



SCALING UP EFFORTS TO REDUCE DEMAND FOR ILLEGAL WILDLIFE PRODUCTS

Virtual Workshop hosted by the GWP
March 30th, 2022



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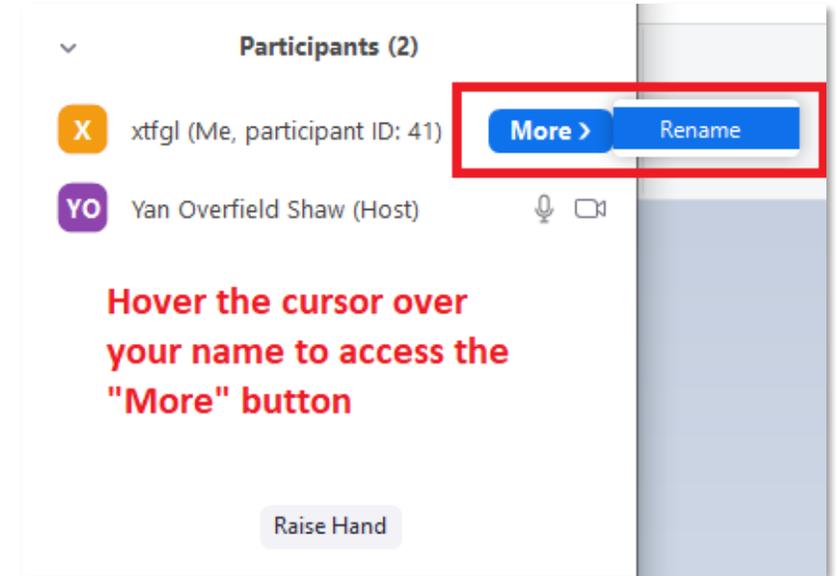
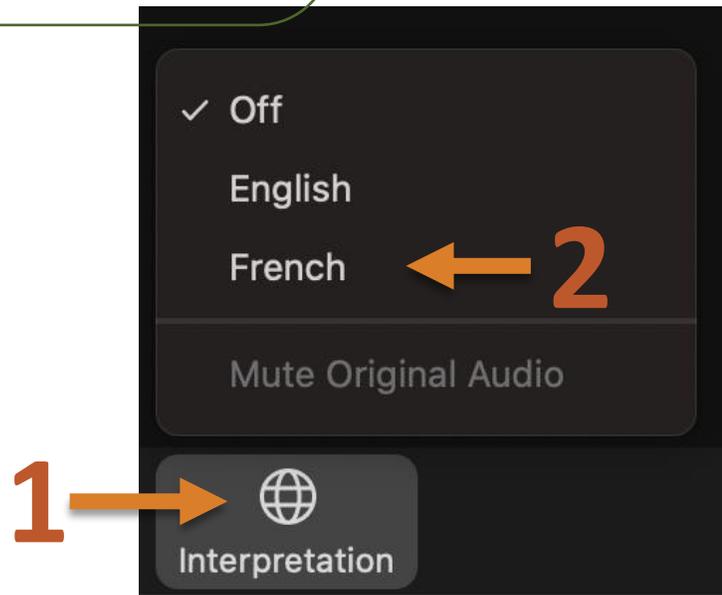
TRAFFIC

Zoom Housekeeping



Interprétation en français

1. Cliquez sur le symbole du monde.
2. Sélectionnez l'audio français.



Rename yourself on Zoom and add your **country and affiliation**

Changez de nom et ajoutez votre **pays et votre affiliation**

Zoom Housekeeping



DURING BREAK-OUT SESSIONS:
please keep **your video on** for best interaction among participants

PENDANT LES SESSION EN PETIT-GROUPS:
veuillez **garder votre vidéo allumée** pour une meilleure interaction entre les participants



GAYLE BURGESS

Behaviour Change Programme Leader,
TRAFFIC

Workshop Objectives



- **Share the consultation findings** from GWP projects' experience and expectations around approaches and actions to reduce the demand for illegally traded wildlife
- **Catalyze exchange among GWP projects and partners** around demand reduction efforts, challenges, tools, and practices
- **Help refine the type of needs and capacity support required** by GWP countries to deliver impactful demand reduction and behavior change interventions and encourage further investment including through GEF-8



Agenda



13:30-13:40 ICT	Welcome
13:40-13:50	Overview of process and purpose
13:50-14:10	Experiences and insights from GWP projects
14:10-14:30	Breakout Group discussions
14:30-15:00	Community Carousel 1
15:00-15:15	Refreshment and comfort break
15:15-15:45	Community Carousel 2
15:45-16:00	Plenary reflections
16:00-16:40	External experts: Case studies and resource showcase
16:40-16:55	Plenary discussion and reflection on the type of support GWP projects desire
16:55-17:00	Next steps and closing remarks

Outline of Process and Purpose



➤ **Your inputs will be valuable** in helping us identify how we can support you to apply demand reduction (DR) approaches



➤ **What is 'Demand Reduction'?**
In GWP, this focuses on **consumers of, and end-markets for, illegal wildlife products**



- Over **7,000 species** of animals and plants **are traded illegally**
- Recent focus for DR effort has been on pangolins, pachyderms and big cats, but many other taxa could benefit

➤ The approaches and tactics involved could [/should] be applied at other parts of wildlife trade routes and with other IWT actors



➤ Please take the opportunity to talk to each other, share insights and think about what would help you best to deliver this important work



What techniques would you use to deliver Demand Reduction?

Quelles techniques utiliseriez-vous pour assurer la réduction de la demande?

- A) Awareness-raising / *Sensibilisation*
- B) Behaviour change / *Changement de comportement*
- C) Law enforcement / *Application de la loi*
- D) All of the above / *Toutes ces réponses ci-dessus*



Zoom Poll Results Within Wider Reference Points



CITES emphasises the importance of “**well-targeted, evidence-based, species-specific, country-specific demand reduction campaigns to more effectively bring about behaviour changes**”, and recognises that:

“It is critical that Parties understand the difference between well-targeted demand reduction strategies using behaviour change, and mass campaigns to raise awareness of the plight of endangered species and the various negative impacts of poaching and wildlife trafficking. Although both approaches have their merits, **the former is more imperative to effectively address demand for illegally sourced wildlife products.**”

CoP18 Inf. 4 clause g) [P2].

<https://cites.org/sites/default/files/eng/cop/18/inf/E-CoP18-Inf-004.pdf>

Presentation of Consultant Findings



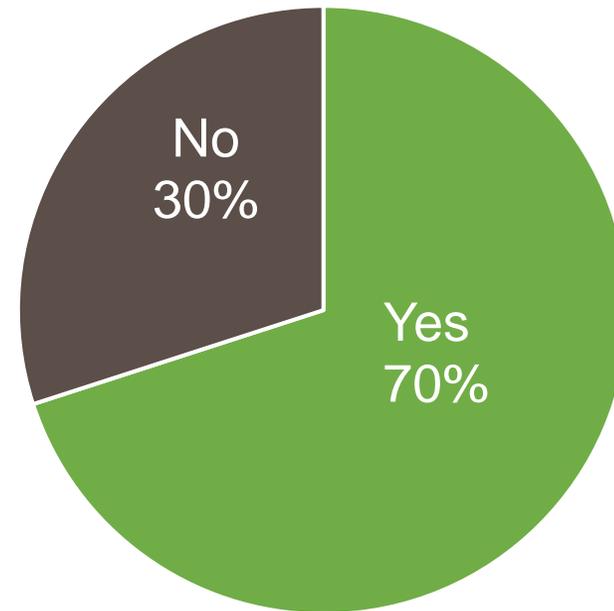
Sarah Ferguson

GWP Consultant

- Quantitative Surveys were sent to 36 protect teams and 19 were returned in English, French, and Spanish
- 6 Follow-up interviews



Q1- Did you conduct a demand reduction campaign?*



** One country checked both 'yes' and 'no' and completed both sections of the questionnaire*

Demand reduction as a means to combat wildlife trafficking?



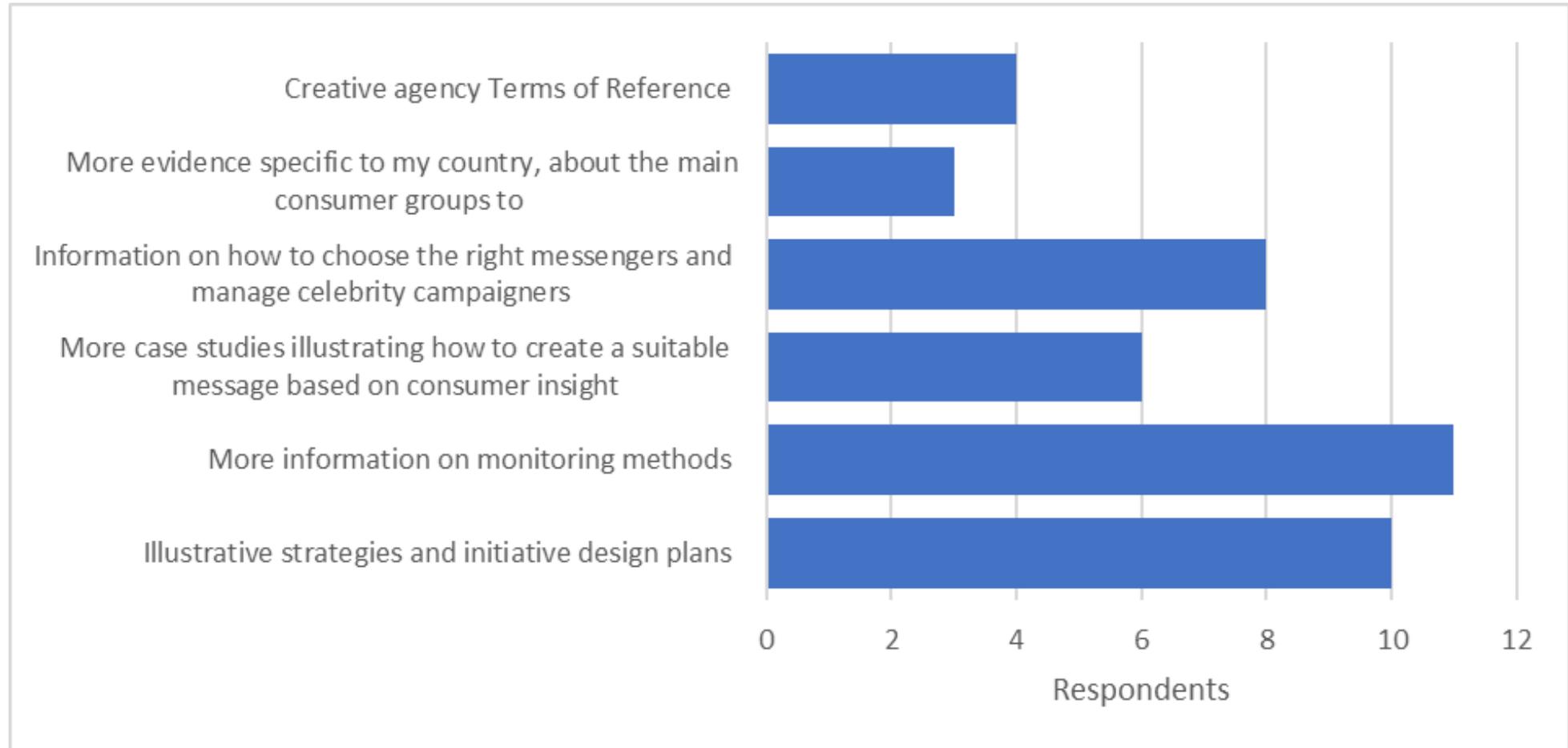
- 19/19 Respondents answered 'yes' because reduced demand means reduced supply
- All respondents also noted that demand reduction is not without its challenges
- "Yes, but this requires significant investments in the medium or even long term"

Benefits to conducting a demand reduction initiative



- Increases wildlife populations
- Improves community engagement
- Successful techniques can be replicated
- Increases in environmental education
- Allows for collaboration with partners
- Increases in scientific knowledge of wildlife
- Influences decision makers to take action
- Reduces the threat to the species
- Enhances coordination between countries
- Helps with law enforcement

What are key gaps that practitioners need to know more about?



Communications

- Social media is constantly changing – limited capacity to create “hip” and “viral” content
- Complicated messages aren’t easily understood, but simple messages won’t be attractive to target audience
- Products (e.g. wild meat) have complicated legal structures making it difficult to develop messaging and convince government and public stakeholders

Tools and Materials

- M&E for activities with similar demand reduction activities going simultaneously?
- Need baseline information on wildlife trafficking
- Project start-up phase is more intensive for the implementing agency and more understanding of this stage is needed
- Difficulty in measuring change in demand from baseline to endline

Trainings and capacity building

- Frequent staff turnover requires continued training and sensitization
- Even long-term staff need capacity development

Force majeure

- COVID-19 restrictions/ cancellations – need to understand how to be creative and adapt to the unexpected

Resources

- Financial, human, materials are often lacking
- Limited resources = limited initiatives and staff
- Limited resources = limited evidence base
- Sustainability challenges – how to ensure demand remains reduced after a project ends?

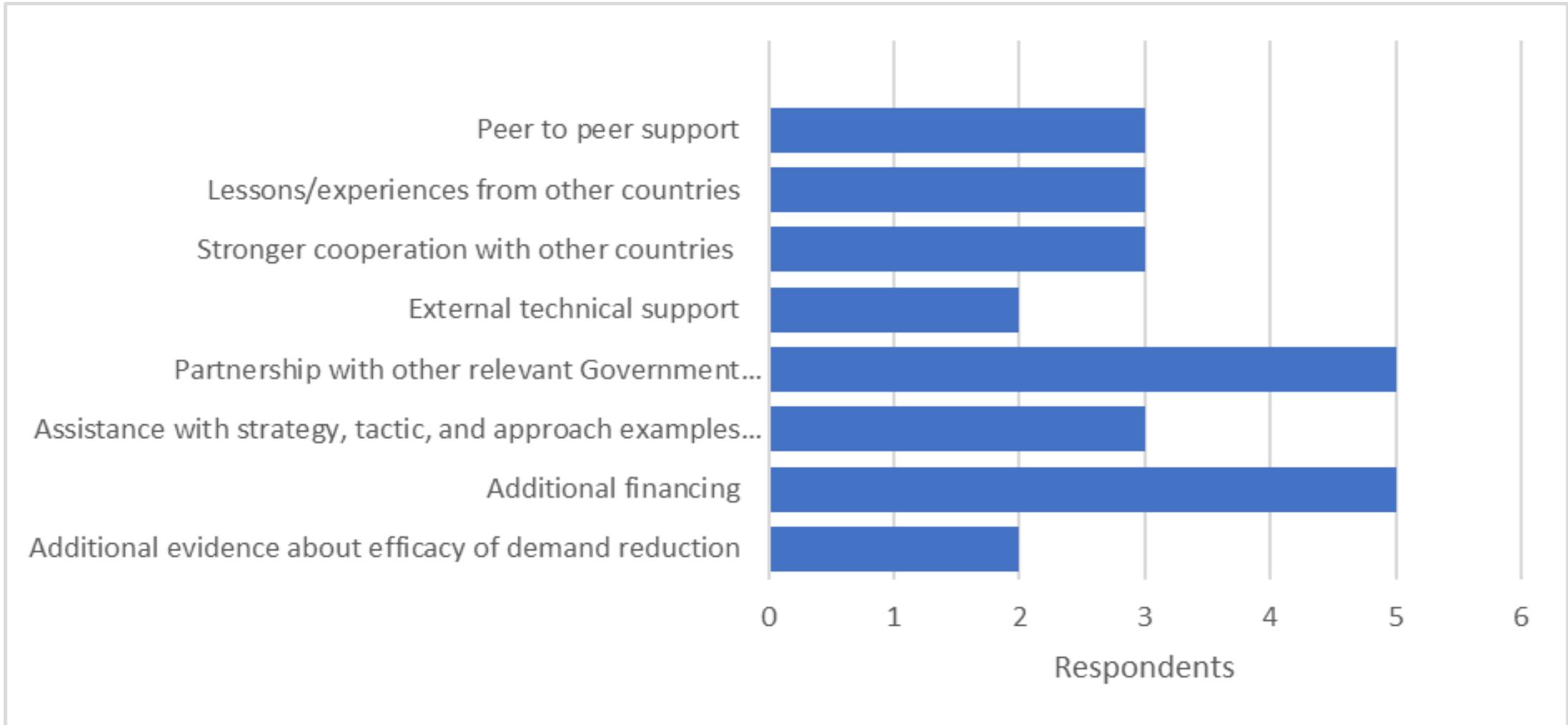
Training and capacity building

- Emergence of new actors, e.g. transnational corporations and consumers overseas
- Lack of understanding of consumer motivations to support initiatives that change behavior
- Lack of technical expertise to conduct relevant valuation studies and consumer research

Other

- Entrenched cultural practices (e.g. wild meat, traditional medicine)
- Belief that DR is ineffective compared to penalties and prosecutions
- Seen as a supply-side answer when the issues are source issues
- Communication initiatives are expensive without proven effectiveness
- For wild meat:
 - Populations won't accept substitute proteins
 - Revenue sources to low-income people will be lost

What would help you overcome any barriers?



Communications

- Social media marketing support
- Training on new forms of social media to engage more people
- Training in editing software
- Skills to develop simple but effective messages
- Innovative messaging approaches and how to access hard to reach target audiences
- Effective targeted messaging for events, commemoration days, etc

Tools and materials

- Knowing available materials and tools
- Develop a strategic plan and exit strategy
- Tools to improve understanding of what drives consumer behavior to design appropriate initiatives to change that behavior and create new behaviors
- Targeted awareness and information materials on consumer groups and key segments
- Guidance on evaluation and measuring impact
- Guidance on adaptive management

Trainings and capacity building

- Walk through of how to conduct a needs assessment study
- Strategies for approaching public figures and influencers to increase engagement
- Capacity building on innovative approaches to demand reduction and how to access target audiences
- Training on conducting research on consumer buying behavior
- Training on executing an effective behavior change communication strategy
- Build capacity of national and local implementing partners

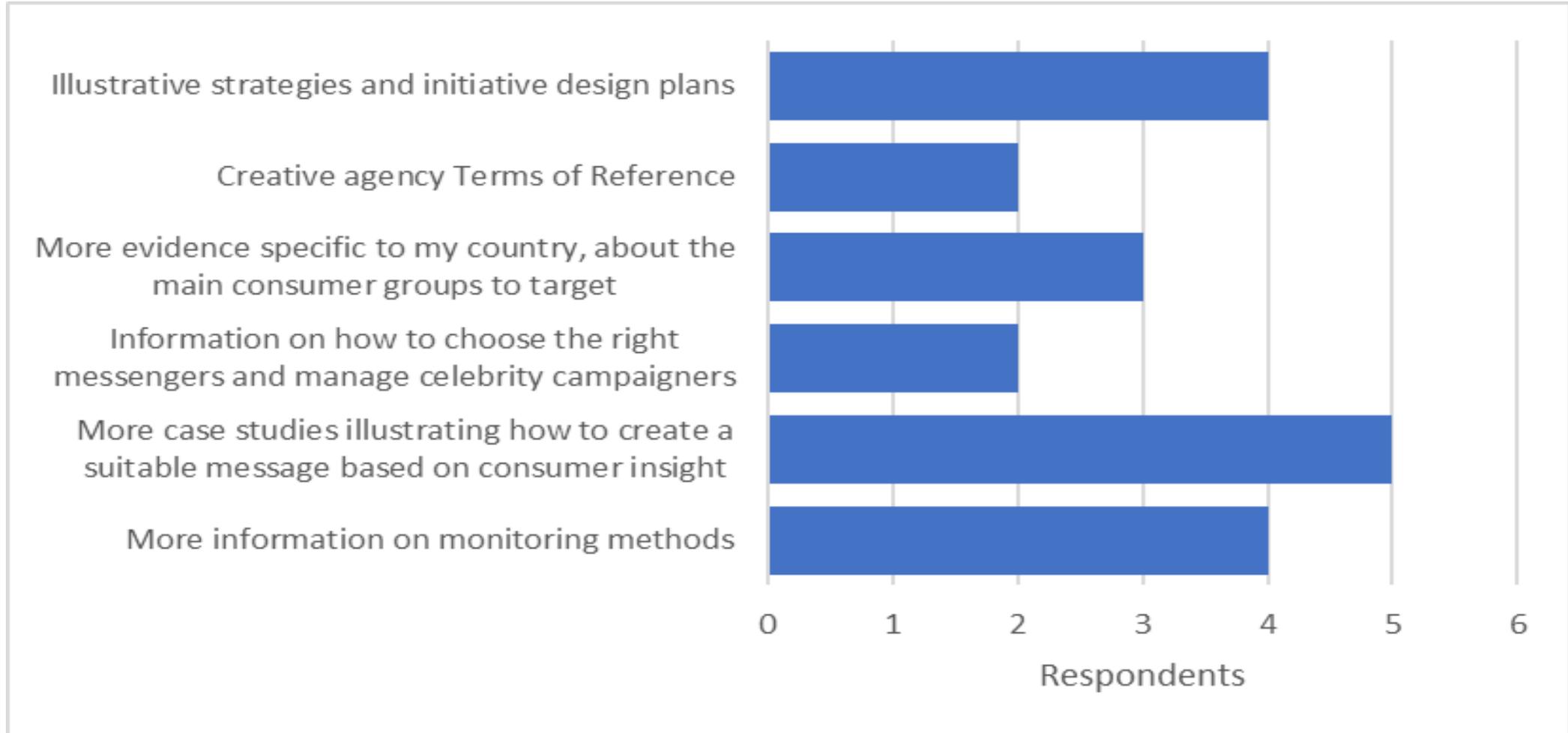
Resources

- Sufficient funds for coordination, equipment, reaching hard to reach target audiences
- Human resources / resource person(s) with the requisite knowledge, skills and experience
- Long-term projects

Partnerships

- GWP networking and learning from other GWP countries on lessons and best practices
- International workshops and conferences to share experiences

What are key gaps that practitioners need to know more about?



Top themes: community carousel



- Message creation based on insights from consumer research
- Message dissemination: Using new forms of social media
- Mechanisms: Reaching the hardly (rather than hard-to) reach
- Monitoring for adaptive management & impact measurement

Any points of clarification for Sarah?



What did you think?

One experience or insight that really resonates

Une expérience/conception qui résonne vraiment

One recommendation that could be added

Une recommandation qui pourrait être ajoutée

- ✓ We will run **five breakout groups for 10 mins**
- ✓ **You will be randomly assigned** into these groups (French speakers will join one group)
- ✓ One person from each group please put **key points** on Mural (link in the chat box)
- ✓ **Be prepared to share back during plenary**



Part 1: Community Carousel



Based on the themes as areas of interest for further support... **over to you!**

- Opportunity to share (~25 mins) your perspectives, experience and any insights
- 'Top tips' rather than in-depth tuition or analysis

Part 1 themes

- 1) Message creation:** Based on insights from consumer research
- 2) Message dissemination:** Using new forms of social media



Part 1: Community Carousel

Key talking points

- 1) Any skills or experience you can share on this topic / Toute compétence ou expérience que vous pouvez partager sur ce sujet
- 2) The skills or experience you require much more insight around for this topic / Les compétences ou l'expérience dont vous avez besoin pour approfondir ce sujet

Community Carousel

Group 1

Message creation based on insights from consumer research
Création de messages sur la base des résultats des études de consommation

Post your comments:

The skills or experience you require much more insight around for this topic
Les compétences ou l'expérience dont vous avez besoin pour approfondir ce sujet.

Any skills or experience you can share on this topic
Toute compétence ou expérience que vous pouvez partager sur ce sujet.

Group 2

Message dissemination: Using new forms of social media
Diffusion de messages : Utilisation des nouvelles formes de médias sociaux

Post your comments:

The skills or experience you require much more insight around for this topic
Les compétences ou l'expérience dont vous avez besoin pour approfondir ce sujet.

Any skills or experience you can share on this topic
Toute compétence ou expérience que vous pouvez partager sur ce sujet.

M U R A L

Part 1: Community Carousel Breakout Groups

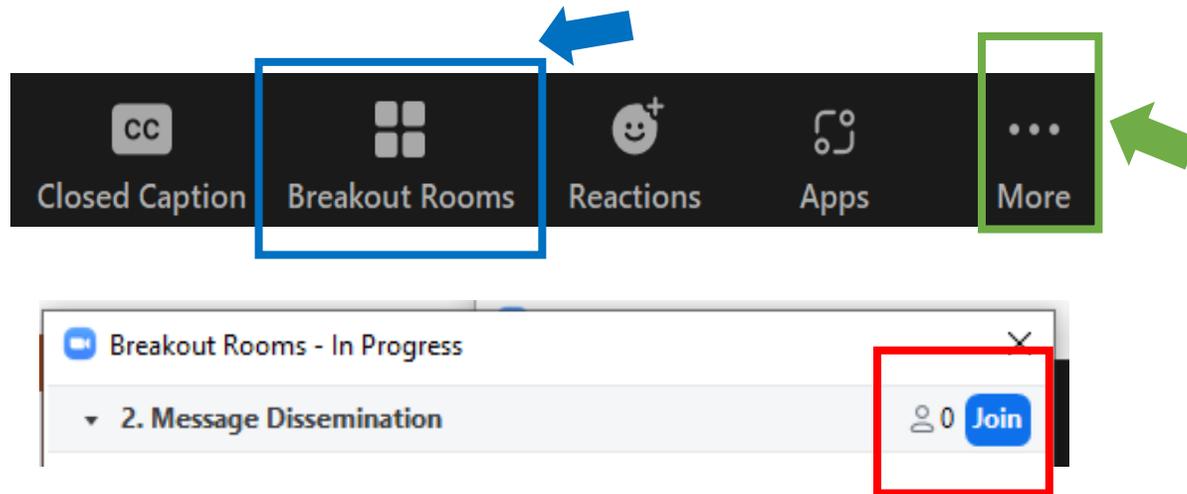


Group 1 theme: **Message creation based on insights from consumer research**
Création de messages sur la base des résultats des études de consommation

Stay in Plenary / Séjour en plénière
With French interpretation
avec interprétation en français

Group 2 theme: **Message dissemination: Using new forms of social media**
Diffusion de messages: Utilisation des nouvelles formes de médias sociaux

Join the Breakout Room
No interpretation available



1. Click **Breakout Rooms** in your meeting controls / Cliquez sur *Breakout Rooms* dans les commandes de votre réunion
2. If you don't see the icon, click **More** and select **Breakout Rooms** / Si vous ne voyez pas l'icône, cliquez sur *Plus* et sélectionnez *Breakout Rooms*.
3. Click the **Join** button next to Breakout Room 2 "Message dissemination" / Cliquez sur le bouton *Joindre* à côté de la salle de réunion 2 "Diffusion de messages"

BREAK



We will be back

Part 2: Community Carousel



- Opportunity to share (~25 mins) your perspectives, experience and any insights
- ‘Top tips’ rather than in-depth analysis

Part 2 themes

Mechanisms: Reaching the hardly (rather than hard-to) reach / *Atteindre les personnes difficilement (ou pas du tout) accessibles*
[Plenary]

Monitoring for adaptive management & impact measurement / *Suivi pour la gestion adaptative et la mesure de l'impact*

The image shows two vertical cards for a community carousel. The left card is for 'Group 3' and the right is for 'Group 4'. Both cards have a header with the group name and a magnifying glass icon. Below the header is a title bar with the theme name in English and French. The main body of each card contains a prompt to 'Post your comments:' followed by a question in English and French. At the bottom of each card is a decorative graphic of several small, colored squares (purple, yellow, green, blue, pink, white) arranged in a cluster.

Group 3 🔍

Mechanisms: Reaching the hardly (rather than hard-to) reach
Atteindre les personnes difficilement (ou pas du tout) accessibles

Post your comments:

The skills or experience you require much more insight around for this topic
Les compétences ou l'expérience dont vous avez besoin pour approfondir ce sujet.

Any skills or experience you can share on this topic
Toute compétence ou expérience que vous pouvez partager sur ce sujet.

Group 4 🔍

Monitoring for adaptive management & impact measurement
Suivi pour la gestion adaptative et la mesure de l'impact

Post your comments:

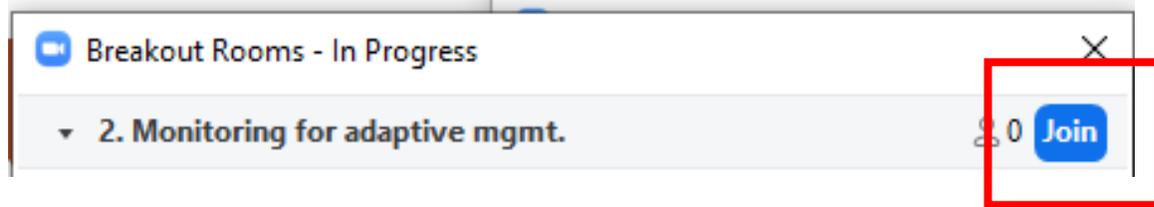
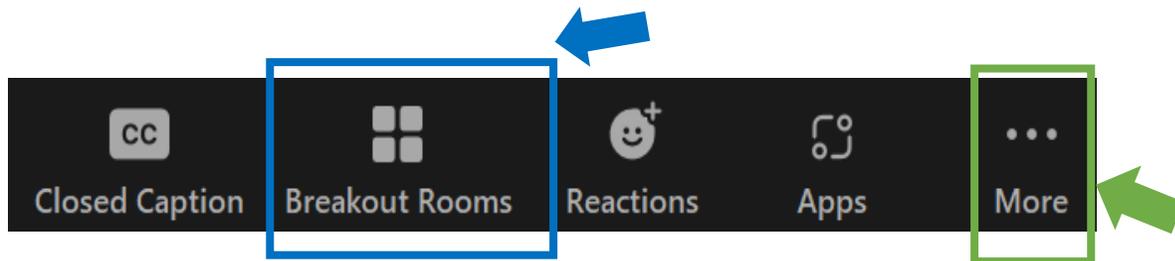
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Part 2: Community Carousel Breakout Groups



Group 3 theme: Mechanisms: Reaching the hardly (rather than hard-to) reach <i>Atteindre les personnes difficilement (ou pas du tout) accessibles</i>	Stay in Plenary/ <i>Séjour en plénière</i> With French interpretation <i>avec interprétation en français</i>
Group 4 theme: Monitoring for adaptive management & impact measurement <i>Suivi pour la gestion adaptative et la mesure de l'impact</i>	Join the Breakout Room No interpretation available



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3. Click the **Join** button next to Breakout Room 2 "Message dissemination" / *Cliquez sur le bouton Joindre à côté de la salle de réunion 2 "Diffusion de messages"*

- One thing you learned and might try (**how**)
- One thing you will discuss further with others (**who**)
- One thing you think is impractical for your project (**why**)
- Anything on Mural that you would like to hear more about? (**what**)
- Any reflections on how GWP can help you? (**when**)



Beyond Conservation: Communication Campaigns that Change Behavior



Ms. Madeline Croucher

Consulting Director, Behavioural Science,
Ogilvy

Communicating Biodiversity - Linking Consumption and Biodiversity



Ms. Ulrike Knörzer

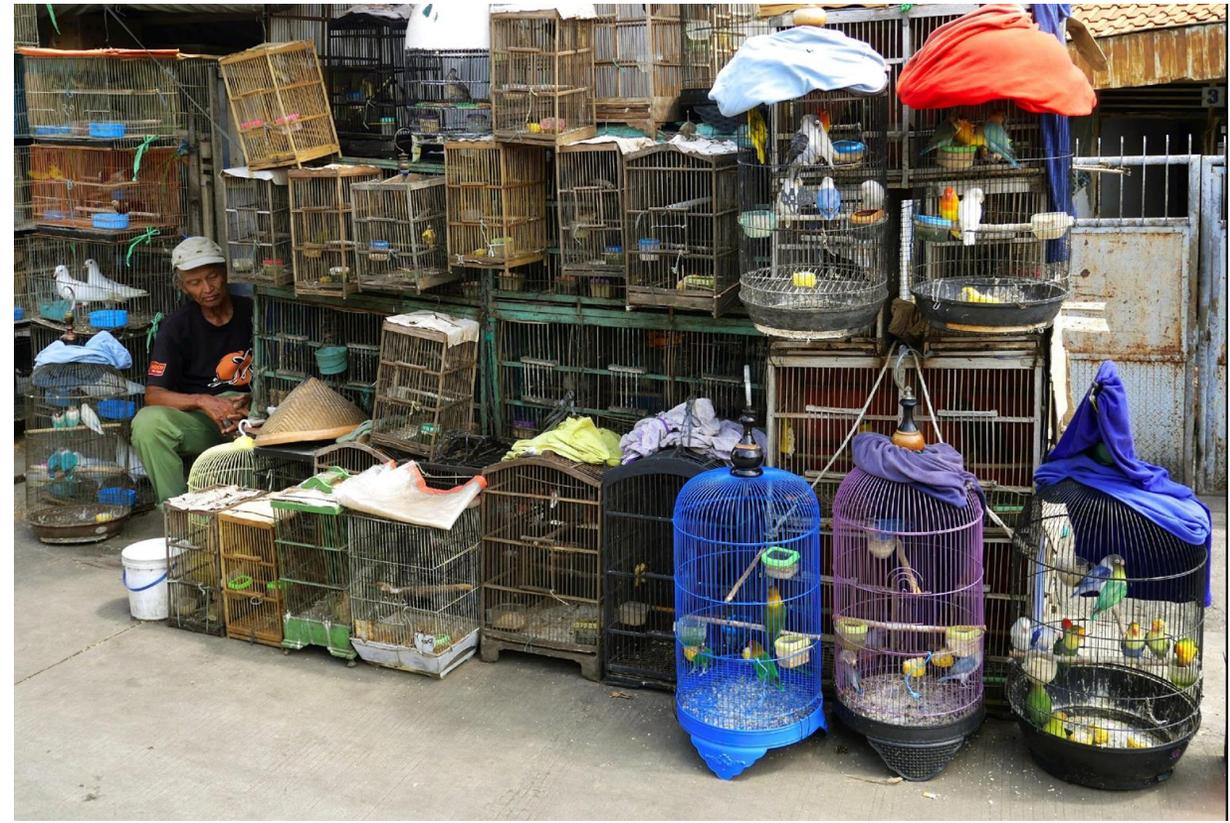
Sustainable Consumption
Analyst, Adelphi



What format would you prefer for support and content on these topics?



- **Knowledge products** (e.g., courses, case study compendia, research analyses, templates)
Outils de connaissance (par exemple, cours, recueils d'études de cas, analyses de recherche, modèles)
- **GWP knowledge exchange** (e.g., further peer exchange, GWP reduction practitioners' group)
Soutien (par exemple, possibilités d'échange entre pairs, groupe de praticiens pour la réduction du PRP)
- **Professional / expert support** (e.g., opportunities for 1:1 surgeries and strategy advice)
Soutien expert (par exemple, possibilités de consultations individuelles et conseils stratégiques)
- **Others/ autres** - Please paste in chat



Thank you! Merci!

