize themselves in relation to carnivores and other challenges, to identify the best ways of working together.

As outlined under activity 0.3 in section 3.1 of this report, a separate study of digital and physical markets of illegal jaguar trade is currently underway. Given the sensibility of it, a consultant is gathering this information, even if the staff can inform and record any ad hoc cases of IWT encountered.

At output level, data is recorded by all teams through the delivery of activity and deliverables on a more frequent basis. Their contribution to the outcome is measured through the Theory of Change.

We have updated the project baselines and mapped the Darwin Standard Indicators.

As we have only completed year 1 of the project, it is too early to assess the majority of expected change. As data collection at outcome level will only take place for the baseline and endline, we are planning to collect other data such as stories of change or people's testimonials to validate the results and logic of the interventions during year 2 of the project.

9. Lessons learnt

Overall, the articulation and coordination with community actors and departmental authorities in the project has been very positive. Furthermore, the technical project teams are moving forward with the implementation of the project according to the planned activities and in line with the technical assumptions of the project, making good use of different team members' areas of expertise.

Several lessons learnt have been identified during the first year of the project, which we have used or will continue to use for adaptive management across this project. Specific lessons include:

Activity 0.2:

During the preparation and review of the HH survey template with The Secretariat of Mother Earth, it became clear that the Secretariat team who were due to implement the surveys needed to undergo a training process. This was essential to ensure a consistent understanding of the questions and responses, which helped ensure that the information collected was useful for understanding the baseline situation and appropriately selecting the project target communities.

As a recommendation to others doing similar projects - when considering the design of the impact evaluation, it is important to consider more holistic indicators of conflict such as perceptions, as opposed to a single focus on material losses. That is, prioritised and control communities were selected and matched not only on physical damage from HWC (e.g. livestock loss), but also on negative perceptions independent of this. This was done as it was identified that participants can have negative perceptions of jaguars and HJC without direct experience of this issue.

In terms of experimental design, the project's Social Marketing and Behaviour Change Technical Advisor had to consider how communities are spatially distributed. In the context of this project, the priority and control communities are distributed in a string formation along a road. Therefore, information can flow 'up and down' this road. This can dictate the level of spillover that can be expected from interventions with an educational or informational focus. If this was not taken into account during project activity design, it would make the causal connection between the projects and any impacts much harder to make. This was a lesson learnt and applied in year 1.

Activity 0.4: The developments in the economic context of Bolivia in year 1 of the project made import of equipment (camera traps) more expensive than initially accounted for. This was not something that could be foreseen, but is an important learning and a change form has been submitted and approved to adjust for this.

Activity 3.2: The only stakeholder engagement aspect that has not worked as well as expected is the sharing of existing tools and data by WCS. In year 1, we were not able to access tools previously developed in WCS's past IWT-funded project as expected, such as the illicit

database and the protocols for reporting and handling trafficking cases. This is important to avoid repeating processes and so avoid using additional resources unnecessarily. Mitigation actions are being taken. See section 11 of this report for further detail.

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

This is the first annual report for this project. However, in the half year report (Annex 14), we included responses to questions and feedback received on being awarded this project funding. Based on the questions and feedback, we also made some relevant changes to further strengthen the logframe (Annex 2).

11. Risk Management

We have validated the risks identified when designing the project. In addition, we have updated the risk register (Annex 15), including one newly identified risk (Annex 15 row 24) and four new risk lines to accurately and thoroughly reflect the project's existing logframe assumptions (Annex 15 rows 25-28). These have not led to any significant adaptations in the project design this year.

Overview of additions to project risk register:

- **'Share tools and information'** (newly identified risk)
 - Risk description: Related to the difficulty in coordinating and articulating actions with WCS and accessing tools previously developed by them during the work with IWT CF, for the registration and monitoring of cases of illegal wildlife trafficking, and the approval and implementation of a mechanism for attention and reporting of cases of wildlife trafficking in the department of Pando by public actors who carry out the fight against wildlife trafficking.
 - Mitigating actions: To involve directors of respective organisations for high level coordination. If this is unsuccessful, the project team will escalate the issue to the UK embassy in Bolivia to request the information.
- **'Increase in jaguar part demand'**
 - Risk description: Potential for significant escalation of international demand for jaguar parts.
 - Mitigating actions: Monitor markets to assess progress/reduction of threat and define/enforce actions, if possible.
- **'Exacerbated poverty - loss of livelihoods e.g. cattle epidemics'**
 - Risk description: Cattle epidemics or other unforeseen occurrences (drivers of poaching) affecting the primary livelihoods of the populations that could result in an increase of poaching and conflict with jaguars with higher dependence over natural resources, hunting of prey base, etc.
 - Mitigating actions: Conduct monitoring of the press and specific thematic actors, to take relevant action if the risk is confirmed.
- **'Conflicts between institutions - Reduced number of institutions participating'**
 - Risk description: Unforeseen social or institutional conflicts between the different actors convened by the project, which would inhibit the possibility of including certain institutions or individuals.
 - Mitigating actions: Make contact with key stakeholders and those who can influence the project and keep them informed and interested in the project, as well as involve them in the communication campaign activities.
- **'New elections - loss of knowledge in the Pando government'**
 - Risk description: The Pando government is not able to retain knowledge due to official turnover after the elections.
 - Mitigating actions: Hold meetings and workshops to publicise the project, the benefits for the department and its population, and engage the Pando government to be part of the project.

12. Scalability and durability

The project has a strong capacity building and institutional strengthening component, which ensures its scalability and long-term sustainability. Contributions to this from year 1 of the project are covered below.

Engaging adopters for future scalability - The project will engage with over 15 institutions; local, national authorities and Pando and National Jaguar Alliance members, as direct project beneficiaries and partners contributors. Their departmental and national reach, and mandate to address IWT beyond jaguars, will allow the capabilities gained from the project to reach a wider geography, benefit additional taxa, and extend beyond project timeline. As outlined in section 3.1 of this report under activity 0.1, in year 1, meetings have been held with members of The Alliance to present the project purpose and activities and develop plans for activity implementation in year 2.

Evidence that the project is attractive to potential adopters - based on analysis of the initial HH surveys (Annex 8), key evidence includes:

- Strong latent demand for HJC mitigation measures: The gap between current adoption and expressed interest of mitigation measures is consistent across multiple strategies. For example, although only 6.69% of respondents currently use jaguar deterrents (e.g. dogs, lights, bells), 67.22% expressed a desire to implement them. This suggests that barriers are likely practical or informational rather than attitudinal, making these interventions “low-hanging fruit” for quick, cost-effective uptake.
- High willingness but limited means: Respondents also showed interest in relatively resource-intensive practices — such as livestock vaccination to reduce further risk and impact of losses to HJC (65.22%) and monitoring/surveillance (61.2%) — despite current adoption levels being below 6%. This demonstrates a readiness to invest in solutions, especially if initial support (e.g. training or materials) is provided.
- Conservation-friendly attitudes already present: Psychographic data show that many respondents do not view the sale of jaguar parts as economically beneficial and perceive low social acceptability around hunting or trafficking. These attitudes reduce the “cost” (psychological or social) of behaviour change and suggest communities are primed for pro-conservation shifts.
- Community trust in key actors: High levels of trust in local actors like teachers and family members - combined with recognition of NGOs like WWF—indicate the presence of credible messengers who can efficiently promote and support adoption of behaviour change practices.
- Perceived safety around big cats: Surprisingly, many respondents report feeling safe around felines. This finding reduces the potential psychological costs of coexistence and supports the feasibility of promoting non-lethal mitigation strategies over persecution.

13. IWT Challenge Fund identity

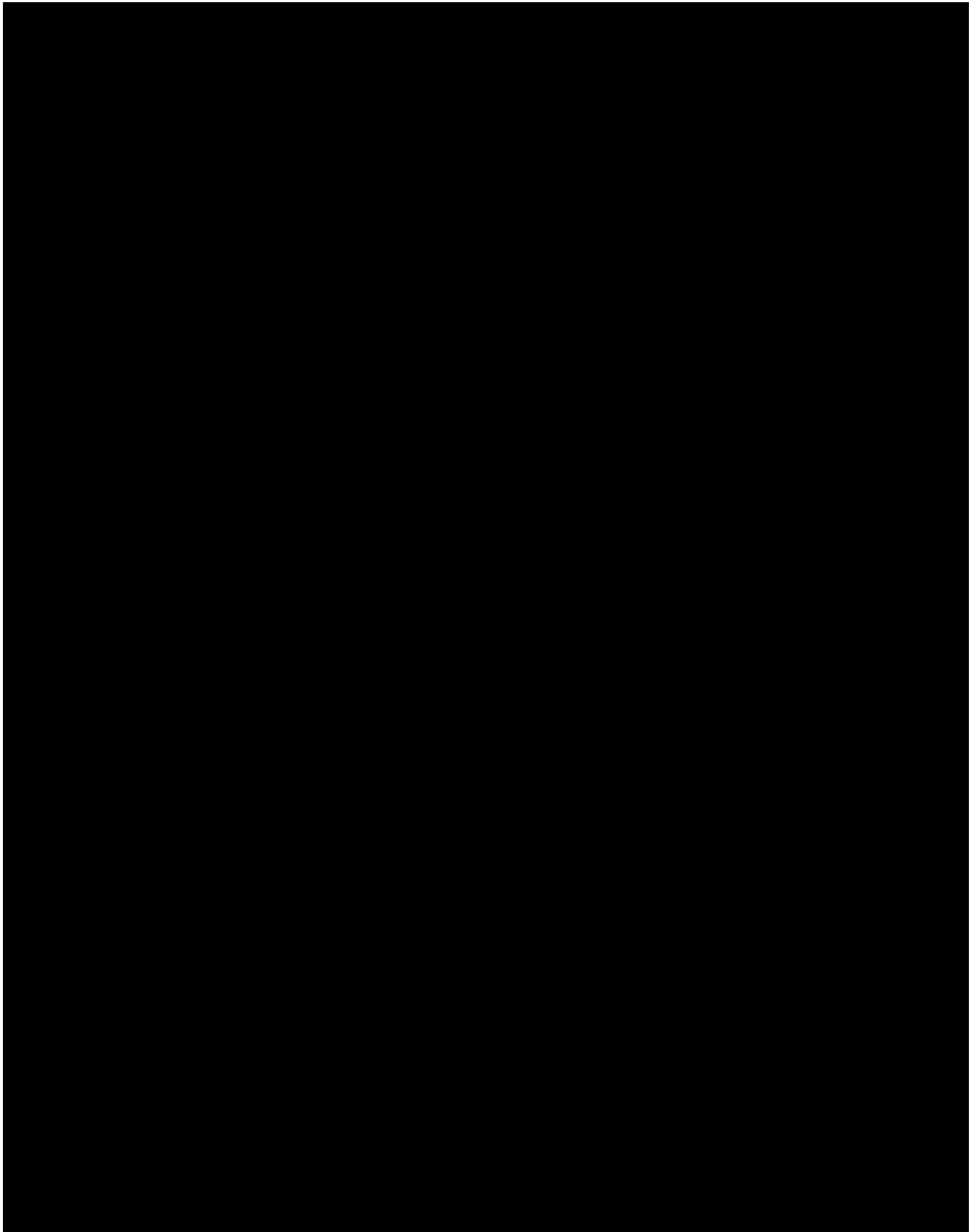
The Fund is currently known to collaborating NGOs (based on progress outlined under activity 0.1 in section 3.1 of this report), but is not yet well known to participating communities and the wider public.

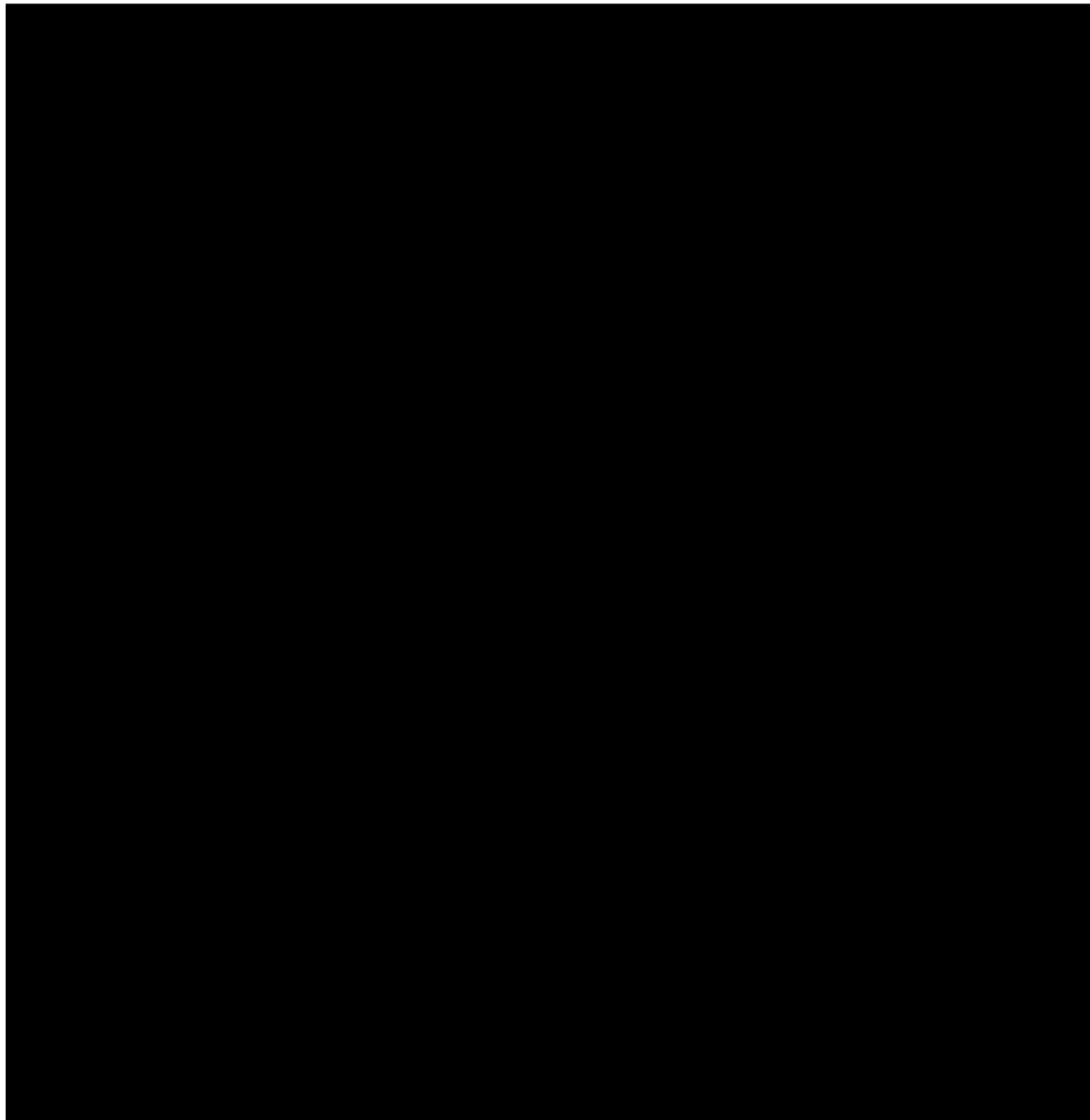
As outlined in section 3.1 of this report under activity 1.2, the project team is aiming to complete the design of the campaign by the end of April 2025, to begin implementation in Q1 of year 2. Materials will include the fund IWT Challenge Fund logo and will reference the support of the UK government.

Under campaign planning, it is being taken into account that The Fund has a clear identity in each piece as an individual project. However, it also contributes to the WWF Network's jaguar plan, the road map of several organisations and the national jaguar plan.

Furthermore, during a project presentation to civil society, university students from interested programs, and authorities from the Agro-Environmental Tribunal, the UK Government's contribution to the project was acknowledged verbally (there was no PowerPoint presentation). See section 16 of this report for further details. WWF-UK is also currently preparing a project webpage to promote the Fund to the UK public, to be published in year 2 of the project.

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)
		DRAFT*		
Staff costs (see below)				
Consultancy costs				
Overhead Costs				

Travel and subsistence				
Operating Costs				
Capital items (see below)				
Others (see below)				
TOTAL	£128,476	£128,476		

**Please note, expenditures are currently indicative figures. We are still in the process of finalising expenditures with project partners.*

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 (£)			WWF Bolivia
Total additional finance mobilised for new activities occurring outside of the project, building on evidence, best practices and the project (£)			

16. Other comments on progress not covered elsewhere

The British Embassy in Bolivia celebrated British Week in the city of Sucre. At the event, at the invitation of the British Embassy and as part of the event, on Thursday March 13th, they organised the conference "Climate and Environment: Challenges and Opportunities for Bolivia." On this occasion, WWF-Bolivia's 'Project Manager - Bolivia (In Country Technical Lead)' presented this project to members of civil society, university students from interested programs, and authorities from the Agro-Environmental Tribunal (TAA), who expressed great interest.

Following this event, actions were coordinated with the TAA authorities, who have already issued a Preventive Precautionary Measure for the Conservation of the Jaguar and its Habitats throughout the national territory (Annex 18). This is a very important milestone for the project and for the conservation of the jaguar. From now on, we will be preparing an expert report for the TAA, which will be used in a hearing to determine whether these precautionary measures are ratified.

• **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>Communities and jaguar populations thrive in the Manuripi-Santa Rosa Corridor (MSRC), as local communities transition from poaching and IWT to jaguar stewardship through changed behaviours, improved livelihoods and strengthened governance</p>	<p>Data have been collected for the baseline, the impact on people's behaviour at the end of year 3 will be measured, comparing the results obtained through surveys and focus groups.</p>	
<p>Outcome</p> <p>By 2027, jaguar IWT is reduced, as MSRC communities change behaviours, livelihoods are enhanced from reduced jaguar conflict and community incentives, and institutions are strengthened to address conflict and IWT.</p>		
<p>Outcome indicator 0.0</p> <p>Jaguar population density and /or occupancy maintained or increased in the area</p>	<p>Data are available from a jaguar population monitoring in the Campeones Community with 6 identified individuals that can be used as a baseline to contrast the variation in the population and permanence/absence of previously identified jaguars and the presence of new individuals in 2025.</p> <p>Evidence provided in section 3.3.</p>	<p>As a counterpart to the Sall's project, jaguar population monitoring will be carried out in the Campeones Community between April and September 2025. The camera traps will remain in the field for 4 months.</p>
<p>Outcome indicator 0.1</p> <p>By 2027, jaguar poaching and IWT drops by at least 40% in 6 corridor communities based on multiple verification sources</p>	<p>A baseline of jaguar trafficking, conflict, and perceptions is available in the six communities where project activities will be carried out, as well as in the control communities. This includes data on jaguar hunting from the last year. A total of 14 jaguars were hunted in the six communities prioritized by the project, while four were hunted in the control communities.</p> <p>The market study provides information on the trade of jaguar parts and other wildlife species in 19 physical and virtual markets in the Santa Rosa Manuripi Corridor, in 10 towns within the project's area of influence.</p> <p>Supply of products derived from jaguars and other wildlife species was found in 100% of the markets visited.</p>	<p>It will be checked in the markets on different dates throughout the year if there are any changes on trade in jaguars and other wildlife species and their derived products</p>

	<p>On social media, supply and demand for wild animal parts, including those not belonging to jaguars, was also evident, with a prevalence of 83.3% of searches conducted (5 of 6).</p> <p>Evidence provided in section 3.3 and Annexes 7, 8, 9, 10.</p>	
<p>Outcome indicator 0.2</p> <p>By 2026, at least 90% of the households in the project area (total 280 households) are implementing new skills 6 months after training with strengthened (more sustainable, productive, safe, jaguar-friendly) livelihoods, linked to no jaguar poaching and trafficking commitments, benefitting ca. 1400 people, at least 40-50% women.</p>	<p>The interests and needs of the 6 prioritized communities are known, which will allow us to focus capacity-building actions for the use of NRNR and for incentive measures to have a greater impact.</p> <p>In livelihoods, the needs mainly include:</p> <ul style="list-style-type: none"> • Administrative training and financial education: For the marketing of Amazonian fruits and derivatives and family economy. • Tools and equipment for the collection and transformation of Amazonian fruits and to obtain added value. • Technical training for the development and implementation of tourism activities • Safety: equipment, technical training and accident insurance. <p>The baseline result indicated that although some people implemented some sustainable practice, there was no one (0%) with more than six practices which is considered satisfactory to have a result</p> <p>Evidence provided in section 3.3 and Annexes 12.1, 12.2, 12.3, 12.4.</p>	<p>From Q2 onwards, the processes of capacity building and the provision of incentives will begin</p> <p>The scope of the project will be evaluated in relation to the identified needs and the proportion of families or individuals who need strengthening in each identified aspect, and then training and endowments will begin in each community.</p> <p>In the same way, possible articulations with other projects (synergy) are being evaluated to cover more families and not duplicate efforts, increasing the scope of the project.</p>
<p>Outcome indicator 0.3</p> <p>By 2026, there is improved response to trafficking and conflict in place in the Pando Department through increased capacity, protocols, and data sharing</p>	<p>We have talked informally with authorities and NGOs that work on the issue, such as WCS, to learn about the list of needs and progress towards an improvement in the response to illicit trafficking. The information has not yet been obtained, we are waiting for WCS to share the database</p> <p>A supply of products derived from jaguars and other wildlife species was found in markets in all the populations visited for this purpose (10). In networks, there is also evidence of supply and demand for parts of wildlife species. Linked to 0.1.</p> <p>Evidence provided in section 3.3 and Annexes 9, 10.</p>	<p>Coordination, monitoring of ongoing processes and initiation of articulations that allow the development and implementation of tools to combat trafficking in VS.</p>

Output 1 Behaviour change in the MSRC: increasing tolerance towards jaguars, discouraging IWT		
Development and implementation of a participatory social marketing and communications behaviour change campaign, which includes building a jaguar conservation identity and branding, amplified through the Bolivian National Jaguar Alliance and the Pando Department Jaguar Alliance.		
Output indicator 1.1 By 2026, at least 90% of the population (~1400 total people, at least 50% women) in 6 communities previously engaged in jaguar poaching and trafficking in the corridor, have been reached by a locally co-designed behaviour change campaign using social marketing principles, focused on reinforcing a sense of jaguar conservation identity and spreading key facts and traditional knowledge about jaguars and IWT, including the creation of campaign branding and associated communication materials. Key jaguar conservation messages reach another 3000 people from other communities in the MSRC through the amplifying efforts of the Pando and National Jaguar Alliances.	Initial audience research, including 435 surveys carried out across 22 communities was completed, allowing for a detailed understanding of the human dimensions surrounding trade in jaguar parts and conflict with jaguars to be used for the design of the behaviour change campaign. Evidence provided in section 3 and Annex 7.	Co-design the communication campaign with local communities and implement a behaviour change intervention across 6 communities
Output indicator 1.2 By 2026, at least 60% of the population (~1400 total people, at least 50% women) in 6 MSRC communities previously engaged in jaguar IWT have a reinforced sense of jaguar conservation identity, declaring support for human-jaguar coexistence, being aware of jaguar conservation laws and the important socio-ecological role of jaguars, and actively discouraging jaguar poaching and IWT.	Initial audience research, as above, is allowing us to set our experimental design for a rigorous counterfactual based impact evaluation. This will include a matched set of 6 project communities and 4 comparison/control communities across the two municipalities of Filadelfia and Puerto Rico Evidence provided in section 3 and Annexes 8, 9, 12.1.	As above - co-design of the communication campaign
Output 2. Strengthened livelihoods to minimise conflict with jaguars, jaguar poaching and IWT		
1400 people from 6 Communities in the MSRC gain knowledge, skills and practical tools to strengthen their NTFPs, farming and livestock ranching livelihoods, as an incentive for avoiding retaliatory, fear-based, and commercially driven jaguar killing, thus reducing human-jaguar conflict and limiting the supply of jaguar parts for IWT.		

<p>Output indicator 2.1.</p> <p>By 2026, 850 people (40-50% women) from the 6 MSRC communities benefit from tailored community livelihood incentives (e.g. training and equipment for improved NTFPs collection, regenerative farming, additional livelihoods, etc.) for participation in no poaching and IWT commitments/community manifestos, with the support and delivery from the National and Pando Departamental Jaguar Alliances and departamental and municipal authorities also trained by the project (training of trainers)</p>	<p>Through a survey and focus group meetings, the interests and needs of the 6 prioritized communities are known, which will allow us to focus capacity-building actions for the use of NRNR and for the incentive measures to have a greater impact.</p> <p>Evidence provided in section 3 and annex 12.1.</p>	<p>From Q2 onwards, capacity building processes will begin</p>
<p>Output indicator 2.2.</p> <p>By 2025, 90 households (benefitting 450 people - at least 40-50% women) with previous human-jaguar conflict incidents, jaguar poaching and trafficking behaviours (selected based on baseline surveys) will be trained and supported in the implementation of measures to prevent jaguar attacks on livestock and best livestock management, strengthening their livelihoods and food security, and reducing the supply of jaguar body parts from retaliatory killing.</p>	<p>The number of families that have large livestock (cows) and small livestock (pigs) in each community has been identified, ranging between 4 and 6 families per community.</p> <p>Evidence provided in section 3 and Annex 7</p>	<p>As above, starting on Q2 for capacity building and incentives</p> <p>Possible articulations with other projects (synergy) are being evaluated to cover more families and not duplicate efforts, increasing the scope of the project.</p>
<p>Output indicator 2.3.</p> <p>By 2025, at least three guidelines and associated communications materials are developed to reduce negative interactions with jaguars associated with local livelihoods (NTFPs, farming, livestock ranching), including how to react to a jaguar sighting, how to recognize and avoid jaguar depredation, and how to report incidents of conflict and IWT. The guides are shared with MSRC and neighbouring communities and the National and Pando Jaguar Alliance for replication</p>	<p>Not yet developed. As explained above the baseline survey has set the bases to identify the most important aspects for the intervention and guidelines</p>	<p>The guidelines will be co-developed in parallel with the interventions, to re-inforce capacities</p>
<p>Output 3. Strengthen institutions and increase coordination to address jaguar conflict and IWT</p> <p>Different actors involved in jaguar conservation, including communities, departmental and municipal governments and authorities, productive federations/associations, and the National and Pando Departamental Jaguar Alliances strengthen their coordination, data sharing and capacities to counter jaguar IWT and conflict, establishing a conflict/IWT response mechanism, while improving local presence and trust.</p>		
<p>Output indicator 3.1</p> <p>The National and Pando Departamental Jaguar Alliances were created in 2019 and 2022 respectively, but there is limited articulation and capacity. Conflict and trafficking response</p>	<p>We have contacted the directors and technicians responsible for WCS, we express our interest in coordinating actions and following up on processes initiated by this Organization, in</p>	<p>Continue with coordination meetings and capacity building to combat trafficking in SV as of Q1</p>

<p>mechanisms are not currently known by authorities and other relevant stakeholders. The need to train personnel and develop an IWT response protocol was agreed at the “First Pando Departmental Meeting to Combat Wildlife Trafficking” (with support from WCS), held in 2022.</p>	<p>order to optimize resources and advance on the experience gained.</p> <p>Meetings have been held with different members of the Alliance for the conservation of the jaguar in Pando (National Service of Protected Areas - SERNAP, Secretariat of Mother Earth of the Departmental Government of Pando, Center for Research and Preservation of the Amazon - CIPA, and the Amazonian University of Pando) to publicize the activities of the project, as well as the results achieved as the activities are carried out. The collection of data on traffic, conflict and perception of the jaguar in 22 communities was carried out by 4 researchers associated with the Jaguar Alliance of Pando. Regarding the search for jaguar parts and other wild animals in physical and digital markets near the project area, personnel from CIPA, POFOMA (Environmental Forest Police) and the Secretariat of Madre Tierra will be summoned to a socialization of methodology and results during the month of April.</p> <p>Evidence provided in section 3 and Annexes 5, 7, 8, 9, 10.</p>	<p>and coordination meetings will continue to advance in the development of protocols for dealing with illicit drugs</p>
<p>Output indicator 3.2</p> <p>By 2026, key institutions from the National and Pando Departmental Jaguar Alliance, authorities, communities and other relevant stakeholders co-develop and operationalise a conflict and IWT response protocol, with differentiated responsibilities for participating institutions, and agree to exchange data and information on the matter, including through the creation of a database with reporting and data exploration functionalities.</p>	<p>As above 3.1</p> <p>Meetings have been held with the Secretariat of Madre Tierra to schedule periodic meetings of the Alliance for the Conservation of the Jaguar in Pando to update members, schedule activities, establish protocols and distribute responsibilities for members. These processes are planned to begin in April 2025.</p>	<p>As above in 3.1 - starting Q1 Y2</p>

• **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: Communities and jaguar populations thrive in the Manuripi-Santa Rosa Corridor (MSRC), as local communities transition from poaching and IWT to jaguar stewardship through changed behaviours, improved livelihoods and strengthened governance. (Max 30 words)			
Outcome: By 2027, jaguar IWT is reduced, as MSRC communities change behaviours, livelihoods are enhanced from reduced jaguar conflict and community incentives, and institutions are strengthened to address conflict and IWT. (Max 30 words)	0.0 Jaguar population density and /or occupancy maintained or increased in the area. Baseline: being collected this year. 0.1 By 2027, jaguar poaching and IWT drops by at least 40% in 6 corridor communities based on multiple verification sources. [IWT-CF-A15], [IWT-CF-C04] [IWT-CF-A04] Baseline: According to 2019 surveys in the project region (6,7,8), up to 55% (n=137) of participants reported killing jaguars at some point during their lifetime, while 46% (n=1107, 36 communities) reported engaging in illegal use or trade in jaguar body parts in the past 5 years. In two potential project communities, 2023 surveys (n=53 people) highlight that a minimum of 26 jaguars have been killed in the past	0.0.1 Occupancy or population density based on camera trap captures in the project area. 0.1.1 Start and end of project surveys using direct questioning techniques of target and control communities tracking changes in attitudes/behaviours/social norms and in levels of jaguar poaching and IWT. Surveys will also collect socio-economic data. Results will be disaggregated by age, gender and socio-economic groups. 0.1.2 Presence and trends of jaguar body parts in local physical and online markets. 0.1.3 Database with records of jaguar poaching and IWT incidents (see 0.3.1 and Output 3)	Habitat loss or forest fires remain controlled and stable, not exacerbating human-jaguar conflict and poaching in the project area. Drivers of jaguar poaching and IWT in the area remain the same throughout the project duration (see Q14 and ToC diagram) and IWT remains largely a supply-driven system, such that interventions to strengthen livelihoods, change behaviours, reduce poaching opportunities (eg, through conflict mitigation), and strengthen institutions and authorities can effectively reduce overall IWT levels. No significant escalation of international demand for jaguar parts.

	<p>years by 13 surveyed people, including targeted killing for trade. Baseline specific to all project communities will be updated at project start.</p> <p>0.2 By 2026, at least 90% of the households in the project area (total 280 households) are implementing new skills 6 months after training with strengthened (more sustainable, productive, safe, jaguar-friendly) livelihoods, linked to no jaguar poaching and trafficking commitments, benefitting ca. 1400 people, at least 40-50% women. [IWTCF-AO2] [IWTBC-D02]</p> <p>Baseline: In 2019, 31% of the population of Pando Department lived in conditions of poverty, and 8.6% under extreme = poverty. Socio-economic baseline specific to project communities will be collected at project start.</p> <p>0.3 By 2026, there is improved response to trafficking and conflict in place in the Pando</p>	<p>0.2.1 Positive changes in socio-economic conditions tracked with start and end-of project surveys (see 0.1.1).</p> <p>0.2.2 Records (videos, photos) of implementation of improved livestock ranching, farming, and NTFP collection practices after training.</p> <p>0.2.3 Community no-IWT pledges documents.</p>	
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	<p>Department through increased capacity, protocols, and data sharing. [IWT-CF-D03], [IWT-CF-B24] IWT-B11</p> <p>Baseline: The National and Pando Departmental multi-stakeholder Jaguar Alliances were created in 2019 and 2022 respectively, but there is limited articulation and capacity to address and respond to conflict and IWT. The need to train personnel and develop an IWT response protocol was agreed at the “First Pando Departmental Meeting to Combat Wildlife Trafficking” (with support from WCS), held in 2022.</p>	<p>0.3.1 Incidents of jaguar poaching and IWT reported to and collected by Pando authorities and the Pando Jaguar Alliance Institutions as part of the project, and systematised in a database (aligned with existing data repositories owned by WCS).</p> <p>0.3.2 Number of incidents of jaguar poaching and IWT effectively addressed by participating institutions, verified through incident reports.</p>	
<p>Outputs:</p> <p>1. Behaviour change in the MSRC: increasing tolerance towards jaguars, discouraging IWT</p> <p>Development and implementation of a participatory social marketing and communications behaviour change campaign, which includes building a jaguar conservation identity and branding, amplified through the Bolivian National</p>	<p>1.1 By 2026, at least 90% of the population (~1400 total people, at least 50% women) in 6 communities previously engaged in jaguar poaching and trafficking in the corridor, have been reached by a locally co-designed behaviour change campaign using social marketing principles, focused on reinforcing a sense of jaguar conservation identity and spreading key facts and traditional knowledge about</p>	<p>1.1.1 Audience research based on start of project surveys and focus groups to understand key behaviour change levers and strategies (including report with focus groups results, participant lists, photographs, etc).</p> <p>1.1.2 Communications materials produced, distributed to local communities, and shared with Pando and National Jaguar alliance members.</p>	<p>There are no political uprisings or unpredicted social or climate-related calamities that might prevent communities from participating in the social marketing campaign activities.</p> <p>Unforeseen internal community politics do not prevent communities from participating in the campaign.</p>

<p>Jaguar Alliance and the Pando Department Jaguar Alliance.</p>	<p>jaguars and IWT, including the creation of campaign branding and associated communication materials. Key jaguar conservation messages reach another 3000 people from other communities in the MSRC through the amplifying efforts of the Pando and National Jaguar Alliances.</p> <p>[IWTCF-C05], [IWTCF-C03], [IWTCF-C02] [IWTCF-C04]</p> <p>Baseline: There have been no previous social marketing campaigns focused on jaguars in the corridor.</p> <p>1.2 By 2026, at least 60% of the population (~1400 total people, at least 50% women) in 6 MSRC communities previously engaged in jaguar IWT have a reinforced sense of jaguar conservation identity, declaring support for human-jaguar coexistence, being aware of jaguar conservation laws and the important socio-ecological role of jaguars, and actively discouraging jaguar poaching and IWT. [IWTCF-C08] [IWTCF-C06]</p>	<p>1.1.3 Participant lists, photos, videos documenting community member participation in events.</p> <p>1.1.4 Communications channels (radio, community board, local newspaper) covering the campaign.</p> <p>1.1.5 Draft scientific articles documenting the results of the audience research and the implementation and evaluation of the behaviour change campaign.</p> <p>1.2.1 Start and end of project surveys using direct questioning techniques and mixed methods (questionnaires and semi-structured interviews) of target and control communities tracking changes in attitudes/behaviours/social norms (same surveys as 0.1.1). Results will be disaggregated by age, gender and socio-economic groups.</p>	
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	<p>Baseline: According to 2019 surveys with rural and indigenous communities in the project region (Pando) and surrounding areas (6–7), 85% of survey participants (n=1107 people) were unaware about the illegality of killing jaguars and over half preferred for jaguars to decrease and thought that killing jaguars is a good thing. Baseline specific to project communities will be updated at project start</p>		
<p>2. Strengthened livelihoods to minimise conflict with jaguars, jaguar poaching and IWT</p> <p>1400 people from 6 Communities in the MSRC gain knowledge, skills and practical tools to strengthen their NTFPs, farming and livestock ranching livelihoods, as an incentive for avoiding retaliatory, fear-based, and commercially driven jaguar killing, thus reducing human-jaguar conflict and limiting the supply of jaguar parts for IWT.</p>	<p>2.1 By 2026, 850 people (40-50% women) from the 6 MSRC communities benefit from tailored community livelihood incentives (e.g. training and equipment for improved NTFPs collection, regenerative farming, additional livelihoods, etc.) for participation in no poaching and IWT commitments/community manifestos, with the support and delivery from the National and Pando Departamental Jaguar Alliances and departamental and municipal authorities also trained by the project (training of trainers) [IWTCTF-A01] [IWTCTF-A02] [IWTCTF-A01A]</p>	<p>2.1.1 Participant lists, photos, videos documenting training workshops.</p> <p>2.1.2 Post training short surveys on knowledge about sustainable, safe, regenerative, and jaguar-friendly livelihood practices.</p> <p>2.1.3 Records of the number of trainees who have adopted at least one new jaguar-friendly practice in their livelihood.</p> <p>2.1.4 Community no-IWT pledges documents, and photos, videos of commitment ceremonies.</p>	<p>There are no political uprisings or unpredicted social or climate-related calamities that might prevent communities from participating in training activities.</p> <p>Weather and terrain conditions allow for an effective implementation of conflict mitigation measures.</p> <p>Livestock in the area is not affected by diseases that would affect the ability of the project to improve livelihoods from livestock farming.</p>

	<p>Baseline: In the last few years WWF has trained 10 communities (200 people in Brazil nut, and 400 in Acai collection) within the Manuripi Reserve, and another 3 communities outside of the reserve (60 people) in Majo and Palma Real. There are many communities out of the Manuripi Reserve that have not been trained yet. Training gaps will be assessed through the start of the project baseline study to reach those in need, particularly women.</p> <p>2.2 By 2025, 90 households (benefitting 450 people - at least 40-50% women) with previous human-jaguar conflict incidents, jaguar poaching and trafficking behaviours (selected based on baseline surveys) will be trained and supported in the implementation of measures to prevent jaguar attacks on livestock and best livestock management, strengthening their livelihoods and food security, and reducing the supply of jaguar body parts from retaliatory killing. {IWTCTF-A01} {IWTCTF-A02}</p>	<p>2.2.1 Reports of measures implemented in each farm and N. ha covered by each farm.</p> <p>2.2.2 Number of jaguar attacks reported/documented and collated twice a year together with jaguar presence data collected through camera traps (two cameras per farms).</p> <p>2.2.3. Surveys assessing reduction in monetary losses/income increase from reductions in jaguar (and other wildlife) attacks.</p>	
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	<p>Baseline. 2019 surveys: ~25% of participants (n=1107) experienced livestock depredation by jaguars in the past 5 years. In the last 6 months, WWF and other stakeholders have provided materials to mitigate human-jaguar conflict, benefitting 15 families in 7 communities in the MSRC. The effectiveness of the mitigation measures installed in the long term remains to be monitored. Baseline depredation levels for the 90 project farms will be collected during the project.</p> <p>2.3 By 2025, at least three guidelines and associated communications materials are developed to reduce negative interactions with jaguars associated with local livelihoods (NTFPs, farming, livestock ranching), including how to react to a jaguar sighting, how to recognize and avoid jaguar depredation, and how to report incidents of conflict and IWT</p>	<p>2.2.4 Participant lists, photos and video footage of conflict mitigation training workshops and measures implementation.</p> <p>2.3.1 Best practices guides and communications/outreach materials (pamphlets, infographics, games etc) available, disseminated, uploaded in repositories and shared with other organisations and stakeholders.</p>	
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	<p>The guides are shared with MSRC and neighbouring communities and the National and Pando Jaguar Alliance for replication. [IWTCTF-B05]</p> <p>Baseline: No such guides specific to the MSRC context are currently available.</p>		
<p>3. Strengthen institutions and increase coordination to address jaguar conflict and IWT</p> <p>Different actors involved in jaguar conservation, including communities, departmental and municipal governments and authorities, productive federations/associations, and the National and Pando Departmental Jaguar Alliances strengthen their coordination, data sharing and capacities to counter jaguar IWT and conflict, establishing a conflict/IWT response mechanism, while improving local presence and trust.</p>	<p>3.1 By 2025, ~60 people (40% women) representing at least 15 organisations of relevance to jaguar conservation, including community representatives (~12), national, departmental, municipal governments and authorities (~20), productive federations/associations (~10), and the National and Pando Departmental Jaguar Alliances (~20 people including NGOs and universities) participate in training workshops to gain increased knowledge and skills in addressing human-jaguar conflict, IWT, and enforcing IWT laws in Pando. [IWTCTF-D03], [IWTCTF-B24] [IWTCTF-D01]</p> <p>Baseline: The National and Pando Departmental Jaguar Alliances were created in 2019 and 2022 respectively, but there</p>	<p>3.1.1 Participant lists, photos, videos documenting awareness building and training workshops delivered to authorities, Alliance members and other stakeholders.</p> <p>3.1.2 Post training surveys highlighting improved capacity and knowledge about conflict response and legal considerations on poaching and IWT (laws, penalties, responsibilities).</p>	<p>There are no unforeseen social or institutional conflicts between the different actors convened by the project, which would inhibit the possibility of including certain institutions or individuals.</p> <p>The Pando government is able to retain knowledge despite possible official turnover through good knowledge management practices.</p> <p>Organisations holding information and databases on jaguar poaching and trafficking will be willing to agree and commit to data sharing.</p>

	<p>is limited articulation and capacity. Conflict and trafficking response mechanisms are not currently known by authorities and other relevant stakeholders. The need to train personnel and develop an IWT response protocol was agreed at the “First Pando Departmental Meeting to Combat Wildlife Trafficking” (with support from WCS), held in 2022.</p> <p>3.2 By 2026, key institutions from the National and Pando Departmental Jaguar Alliance, authorities, communities and other relevant stakeholders co-develop and operationalise a conflict and IWT response protocol, with differentiated responsibilities for participating institutions, and agree to exchange data and information on the matter, including through the creation of a database with reporting and data exploration functionalities. [IWTCTF-B23] [IWTCTF-D04]</p> <p>Baseline: Authorities/government/institutional presence in targeted</p>	<p>3.2.1 Conflict/IWT response protocol guiding document elaborated by key stakeholders available and updated in institutional webpages</p> <p>3.2.2 Database developed of conflict incidents and jaguars poached and trafficked in Pando, in alignment with existing efforts by WCS, shared with government institutions at department and national level.</p> <p>3.2.3 Memoranda of Understanding or other agreements established amongst institutions to enable information sharing.</p>	
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	communities is limited and there are no conflict or IWT response mechanisms/protocols or data sharing between organisations. The need to train personnel and develop an IWT response protocol was agreed at the “First Pando Departmental Meeting to Combat Wildlife Trafficking” (with support from WCS), held in 2022.	3.2.4 Number of conflict and IWT cases receiving attention and following the protocol.	
<p>Activities (each activity is numbered according to the output that it will contribute towards, for example 1.1, 1.2 and 1.3 are contributing to Output 1. Each activity should start on a new line and be no more than approximately 25 words.)</p> <p>0.1 Project induction event with the Pando Jaguar Alliance, authorities, and MSRC community representatives.</p> <p>0.2 Start-of-project surveys and audience research to obtain baselines on socioeconomic status, attitudes, jaguar poaching/trafficking and identify six target communities. End-of-project surveys covering same aspects in target and control communities.</p> <p>0.3 Search for the presence of jaguar body parts in local physical markets in the MSRC, as well as online marketplaces in Pando.</p> <p>0.4 Start and end of project camera trap surveys estimating jaguar density and occupancy at key site(s) within the project area.</p> <p>1.1 Co-design a behaviour change campaign with key community audiences based on focus groups and results from start of project surveys (see 0.2), using social marketing principles.</p> <p>1.2 Produce the behaviour change campaign’s messages, branding and communications materials, leveraging local knowledge, legal aspects, and reinforcing a sense of jaguar conservation identity.</p> <p>1.3 Roll out behaviour change campaign through locally relevant dissemination activities and messengers, reaching 1400 people in the six targeted communities.</p> <p>1.4 Share messages and communications materials with the Pando Jaguar Alliance to reach another 3000 people in other communities and urban areas.</p> <p>1.5 Monitor changes in attitudes and behaviours towards jaguars through the end of project impact surveys (see 0.2).</p>			

- 2.1 Develop no jaguar poaching/trafficking manifestos with target communities, linked to the campaign in 1.1 and to the implementation of incentives associated with sustainable and jaguar friendly livelihoods.
- 2.2 Training 170 households (benefitting ca. 850 people) on sustainable, jaguar-friendly livelihoods emphasising no poaching/trafficking principles and how to report conflict and trafficking incidents.
- 2.3 Provision of equipment for jaguar friendly livelihoods (e.g. Brazil nut & Acai collection kits and storage, commercialization materials) to 170 households.
- 2.4 Support 90 additional households (ca. 450 people), 15 in each of the 6 communities, with technical support and conflict mitigation equipment such as bells, reflectants, camera traps, and animal enclosures.
- 2.5 Semestral technical support and monitoring to participating households, to assess conflict mitigation effectiveness, adoption of best practices, and livelihood improvements.
- 2.6 Produce pamphlets, infographics, and games with guidelines for mitigating human-jaguar conflict and jaguar poaching/trafficking for wide dissemination in the MSRC and beyond, through the Pando Jaguar Alliance.
- 3.1 Three capacity building workshops on human-jaguar conflict, traffic mitigation and response to 15 organisations (60 people) including the Pando Jaguar Alliance institutions and relevant authorities.
- 3.2 Co-design a response and responsibilities protocol to jaguar conflict and trafficking, with authorities and the Pando Jaguar Alliance, in alignment with WCS' efforts elsewhere.
- 3.3 Support to institutional agreements for communication channels, data sharing, and database management for conflict and jaguar poaching and trafficking data, in conjunction with WCS.
- 3.4 Design and disseminate technical guidelines and conflict and trafficking response protocols to authorities and relevant institutions.

■ **Table 1 Project Standard Indicators**

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

IWTCF Indicator number	Name of indicator	If this links directly to a project indicator(s), please note the indicator number here	Units	Disaggregation	Year Total 1	Year Total 2	Year Total 3	Total to date	Total planned during the project
IWTCF-A01	E.g. Number of people who received training in sustainable livelihood skills		People	Men	20	10		30	60
IWTCF-A01	E.g. Number of new or improved site management plans available and endorsed		Number	Women	20	5		35	60
IWTCF-B02	E.g. Number of new or improved site management plans available and endorsed		Number	New	1	0		1	3
IWTCF-B02	E.g. Number of new or improved site management plans available and endorsed		Number	improved	1	1		2	3
[IWTCF-A04]	Number of people reporting a decrease in unsustainable practices as a result of project activities	0.1	Number	Men	0				108 (40%) - direct beneficiaries
[IWTCF-A04]	Number of people reporting a decrease in unsustainable practices as a result of project activities	0.1	Number	Women	0				108 (40%) - direct beneficiaries
[IWTCF-DO2]	Number of people reporting they are applying new capabilities (skills and knowledge) 6 (or more) months after training	0.2	Number	Men	0				122
[IWTCF-DO2]	Number of people reporting they are applying new capabilities (skills and knowledge) 6 (or more) months after training	0.2	Number	Women	0				122
IWTCF-B11	Number of wildlife crime cases handed to a relevant agency	0.3	Number	n/a	0				TBD
IWTCF-C04	Number of people reached with behaviour change messaging	1.1	Number	n/a	0				1220
IWTCF-	Number of consumers that have	1.2	Number	Men	0				800

IWTCF Indicator number	Name of indicator	If this links directly to a project indicator(s), please note the indicator number here	Units	Disaggregati on	Year 1 Total	Year 2 Total	Year 3 Total	Total to date	Total planned during the project
C06	demonstrated desired behaviour change								
IWTCF- C06	Number of consumers that have demonstrated desired behaviour change	1.2	Number	Women	0				800
IWTCF- A01A	number of people with Sustainable Livelihoods created or protected	2.1	Number	Men	0				450
IWTCF- A01A	number of people with Sustainable Livelihoods created or protected	2.1	Number	Women	0				400
IWTCF- D01	Number of people from eligible countries who have received structured and relevant training	3.1	Number	Men	0				36
IWTCF- D01	Number of people from eligible countries who have received structured and relevant training	3.1	Number	Women	0				24
IWTCF- D04	Number of local or national organisations with enhanced capability and capacity	3.2	Number	NA	0				TBD - members of the Pando alliance

- **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?	x
Is the report less than 10MB? If so, please email to BCF-Reports@niras.com putting the project number in the subject line.	x
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.	N/A
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.	x
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.	x
If you are submitting photos for publicity purposes, do these meet the outlined requirements (see section 17)?	N/A
Have you involved your partners in preparation of the report and named the main contributors	x
Have you completed the Project Expenditure table fully?	x
Do not include claim forms or other communications with this report. x	