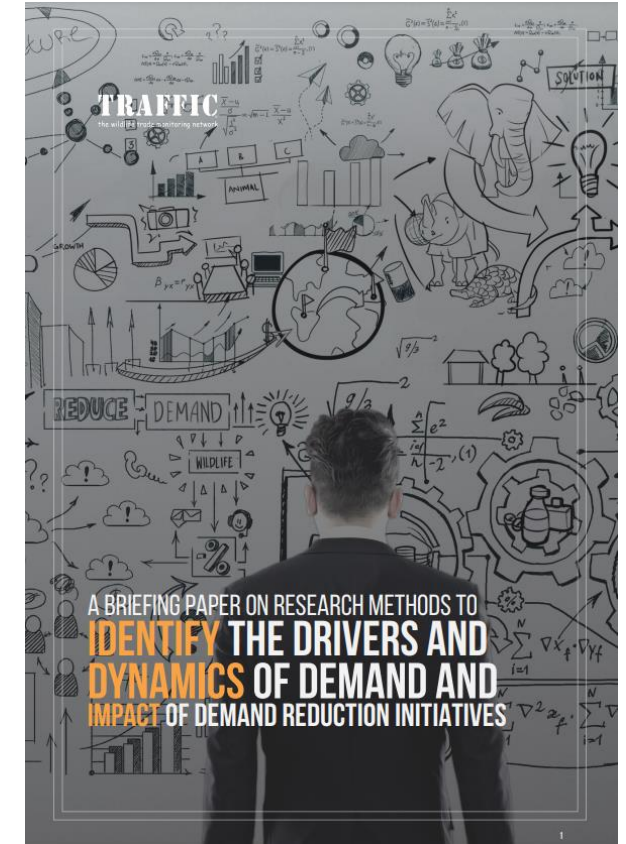
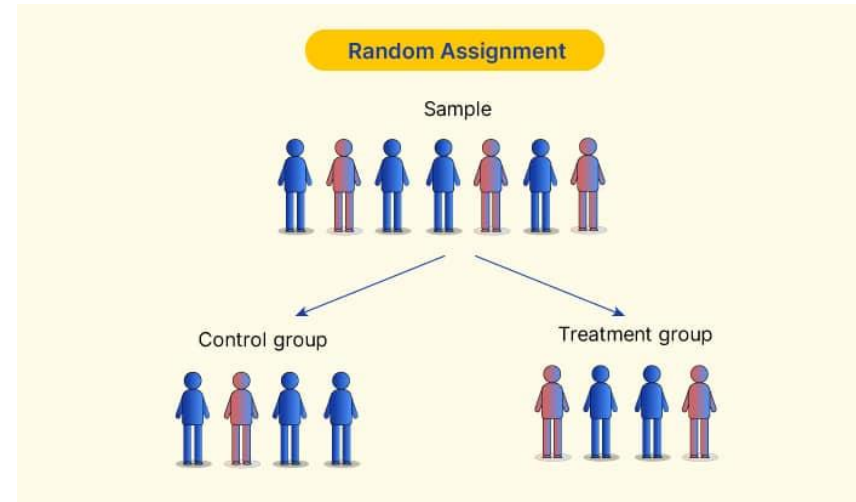


Part 2: Community Carousel: Group 4



Monitoring for Adaptive Management and Impact Measurement



https://changewildlifeconsumers.org/site/assets/files/1563/traffic_briefing_note_research_methods_to_identify_drivers_and_dynamics_of_demand_final.pdf

Part 2: Community Carousel: Group 4



DESK RESEARCH

- 1) What existing data is available around this issue?
- 2) Is the insight robust / deep enough?
Specific to the taxa and target audience for DR?
- 3) Which other stakeholders might already be working on this issue and interested to collaborate on either the research or implementation aspects?
- 4) What resources are available for baseline / formative / evaluative research (time / funds)
- 5) What specialist skills might be required and how can you source them?

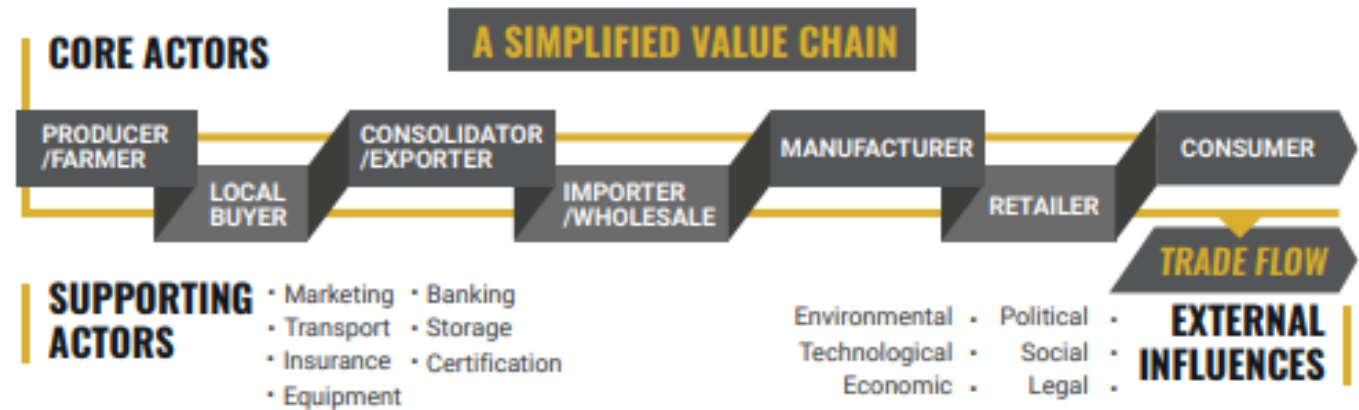
A screenshot of the CITES website page titled "Annual Illegal trade report". The page features the CITES logo at the top left and navigation links for Home, About CITES, Documents, Implementation, Topics, and News. The main heading is "Annual Illegal trade report". Below this, there is an information icon and text stating: "The Conference of the Parties in paragraph 3 in Resolution Conf. 11.17 (Rev. CoP18) on National reports: URGES all Parties to submit an annual illegal trade report by 31 October each year covering actions in the preceding year and in accordance with the report format distributed by the Secretariat, as may be amended by the Secretariat from time to time with the concurrence of the Standing Committee." This is followed by a paragraph explaining that each Party is required to submit an annual illegal trade report on all seizures for violations involving CITES-listed species, regardless of whether the seizure was made at an international border, or at domestic level for example during the search of a private or business property or during inspections at domestic markets. The annual illegal trade report is mandatory, but not subject to compliance procedures. Below this is a link to "Guidelines for the preparation and submission of the CITES annual illegal trade report" which were developed to support Parties in the compilation of their annual illegal trade reports. To the right of the text is a collage of images showing various wildlife species and a person with a rifle. Below the main text are three columns of information: "Resolutions" listing Resolution Conf. 11.17 (Rev. CoP18) on National reports, Resolution Conf. 11.3 (Rev. CoP18) on Compliance and enforcement, Resolution Conf. 18.6 on Designation and role of Management Authorities, and Decisions 18.75 – 18.76 on Annual illegal trade reports; "How to prepare and submit an annual illegal trade report?" which states that each annual illegal trade report should cover the period 1 January to 31 December of the year preceding the year in which it is submitted, and that the first annual illegal trade report for example, was due on 31 October 2017, covering data from 2016. The annual deadline for the submission of the illegal trade report is 31 October. It also mentions that Parties are encouraged to use the standard format for the CITES annual illegal trade report, and the Guidelines for the preparation and submission of the CITES annual illegal trade report, agreed by the Standing Committee, when preparing their reports. The annual illegal trade report should be submitted in electronic format (ideally using the standard format in Excel). Submission of PDF files should be avoided as these cannot be easily converted. Reports should be sent to the CITES Secretariat in Geneva, Switzerland, at reporting@cites.org, copy to info@cites.org; and "How will the data be used?" which states that unless otherwise specified by the reporting Party, the data collected in the CITES annual illegal trade report will be shared with the members of the International Consortium on Combating Wildlife Crime (ICCCWC) to allow data to be used in ICCWC global research and analysis on wildlife and forest crime. It also mentions that in accordance with the provisions of paragraph 16 in Resolution Conf. 11.3 (Rev. CoP18) on Compliance and enforcement, the Secretariat will, subject to available resources: analyse, in collaboration with ICCWC partners, the annual reports on illegal wildlife trade; share with Parties information relating to the analysis to support further enforcement activities; and submit a report at each meeting of the Standing Committee and the Conference of Parties based on the analysis and other relevant information available through ICCWC partners.

Part 2: Community Carousel: Group 4



MARKET RESEARCH

- 1) What questions will the research process specifically aim to answer?
- 2) Which physical and online locations will serve as 'indicator' markets?
- 3) What will the scope of research be (e.g., how many shops/commodities/ taxa)?
- 4) How often / frequently will research be conducted to track trends over time?
- 5) How will the data arising be stored/ used / shared with others?
- 6) What data and information can be collected? What safety considerations are there?



Part 2: Community Carousel: Group 4



SOCIAL RESEARCH

- 1) Quantitative and qualitative methods
- 2) Use of sensitive questioning techniques
- 3) Data required around what the target audience thinks; believes, feels, does:

Geographic: Understanding where they live, work, and engage in recreation.

- **Demographic:** Gender, age, income, education level, professional & civil status
- **Psychographic:** Attitudes, values, beliefs, motivations, perceptions of product ‘utility’
- **Behavioural:** What they ‘do’ – in terms of lifestyle and recreational choices, things they enjoy doing as pastimes or hobbies, other aspects of their habits that fulfil them.



	How much money is required?	How much time is required?	How much technical expertise is required	How insightful is the data
Internet search frequency	Desireable	Desireable	Manageable	Manageable
Discrete choice experiments	Manageable	Challenging	Challenging	Manageable
Social listening	Challenging	Desireable	Challenging	Manageable
Unmatched count technique	Manageable	Challenging	Challenging	Desireable
Bean method	Manageable	Manageable	Desireable	Desireable
Ballot box	Manageable	Manageable	Desireable	Desireable

■ Challenging
 ■ Manageable
 ■ Desireable

Part 2: Community Carousel: Group 4



In the draft CITES Guidance on Demand Reduction ([here](#)), Parties were invited to note the following 5 principles in relation to DR impact measurement specifically:

1. Research should go beyond reporting demand reduction initiative inputs or outreach, and evaluate **changes in target audience's knowledge, attitudes, and behaviour** (or actions)
2. Research should **compare against a baseline acquired using comparable methods, with an equivalent/ similar group of participants and conducted at comparable time and place.**
3. Research data acquired should be **analysed statistically, gained from a representative sample; standard error margins and confidence intervals should be clear** and reported.
4. Research should ideally involve **comparison between a group exposed to the intervention (the 'treatment' group) and one that was not (the 'control' group)**
5. Research should be **ethical, ensure respondent anonymity, and confidentiality, use neutral question framing, and involve any relevant specialist techniques specific to sensitive questioning.**