



USAID
FROM THE AMERICAN PEOPLE



USAID BIODIVERSITY
Combating Wildlife Trafficking
COLLABORATIVE LEARNING GROUP

Fail Forward Regional Event: Session 1

Wednesday, November 15th
9:00-10:30 am ICT

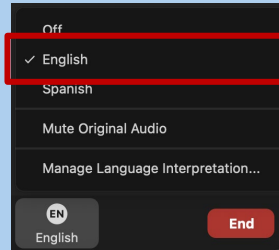
*This presentation was produced for review by the United States Agency for International Development.
It was prepared by Environmental Incentives, Foundations of Success and ICF for the Measuring Impact II (MI2) Contract.*

@USAIDEnviro

Using Interpretation in Zoom

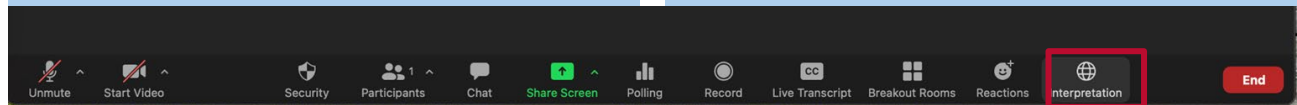
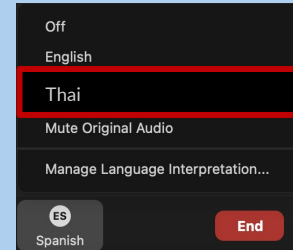
Instructions to choose your language

English: Select the interpretation option at the bottom of your Zoom screen and select “English”



คำแนะนำในการเลือกภาษาของคุณ

แบบไทย: เลือกตัวเลือกการตีความที่ด้านล่างของหน้าจอZoomของคุณและเลือก "ภาษาอังกฤษ"



Combating Wildlife Trafficking
Fail Forward Regional Event

Welcome Remarks



Payton Deeks
Regional Conservation Advisor,
Regional Development Mission for Asia



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Fail Forward Regional Event



Agenda

- Welcome
- **CWT Fail Forward Case Competition**
- Keynote Speaker
- Peer Storytelling
- Wall of Learning
- Next Steps



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Theory of Change



Fail Forward Case Competition

Fail Fests are opportunities to openly share, in a supportive and non-judgemental environment, experiences of failures that drive learning and innovation.

The CWT Fail Forward case competition had three phases:

1. Video case competition
2. Virtual regional events 
3. 2024 USAID Global Environment Conference



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Failure Taxonomy

Received: 16 November 2021 | Revised: 28 February 2022 | Accepted: 30 May 2022
DOI: 10.1111/cobi.13907

CONTRIBUTED PAPERS

Conservation Biology

Introducing a common taxonomy to support learning from failure in conservation

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⁷ORAFFIC International, Cambridge, UK

⁸The British Trust for Ornithology, The Nunnery, Thetford, UK

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Email: iain.dickson@wellife.org

Article impact statement: A standardized taxonomy of root causes of failure in conservation will help practitioners better identify, share, and learn from failure.

Funding information
Cambridge Conservation Initiative, Grant/Award Number: CCI 05 18 12

Abstract

Although some sectors have made significant progress in learning from failure, there is currently limited consensus on how a similar transition could best be achieved in conservation and what is required to facilitate this. One of the key enabling conditions for other sectors is a widely accepted and standardized classification system for identifying and analyzing root causes of failure. We devised a comprehensive taxonomy of root causes of failure affecting conservation projects. To develop this, we solicited examples of real life conservation efforts that were deemed to have failed in some way, identified their underlying root causes of failure, and used these to develop a generic, 3-tier taxonomy of the ways in which projects fail, at the top of which are 6 overarching cause categories that are further divided into mid-level cause categories and specific root causes. We tested the taxonomy by asking conservation practitioners to use it to classify the causes of failure for conservation efforts they had been involved in. No significant gaps or redundancies were identified during this testing phase. We then analyzed the frequency that particular root causes were encountered

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Conservation Biology, 2022, 37, 1–10.
<https://doi.org/10.1111/cobi.13907>

[wileyonlinelibrary.com/journal/1513](http://onlinelibrary.wiley.com/journal/1513) | 1 of 15



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Dickson, *et al* 2022 [Introducing a common taxonomy to support learning from failure in conservation](https://doi.org/10.1111/cobi.13907)

Failure Taxonomy



1. Planning, design or knowledge	40%
2. Team dynamics	0%
3. Internal governance structures	6.7%
4. Resources	13.3%
5. Stakeholder relationships	33.3%
6. Unexpected external events	6.7%



What are the most common reasons for failure in projects based on your personal experience?

Go to

www.menti.com

Enter the code

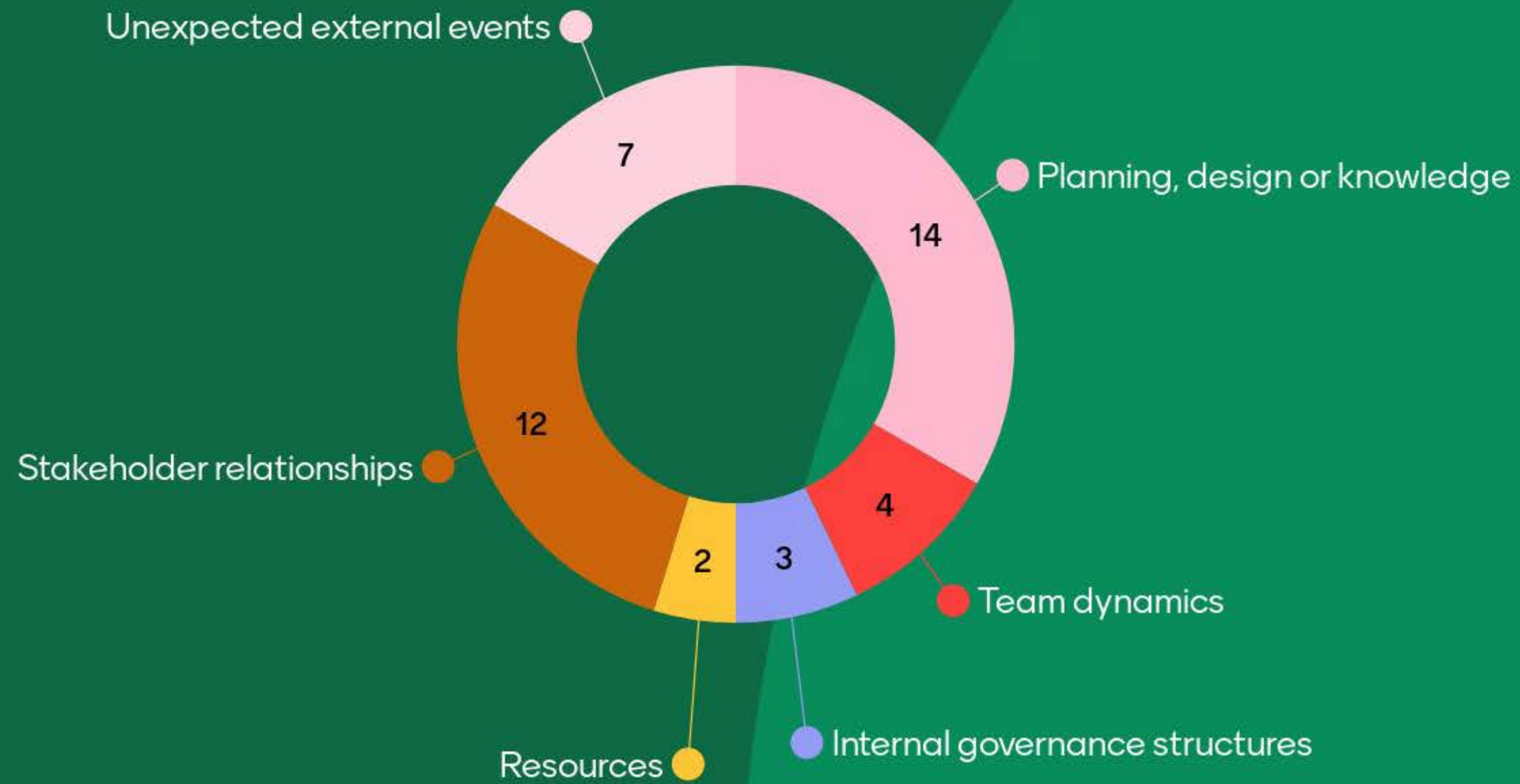
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Or use QR code



What are the most common reasons for failure in projects based on your personal experience? Pick two!



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Keynote Speaker



Scott Robertson

Executive Director, Counter Wildlife Trafficking
Wildlife Conservation Society



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**(Failing to)
End the threat of
wildlife trafficking**

Scott Robertson



**Wildlife Trafficking contributes to
the three major crises facing our
planet**

Biodiversity Loss

Climate Change

**Zoonotic
Pandemics**

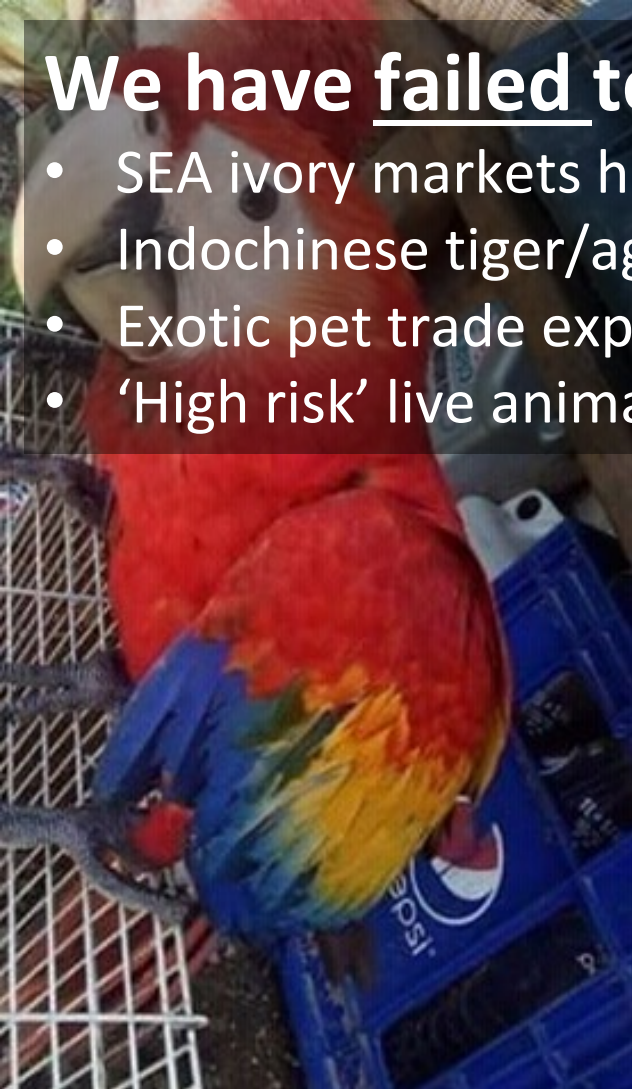
Wildlife trafficking is also a national and local security threat

- Revenues to organized crime groups, militias and terrorist groups
- Undermines rule of law
- Exacerbates corruption
- Weakens local livelihoods and food security



We have failed to end the threat of trafficking

- SEA ivory markets have re-opened
- Indochinese tiger/agarwood poaching gangs active again
- Exotic pet trade expanding in species and scale
- 'High risk' live animal markets thriving



Failures in Capacity Building

Trainees' knowledge returning to pre-training levels after just six months...

Short courses (3-4 days)

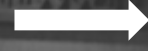
Training mostly in large groups

Engagement ends when the training ends

Mostly tactical-level training

Training front-line officers without authority

Impact measured by #trainees



Longer courses

Focus on individual officers

Build alumni networks

Executive/strategic topics

Train leaders/future leaders with authority

Measure attainment and use of capacity

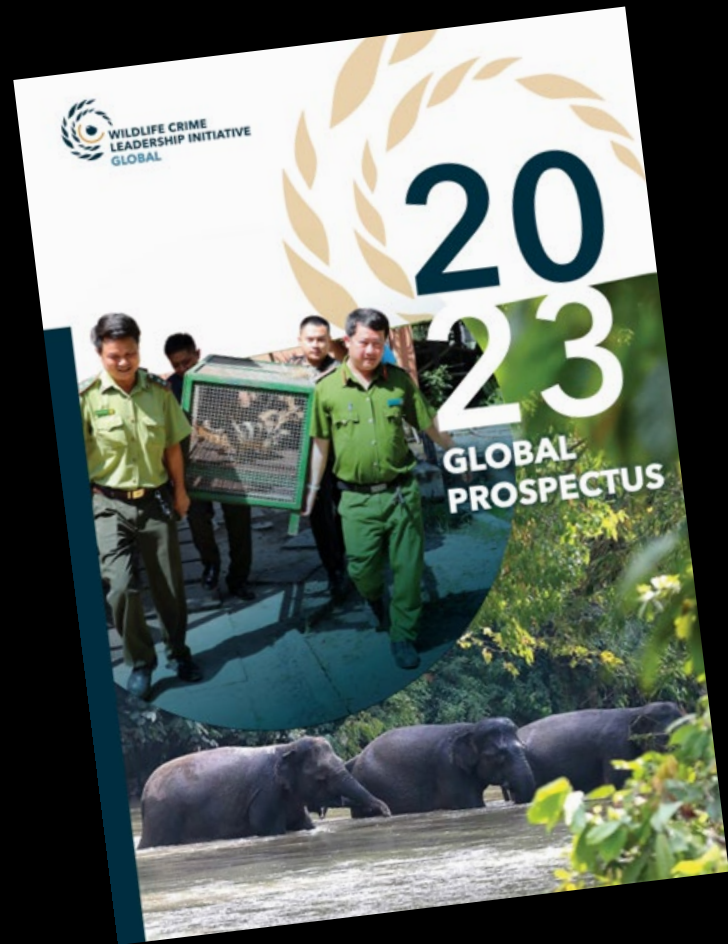
Wildlife Crime Leadership Initiative was born!

Create effective CWT leaders, with technical capacity, who care about wildlife

Current capacity building models:
1000's of trainees-limited engagement hours (12 hours/program)

WCLI: Long-term investment in 30-50 trainees. 100X more engagement hours (700 hours/program minimum)

Pilots completed in Vietnam



Failing to build genuine political commitment

- Move past *'treat wildlife crime as a serious crime'* or *'end the wildlife crime'* slogans
- No more platforms for more empty political statements
- Specific advocacy objectives for what genuine political commitment looks like e.g. what level of budget is needed? How many more staff? What additional powers? What integrity measures?

Accelerate the use of science to counter wildlife trafficking

- Partnerships with Crime scientists, behavioural economists, psychologists
- Will broaden criminal justice responses from simply trying to get seizures, arrests and jail for as long as possible
- Will broaden Behavior Change interventions not focused only on communication campaigns



Choose better measurements

- What does an increase or decrease in seizures mean?
 - Does an increase in arrests and convictions mean less poaching of wildlife?
 - What is a deterrent penalty?
-
- Reduced threat of trafficking to species and ecosystems
 - CWT prioritized by the global community



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Peer Storytelling

How the peer storytelling will work:

- Two rounds to show the panelists videos
- Mini Q&A session between rounds
- Invite participants to post questions to the chat for Q&A between rounds



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Peer Storytelling: Round 1



UNDP Indonesia
Achmad Pribadi



World Wide Fund for
Nature - Malaysia
Sharon Koh



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Peer
Storytelling:
Round 2



Tetra Tech - Cambodia
Matthew Edwardsen

WILDAID

WildAid - Thailand
Nuthatai Chotechuang

Thailand
Suriyon Prabhasavat



Combating Wildlife Trafficking
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Agenda

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- Peer Storytelling: Round 2
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What are some of your lessons from failure in CWT programming?

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What are some of your lessons from failure in CWT programming?

Failure to adapt strategies and technologies to the traffickers' changing methods can result in ineffective enforcement and surveillance measures.

Less stakeholders engagement and weak law enforcement

Not being able to measure impact effectively which prevents effective adaptive management

Repeated training of same people

ความล้มเหลวทำให้มีทางแก้ไข

Poverty reduction is important

Ensure that communities have the resources to address issues directly and not from behind conservation organizations and civil society

Adaptive management is needed all the way



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What are some of your lessons from failure in CWT programming?

Not enough data: why are people doing what they do?

The unanticipated consequences of too-harsh sentences, making poaching worse, is an important cautionary tale.

- Uncoordinated mandates and responsibilities among relevant agencies.- weak governance to CWT.

Daily Livelihood of local community as they are mainly depending on natural and poor law enforcement.

The adaptive planning and action to improve the CWT programming.

If the political will is not there then move on

resource allocation

Wildlife trafficking often involves transnational networks, and a lack of international collaboration maybe will hinder efforts.



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What are some of your lessons from failure in CWT programming?

Know your audience, and test with your target audience, pre and post campaign.

Make sure the influencers have the interest or passionate about the issue, it's very hard to convince the consumers, if they are not genuine.

Applying social and behavior change communications to increase social unacceptability towards using wildlife products will help overcome the illegal-legal challenge.



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CWT Learning Group Tools and Resources

LEARNING GROUP RESOURCES

- [CWT Learning Group Site](#)
- [CWT Learning Agenda](#)
- [CWT Crime Toolkit](#)



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LEARNING AGENDA RESOURCES EVIDENCE COLLECTION

SEARCH



Combating Wildlife Trafficking Learning Group

The CWT Learning Group is focused on building a knowledge base around how best to build capacity for law enforcement, reduce consumer demand, and improve community engagement to combat wildlife crime.

USAID has a long history of support for efforts to combat wildlife trafficking (CWT).

Among the many strategic approaches employed by USAID to combat wildlife trafficking and outlined in the Agency's *Measuring Efforts to Combat Wildlife Crime Toolkit*, USAID's learning group members chose three for special attention for the CWT Learning Group based on their frequency in USAID programming: (a) reducing consumer demand through behavior change methodologies, (b) building capacity for effective enforcement and prosecution, and (c) increasing community conservation action and support to combat wildlife trafficking. A 2022 Learning Agenda Update includes new questions on supporting transboundary and interagency collaboration, the role of corruption in CWT, and connections with other nature crimes. These strategic approaches are defined by development hypotheses (theories of change), as well as a combined hypothesis that, if implemented, will increase the risks for wildlife criminals and reduce profits from wildlife trafficking, which will then reduce overall wildlife crime, leading to improved biodiversity conservation results.

The CWT Learning Group will support cross-mission collaboration and sharing of experiences, apply lessons learned, and build the evidence base for these approaches.



Learning Agenda



What We Have Learned



Evidence Collection

THANK YOU!

Megan Hill, Environment Protection Specialist
Biodiversity Division
mhill@usaid.gov

