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Stamina and strength come from dedication, practice,  
and perseverance, **not a piece of horn**

# USAID WILDLIFE ASIA CHI INITIATIVE PHASE III FINAL REPORT

October 2020  
Hanoi, Vietnam

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# USAID WILDLIFE ASIA

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## CHI Initiative Phase III Final Report

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Hanoi, Vietnam

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Cover Photo: Key visual of the CHI III campaign targets Mr. L. Photo Credit: USAID Wildlife Asia

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## LIST OF ABBREVIATIONS

CBD	Convention on Biological Diversity
CCPE	Central Committee for Propaganda and Education
CITES	Convention on International Trade in Endangered Species of Wild Fauna and Flora
CSO	Civil society organization
CSR	Corporate social responsibility
CWT	Counter wildlife trafficking
KAP	Knowledge, attitude, and practices
KOL	Key opinion leaders
HAWASME	Hanoi Women’s Association of Small and Medium-sized Enterprises
HCMC	Ho Chi Minh City
PSA	Public service announcement
SBCC	Social and behavior change communication
VATA	Vietnam Automobile and Transport Authority
VCBA	Vietnam Central Buddhism Association
VCCI	Vietnam Chamber of Commerce and Industry
VECOM	Vietnam E-commerce Association
TRAPS	Wildlife Trafficking Response and Priority Setting
UNEA	United Nations Environment Assembly
USAID	United States Agency for International Development



## EXECUTIVE SUMMARY

The large-scale consumption of wildlife parts, products, and derivatives is one of the key extinction drivers for endangered species worldwide. Vietnam is a principal destination and transit country for African rhino horn and elephant ivory and is a source and transit country for pangolin products. Demand for illegal wildlife parts and products in Vietnam exists within a context of strong cultural norms that encourage consumption of wildlife for prestige, and by traditional beliefs regarding the health benefits obtained from their consumption.

USAID Wildlife Asia subcontracted TRAFFIC to conduct social and behavior change communication (SBCC) activities in Vietnam to reduce the demand for rhino horn and other illegal wildlife products. The project ran from May 15, 2018 to June 30, 2021. TRAFFIC delivered this work through the third phase of the Chi Initiative, a social marketing program launched in 2014 to encourage Vietnamese businessmen, a key user group, to reject rhino horn and lead a shift in social norms away from the consumption of illegal wildlife products. During this third phase, the Chi III Initiative developed pivotal relationships, catalyzed partnerships, produced communications materials for replication and roll-out by the target audience, and shared research and insights into how to effectively change the behavior of rhino horn consumers in Vietnam.

USAID Wildlife Asia conducted a monitoring survey from December 2020 to February 2021 to determine the impact of Chi III among consumer audiences (current and likely consumers of rhino horn products) and civil society organization (CSO) partners. Key findings among consumers are summarized below:

- 33% recalled seeing or hearing at least one of the Chi III campaign materials.
- Those exposed were mainly exposed through internet news and websites (65%), TV news programs (63%), Facebook/Instagram (49%), magazines/newspapers (47%), and outdoor street billboards (27%).
- Intention to purchase rhino horn is significantly lower among those exposed to the Chi III campaign (49%) in 2021 compared to the sample in the 2018 baseline research conducted by USAID Saving species (68%).
- The perception that buying/using rhino horn products is socially acceptable is significantly lower among those exposed to the Chi III campaign (22%) in 2021 compared to the sample in the 2018 baseline research (28%).
- Among respondents from CSO partners surveyed, 6% have bought/used wildlife products, 1.3% intend to use wildlife products, 1.5% have bought/used rhino horn products, and 1.1% intend to buy rhino horn products in the future.
- 90% of respondents consider using rhino horn as unacceptable.
- 50% of all respondents report that their organizations are applying corporate social responsibility (CSR) policies related to wild animals' protection.

The Chi Initiative will continue to have impact long after the project timeline has concluded through institutionalized trainings via its master trainer network that will continue to integrate wildlife protection messaging into their training sessions. The Chi Initiative has also produced several legacy products that will serve as valuable references guiding policy and communications discussions in the Vietnamese government for years to come while the Chi Corporate Social Responsibility (CSR) Guidebook will continue to promote the benefits of wildlife-related CSR among Vietnamese businesses.



## BACKGROUND

The USAID Wildlife Asia Activity aimed to end transnational wildlife crime in Asia by employing a comprehensive approach through improved regional cooperation. The value of illegal wildlife crime globally is estimated at \$20 billion annually. This organized wildlife crime destroys wildlife populations and wildlife-based livelihoods, creating social and political instability.

The Activity's desired outcomes included reduction in consumer demand for wildlife parts and products; improved enforcement of existing laws, policies and agreements related to wildlife crime; passing and implementation of new laws, policies or reforms; improved cooperation and collaboration among regional, international, and inter-institutional law enforcement; and increased collaboration and coordination between development partners and USG agencies involved in combating wildlife trafficking (CWT).

For consumer demand reduction activities, USAID Wildlife Asia focus countries were China, Thailand, and Vietnam. In China, the project focused on reduction of demand for parts and products from four focal species – elephant ivory, pangolin, rhino, and tiger. In Thailand, the focus was on reducing demand for elephant ivory and tiger products. In Vietnam, the focus was on rhino.

The project applied a social and behavior change communication (SBCC) framework to plan, implement and evaluate demand reduction campaigns. The SBCC framework uses a consumer research-based planning process and a socio-ecological model of change to identify the tipping points for behavior change. It operates through three strategies – advocacy, social mobilization and behavior change communication – to achieve its behavior change objectives.

This report documents the Chi III Campaign in Vietnam to reduce demand for rhino horn implemented from May 2018 to November 2020. This is the third phase of the Chi III campaign that has been implemented by TRAFFIC since 2014. The Chi III campaign is an aligned campaign under USAID Wildlife Asia.

## CAMPAIGN OVERVIEW

Consumer research commissioned by TRAFFIC and conducted by Ipsos in 2012-13 showed that 5% of a sample of 600 respondents from the two largest cities in Vietnam (Hanoi and Ho Chi Minh City (HCMC)) reported having previously bought, used, or gifted rhino horn in the previous three years. Behaviors associated with this included the overt consumption of (usually powdered) horn in social settings to demonstrate status, and the ingestion of horn to treat illness and/or promote wellness. Gifting of rhino horn to a senior colleague or business partner, to curry favor and convey respect, was also evident. Based on the initial research, TRAFFIC launched the Chi Initiative in 2014.

USAID's Saving Species 2018 research (conducted by GlobeScan) on *Consumer Demand for Rhino, Elephant, and Pangolin Products in Vietnam* provides more recent behavioral insights. The survey revealed that an average of 6% of 1,400 respondents in five key cities in Vietnam (Hanoi, HCMC, Da Nang, Hai Phong, and Can Tho) reported that they had purchased rhino horn products in the previous 12 months. The survey structure and focus was different from that conducted by IPSOS, thus the figures between these two reports cannot be compared. On average, 13% of respondents reported having bought elephant products in the previous 12 months, with 6% saying they had bought pangolin products in the same period. Buyers of all three species' products were found to have greater incomes on average than the general public and were more likely to travel outside of Vietnam, often on business. They tended to buy the illegal products more often through private

individuals than all other kinds of vendors. The main reason for purchasing was reported as gift giving. Among previous buyers, the intent to re-purchase was high.

## WHAT IS THE CHI INITIATIVE?

The Chi Initiative was conceived as a social marketing program designed to change status-seeking consumption behaviors, based on insights from the IPSOS survey in 2012-13. The initiative was co-created with members of the target audience and those they respect. The main message of the Chi Initiative is that true strength comes from within. This is in line with the significance of *Chi* in Vietnamese culture and resonates strongly with the country’s most prolific rhino horn consumers—the

affluent, urban 30-55-year-old men identified in the TRAFFIC and Population Service International (PSI) in-depth 2014 formative research, known within the context of the initiative as “Mr. L”.

The Mr. L consumer archetype is a businessman who enjoys being seen as a leader at work, within his community, and among his friends, and who prefers to use natural products in order to stay fit and healthy. Qualitative research also revealed that messages regarding the conservation threat to rhinos from consumption, including species extinction, did not resonate with Mr. L, as he felt he was “only the buyer of these products” and “did not pull the trigger”. Mr. L uses rhino horn to demonstrate his status/wealth and stated that he felt he was “above the law” – able to acquire products that were dangerous or difficult to attain, in order to impress his peers and superiors in his network. Purported health benefits were less important to him, although also noted.

This research made it clear that a traditional awareness-raising campaign would not be effective in changing the behavior of this target audience. The Mr. L group was already well aware of threats to rhino populations and would not be moved by efforts to elicit sympathy for rhinos, such as showing photos of dead animals. TRAFFIC proceeded instead with an SBCC strategy, an interactive, human-centered communication process that involves promoting positive behaviors through culturally specific approaches, often including targeted behavior change communication materials, community mobilization, and advocacy.



Phase I of the Chi initiative set the foundation for Phase II, which collectively were implemented from 2014 to 2018:

<b>Phase</b>	<b>Chi I</b>	<b>Chi II</b>
<b>Dates</b>	<b>Sept 2014 to Dec 2015</b>	<b>July 2016 to March 2018</b>
<b>Objective</b>	To deliver effective behavior change messaging directly to the Mr. L target audience. SBCC messages were distributed by influential Chi ambassadors and champions at events where Mr. L was likely to be found: corporate bike rides, golf club events, and CEO forums. Chi billboards were placed in affluent areas. A Chi-branded website was also developed, which Mr. L could visit to see how his peers and social reference group were conforming with Chi brand values.	To continue delivering behavior change messaging while mobilizing the Vietnamese business community through partnerships with civil society organizations, such as the Vietnam Chamber Commerce and Industry and Vietnam Automobile and Transport Authority, and government partners such as the Central Committee for Propaganda and Education.
<b>Output</b>	Chi key visuals, Chi website	Chi key visuals, Chi Corporate Social Responsibility Guide, Chi video, Chi Tet calendars, Chi website

TRAFFIC’s evaluation surveys in 2016 and 2017 showed that the Chi Initiative was resonating with Mr. L, who was now on a behavior change journey. Other important findings included the following:

- Surveys demonstrated a significant, sustained decline in self-reported rhino horn use by the target audience – from 27.5% in 2014 (the baseline year) to 6% in 2016 and 7% in 2017;
- The data indicated a steady decline of reported consumption since 2014 for Hanoi, however, HCMC experienced a small uptick after the initial decline;
- A significant spike in the use of rhino horn for sexual performance was found in HCMC;
- Rhino horn has been used for detoxification, general wellness, a hangover cure, and as a display of status and wealth.

A third phase of the Chi initiative (Chi III) was therefore identified as necessary to tackle these shifts in the nature of demand (i.e., the increased use of rhino horn to enhance sexual performance), and to sustain the positive changes in Mr. L’s behaviors.

### **CHI III UNDER USAID WILDLIFE ASIA**

USAID Vietnam’s buy-in to the USAID Wildlife Asia project supported a subcontract to TRAFFIC in Vietnam for SBCC activities to reduce demand for illegal wildlife, prioritizing rhino horn. Vietnam is one of five USAID Wildlife Asia focus countries. The buy-in funded a third phase of the Chi Initiative, which ran from May 15, 2018 to November 30, 2020 and led USAID Wildlife Asia’s demand reduction work in Vietnam.

The objective of Chi Phase III activities were in line with **USAID Wildlife Asia Objective I/Strategy I.1: Reduce consumer demand through social and behavior change communication**. The strategy targeted a 25% reduction in the number of self-reported purchases of selected wildlife by 2020. A specific contribution was made to the following USAID Wildlife Asia activities:

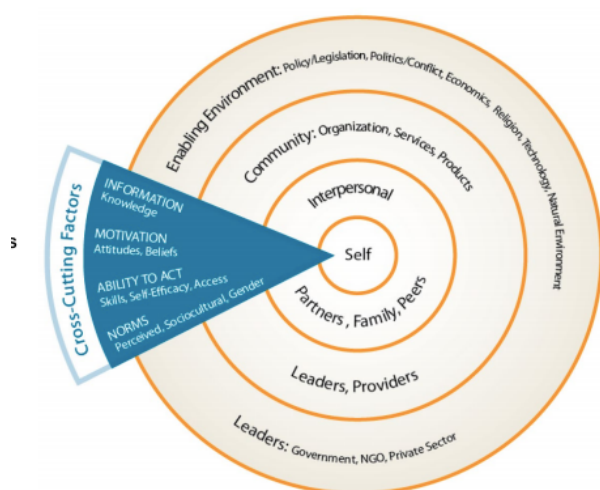
*Key Result for Strategic Approach I.1 is reduced purchase and consumption of wildlife parts and products from four species (elephant, rhinoceros, pangolin, tiger) among selected target audiences in China, Vietnam, and Thailand.*

Specific indicators to measure the impact of Chi Initiative Phase III on the knowledge, attitude, and practices (KAP) of its target audience include:

- Number of people that believe that the consumption of products or parts of targeted wildlife species is not socially acceptable (questionnaires, pre- and post-event questionnaires at events/workshops, and in-depth interviews);
- Number of people that pledge not to consume products or parts of targeted wildlife species because it is not socially acceptable;
- Number of people that report that they do not purchase products or parts of targeted wildlife species (questionnaires and in-depth interviews);
- Number of people that would advise others not to purchase products or parts of targeted wildlife species (questionnaires and in-depth interviews).

An evaluation survey to measure the impact of Chi Phase III was conducted by USAID-commissioned research agency Indochina Research with results available by end of March 2021.

## CHI III ACTIVITIES



Source: C-Change, 2012

Where Phase I of the initiative focused on reaching the target audience with behavior change communication, Phase II expanded to mobilize the business community against the consumption of illegal wildlife products, reinforcing Mr. L’s behavior change journey.

In Chi Phase III, the initiative further broadened its scope and utilized three SBCC strategies—behavior change communication, social mobilization, and advocacy—as a 360-degree approach to bring about behavior change among consumers and all levels of influence surrounding the consumers. While maintaining the relevance of behavior change

communication with updated messaging and strengthening social mobilization through new partnerships, the project reached out to the upper echelons of the Vietnamese government to shape social trends through advocacy.

Chi was designed to produce sustained changes in behavior by penetrating various layers of Vietnamese society in line with the SBCC socio-ecological model (above). The initiative encouraged

the target audience to take ownership of the objectives, driving the work forward autonomously and multiplying the effect of the initiative as its messages cascaded throughout various networks.

## **KEY PARTNERSHIPS**

### **Vietnam Chamber of Commerce and Industry (VCCI)/ VCCI – Da Nang**

VCCI is Vietnam’s largest business civil society organization (CSO) responsible for providing training and support for local companies. Partnership with VCCI provided the project with direct access to the Mr. L target audience of Vietnamese businessmen. VCCI master trainers integrated Chi messaging into their business training sessions, efficiently delivering behavior change messaging directly to Mr. L.

### **Vietnam Automobile and Transport Authority (VATA)**

VATA is a key CSO in Vietnam’s transport and logistics sector, an industry often exploited by illegal wildlife trade. The project provided training to VATA member enterprises on how they could mitigate legal and reputational risks by adopting policies that limited their exposure to wildlife traffickers.

### **Hanoi Women’s Association of Small and Medium-Sized Enterprises (HAWASME)**

HAWASME provides support for women-led businesses in Hanoi. Partnering with this group allowed the project to have the participation of women who can actively reinforce behavior change messaging with the target audience of Mr. L, and take a proactive stance against illegal wildlife trade and consumption.

### **Vietnam Central Buddhist Association (VCBA)**

VCBA is the largest Buddhist association in Vietnam, a country where Buddhism has profound cultural importance. Partnership with the VCBA provided a unique opportunity to explore the alignment between Buddhist thought and Chi behavior change objectives. The project worked with the Venerable Thich Thanh Huan, a celebrated environmental activist and abbot of Phap Van Pagoda, to demonstrate that rejecting illegal wildlife products is an act of compassion.

### **Central Committee for Propaganda and Education (CCPE)**

The CCPE is the Vietnamese government’s top-level communication agency. Partnership with the CCPE strengthened the reach of Chi communication, engaged the government in campaign best practices, and delivered behavior change messaging directly to government officials.

### **The Office of the National Assembly of Vietnam**

The National Assembly is the highest legislative body in Vietnam. It was a critical project partner, allowing Chi to engage policymakers directly and develop reference documents that will help guide the development of effective legislation after the project concludes.



## CHI III ACTIVITIES IN DETAIL

### 1.3.1 Encourage CSOs and their members to reduce demand for rhino horn

The Vietnam team successfully engaged VCCI, VCCI Da Nang Branch Office, VATA, VCBA, and HAWASME to combat illegal wildlife trafficking under official cooperative agreements. These partners demonstrated leadership by working with USAID Wildlife Asia to develop SBCC messaging and toolkits, and design interactive demand reduction activities.

#### 1.3.1.1 Update Chi SBCC materials

The Vietnam team worked with government and private sector partners as well as behavior change experts to develop and update Chi-themed SBCC toolkits designed to trigger and sustain changes in behavior among target audiences against the consumption of illegal wildlife products.

A set of Chi III SBCC materials were developed, including two sets of updated Chi public service announcements (PSAs), two versions of Chi video PSAs (3 minutes and 1 minute), a Chi microsite, a Chi social media fan page, Chi merchandise (standees, banners, key chains, T-shirts, USB sticks, notebooks, pillows, bags, and posters), and the Chi Corporate Social Responsibility Guidebook.

#### 1.3.1.1.1 Publish two updated Chi creative images, one Chi-dedicated website and one social media fan page



The team developed concepts that addressed two priority target behaviors identified in USAID’s Saving Species research conducted in 2018 by GlobeScan (<https://bit.ly/2WDQu7w>).

In line with these concepts, two updated PSAs for Chi Initiative Phase III with the themes of “Global Integration and Luxury” and “Health” were launched on December 18, 2019. The PSAs took into account the emerging changes in rhino horn consumption identified in the USAID Saving Species research in 2018. Before their release, the visuals were pre-tested with members of the target audience. Feedback from the pre-test was used to adjust the visuals to optimize their impact.

The first PSA highlighted the incompatibility of wildlife consumption with international business practices. It emphasized the risks of reputational damage in using, buying, and gifting illegal wildlife products, particularly rhino horn.

The second PSA emphasized the fact that strength and stamina do not come from consuming wildlife products, but instead result from hard work and perseverance.

After their launch, the two Chi III PSAs were integrated into the Chi Corporate Social Responsibility Guidebook, Chi standees, and the Chi microsite and fan page. These were shared with CSO partners for further dissemination within their networks.

The Chi microsite and Chi fan page went live after USAID's final approval in August 2019. To date, 80 new articles have been posted on the microsite and shared on the fan page. At the time of writing, the site has been visited more than 100,000 times and each fan page post was accessed by around 4,000 viewers. New articles on the Chi website were shared with businessmen groups/forums on Facebook, receiving 100 to 170 positive reactions per post.

#### **1.3.1.1.2 Publish 1,000 copies of an updated Chi Phase III Corporate Social Responsibility (CSR) Guidebook; another dedicated SBCC toolkit in Vietnamese; at least five additional SBCC promotional materials**

The Chi Corporate Social Responsibility Guidebook was produced in partnership with the Vietnamese business community. The guidebook provides practical guidance on how a Vietnamese company, regardless of its size or sector, can enact effective wildlife-focused CSR policies. It provides case studies showing how wildlife-focused CSR policies can help make businesses more competitive, which is increasingly relevant as Vietnam opens further to the global market. The final design of the Chi Corporate Social Responsibility Guidebook and Chi merchandise (standees, banners, key chains, T-shirts, USB sticks, notebooks, pillows, bags, and posters) were approved in December 2019. In 2020, 5,000 copies of Chi materials were distributed to CSO partners, VCCI master trainers, and business champions to support their Chi promotion within their business networks.

The Chi CSR Guidebook is available on the [USAID Wildlife Asia website](#) and on [www.changewildlifeconsumers.org](http://www.changewildlifeconsumers.org) through the Social and Behavior Change Community.

#### **1.3.1.1.3 Produce Chi III video clip**

The Chi III video was officially released on August 18, 2020. The video's message echoes the key message of the Chi Initiative—a person's strength of will comes from within, not from a piece of rhino horn.

The storyboard for the video was pre-tested with members of the target audience. Key findings revealed the storyboard to be relevant and believable, and 100% of respondents appreciated that the story sought to influence rhino horn users by affirming that business people's success is based on effort, hard work, and true friendship, as opposed to rhino horn use. Many were concerned that the video was not compelling enough, which respondents thought could fail to keep the attention of the business audiences or to motivate behavior change. These findings informed changes to the storyboard.

Based on the media plan targeting the Chi audience, the video was disseminated through Facebook, YouTube, and news websites. As of October 2020, it has been viewed more than 1.2 million times. See the full version of the video [here](#) and the short version [here](#).

The impact of the video in changing the target audience's behavior was assessed through research published in laste USAID Fiscal Year 2021.

### **1.3.1.2 Work with both new and existing CSO partners to foster a zero-tolerance stance on wildlife consumption among their members and support activities relating to the initiative**

USAID Wildlife Asia's work with VCCI, VCCI Da Nang, VATA, and VCBA has included collaborating with business leaders from champion organizations that have agreed to embed wildlife protection into their company policies on CSR, human resources, risk management, and more. The team has created and disseminated CSR and SBCC toolkits, and companies have stepped forward to disseminate Chi messaging or make public statements against illegal wildlife consumption.

Three success stories about the work of Chi Champions (both individuals and institutions) disseminating Chi messaging were developed to share with the public and with the Social and Behavior Change Community.

The COVID-19 pandemic created some delays in project activities with CSO partners, but the project team took an adaptive management approach and was able to reschedule activities or adapt them, as with VCCI Da Nang (described in detail below).

#### **1.3.1.2.1 Organize three capacity-building or CSR workshops with a focus on risk management and anti-money laundering**

On November 23-24, 2018, USAID Wildlife Asia and VCCI-Da Nang conducted a two-day leadership training workshop on SBCC techniques and the integration of wildlife protection into CSR policy in Quy Nhon City, Binh Dinh province (event report). Thirty-five participants from 20 business associations in Central Vietnam pledged to actively combat illegal wildlife consumption. They also developed and shared their action plans on how they would integrate wildlife protection into CSR activities for 2019.

On April 19-21, 2019, USAID Wildlife Asia and VCCI held a two-day training-of-trainers workshop on sustainable business development in Buon Ma Thuot City, Dak Lak province. Twenty-eight master trainers, consultants, and experts joined the event to discuss illegal wildlife consumption in Vietnam and the region. Participants developed an action plan for echo trainings integrating wildlife protection into the master trainers' own training activities in FY2019.

On June 27, 2019, USAID Wildlife Asia and VATA held a capacity-building workshop on risk management and wildlife-related CSR for 80 transport leaders, managers, and driver team leaders from 40 leading transport companies. The workshop provided specialist CSR training for transport companies with an emphasis on combating wildlife crime and reducing demand for illegal wildlife consumption. Topics included legislation governing the transport of wildlife products, updated data on wildlife consumption, and tips on risk management. Participants signed pledges not to consume or transport illegal wildlife or illegal wildlife products, and five leading transport companies pledged to make public zero-tolerance statements on wildlife crime or display SBCC messaging at their offices.

On October 17-19, 2019, USAID Wildlife Asia and VCCI held a three-day training session on human resource management in Bac Giang province. The event attracted 54 representatives from small and medium-sized enterprises (SMEs) to learn about human resources management and adopting CSR policies that integrate wildlife protection.

On June 12-13, 2020, USAID Wildlife Asia and VCCI held a 1.5-day training-of-trainers workshop on CWT and SBCC for 30 VCCI master trainers. The workshop equipped the trainers with up-to-date

information on illegal wildlife trade and consumption in Vietnam, new Chi SBCC tools, and advice on how to integrate SBCC messaging into trainers' echo trainings. Outcomes from the workshop included an action plan involving: 145 echo training courses for 5,300 people; 64 corporate entities pledging to CWT; and nine strategic partners who pledged to display Chi materials at their office/website or integrate wildlife-related SBCC messaging in company codes of conduct and internal training.



VCCI ToT workshop in Vung Tau, Vietnam on June 12-13, 2020. Photos: USAID Wildlife Asia

On June 19, 2020, USAID Wildlife Asia and HAWASME organized a capacity-building workshop for more than 80 leaders and managers of women-led small and medium-sized enterprises in the Hanoi area. The workshop focused on sharing information about illegal sales of wildlife products online. The team highlighted the legal framework around e-commerce in Vietnam and highlighted the importance of protecting wildlife and the environment as a key part of a green sustainable business strategy.



HAWASME workshop for women-led SMEs in Hanoi on June 19, 2020. Photo: USAID Wildlife Asia

### 1.3.1.2.2 Organize two interactive, high-profile networking events with CSO partners

Two events were held in partnership with VCCI and VCCI Da Nang aiming to inspire Vietnamese business leaders to become Chi Champions and spread behavior change messaging. The first event, on September 27, 2019, in Hanoi, was a half-day interactive business seminar on wealth creation and sustainable business growth. More than 100 business leaders and senior officers exchanged their views on sustainable business growth in Vietnam, international best practices, wealth creation initiatives, and CSR policies that integrate wildlife protection.



On June 8, 2020, USAID Wildlife Asia held a high-profile training workshop with VCCI and Quang Ninh Provincial Department of Tourism about the early detection and management of wildlife-associated legal risks for businesses, with a focus on the benefits of CSR for sustainable tourism. The event attracted more than 100 participants from Quang Ninh’s local authorities, tour companies, travel agencies, and Forest Protection Department. The training provided guidance for small and medium-sized enterprises to integrate wildlife protection into their CSR activities as a strategy to recover from the COVID-19 business downturn.



Presentation by Ms. Sarah Ferguson, Director of TRAFFIC in Vietnam, at VCCI’s Risk Management Workshop in Quang Ninh on June 8, 2020. Photo: USAID Wildlife Asia

### **1.3.1.2.3 Empower and provide resources to three CSOs to disseminate Chi messages among 10,000 members of their own communities to increase SBCC/Chi outreach**

In partnership with VCCI (Hanoi), in November 2018 USAID Wildlife Asia organized a series of workshops in Hanoi, Hai Duong City, and Quang Ninh province. The events introduced USAID Wildlife Asia to the business community, providing in-depth knowledge and strategies for risk management, business development, and enhancing competitiveness by integrating wildlife protection into CSR policy. Find the event report [here](#).

In March 2019, USAID Wildlife Asia partnered with VCCI Da Nang in organizing its one-day Annual Members’ Meeting in Da Nang City. Approximately 335 businesspeople and leaders attended the meeting from six central provinces. USAID Wildlife Asia facilitated a half-day session on CSR strategies incorporating wildlife protection, SBCC, the promotion of an “illegal wildlife-free” lifestyle, and Chi messaging. Chi-themed SBCC toolkits and promotional materials were distributed to participants.

On June 28, 2019, USAID Wildlife Asia partnered with VATA on its half-day Annual Members’ Meeting, which was attended by around 120 participants, including VATA leaders, provincial associations, and representatives of transport companies. Mr. Nguyen Ngoc Thang, Environmental Specialist, Environment and Social Development Office of USAID/Vietnam, gave opening remarks which emphasized the important role of CSO partners, such as VATA, in leading social mobilization to stop illegal wildlife consumption in Vietnam. USAID Wildlife Asia gave a presentation on CSR strategies and SBCC activities. VATA leaders integrated Chi messaging into speeches and documents, and VATA members received a training curriculum featuring wildlife protection content to use as a guideline for their business operations.

In August 2019, USAID Wildlife Asia and VCCI kicked off a three-day Business Strategy and Market Access workshop for SMEs in Nam Dinh. The workshop provided guidance on effective business planning for increased market access, with a special focus on how taking a stand against wildlife crime can help differentiate SMEs from competitors.

On September 27, 2019, USAID Wildlife Asia partnered with VCCI on a half-day interactive business seminar for member enterprises on CWT-focused CSR and wealth creation for sustainable business

development in Hanoi. The event engaged 104 business leaders and senior officials to exchange views on sustainable business growth in Vietnam and learn about how the adoption of anti-trafficking measures could benefit their companies.

Also in September 2019, USAID Wildlife Asia and VCCI Da Nang kicked off a series of integrated training sessions to build capacity and engage the business sector in the central region of Vietnam to combat illegal wildlife trade and support the Chi Initiative by adopting wildlife-focused CSR policies.

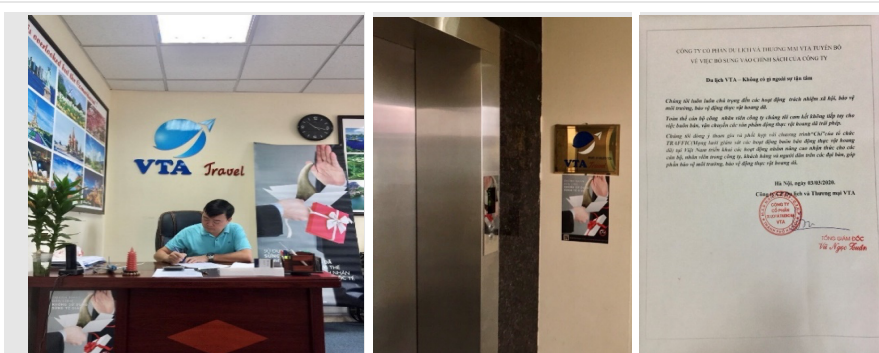
The first integrated training session was held on September 14, 2019, attended by 35 general managers of high-end hotels in Hoi An and Da Nang City. The second training session on September 27, 2019 was for 32 human resource managers in Hoi An and the third was held on October 4, 2019 for local Chief Executive Officers (CEOs).

### In partnership with VCCI

Twenty-two businesses from the construction, tourism, transport, information and technology, handicraft, and fashion sectors have voluntarily carried out their own activities to disseminate Chi messaging to their business networks. These activities have included the placement of Chi standees on business premises, the dissemination of the Chi e-banner on business websites, the issuance of internal wildlife-related codes of conduct, the signing of Chi pledges publicly of business leaders, and more.



Chi standees placed in office premises of Hoan Chau Gold shop (left) and America Discovery travel company in Hanoi (right). Photos: USAID Wildlife Asia



The head of VTA Travel pledged to support the Chi Initiative, issued an internal wildlife-focused code of conduct, and placed Chi standees on office premises. Photos: USAID Wildlife Asia

## In partnership with VCCI Da Nang



USAID Wildlife Asia standees are displayed in the lobby of Almanity Hoi An Wellness Resort (left); The resort voluntarily organized their own internal training for their staff (right).  
Photos: USAID Wildlife Asia

Representatives from 100 businesses that had participated in various training sessions and events hosted by VCCI Da Nang in 2019 pledged to stop consuming illegal wildlife products and incorporated wildlife protection in their CSR policies in 2020. Six influential business leaders signed up to become Chi champions and initiated talks on Chi and wildlife protection with their staff, colleagues, and social networks. USAID Wildlife Asia provided Chi-branded campaign materials, CSR training documents, and tailor-made Chi CSR presentations to support these champions. Their activities reached an additional 9,000 businesspeople and partners in the central region of Vietnam.



Chi PSAs were displayed in strategic locations around Da Nang. Photo: USAID Wildlife Asia

In March 2020, the Da Nang City People's Committee joined the Chi Initiative to boost efforts to counter consumption of illegal wildlife products. From March to September, through the Committee's involvement, eight PSAs were displayed free of charge at Da Nang Airport and on LED screens in five locations around the city, contributing USD74,000 of leveraged costs to the project. VCCI Da Nang helped organize the displays. The placements reached an estimated 8.7 million residents and visitors during this six-month period. Again, the impact of this work in terms of changing the target audience's behavior will be reported as part of the in-depth research being published at the end of March 2021.

The resurgence of Covid-19 cases in Da Nang in the end of July 2020 resulted in business closures and social distancing orders that put the city's status as a premier tourist destination on hold. As part of the adaptive management strategy to ensure the contract deliverables were achieved with adequate exposure of project communication materials, the activities were revised. Instead of the original timebound joint communication initiative with hospitality clubs in Da Nang and Hoi An (initially scheduled for January-May 2020 and then extended to August 2020), VCCI Da Nang will integrate SBCC messaging into the Da Nang Department of Tourism's "Da Nang Fantasticity" City Guide. The guides will be displayed at multiple locations, including the airport, seaports,



tourist information booths, hotels, and at Department of Tourism events. The potential reach of the newly developed materials is expected to be much higher than originally planned.

### **In partnership with VATA**

VATA successfully motivated three of its members—Thai Nguyen Automobile Transport Association, VN Express JSC, and Thanh Hoa Automobile Transport Association—to officially incorporate the VATA Code of Conduct on IWT into their company policies. The code includes guidelines for avoiding transportation of illegal wildlife and wildlife products and prohibits their consumption. These companies voluntarily conducted echo trainings to implement CWT-focused codes of conduct for their staff and partners. The company leaders supported the placement of Chi standees, banners, and posters on their passenger buses, bus stations, and office premises.

VATA commenced mass dissemination of Chi posters and Chi campaign materials for six-months from October 2019, including:

- The display of Chi-themed A3-sized posters on 300 passenger cars and trucks in six cities: Hanoi, Ho Chi Minh City, Can Tho, Vinh, Thanh Hoa, and Hue
- The display of Chi standees and banners in open areas of six bus stations in six cities: Hanoi, Ho Chi Minh City, Can Tho, Nghe An, Thanh Hoa, and Thua Thien Hue

These displays reached an estimated 1.9 million views per month, including 600,000 views from public transport passengers.



Chi posters and standee displayed in bus station (left) and on buses in Thanh Hoa and Hanoi (right). Photos: USAID Wildlife Asia

## In partnership with HAWASME



The Chi pledge is displayed in the office of Secoin Building Material Corporation. Photo: USAID Wildlife Asia

HAWASME recruited 10 member enterprises to support their CSR initiative by displaying Chi messaging and materials in their office premises, shops and internal events, and on company websites. The Chi materials were distributed to the target audience at HAWASME internal events.

### 1.3.1.3 Recruit 20 influencers, change agents, and thought leaders to promote zero tolerance towards illegal wildlife consumption and supporting the new initiative

Over the course of Chi Phase III, the project successfully recruited 35 Chi Champions. These were people willing to publicly commit to a

lifestyle free of illegal wildlife products in order to champion this change amongst their peers and others. They demonstrated this commitment in various ways, including by signing pledges, displaying standees in their offices, making public statements, and organizing echo trainings. The Chi Champions were the following:

1. Ms. Nguyen Thi Nga, Vice Chief of Office, Scientific Committee for Party Organizations, Central Committee for Propaganda and Education (CCPE)
2. Ms. Truong Thi Kim Anh, Deputy Director, VCCI Da Nang
3. Mr. Doan Quoc Tam, Secretariat of Vietnam E-commerce Association (VECOM)
4. Mr. Nguyen Van Quyen, Chairman, VATA
5. Mr. Pham Hoang Tien, Director, Small and Medium Enterprise Promotion Center, VCCI
6. Ms. Le Thi Thu Thuy, Deputy Director, Small and Medium Enterprise Promotion Center, VCCI
7. Ms. Pham Thi Huong Giang, Director, Center Women and Development
8. Mr. Tran Phuoc Tuan, President - Construction Contractor Association of Central Region of Vietnam
9. Mr. Que Ngoc Hai, Defender, Captain of U23 Vietnam National Football Team
10. Mr. Do Xuan Hoa, Vice Chairman, VATA
11. Mr. Nguyen Tien Vinh, Chairman, Thai Nguyen Provincial Automobile Transport Association.
12. Mr. Le Xuan Long, Director, Thanh Hoa Automobile Transport JSC.
13. Venerable Thich Thanh Huan, Standing Member of the Ruling Committee, Vice Chairman of Office I, VCBA Abbot of Phap Van Pagoda
14. Mr. Pham Dinh Toan, Member of the National Assembly, Vice Chairman of the National Assembly Office

15. Mr. Nguyen Manh Cuong, Member of the National Assembly, Vice Chairman of the Legal Committee of the National Assembly
16. Ms. Nguyen Thi Le Thuy, Member of the National Assembly, Standing Member of the Committee on Science, Technology and Environment of the National Assembly
17. Ms. Nguyen Thi Bich Ngoc, Deputy Director of Hung Thinh Company
18. Mr. Pham Thanh Giang, Deputy Director of Aki Education Company
19. Mr. Phan Van Sang, Director, ITSUPRO Investment and Development JSC
20. Ms. Nguyen Thi Thu Hang, Deputy Director, Life Co. Ltd.
21. Ms. Jenny Pham Nguyen, General Manager, Sea Lavie Resort, Da Nang
22. Mr. Pham Ba Hoa, General Manager, Stella Maris Beach Resort, Da Nang
23. Ms. Huynh Thi Minh, Human Resource Manager, Golden Pearl Hoi An Resort
24. Ms. Le Thi Be Phuong, Human Resource Manager, Almanity Hoi An Wellness Resort
25. Ms. Ha Thi Dieu Vien, Human Resource Manager, Silksense Hoi An River Resort
26. Ha Thi Vinh, Director, Quang Vinh Ceramic Co., Ltd.
27. Giang Thi Hang, Director, Tan Viet Anh Co., Ltd.
28. Pham Thi Thu Ha, Bank Branch Manager, Sacombank
29. Nguyen Thi Xuan Director, Thanh Huyen Co., Ltd.
30. Thai Thi Van Anh, Director, Quoc Anh Packaging Co., Ltd
31. Duong Kim Oanh, Deputy Director, Minh Cuong Mct., Jsc.
32. Ngo Thi Tinh, Deputy Director, Bao Minh Confectionery Jsc.
33. Dinh Hoai Giang, Director, Secoin Building Material Corporation
34. Nguyen Thi Tam, Director, Dong Anh Pressure Equipment Jsc.
35. Nguyen Thi Sam, Director, Hansam Co., Ltd.

#### **1.3.1.4 Work with the Vietnam Central Buddhist Association and at least three pagodas or temples to disassociate spiritual beliefs from the use of illegal wildlife products**

In 2019, USAID Wildlife Asia partnered with VCBA to use SBCC messaging to disassociate spiritual beliefs from the consumption of illegal wildlife products, as it had been identified that the target audience could be effectively persuaded through additional messaging via this channel. Messaging centered around the Buddhist law of cause and effect, specifically the consequences humans could face for causing suffering to other sentient beings. Refusing to buy or use illegal wildlife products, particularly rhino horn, was put forward as an act of compassion that could help.

These messages were embedded in lectures given by the Venerable Thich Thanh Huan, Abbot of Phap Van Pagoda, and the Venerable Dam Thich Lan, Abbot of Bo De Pagoda, at two events. The lectures reached more than 400 people, the majority of whom (88%) were businesspeople and government officials. From the first event, held at Phap Van Pagoda on 14 July 2019, pre- and post-event surveys and interviews revealed positive changes in respondents' insights on wildlife issues and

their intentions to purchase, consume and/or gift illegal wildlife products. Only 3% of the 170 respondents continued to believe that rhino horn would bring owners fortune and happiness (compared with 32% before the event), while 37.1% reported that using/buying or gifting illegal wildlife products would mitigate good blessings (compared with 2.9% before the event). One of the key outcomes of the event was that it opened the door to the establishment of a Wildlife Protection Group at the pagoda to fight against illegal wildlife consumption in 2020.

In 2020, Venerable Thich Thanh Huan delivered three more lectures that embedded Chi messaging. In December 2019, Venerable Dam Thich Lan organized a vegetarian meal and lecture event to disseminate Chi messaging. SBCC materials were also distributed at six small events and small group meetings at Phap Van Pagoda.

#### **1.3.1.4.1 Organize two events to promote and engage zero-tolerance messaging for Buddhist businessmen and government officials**

The first event took place at Phap Van Pagoda on July 14, 2019 for nearly 200 attendees, most of whom were businesspeople. A survey conducted at the venue before the event found that only 1% of the participants would commit to not buying, using, or gifting illegal wildlife products or being involved in the trade of endangered wildlife species. After the event, that number rose to 70.6%.

The second interactive event took place at Bo De Pagoda on September 29, 2019 in Hanoi. The activity integrated SBCC messaging to 196 people through Chi Champions (the Venerable Thich Thanh Huan, Abbot of Phap Van pagoda, and the Venerable Dam Thich Lan, Abbot of Bo De pagoda), who linked the rejection of illegal wildlife products to personal morality.

#### **1.3.1.5 Engage Vietnamese members of the Community of Practice to exchange creative ideas for reducing demand for illegal wildlife products**

Five Chi Champions with leadership roles at VCCI, Vietnam E-commerce Association, and National Center for Health Education and Communication, and 28 VCCI master trainers shared their insights and recommendations on the development of Chi III creative concepts, messaging, and key visuals. The champions agreed on the selected concepts: health and global business integration. However, some adjustments were recommended to the messengers. Many attendees were concerned about the use of a football player as a messenger, as his young age wouldn't connect with target audiences. It was decided that using a businessman as the messenger would be more resonant.

For the health concept, attendees preferred images of an actual Mr. L—a successful businessman—running, rather than the football player, and this idea was integrated into the visual. The insight from our local champions, taken together with comments from international social behavior change experts, was used to refine the visuals for publication.

##### **1.3.1.5.1 Engage in monthly “Changing Demand” webinar series**

The USAID-funded Wildlife Trafficking Response and Priority Setting (TRAPS) and GIZ DETER projects supported various aspects of the webinar series, now a quarterly event. Information regarding consumer research finalized in Vietnam under the Saving Species initiative was shared through a webinar for Community of Practice members on March 27, 2019.

On August 24-25, 2020, Ms. Trinh Nguyen presented USAID Wildlife Asia's experience in adapting demand reduction activities around the obstacles presented by COVID-19 for the USAID webinar on *Reducing Consumer Demand for Wildlife and COVID-19: Responses from the Field*.

### **1.3.1.5.2 Contribute three articles on [www.changewildlifeconsumers.org](http://www.changewildlifeconsumers.org) sharing experience and lessons learned with the SBCC Community of Practice (COP)**

Four publications were published and shared with the Community of Practice over the two years of the project:

[Reducing Demand for Illegal Wildlife: Choosing the Right Messenger](#), best practice guidelines to identify principles for choosing the right messenger for communication aimed at reducing demand for the illegal wildlife trade.

[Reducing Demand for Illegal Wildlife: Designing Effective Messages](#), best practice guidelines to create effective messaging against consumption of illegal wildlife products. Based on discussions from the “Expert Roundtable on Effective Messengers and Messaging, to Reduce Demand for Illegal Wildlife Products”.

[Vietnam National Assembly Handbook on Wildlife Conservation](#), a landmark outcome of the first USAID Wildlife Asia and National Assembly high-level Dialogue held July 26, 2019, published as a reference on wildlife conservation policy including demand reduction for parliamentarians, policymakers, and other partners.

[Journal on Challenges in Protecting Endangered, Rare, and Precious Species](#), a reference to provide information on the state of wildlife in Vietnam and global illegal wildlife trade for CCPE officials. The Journal offers recommendations for future government communication initiatives, including through awareness raising and behavior change campaigns, addressing target audiences that range from other government officials to the general public.

### **1.3.1.5.3 Host one face-to-face member meeting**

On March 25, 2019, the team hosted a face-to-face meeting in Hanoi to provide updates on Chi Phase III progress and to exchange suggestions on developing Chi Phase III key campaign visuals. The event gathered 18 participants, including some of the world’s most prominent SBCC experts and representatives of key CSO partners. Experts shared their insights and recommendations on the proposed Chi key visuals. Feedback from local experts, together with comments from international social behavior change experts helped refine the visuals.

## **1.3.2 Work with Vietnamese government partners to reduce demand for rhino horn**

USAID Wildlife Asia secured partnerships with the Office of the National Assembly and CCPE, two high-ranking government entities.

### **1.3.2.1 Organize two capacity-building workshops for government officials in collaboration with the Central Committee for Propaganda and Education (CCPE)**

On July 3, 2020, USAID Wildlife Asia and the Scientific Council of the Central Party Committees (the Council) of the CCPE held the first workshop to strengthen communication to reduce demand for illegal wildlife products. The workshop engaged 59 CCPE leaders, officials and government communicators in exploring SBCC best practices and exchanging views on wildlife protection strategies. USAID Wildlife Asia provided in-depth guidance on how to roll out SBCC activities, especially by embedding wildlife protection into communication campaigns and into the propaganda workplan of the Party and government agencies. All attendees signed pledges against illegal wildlife consumption.



A 20-page Journal prepared by CCPE on challenges in protecting endangered, rare, and precious wildlife was introduced by CCPE leaders and disseminated at the event. The Journal was also published in two CCPE-related communication channels—*Propaganda Magazine* and the e-portal of the Scientific Council of the Central Party Committee—reaching at least 2,500 government communicators and 250 Party and State leaders.

The second planned workshop, postponed due to the second outbreak of COVID-19 in July, was finally held on November 27, 2020. The high-level event, co-organized by USAID Wildlife Asia and the Scientific Council of the Central Party Committee (the Council) of the CCPE, welcomed 50 CCPE leaders and senior government communicators who discussed SBCC and innovative CWT-focused communication tools. USAID Wildlife Asia shared international best practices on wildlife protection strategies and suggestions to Party and government agencies on selecting appropriate SBCC activities to drive down wildlife demand and consumption within their networks. Recommendations from the event were documented in a handbook to be disseminated to CCPE leaders and leaders of government agencies' communication offices. All attendees signed pledges against illegal wildlife consumption.

### **1.3.2.2 Organize three high-profile events for political leaders to seek their interest and action on CWT**

On July 26, 2019, USAID Wildlife Asia and the National Assembly of Vietnam held a high-level dialogue to discuss wildlife-related issues, including demand reduction approaches and efforts, as well as SBCC toolkits and guidance. The event brought together 47 participants, including National Assembly members and senior officials/representatives of other government agencies, such as the Committee of Science, Technology, and Environment, the Ministry of Agriculture and Rural Development, the Ministry of Natural Resources and Environment, and the Forest Protection Department.

On June 30, 2020, USAID Wildlife Asia and the National Assembly held the second high-level Dialogue on strengthening legislation and communication efforts to end illegal wildlife trade in Vietnam. The event was attended by 18 Parliamentarians, 32 government officers, 30 journalists and three international experts and representatives from USAID Vietnam, USAID Wildlife Asia, USAID Saving Species, and TRAFFIC. Participants agreed on the need for amendments to existing legislation and targeted SBCC campaigns to reduce consumption.

Due to COVID-19, USAID approved a change in format for the third high-level event to six internal small group meetings. These meetings, conducted from August 5-18, 2020, involved 42 National Assembly members and high-ranking government officials from the Judicial Committee, the Nationalities Committee, and the Science, Technology, and Environment Committee of the National Assembly; the Central Committee for Propaganda and Education; the Ministry of Natural Resources and Environment; the Ministry of Agriculture and Rural Development; the Ministry of Public Security; the Ministry of Information and Communications; Forest Protection Departments; General Department of Vietnam Customs; the Supreme People's Court, and other relevant agencies.

After each National Assembly event, recommendations and discussion points were compiled into handbooks to guide the implementation of future wildlife legislation and communication campaigns. Closely following the dialogue themes, the handbooks have focused on Vietnamese wildlife legislation, conservation policy case studies from abroad, and targeted communication, respectively. They were disseminated to 16 Party and government agencies and 600 Parliamentarians and government officials, and will be archived in the Library of the National Assembly.

### **1.3.2.3 Design one joint communication initiative to integrate behavior change aspects into current Vietnamese public messaging**

In 2020, under funding from Save the Rhino International, TRAFFIC and the CCPE engaged leaders and senior government officials working for the Party in central/provincial government agencies to participate in a consumer survey on rhino horn consumption. Survey findings were used as a baseline, providing the Vietnam team with guidance on co-designing SBCC interventions with the CCPE and other government agencies to change the consumption habits of this target group.

A Key Visual using the traditional Dong Ho Folk Painting targeting government leaders and officials was developed and pre-tested among target audiences with funding from Save the Rhino International. USAID Wildlife Asia was actively involved and provided comments throughout the development of the visuals, which will be displayed in a wide range of CCPE, National Assembly and Party/government agencies to call for a shift against wildlife consumption in those workplaces.

### **1.3.3.1 Identify success factors, lessons learned and share insights and research findings through CITES CoP and other mechanisms**

On June 5, 2019, TRAFFIC team members working on SBCC commemorated World Environment Day by delivering a paper that was awarded “Highly Commended” status at the World Social Marketing Conference in Edinburgh, UK. The paper, *Chi Initiative – A social marketing approach to reduce the demand for rhino horn in Vietnam*, and the accompanying presentation highlighted that communication aiming to raise awareness of the plight of a species alone does not necessarily resonate with the most prolific group of consumers in Vietnam.

TRAFFIC delivered a demand reduction-themed side event entitled “Towards Demand Reduction Guidance for CITES Parties,” which included insights from USAID Wildlife Asia, on August 17, 2019 at the 18th Conference of the Parties to CITES. This featured contributions from panelists in the CITES Secretariat, as well as China, Thailand, the US, and Vietnam, with the Head of Delegation for the latter, Ms. Ha Thi Tuyet Nga, Director of the Vietnam CITES Management Authority, providing her perspectives on the importance of a social and behavior change approach and highlighting TRAFFIC’s work. The Parties formally adopted a Decision outlining a process for the development of guidance to support CITES Parties implementing the demand reduction resolution (Resolution Conf. 17.4), which will now move forward with TRAFFIC’s engagement.

The National Assembly (NA) Handbook on Wildlife Conservation Policy, an outcome of the first high-level dialogue, was written under the initiative of the National Assembly and published as a reference on wildlife conservation policy, including demand reduction, for parliamentarians, policymakers, and other partners.

Two success stories were approved by USAID in April and May 2020. The first story was entitled “USAID mobilizes Vietnamese business community to promote a wildlife consumption-free lifestyle” and the second story entitled “USAID partners with Vietnamese Buddhists to end wildlife crime” highlighted achievements in our partnerships with VCCI, VATA and VCBA.

### **1.3.3.3 Evaluation of Chi Initiative on KAP of target audiences**

The assessment of Chi III’s impact on demand reduction indicators was originally planned to be integrated in the post-survey to be conducted by USAID Saving Species. Since the Saving Species research will not take place until 2021, RTI earmarked USD 20,000 for a monitoring survey to study the impact of the Chi III activities on target audiences in Vietnam. Indochina Research was selected



to conduct the survey. Findings from the survey are described in the Campaign Monitoring Survey 2021 section, below.

### **1.3.3.4 TRAFFIC working team travel to at least one domestic or international meeting/conference and at least two project internal technical meetings to present the SBCC work under USAID Wildlife Asia (with support from Saving Species and Wildlife TRAPS).**

The Vietnam team traveled to Thailand to attend the USAID Wildlife Asia Year 4 work-planning meeting on July 16-19, 2019. Subsequent travel was limited by COVID-19.

### **Task 1.4 Strengthen knowledge sharing and regional networks for SBCC in wildlife demand reduction**

The Chi III key visuals, Chi III video, and Chi Corporate Social Responsibility Guidebook have been shared many times with the Social and Behavior Change Community and at a diverse array of international conferences and illegal wildlife trade events including both high level Conferences on Illegal Wildlife Trade (Hanoi 2016 and London 2018), and through UNEA IV and the CBD CoP for the reference of conservationists and the global behavior change network.

- Trinh Nguyen and Sarah Ferguson used their SBCC expertise to review the Behavior Change for Biodiversity Course supported by USAID Wildlife TRAPS and GIZ as published on [www.changewildlifeconsumers.org](http://www.changewildlifeconsumers.org).
- Information about the Chi initiative was distributed at the TRAFFIC/WWF Global Wildlife Program 2019 Conference on Rhino Horn Valuation, held in October 2019 in Pretoria, South Africa.
- On August 24-25, 2020, Trinh Nguyen presented USAID Wildlife Asia's experience in adapting demand reduction activities in light of the COVID-19 global health crisis. during the *USAID webinar on Reducing Consumer Demand for Wildlife and COVID-19: Responses from the Field*.

## **CHI III INNOVATIONS**

The Chi III Campaign has developed pivotal relationships, catalyzed partnerships, produced communication materials for replication and roll-out by the target audience, and shared researches and insights into how to effectively change the behavior of rhino horn consumers in Vietnam. The impact of Chi on the target audience will be assessed through a survey.

### **Co-creating materials with the target audience**

During Chi Phase III, successful partnerships with influential, high-profile government agencies and CSOs enabled the co-design of highly targeted, impactful SBCC messages that have reached the Mr. L consumer group and spread throughout their networks. CCPE, the National Assembly, and CSO partners have provided inputs into several stages of development of behavior change materials, offering key cultural insights to improve the efficacy of materials and make messages more impactful. These partners have maintained their commitment to stimulating behavioral change and receiving active guidance on the methodological and measurable implementation of behavioral change activities.

## **Work with Buddhist leaders**

The Chi III Initiative has leveraged the influence of the Vietnam Central Buddhism Association (VCBA), and the environmental activist and monk Venerable Thich Thanh Huang to spread Chi messaging through dharma talks to the target audience. Partnership with VCBA has allowed the project to approach the target audience in an entirely new way, by emphasizing overlaps between Buddhist teachings on kindness and the demand reduction goals of the Chi Initiative.

## **Securing advocacy from government and private sector partners**

Strategic partnerships with key government and corporate leaders have been critical in securing peer-to-peer advocacy to combat socially ingrained motivations for rhino horn consumption within the business community. Through high-level policy dialogues, the initiative has gained the attention of policymakers and offered guidance on strengthening the legal framework around the consumption of illegal wildlife products in Vietnam. Through CSR workshops run with CSO partners, the initiative has successfully reached business executives with targeted, shareable behavioral change messaging.

Sharing culturally specific messages through trusted CSOs has helped undermine the cultural and social acceptance of rhino horn consumption among target consumer groups. The advocacy of high-profile community and business leaders and celebrity key opinion leaders has added further weight to our behavioral change initiatives.

## **GENDER**

The Chi III Initiative mobilized women's business associations in support of the initiative's objectives by integrating wildlife protection into women-focused capacity-building activities. Though not the primary target audience of the Chi Initiative, women are integral to reinforcing Mr. L's behavior change journey and are helping lead a shift in societal norms away from illegal wildlife product consumption in Vietnam.

On November 14-16, 2018, the Chi III Initiative and VCCI hosted a three-day workshop for 33 members of the Hai Duong Provincial Women's Union, aimed at enhancing the capacity of SMEs on developing business strategies and achieving sustainable development through CSR. At the workshop, women were trained on various models of strategic management, business strategy development, and techniques to integrate wildlife protection into CSR policies.

On June 19, 2020, the project partnered with HAWASME on a workshop to raise awareness of illegal sales of wildlife products online. The team highlighted the legal framework around e-commerce in Vietnam and promoted the importance of protecting wildlife and the environment as a key part of a sustainable business strategy. The event recruited two new Chi Champions that led small and medium enterprises in Hanoi to disseminate SBCC messaging.

After the event, HAWASME began to implement a Chi materials dissemination initiative in the business community. HAWASME successfully recruited and engaged 10 member enterprises to display Chi messaging and materials in their offices, shops, internal event spaces, and on company websites for six months.

## ADAPTIVE MANAGEMENT

### Branding

Branding posed a challenge at the beginning of the project, with partners reluctant to jointly organize activities since their branding could not be displayed in compliance with the branding guidelines of USAID Wildlife Asia. Partner logos at events fully funded by USAID Wildlife Asia were removed from backdrops and materials, which created difficulties in convincing the partners to champion the Chi messages in their communities. This is one of the reasons that the Activity requested a Branding Exception for Vietnam, which USAID approved in December 2018.

### COVID-19's influence on project implementation

The COVID-19 outbreak caused delays in the implementation of planned activities with key partners in Vietnam. However, the project team took an adaptive management approach to initiate talks with partners at a very early stage of the outbreak to develop alternative implementation plans to ensure the overall Chi III SBCC strategy would still be carried out, achieving planned impacts and KPIs/outcomes.

USAID Wildlife Asia leveraged the Vietnamese government's subsequent decisive measures towards wildlife management as an opportunity to advocate for a change in wildlife consumption social norms among the Vietnamese people. Our Chi III activities were adapted to overtly support the efforts of the government to counter COVID-19, particularly by:

- Disseminating government guidance on COVID-19 at Chi workshops;
- Adjusting the messaging/tone of SBCC materials (including the National Assembly Handbook for Conservation Policies and the CCPE Journal) to include information on COVID-19 and zoonotic transmission;
- Sharing with partners the most effective models of biodiversity conservation to prevent future outbreaks of zoonotic diseases;
- Adapting workshops to include new consumer trends for businesses to consider in the wake of COVID-19, including how to safeguard their companies from being exposed to illegal wildlife trade.

### Stakeholder approaches

Challenges were posed by stakeholder differences in approaches to conservation, including differing attitudes, investment, and motivations, from those of the government and CSO partners. To address these challenges, the Chi Initiative has followed a holistic SBCC plan that used the eight benchmark criteria of the National Social Marketing Centre to underpin the messages, messengers, and mechanisms chosen for Chi communication. The intervention mix of behavior change communication and creative approaches was designed through a co-creation approach, with a mix of research, local knowledge, and understanding, and culturally specific insights and values.

## CAMPAIGN MONITORING SURVEY 2021

From December 2020 to February 2021, USAID Wildlife Asia conducted a survey through Indochina Research Limited (IRL), a market research agency, to determine the impact of the Chi III Initiative. The survey had two components:

- **Consumer Survey** – to determine reach and recall of Chi III campaign and reduction in demand for rhino horn as a result of exposure to the campaign among the target audience (current and likely consumers of rhino horn products); and,
- **Partner Survey** – to determine impact of Chi III on partners’ individual and organizational practices regarding wildlife consumption, after participation in Chi III CSO workshops and events.

The **Consumer Survey** had a sample of 200 distributed among Hanoi, Danang, Ho Chi Minh City or HCMC who are rhino horn users/owners and/or had intention to buy rhino horn in the past 3 years. Individual face-to-face interviews were conducted using a structured digital questionnaire administered on a tablet. To compare changes in attitudes and demand indicators, some questions were taken from the questionnaire used in 2018 USAID Saving Species Consumer Research of Wildlife Products in Vietnam. Data collection period was from December 26, 2020 to January 18, 2021.

The **Partner Survey** had a sample of 272, members of CSO organizations engaged under Chi III and were reported as having attended at least one Chi III event. These organizations are: Vietnam Chamber of Commerce and Industry (VCCI), Vietnam Automobile and Transportation Association (VATA), Hanoi Women Association of Small and Medium Enterprises (HAWASME), and Vietnam Central Buddhist Association (VCBA). Interviews using structured questionnaire were conducted through email or phone with individuals who had participated in events where a ‘Chi intervention’ was done (recruited from list provided by Vietnam team). Data Collection period was from January 5 – February 1, 2021.

### **Key Findings: Consumer Survey**

- Thirty three percent (33%) of respondents have been exposed to at least one of the Chi III campaign materials.
- Those exposed were mainly exposed through internet news and websites (65%), TV news programs (63%), Facebook/Instagram (49%), Magazine/newspapers (47%), and outdoor street billboard (27%).
- Intention to purchase rhino horn is significantly lower among those exposed to the Chi III campaign (49%) in 2021 compared to the sample in the 2018 baseline research (68%).
- The perception that buying/using rhino horn products is socially acceptable is significantly lower among those exposed to the Chi III campaign (22%) in 2021 compared to the sample in the 2018 baseline research (28%).

### **Key Findings: Partner Survey**

- Among the partner respondents, 6% say that they have bought/used wildlife products and 1.3% say they intend to use wildlife products.
- 1.5% say that they have bought/used Rhino Horn products.
- 1.1% say that they intend to buy Rhino horn-products in the future.

- Ninety percent (90%) of respondents consider using rhino horn as unacceptable.
- One out of 2 respondents (50%) recall having participated in any event from the presented list of event names. Note that events were held in the past 3 years. Thirty seven percent (37%) of the events were held in Hanoi and these were the events most recalled by participants
- Fifty percent (50 %) of all respondents report that their organizations are applying corporate social responsibility (CSR) policies related to wild animals' protection.
- Among those who report that their organizations are applying CSR, 83% say that they have asked their employees not to use (59%) or trade (24%) products made from wild animals.

## LESSONS LEARNED AND RECOMMENDATIONS

A key project lesson was the flexibility needed to work with government partners in Vietnam. Events with the National Assembly and CCPE required a lot of preparation, as these organizations have multi-level approval processes and very particular internal administrative requirements. Any change to the program means the process must start over from the beginning, so materials and logistics registration have to be prepared well in advance.

Additionally, as SBCC was still a new concept for the National Assembly, it was important to frame its usefulness by incorporating it into discussions around legislation. This offered an access point that the policymakers were familiar with to help them be more open to the SBCC methodology and better understand how it can support policy.

For the CCPE, foreigner participation requires registration four to five weeks in advance and branding issues are complicated. CCPE does not allow placement of international donor logos next to its own on communications materials. USAID Wildlife Asia has worked closely and negotiated with partners to solve these issues while avoiding delays in project activities.

Language is another challenge. The National Assembly and CCPE have little English capacity and required a great deal of support from USAID Wildlife Asia on interpretation and translation of communication materials and documentation.

Working with government partners revealed the need for new kinds of Key Opinion Leaders (KOLs). For example, government leaders generally cannot manage personal social media accounts with a high number of followers, nor are they able to place SBCC posters in their workplaces without government permission. Other contributions/actions should be identified for leaders to show their commitment while still meeting KOL requirements.

It is of critical importance that the project team be flexible and maintain realistic expectations of what can be accomplished at each event and with each partner. Activity timelines especially need to be treated with flexibility. Enforcing an excessively strict working mechanism can be discouraging for partners, whose commitment is essential.

## INSTITUTIONALIZATION AND LEGACY

The Chi Initiative will continue to bear an impact long after the project timeline has concluded. One main reason for this is VCCI's master trainer network. By continuing to integrate wildlife protection messaging into their training sessions, the master trainers are driving forward Chi objectives and reinforcing the behavior change journey of the Mr. L target audience past the conclusion of the project.

A key part of the Chi legacy are the handbooks created from the National Assembly dialogues. The books, *The National Assembly (NA) Handbook on Wildlife Conservation Policy* and the two subsequent handbooks on conservation case studies and targeted communication, will remain in the National Assembly library as a valuable reference, guiding policy and communication discussions in the Vietnamese government for years to come.

Likewise, the CCPE *Journal on Challenges in Protecting Endangered, Rare, and Precious Species* will aid government in the creation of more effective communication campaigns to help raise awareness of the country's legal framework and develop informed, impactful behavior change initiatives.

The *Chi Corporate Social Responsibility Guidebook* will continue to promote the benefits of wildlife-related CSR among Vietnamese businesses, helping them to contribute to the country's sustainable development, while setting themselves apart from the competition in the eyes of potential consumers.

Chi's wildlife protection messages for tourists in the *Da Nang Department of Tourism's "Da Nang Fantastcity" City Guide* will continue to help tourists make responsible choices for the environment.

Another example of Chi's legacy is the establishment of the Wildlife Protection Group at Bo De Pagoda, a network of spiritual leaders that will continue to discuss wildlife issues, helping spread Chi messaging to potential illegal wildlife product consumers.