



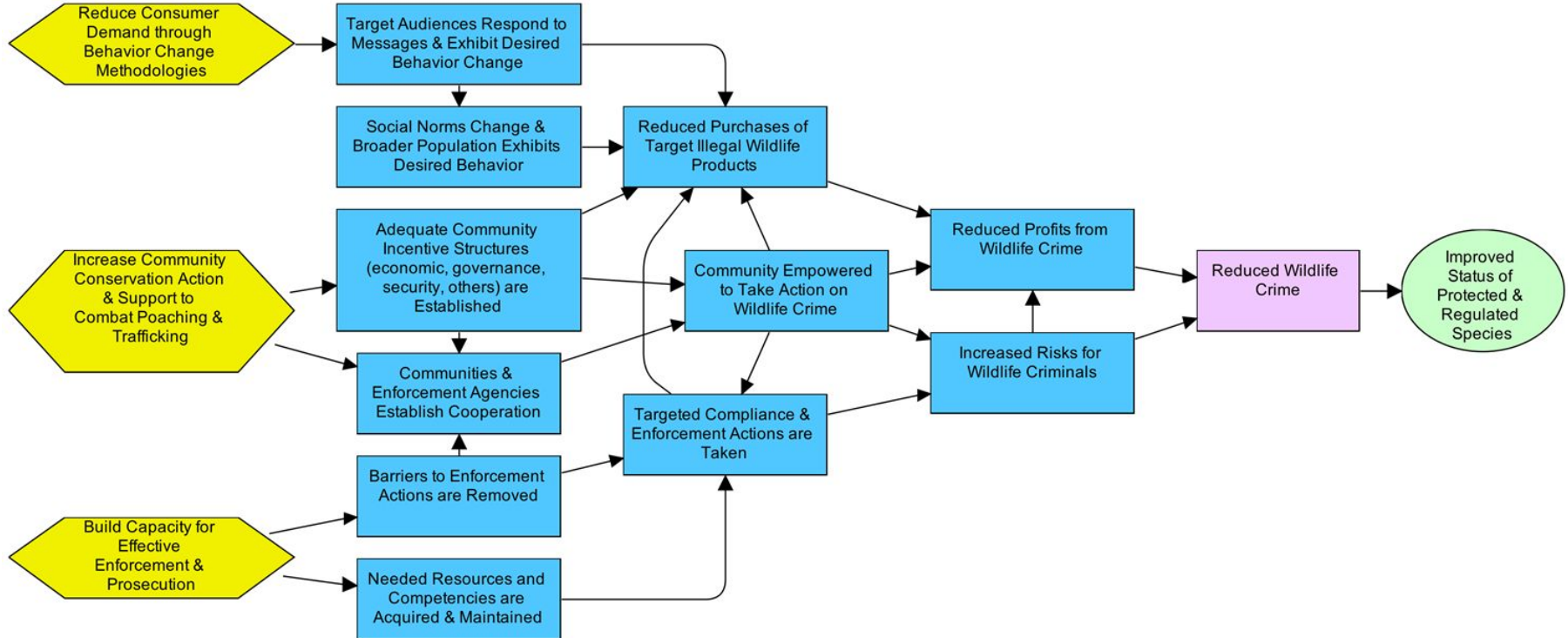
USAID
FROM THE AMERICAN PEOPLE

SONGBIRD DEMAND REDUCTION STRATEGY AND BEHAVIOR CHANGE COMMUNICATION CAMPAIGN IN INDONESIA

USAID Bangun Indonesia Jaga Alam demi Keberlanjutan (BIJAK)
October 22, 2020

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USAID's CWT THEORY OF CHANGE



USAID's CWT LEARNING AGENDA QUESTIONS:

Reduce Consumer Demand through Behavior Change

Methodologies

Guiding question: What does effective demand reduction look like?

- What is the effect of reducing supply of illegal wildlife products as a consumer demand reduction strategy?
- What are the most appropriate metrics and methodologies for monitoring demand reduction activities, especially the link between attitudes and behavior change?
- Are certain messaging strategies more effective than others (i.e., positive messaging, messaging with enforcement information, etc.)?

TODAY'S SPEAKERS



Andrea Pavlick
USAID Indonesia



Symantha Holben
USAID BIJAK



Nuruliawati (Nuy)
USAID BIJAK

USAID INDONESIA

- Archipelago
- Biodiverse
- Large Environment Portfolio



PHOTO: USAID INDONESIA

Songbird Keeping in Indonesia

The majority of songbirds are sourced from the wild



House pets



Competition

Trade legality depends on the protection status of species



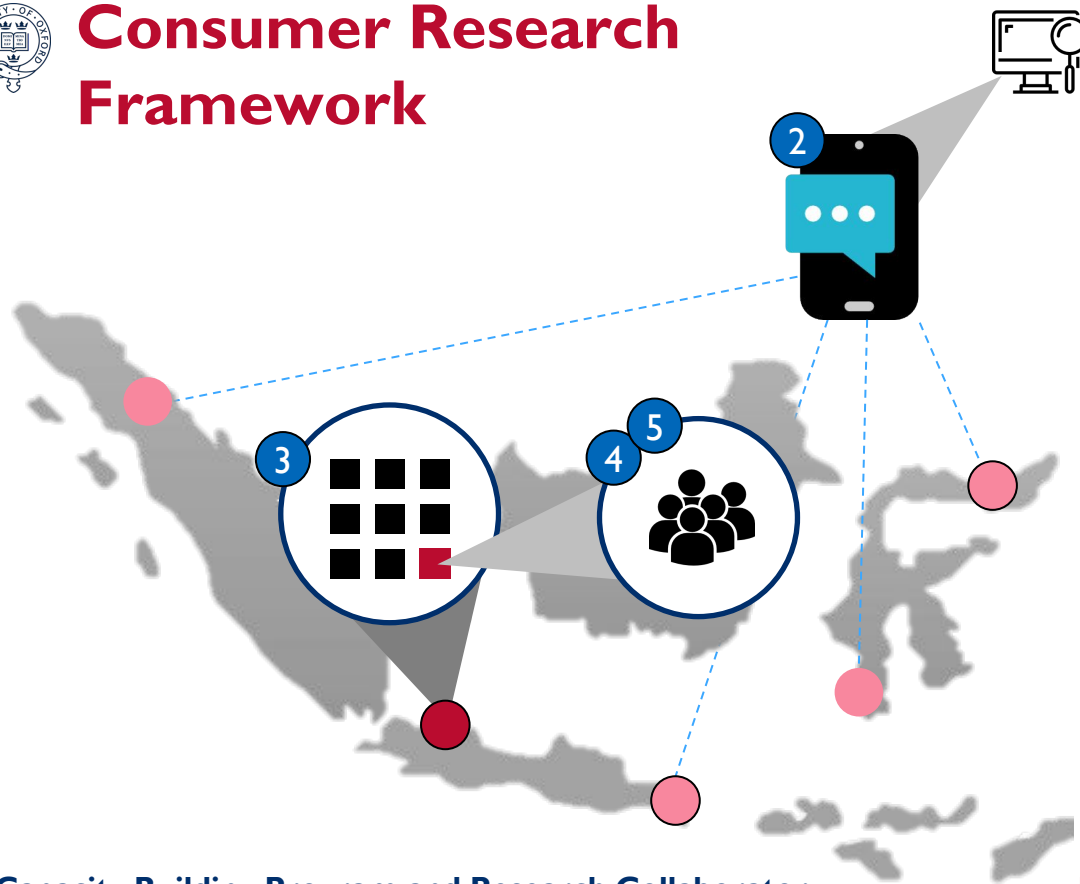
Hobbyist community

White-rumped shama
(*Copsychus malabaricus*)





Consumer Research Framework



1 Desk Study

- Literature Review
- Online Market Monitoring

Consumer Research

- 2 Nationwide SMS Survey
- 3 Focus Group Discussions with Consumers
- 4 In-depth Interviews
- 5 Testing and Initial Stakeholder Engagement



Behavioral Change Communications Campaign

Capacity Building Program and Research Collaborator
Oxford Martin Programme on Illegal Wildlife Trade



#BijakBerkicau

#BijakBerkicau Campaign Strategy

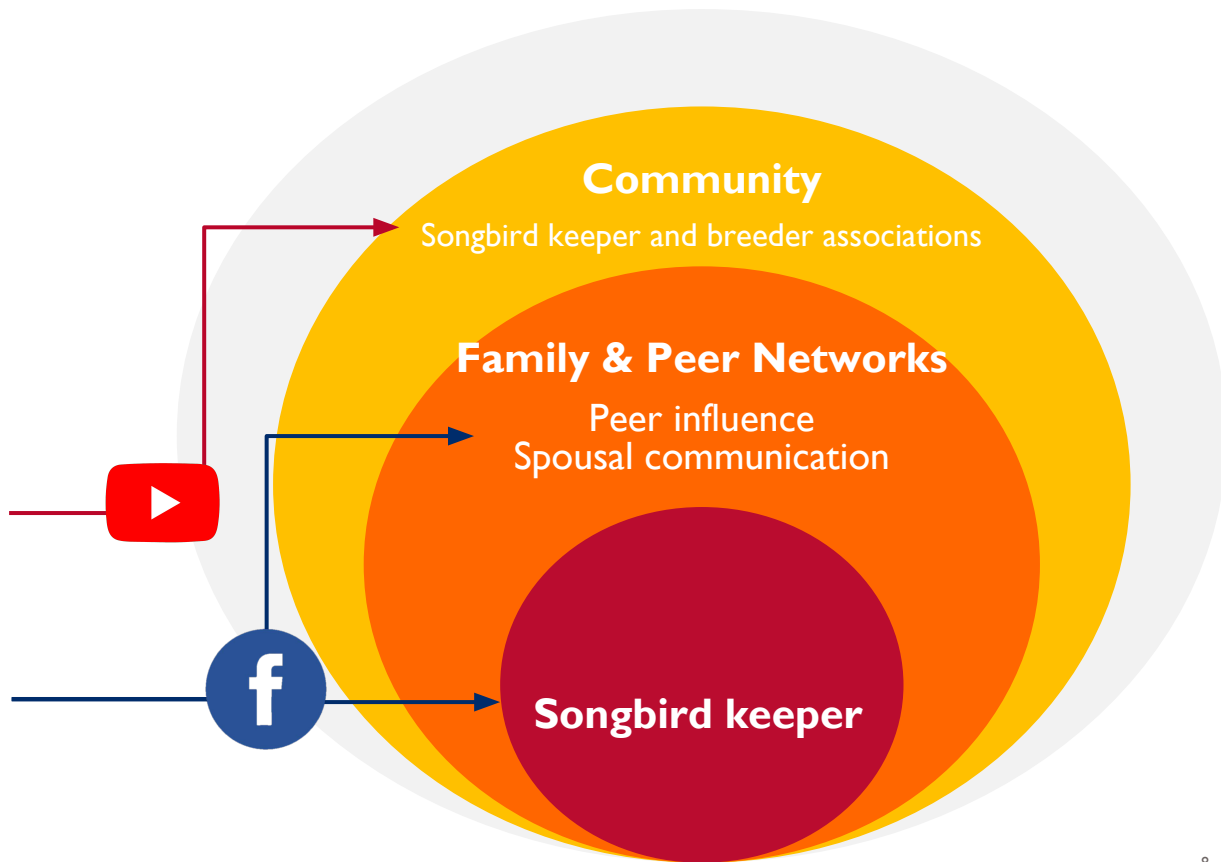
Desired behaviors

- 1) Ask the source before buying
- 2) Keep fewer songbirds
- 3) Perform good husbandry practices

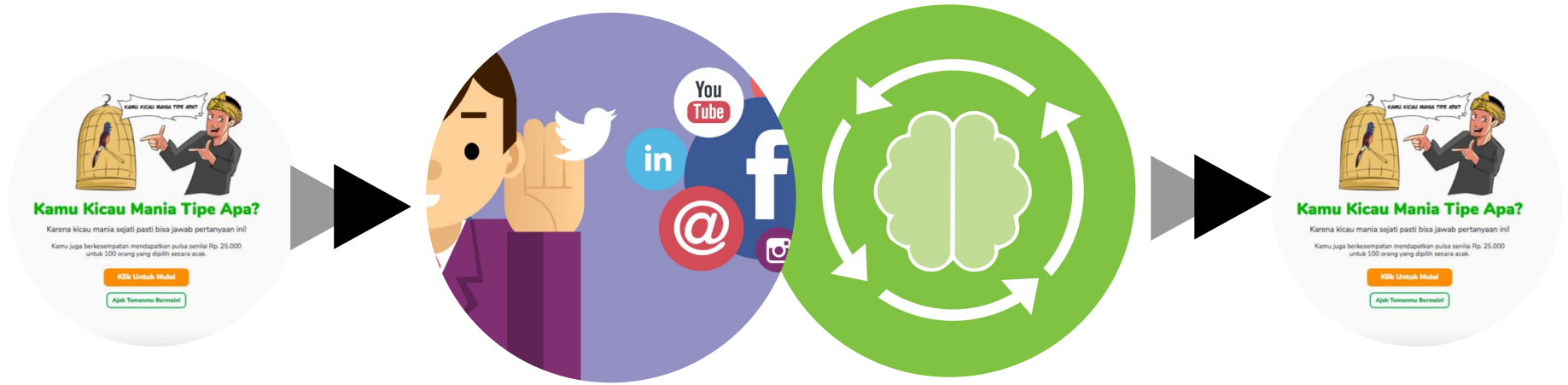
Key Opinion Leaders
"Rising star" ambassadors

Guerilla Strategy

Facebook Group Admins
Guerrilla Agents



Monitoring and Adaptive Learning





LALUK MINGGU KE-1



LALUK MINGGU KE-2



LALUK MINGGU KE-3



Achievements & Lessons Learned



APA KATA UMI KASUM TENTANG PENTINGNYA KANDANG KETIKA MERAWAT BURUNG JUARA?

"Kikibo setiap hari mandi lalu dijumar setengah - 1jam. 2x seminggu diumbar sehabian di kandang umbaran. Yang paling penting kandang juga harus rajin dibersihkan, pakai disinfektan biar kumannya mati. Supaya burung gak kepanasan di musim kemarau, semprot 3-4x sehari dan letakkan tanaman di sekitarnya biar burung adem dan bikin burung ngerasa di habitat aslinya."

- Umi Kasum, peternak Murai Batu.

"Ingat, pelihara burung bukan cuma kasih pakan saja, tapi juga menjaga agar burung tidak stres"

Changing Narratives



BERAPA BIAYA PEMELIHARAAN BURUNG KICAU?



PAKAN
Rp 300rb



JAMU
Rp 100rb



VITAMIN
Rp 100rb



=
500ribu / bulan
untuk 1 Burung

Rata-rata orang memelihara 2 ekor burung, yang artinya butuh



Rp1 juta/bulan

1 TAHUN = Rp 12 juta
ini bisa buat beli



motor matic, HP canggih atau investasi emas yang nilainya naik terus

1 BURUNG SAJA CUKUP,
YANG PENTING DIRAWAT SERIUS!

The costs of keeping songbird

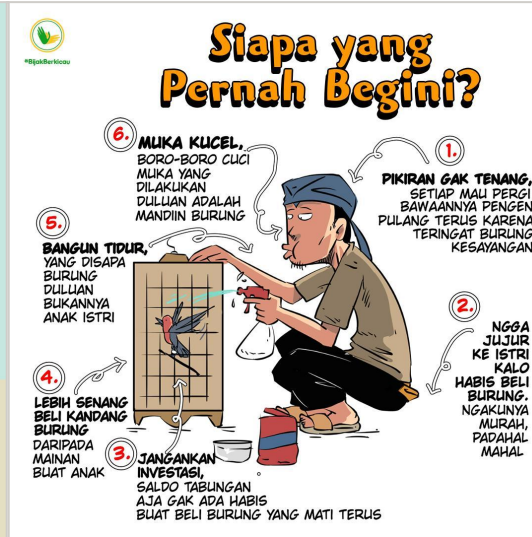
Total Campaign Reach

▶ 71,377 songbird keepers

Amplification Rate & Total Potential Reach

▶ 506% (±40 FB groups)
557,341 songbird keepers

Achievements & Lessons Learned



“Bird Servant” vs. “Do you also do this?”

The importance of seeking birds with bands

Inspired to Change



Bang Boy

**Before
campaign**

**Songbird
competitions**

**Recent
Content**

**Songbird
husbandry and
captive
breeding**



Kang Ebod

**Songbird
business**

**Competitions
for
captive-bred
songbirds only**



Syehab

**Songbird
song quality**

**Songbird
husbandry and
captive
breeding**



Bang Bowo

**Bird rescue and
aviary**

**Songbird
conservation
education**

Target Audience Behavior Change Journey

May



26% consider buying captive-bred birds

Most respondents preferred cheap songbirds regardless of the source



30%

Purchased a new songbird at least once in the 3 months before the survey



8.9% consider a wider cage

Most respondents practice poor husbandry

Baseline 1,055 respondents

October



66.7%

More respondents now prefer captive-bred birds when buying new songbirds



30%

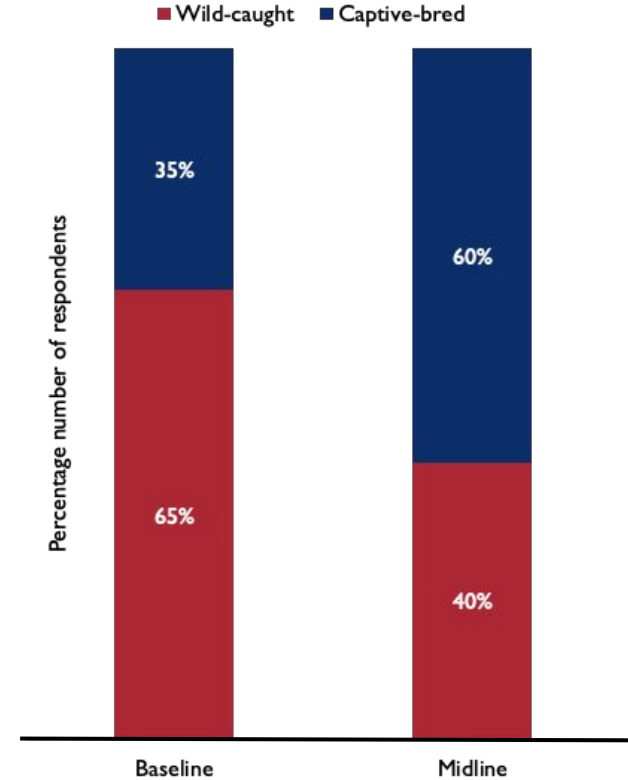
No change – purchased a new songbird at least once in the 3 months before the survey



27.5%

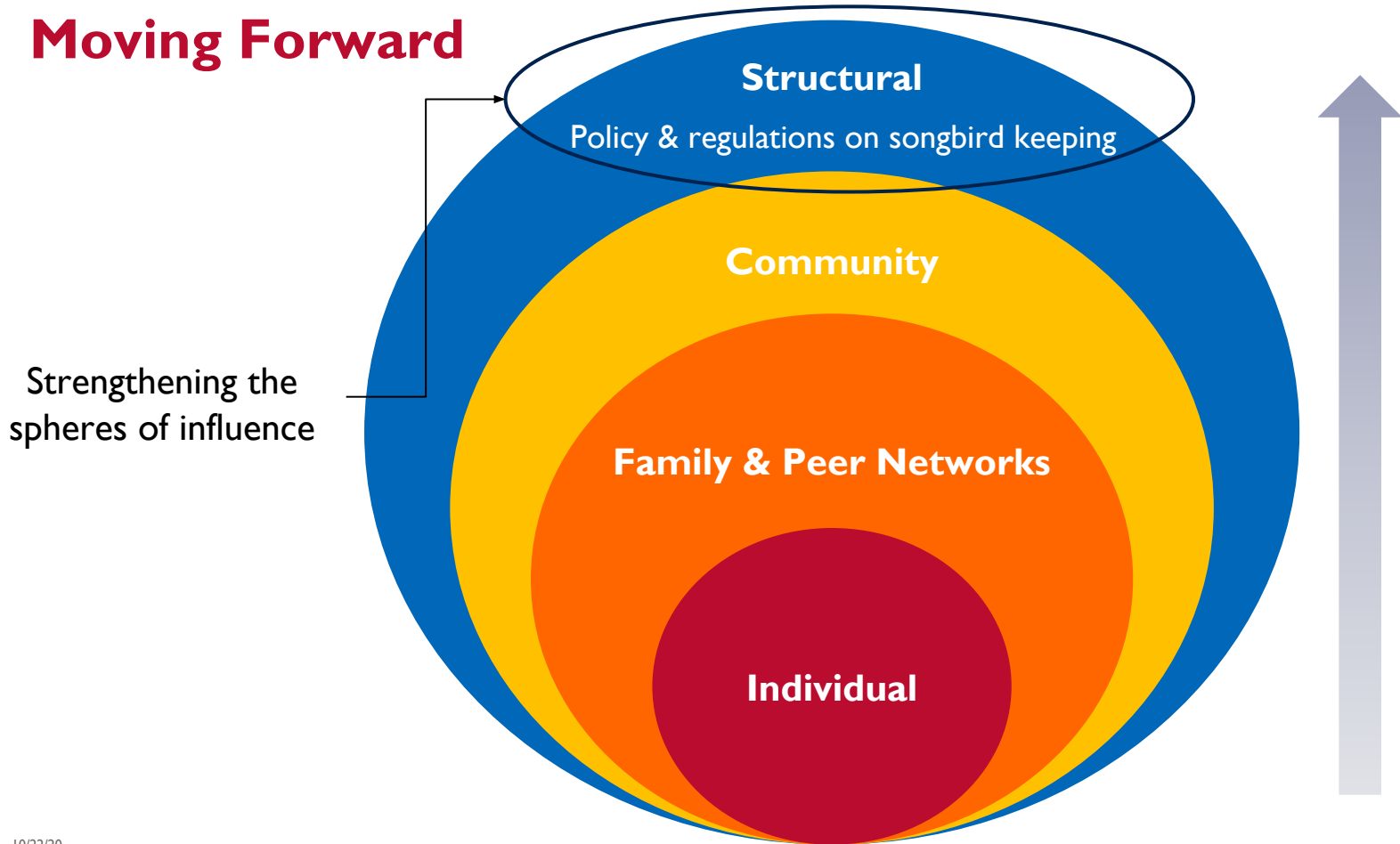
More respondents now practice improved husbandry

Midline 1,088 respondents



Consumer preferences

Moving Forward



QUESTIONS & ANSWERS

LEARNING GROUP RESOURCES

- CWT Learning Group Site: <https://rmportal.net/combating-wildlife-trafficking>
- CWT Learning Agenda: <https://rmportal.net/combating-wildlife-trafficking/learning-agenda>

USAID E3/FORESTRY AND BIODIVERSITY
Combating Wildlife Trafficking
COLLABORATIVE LEARNING GROUP



THANK YOU!

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