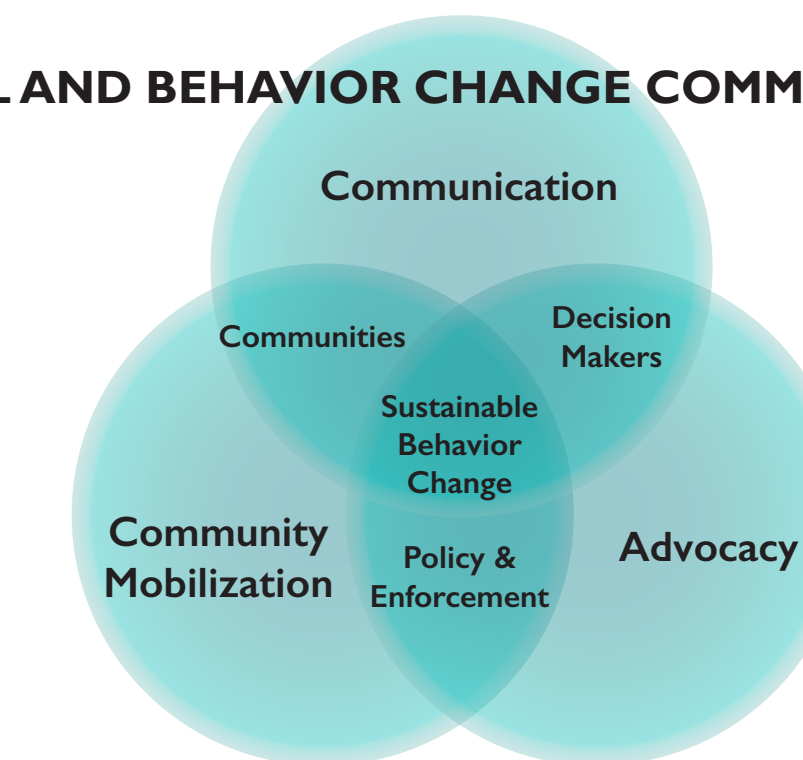


“Beautiful Without Ivory” Campaign



USAID WILDLIFE ASIA (THAILAND)

DEMAND REDUCTION APPROACH

DESIRED BEHAVIOR CHANGE



TARGET AUDIENCES

Those who use ivory jewelry and accessories due to its perceived beauty

Affluent urban women in their 20s or older who have families and careers, and have regular access to internet and social media

Key Messages

“True Beauty Does Not Need Ivory”

“Ivory Is Never Beautiful and Never Acceptable”



LEARNING AND ADAPTING

Learning Questions

Will changes in social norms decrease levels of
(1) desire and/or
(2) consumption of wildlife parts or products among target audiences? How?

HOW ARE WE MEASURING CHANGING DEMAND?

- Percent of target population that report decrease in using ivory products
- Percent of target population that report reduced intent to purchase ivory products
- Increase in social unacceptability towards ivory product use

HOW ARE WE ADAPTING AND LEARNING?

- Midterm research will be conducted in April/May 2020 to determine whether the campaign is changing attitudes, perception of social acceptability and intent to purchase ivory
- Findings will be used for adaptive management
- Campaign media dissemination is using outdoor ads and digital media (from October 2019 to March/April 2020).

Formative Research to Inform Approach

2018 USAID Wildlife Asia Quantitative and Qualitative Study of Consumer Demand for Wildlife Products in Thailand

- A major driver of ivory demand is perceived aesthetic value
- Ivory jewelry “makes people feel beautiful, well-dressed, and shows good taste”
- Consumer demographics

Focus-group discussions to test SBCC approaches

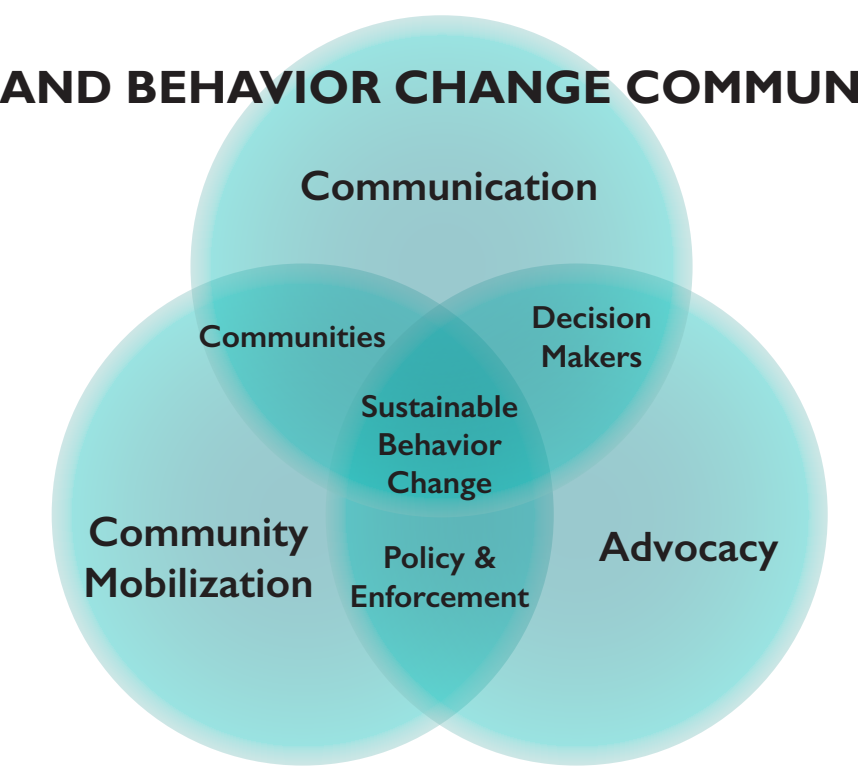
- “Small beauty creates great loss”: aimed to undermine the perception of purity of ivory
- “True beauty does not need ivory”: aimed to affirm beauty without the need for ivory accessories

Messaging Platforms

Short videos and key visuals distributed on social media and the internet



“No Ivory No Tiger Amulets” Campaign



USAID WILDLIFE ASIA (THAILAND)

DEMAND REDUCTION APPROACH

DESIRED BEHAVIOR CHANGE

Decrease use of ivory and tiger parts for spiritual purposes

Decrease intent to buy ivory and tiger parts for spiritual purposes

Increase social unacceptability of use of ivory and tiger parts for spiritual purposes



TARGET AUDIENCES

Those who desire to buy and use ivory and tiger parts and products motivated by beliefs in the power of these products to bring good luck or ward off evil

Typically 30-49 year-old, well-educated, affluent men and women, married with kids

Key Messages

“Can Ivory / Tiger Fang Really Protect You?”

“Stop Buying, Stop Using Products made from Tiger Parts and Elephant Ivory”



LEARNING AND ADAPTING

Learning Questions

Will changes in social norms decrease levels of (1) desire and/or (2) consumption of wildlife parts or products among target audiences? How?

HOW ARE WE ADAPTING AND LEARNING?

- Media dissemination of the campaign is planned for early 2020 using outdoor ads and digital media
- A midterm evaluation will be conducted in April/May 2020 to determine whether the campaign is changing attitudes, perception of social acceptability and intent to purchase ivory and tiger products
- Findings of this study will be used to adapt the campaign to improve efficacy

HOW ARE WE MEASURING CHANGING DEMAND?

- Percent of target population that report decrease in using ivory and tiger products
- Percent of target population that report reduced intent to purchase ivory and tiger products
- Increase in social unacceptability towards ivory and tiger product use

Formative Research to Inform Approach

Wildlife Asia conducted consumer research in Thailand in 2018

- The study investigated consumer demographics and found that 2 and 1 percent of the adult urban population owns and uses ivory and tiger products respectively
- A major driver of consumption are strongly held beliefs in the power of elephants and tigers to bring good luck and prevent bad fortune, which are handed down from elders and spiritual leaders
- Many amulet users do not associate their actions with the killing of elephants and tigers

Messaging Platforms

Digital and outdoor ad campaign

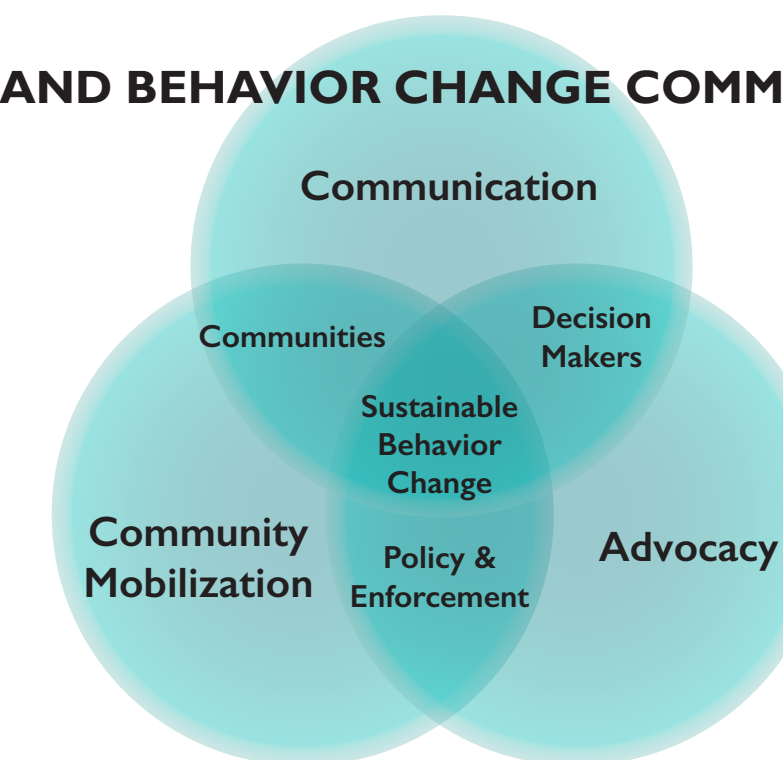




Wildlife Protection Law Campaign

USAID WILDLIFE ASIA (CHINA)

SOCIAL AND BEHAVIOR CHANGE COMMUNICATION



DEMAND REDUCTION APPROACH

DESIRED BEHAVIOR CHANGE

Enhance awareness of the Wildlife Protection Law and Ivory Ban – enacted in 2017 and 2018 respectively

Increase the perception of serious consequences from violating the Wildlife Protection Law regarding tiger, elephant, rhino, and pangolin



TARGET AUDIENCES

PRIMARY

Existing and potential consumers of ivory, pangolin, rhino horn, and tiger for gifting, medicinal, or food purposes

SECONDARY

The broader population, to build awareness of the Wildlife Protection Law, and the importance of monitoring and reporting crimes

Formative Research to Inform Approach

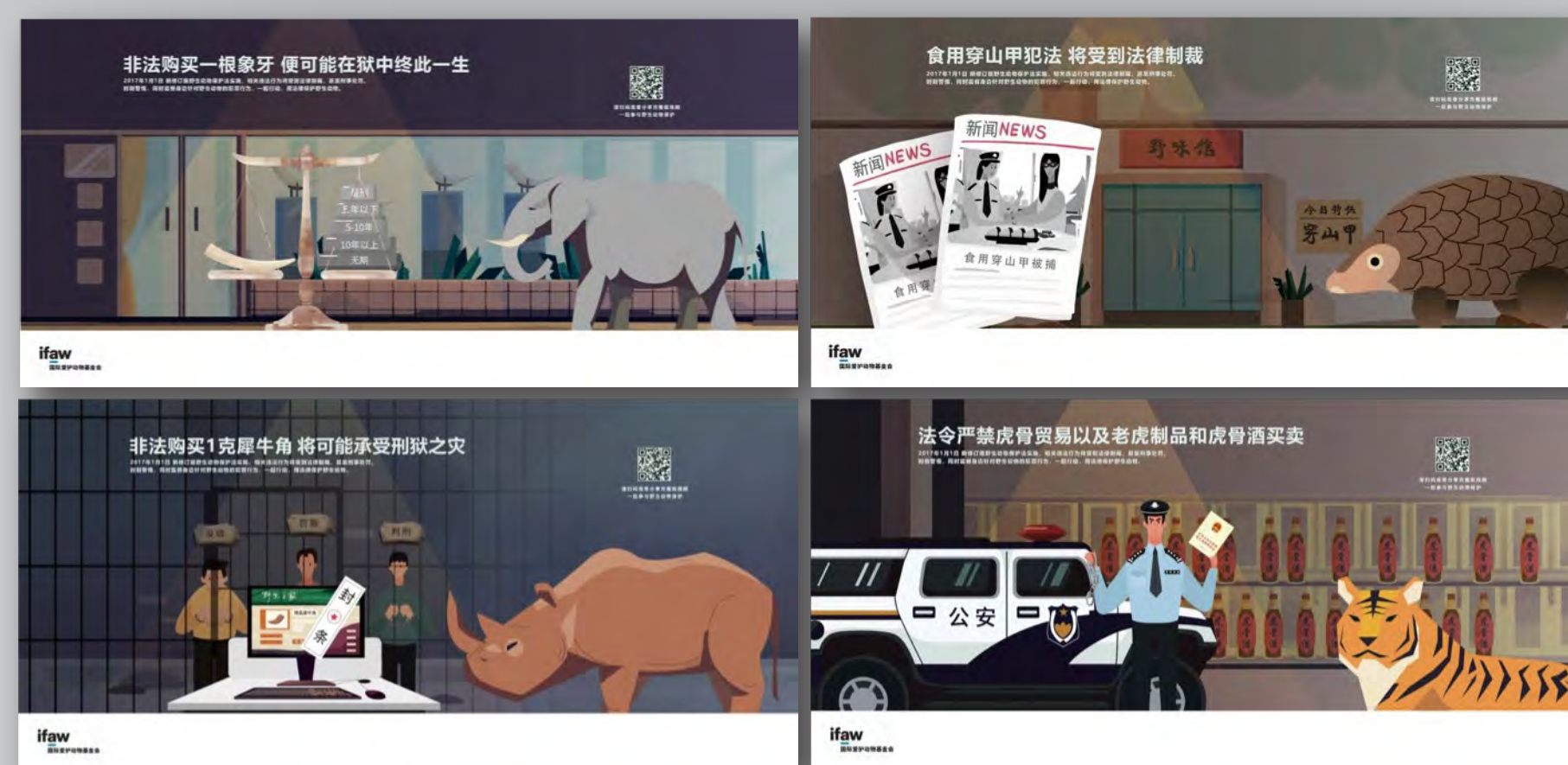
Wildlife Asia 2018 Research Study on Consumer Demand for Elephant, Pangolin, Rhino, and Tiger Parts and Products in China

- Only 48 percent of respondents had heard of the Ivory Ban, and 44 percent had heard of the Wildlife Protection Law
- Socio-political context in China: awareness of the personal risks and penalties associated with breaking laws is an important determinant of behavior

Key Messages

WILDLIFE PROTECTION LAW
There will be serious consequences if you violate provisions of the Wildlife Protection Law regarding tiger, elephant, rhino and pangolin

IVORY BAN
The price of ivory has been dropping and it is unwise to invest in ivory products

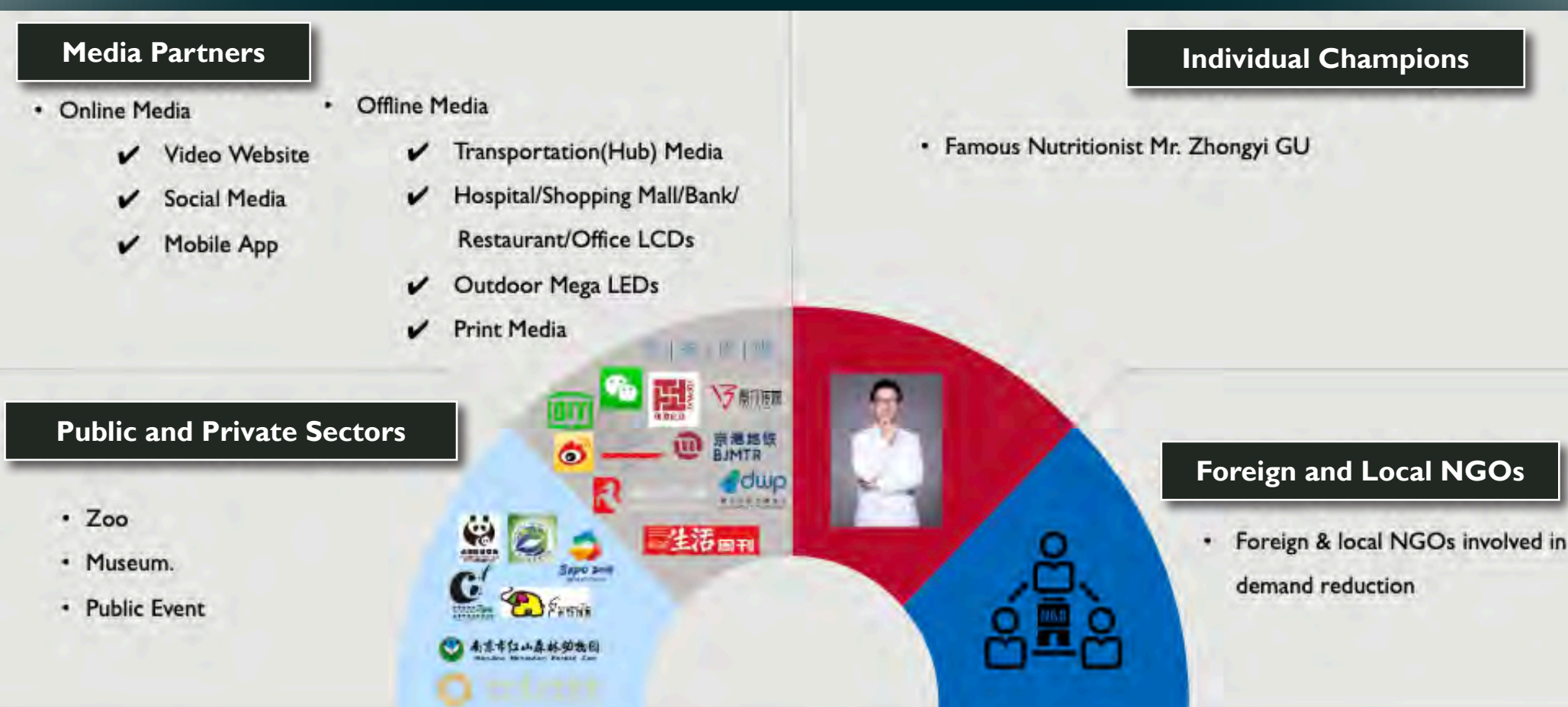


Messaging Platforms

Online Media: videos, social media, apps

Offline Media: Ad spots in transit, malls, museums, and public events

Individual Champions



LEARNING AND ADAPTING

Learning Questions

Is awareness of wildlife-related laws and regulations associated with levels of

- (1) desire or
- (2) consumption of wildlife parts or products?

HOW ARE WE MEASURING CHANGING DEMAND?

October 2018 online survey conducted after 6 months of campaign implementation

- Self-reported knowledge of the Wildlife Protection Law – 76 percent agreed that the campaign increased their general knowledge of the law
- Willingness to warn family and friends of the risks associated with consuming illegal wildlife products – 57 percent reported the campaign increased willingness to warn
- Willingness to report wildlife crimes – 57 percent reported that the campaign increased willingness to report

Midterm research in 2020 will determine the campaign's impacts on attitudes, perception of social acceptability and intent to purchase

- Percent of target population that report decrease in using parts and products made of tiger, pangolin, elephant and rhino
- Percent of target population that report reduced intent to purchase parts and products of focal species
- Increase in social unacceptability towards use of parts and products of focal species

HOW ARE WE ADAPTING AND LEARNING?

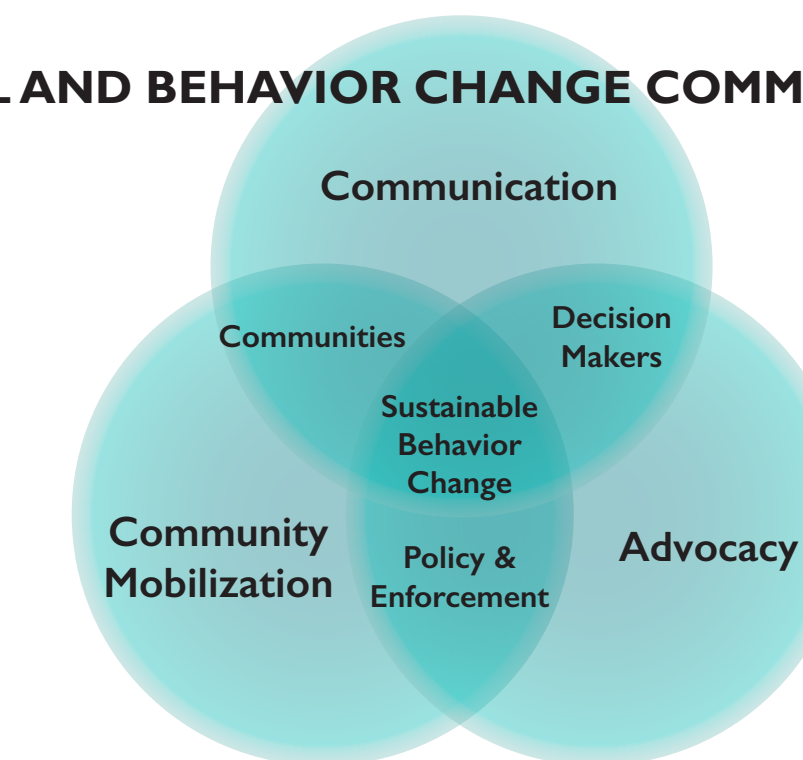
Based on consumer research and surveys that showed travel outside the mainland is a major channel for purchasing wildlife parts and products

- We narrowed the primary target audience to outbound travelers and consumers in Guangdong province
- Targeted Guangzhou, the city with the lowest awareness of the Wildlife Protection Law (16 percent)

Midterm research will further inform whether the campaign is changing attitudes, perception of social acceptability and intent to purchase wildlife parts, and the results will inform adaptive management



MakMak Blue-naped Parrot Campaign



USAID PROTECT WILDLIFE (PHILIPPINES)

DEMAND REDUCTION APPROACH

DESIRED BEHAVIOR CHANGE

Reduction in pet ownership among locals in Palawan, Philippines of blue-naped parrots as a result of improved attitudes towards conservation and increased participation in conservation activities

TARGET AUDIENCES

PRIMARY
Men and women, 22-55 years old, households from lowland and upland communities of Brooke's Point, Southern Palawan

SECONDARY
School children and Barangay officials (village officials)

Formative Research to Inform Approach

- KAP research
- Data from wildlife law enforcement
- Rare approach to "Pride Campaigns"
- A study on the blue-naped parrot population (to be implemented)

Key Messages

Wildlife has greater benefits to us when it is wild and alive

The blue-naped parrot is a protected species and taking it as a pet is illegal

The blue-naped parrot as well as other wild birds help seed trees, which in turn benefits us with clean water (watershed protection) and protection from calamities like flooding (soil erosion)

Protecting the forest and its wildlife is a step towards protecting our future



Messaging Platforms



Social media (FB page); campaigning using the blue-naped parrot mascot as its main "spokesperson"

I PLEDGE to protect wildlife

mas makulay mas mayaman ang kagubatan kapag #maka'yosi-MakMak



LEARNING AND ADAPTING

Learning Questions

- Will the creation of the blue-naped parrot as an engaging "public figure" help shift attitudes about wildlife pet ownership in the municipality?
- Will engaging the local public in regular conservation activities contribute to a reduction in demand for illegal wildlife products in the municipality?
- Are intrinsic incentives (such as pride, responsible citizenship, being loved and respected by the family, etc.) sufficient to help lower demand and/or deter local wildlife crime in rural municipalities like Brooke's Point?

HOW ARE WE MEASURING CHANGING DEMAND?

- Social Proof: Public pledges/ commitments (looks at intent to act)
- Wildlife law enforcement data (apprehensions, reports, etc.)
- KAP measurement by May-June 2020

HOW ARE WE ADAPTING AND LEARNING?

- Shifting the framing of messages
- Creating additional messages
- Developing more tools/campaign collateral for different audiences
- Engaging the municipality on wildlife law enforcement
- Working with the Protected Area Management Unit to reinforce messages and implement additional activities under a separate protected-area campaign
- Conducting polls and promotions on the campaign FB page (to be implemented)

Lessons Learned

- Demand reduction is challenging when there are no alternatives/economic substitutions offered to those participating in poaching activities
- Wildlife law enforcement must be willing to treat equally the local pet owner, "small-time" collector, and the larger (cartel-level) collectors and traders for the perception of risk and penalty to work as a deterrent
- Leveraging love and wonder for biodiversity can bring a community together and build momentum for larger action
- Explore how different gateway behaviors can help nudge people towards larger actions that impact the conservation result in a more meaningful way



Saving Species SBCC Campaign

SOCIAL AND BEHAVIOR CHANGE COMMUNICATION



USAID SAVING SPECIES (VIETNAM)

DEMAND REDUCTION APPROACH

DESIRED BEHAVIOR CHANGE

- Functional:** Reduce consumer demand for the consumption of rhino horn and pangolin scale for medical purposes
- Emotional:** Reduce consumer demand for the consumption of pangolin meat and ivory as a display of wealth and social status



TARGET AUDIENCES

Rhino: Affluent men between 35-39 years old who travel outside Vietnam who see rhino horn as having medicinal benefits that justify the cost

Pangolin: Affluent men between 35-39 years old who travel outside Vietnam more frequently than the average population

Elephant: People with a similar age and gender profile to the general population, but are wealthier and travel outside the country more frequently

Formative Research to Inform Approach

- USAID Vietnam-commissioned 2018 study on consumer demand for rhino, elephant, and pangolin parts in Vietnam
- Consumer demographics
 - Attitudes, values, motivations, and behaviors of those who use and intend to use wildlife products

Key Messages

Note: The creative concepts are currently in the inception phase. They will be tested against various criteria, including **attention, acceptability, comprehension, persuasion, and cultural appropriateness**

FUNCTIONAL TEST CONCEPTS

“Wise choice for a healthy body. Don’t use illegal wildlife products!”

“Using rhino horn to cure disease is a blind belief. Be wise for the health of your loved one!”

EMOTIONAL TEST CONCEPTS

“Buy one ivory or pangolin, get one karma”



LEARNING AND ADAPTING



Learning Questions

The SBCC component of USAID Saving Species is still in the concept-testing phase, and we are scoping how to best evaluate the approach. Our learning questions related to demand reduction are:

- What are the triggers for moving the target audience through each stage of behavior change?
- What are the most effective behavior change channels (mass media vs face-to-face)?
- As social acceptability of wildlife consumption decreases, do survey methods (e.g. self-reported vs. objectively verifiable) need to change? Are respondents likely to alter the honesty of their responses?
- What are the most effective message frames for changing behavior? What are the most effective and (personal) characteristics of messengers for behavior change?

Songbird Demand Reduction Campaign



USAID BIJAK (INDONESIA)

DEMAND REDUCTION APPROACH

DESIRED BEHAVIOR CHANGE

Shift consumer preference among songbird keepers in West Java from buying wild-caught to captive-bred songbirds

Consumers ask about the source of songbirds (wild-caught or captive-bred)

Consumers purchase fewer songbirds

Consumers perform good husbandry practices

TARGET AUDIENCES

Songbird keepers in West Java

Formative Research to Inform Approach

Nationwide wildlife consumer survey

- Found that West Java is a songbird keeping hotspot and the white-rumped shama is the most-kept songbird species in Indonesia

Idea Incubator on consumer preference

- Provided insights into songbird clubs and competitions; developed a common understanding of sustainable songbird keeping with captive-bred birds

Interviews with songbird consumers

- Motivations for keeping songbirds include economic value and personal satisfaction
- Consumer perceptions towards captive-bred songbirds: they are easier to train and take care of, and are higher quality and live longer than wild-caught birds.

Key Messages

Captive-bred songbirds are the best quality and value

Be a conscientious songbird keeper; Ask before you buy

Don't buy the bird without the ring; Legal birds have a ring

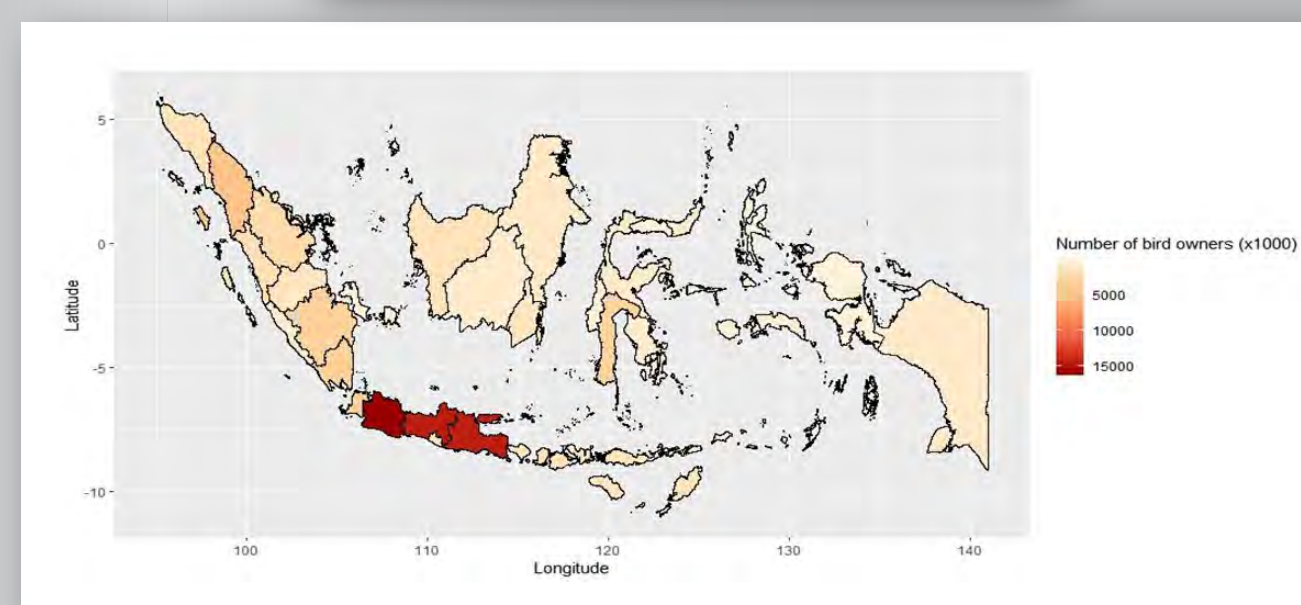
You get what you pay for – price reflects value; Buy captive-bred songbirds instead



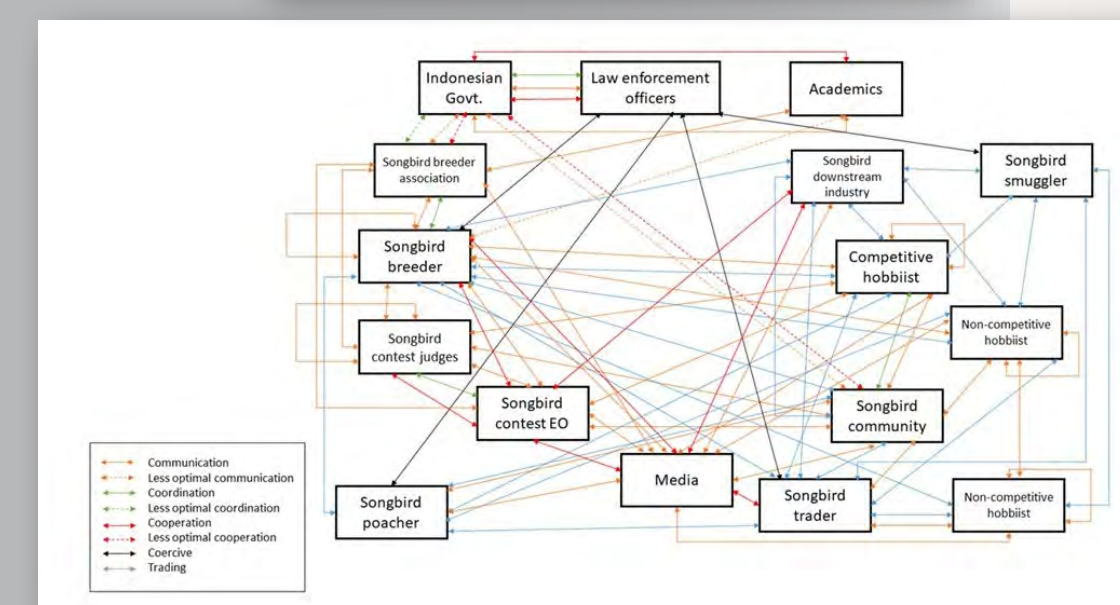
Messaging Platforms

Will disseminate key messages through influential Facebook groups, YouTube channels, and key influencers (trendsetters) within competitive songbird networks

Songbird Keeping Hotspots in Indonesia



Map of Actors in Songbird Utilization



LEARNING AND ADAPTING

Learning Questions

- Is the campaign effective in prompting people to purchase more captive-bred songbirds over wild-caught songbirds?
- Is the campaign effective in reducing the overall number of birds purchased this year?
- How much of the observed changes in behavior can be attributed to the campaign?
- Which aspects of the campaign are more effective than others? How does this vary by gender, socioeconomic status, and other demographic variables?

HOW ARE WE MEASURING CHANGING DEMAND?

Will monitor and test the effectiveness of the interventions using quantitative and qualitative methods such as social listening, pre-post choice experiments and other methods

HOW ARE WE ADAPTING AND LEARNING?

Applying monitoring and learning to

- Mid-point review, pause and reflect review of the ToC
- Monthly review of campaign implementation to adjust methods as needed
- M&E tracking of any adaptations made during implementation

Lesson learned

- Captive breeders can be divided into two main categories. "Conservation breeders" are more concerned with conservation goals and "free-market breeders" are not
- Knowing the motivations of these distinct actors is important to develop and channel messages that resonate with their personal goals