



USAID WILDLIFE ASIA WILDLIFE PROTECTION LAW PROMOTION CAMPAIGN

May 2018 to July 2020

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USAID WILDLIFE ASIA

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May 2018 to July 2020

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Cover Photo Caption: Wildlife Protection Law wall poster displayed at a metro station in Beijing. Photo Credit: Sun Li

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BACKGROUND

The USAID Wildlife Asia Activity aimed to end transnational wildlife crime in Asia by employing a comprehensive approach through improved regional cooperation. The global value of illegal wildlife crime is estimated at \$20 billion annually. 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 U.S. Government 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 horn.

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 Wildlife Protection Law (WPL) campaign to reduce consumer demand for elephant ivory, pangolin, rhino and tiger products implemented from May 2018 to July 2020 in China.

SOCIAL AND BEHAVIOR CHANGE COMMUNICATION (SBCC)

WHY APPLY SBCC TO REDUCE DEMAND?

Activities addressing the illegal wildlife trade have largely focused on supply and regulations of products but have not addressed the root of consumer demand, leading to continuing high demand for wildlife products. Meanwhile communication campaigns have primarily targeted the general population, resulting in high levels of awareness, but often failing to target buyers/consumers or address the factors that drive their demand for these products. Therefore, USAID Wildlife Asia applied SBCC principles and approaches to effectively target consumers and potential consumers, understand the motivations underlying purchase and use behaviors, and move from raising awareness to reducing desire and demand for wildlife parts and products.

ACTIVITY TARGETS FOR SBCC CAMPAIGNS

In order to reduce demand, USAID Wildlife Asia's targets based on the 2020 Monitoring, Evaluation and Learning Plan were:

- 25% increase among target audiences exposed to campaigns with desired attitudes related to consumption of parts/products of targeted wildlife species (based on campaign messaging)

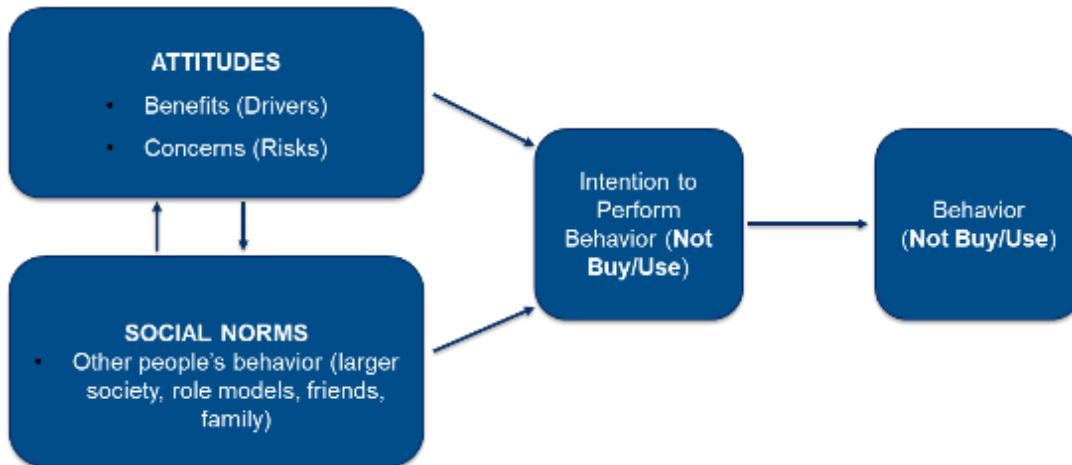
- 30% increase in target audience(s) saying that consuming and buying wildlife products is not socially acceptable.
- 25% decrease in target audience(s) reporting that they would like to purchase wildlife products in the future.
- 10% decrease in self-reported wildlife product purchases among target audience(s).

DEMAND REDUCTION THEORY OF CHANGE

The project’s SBCC campaigns were informed by a simplified model of the USAID Wildlife Asia Demand Reduction Theory of Change (see Fig. 1). The theory of change reflects the interplay between attitudes (comprised of perceived benefits and perceived concerns about wildlife products) and social norms (perceptions related to the social acceptability of using wildlife products) that contribute to driving intention to buy or use wildlife parts and products. This intention then leads to actual purchase and use behaviors. If you improve attitudes that discourage use of wildlife products (reduce benefits and/or increase concerns) and decrease social acceptability about wildlife product use, the interplay of these factors will lead to decreased intention to buy or use wildlife products, and eventually lead to decreased purchase and use wildlife products.

Based on this theory of change, the SBCC campaigns sought to shift these attitudes and social norms in order to **decrease** intention to buy or use wildlife parts and products, with the overall goal of **decreasing** actual purchase and use of these parts and products.

Figure 1. Demand Reduction Theory of Change



SBCC PROCESS

SBCC is a planned, evidence-based process. USAID Wildlife Asia SBCC campaigns in China, including the Wildlife Protection Law Campaign, were conceptualized, designed, implemented, monitored, and evaluated following the five-step SBCC planning process outlined in the SBCC Demand Reduction Guidebook (USAID Wildlife Asia, 2020) and shown in Figure 2 below.



WILDLIFE PROTECTION LAW PROMOTION CAMPAIGN OVERVIEW

In July 2016, China’s National People’s Congress passed a new revision of the Wildlife Protection Law, China’s primary piece of legislation relating to wildlife conservation, and enacted it on January 1, 2017. China shut down its domestic ivory markets and banned all commercial ivory trade as of January 1, 2018. The revised law and the ivory ban solidified the country’s progress towards legal protection of wildlife.

USAID Wildlife Asia, through Globescan, a market research agency, conducted a baseline consumer survey in China from late 2017 to early 2018 to determine the incidence of consumption of ivory, pangolin, rhino and tiger products; characteristics of consumers and aspiring consumers of these wildlife products; factors driving their desire for these products; factors and people influencing their use of these products; and awareness of laws and regulations governing wildlife product use; and other issues. In December 2017, Globescan completed data collection for the qualitative portion of the research composed of eight focus group discussions of ivory, pangolin, rhino and tiger consumers and 12 individual in-depth interviews of traditional Chinese medicine practitioners. The quantitative survey was then conducted online from February 13 to March 9, 2018 with a total sample size of 1,800 representing the general population – 300 each from three Tier 1 cities (Shanghai, Beijing and Guangzhou) and three Tier 2 cities (Harbin, Kunming and Nanning).

Key findings from the baseline quantitative survey:

- Among the total sample surveyed, the proportion who reported purchasing any product from the four species were 10 percent for elephant, 8 percent for rhino, 7 percent for pangolin and 4 percent for tiger.
- Those who bought products in the past 12 months are generally 31-50 years old, have middle to high incomes, middle to high levels of education, and have travelled outside the Chinese Mainland.
- More females than males reported buying elephant products; more males reported buying pangolin products. Tiger and rhino products were bought by both males and females.

- Perceived health or medicinal benefits are significant drivers for buying rhino, pangolin and tiger parts and products. Rarity, purity, spirituality and beauty are key drivers for buying elephant products, mainly ivory products.
- Travel outside the Mainland for leisure or business are important purchase channels for all species.
- A significant proportion of purchases were unplanned.
- Among the general population, 44 percent were aware of the ivory trade ban, while among the past-12-months buyers, awareness was 42 percent. Awareness was higher in Tier 1 than in Tier 2 cities.
- Among the general population, 44 percent have heard of the revised Wildlife Protection Law. The awareness was higher in Tier 1 than in Tier 2 cities.

Two major findings of the research provided guidelines in the planning and execution of the WPL campaign: 1) among the general population, many are not aware of the current laws or regulations related to the sale and consumption of wildlife parts and/or products; and, 2) Guangzhou has the lowest awareness level (16 percent) of CWT messages, including awareness of the 2017 Wildlife Protection Law and that outbound travel is the major occasion for purchasing wildlife parts/products.

Considering these findings, the WPL promotion campaign was implemented from May 2018 to July 2020 to increase people's perception of the penalties and risks involved in violating provisions of the WPL, and it covered all USAID Wildlife Asia species. From December 2018, the campaign shifted the dissemination focus to travelers, especially outbound travelers. It also targeted Guangdong province (Guangzhou City) as the geographic focus. Incorporating big data into a targeted media strategy, the campaign was implemented via multiple activities and channels. The campaign worked with various media, public and private sector partners to communicate campaign messages through multiple outdoor channels, new media and top video websites.

OBJECTIVES

- To enhance public's legal awareness of The Wildlife Protection Law and the Ivory Ban.
- To Increase people's perception of the penalties and risks involved in violating provisions of the WPL regarding tiger, elephant, rhino and pangolin.

TARGET AUDIENCE

- **Primary Target Audience:** Existing and likely consumers of elephant ivory, pangolin, rhino horn and tiger products.
- **Secondary Target Audience:** The general population who need to be educated on the WPL and its importance, especially on monitoring and reporting crimes.

CAMPAIGN IMPLEMENTATION

GEOGRAPHIC FOCUS

The campaign initially focused on six cities in China, which are Tier 1 (Beijing, Shanghai, Guangzhou, and Shenzhen) and Tier 2 (Nanning and Kunming). From December 2018, the WPL promotion campaign shifted the dissemination focus to travelers, especially outbound travelers, and set Guangdong province as the geographic focus. The 2018 USAID Wildlife Asia Consumer Research and WWF 2019 Post-Ivory Ban Surveys revealed that frequency of travel is highly correlated with purchases of wildlife products. Guangzhou was selected since it had the lowest awareness level (16 percent) of CWT messages, including awareness of the 2017 Wildlife Protection Law, and because it is a major wildlife trafficking destination and transition hub.

MATERIALS DEVELOPMENT, PRETEST, AND PRODUCTION

The USAID Wildlife Asia China team developed an animated video to promote the WPL by highlighting the penalties and legal risks associated with trade and consumption of ivory, rhino, pangolin, and tiger products. The campaign also developed four print public service announcements (PSAs) to echo the messages from the video using comic satire on people who consume tigers, elephants, rhinos and pangolins, thus making their behavior less desirable.

To assess the effectiveness of these materials, a pretest was conducted in Guangzhou on March 4, 2018, by a contracted research agency, LastMile. Based on the results of the pretest, some adjustments were made to the PSAs. A few key highlights of the pretest are:

- The PSAs were strong and effective in communicating the risk of imprisonment, and the audience understood the message immediately. Using a unique and innovative style, the ads aroused interest and led consumers to read the text more thoroughly. However, some participants considered figures with hollowed-out hearts as too cruel. This series of PSAs was later rejected by USAID due to political sensitivities.
- For the animated WPL video, the pretest revealed that the format is attractive, and the cartoon characters made it easy to engage diverse age groups including youth. The key messages, including the current condition of four focal species and legal penalties for consuming their parts and products, were delivered effectively. A few of participants felt the length of the video was too long. Based on these comments, four 30-second versions communicating different messages and a shorter one minute and 42-second version of the full video were produced. The pretest also provided a reference to identify the proper channels for promoting the PSAs.

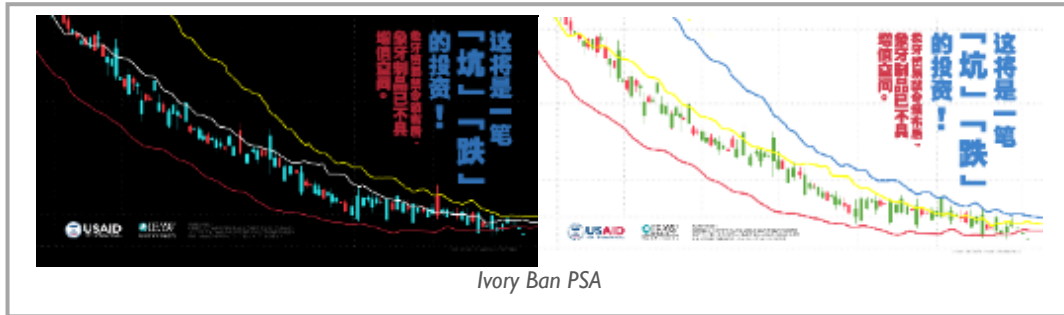


Male and female respondents participating in PSA pre-test session

The final campaign materials include: a 3-minute, 18-second full version of animated WPL video; a shorter 1-minute, 42-second version; four 30-second cut versions with a different focal species for each cut; four alternative print PSAs; and a customized mega wall poster featuring the messages, tone, and style of the WPL videos. These materials were all approved by USAID for official launch. Given the escalated political sensitivities in China, a no-branding waiver was granted for the WPL campaign starting June 2019, which means none of the campaign materials would have USAID logo.

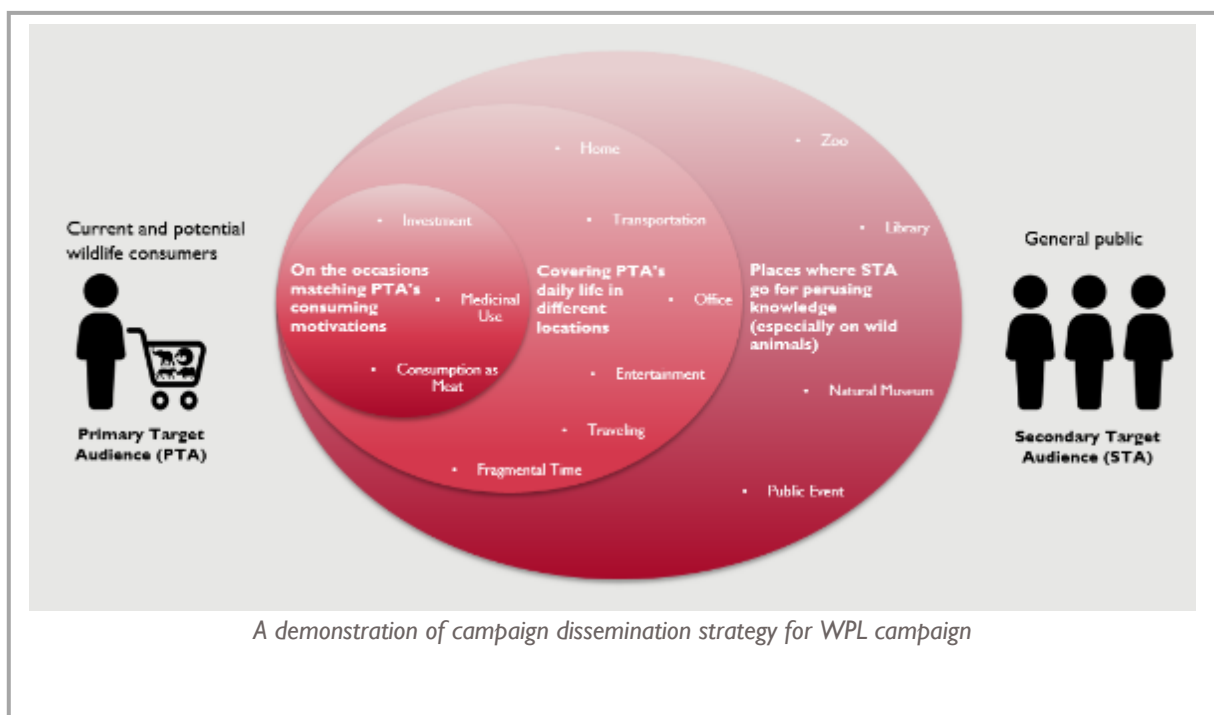


In addition to the four PSAs cited above, an ivory ban promotion PSA featuring the dropping price of ivory was created. Imitating the falling prices of the stock market, the PSA conveyed the message that after the implementation of the ivory ban, the price of ivory would significantly depreciated and would no longer be an ideal investment.



DISSEMINATION STRATEGY

In order to precisely reach the primary target audience, the WPL promotion campaign strategically selected placement of materials in locations frequented by current and likely wildlife consumers as they go about their daily life (daily touch points). Other dissemination channels selected were popular places visited by the public to acquire animal-related knowledge and experiences like zoos, museums, libraries and public events. Social media channels were also used.



LAUNCH

USAID Wildlife Asia launched the WPL campaign on May 22, 2018, during World Biodiversity Day by promoting the campaign continuously through 20 media channels and 15 partners, covering 25 cities in China. The campaign was disseminated through videos, a giant wall poster and PSAs.

DISSEMINATION AND REACH

The WPL videos were shown on more than 13,000 screens in office buildings, banks, shopping centers and upscale restaurants in Beijing, Shanghai, Guangzhou, and Shenzhen. These materials were also shown in zoos, museums and libraries in Beijing, Tianjin, and Chengdu. These locations were selected since they are regularly visited by the target audience (upper middle class/upper class consumers) as they go about their daily lives.



WPL video played in Wangfujing Street, Beijing

To reach travelers, the video was shown in airports in eight cities (Shenzhen, Hangzhou, Xiamen, Zhengzhou, Xi'an, Jinan, Dalian, and Haikou) and on over 1,500 international and domestic flights on four Chinese airlines, namely China Southern Airlines, China Eastern Airlines, Shanghai Airlines and Xiamen Airlines. This in-flight promotion reached more than 30 million passengers in three months. The video was also shown and promoted on the online video site Iqiyi (similar to

YouTube and Hulu) and through online key opinion leaders (KOLs) and public accounts on social platforms. By the end of September, the online video reached more than 16 million views and 430,000 engagements, including clicks, comments, likes and forwards.

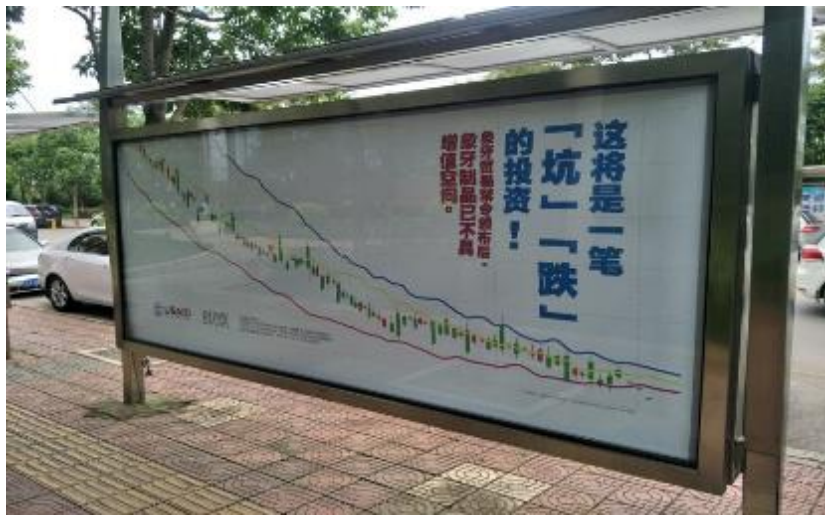
The giant (31.45m x 2.27m) WPL wall poster was placed in a very high-traffic transfer station connecting Metro L1 and L14 in Beijing from May 22 to August 30, 2018. This poster had a QR code that passengers could scan using their WeChat app, directing them to the full campaign video posted on Tencent Video. This poster reached an estimated 28 million views. It also garnered 345 QR code scans from those who wanted to see the WPL video.



WPL wall poster at Beijing metro station

Between September and October 2018, the WPL and Ivory Ban PSAs were shown on more than 500 buses in Beijing and 120 bus stops in Guangzhou, Shenzhen, Nanning and Kunming. The print

PSAs reached an estimated 192 million. The PSAs were also promoted through 17 mobile apps intended for selected target audiences. The use of the apps reached more than 16 million.



Ivory Ban PSA at bus stop in Kunming

To gauge the reach and effectiveness of the WPL Promotion Campaign, USAID Wildlife Asia conducted an online mini-survey in October 2018 through IFAW’s official WeChat account. The project team collected and analyzed 411 eligible responses. The survey revealed that 30% of respondents recalled seeing the campaign materials.

OUT-OF-HOME MEDIA

FREE ADVERTISEMENT SPACES AT TRANSPORT STATIONS AND ON TRAINS AND FLIGHTS

From December 2019 to July 2020, with the support of Beijing Tong Tu Enterprises Development Co., Ltd., Dynamic Winning Partners Media Group, Beijing Hao En Teng Fan Culture Communication Co., Ltd. and Huatie Media Group Co., Ltd., four print PSAs with each of the focal species and the corresponding 30-second videos were shown at Guangzhou Baiyun International Airport, airports in seven other cities, railway stations in eight cities of Guangdong province, metro lines and stations in Guangzhou and Foshan, 263 high-speed bullet trains and more than 1700 international and domestic flights of Chinese five major airlines. All together the PSAs and videos reached more than 211 million views. The above outdoor media partners all



WPL PSAs showed on Guangzhou metro station

kindly waived the cost of advertisement spaces for these promotions, which contributed nearly \$7.4 million in in-kind support.

DIGITAL MEDIA/SOCIAL MEDIA



WPL short video in China's top video website (Iqiyi.com)

To expand the reach of the WPL campaign to Chinese outbound travelers, the WPL short videos were launched on the Iqiyi video website from September to November 2019 and from January to April 2020 to reach people planning to travel outside the Mainland who may be interested in buying wildlife products. The team, with the support of digital media partner Beijing Yisheng Cultural Communications Co., Ltd. (Yisheng), identified a list of keywords related to online searches for wildlife products and travel abroad. People who searched for both kinds of keywords on Baidu (China's top search engine) were tagged and divided into four groups according to the species they searched. The next time these people searched via Iqiyi.com to watch any video clips, they first had to watch the 30-second WPL promotion video matching the species they searched. By incorporating big data into the targeted media strategy, these two rounds of video promotion reached more than four million views.

BEIJING METRO AND NATIONWIDE LIFESTYLE MAGAZINE

Thanks to Life Week Media Co., Ltd. and Beijing MTR Corporation Limited, the USAID Wildlife Asia China team successfully leveraged one inside page of a nationwide lifestyle magazine and a great number of TV screens on metro lines in Beijing to show WPL materials for free. The WPL PSA explaining the penalties for consuming pangolin meat was placed in the June 10, 2019, issue of *Life Week*, which is a weekly magazine with a circulation of 990,000 covering most Tier I and Tier II cities in China, including Hong Kong SAR.



WPL PSA displayed in the June 10 issue of Life Week magazine



WPL short video displayed on Metro lines in Beijing

From April to July 2019, one 30-second WPL short video was played on 10,431 TV screens in four metro lines in Beijing. These four metro lines carry around 2.5 million passengers daily. These two free media placements helped to leverage more than \$450,000 in-kind support in media value.

PUBLIC AND PRIVATE SECTOR DISSEMINATION SUPPORT

KEY OPINION LEADER DR. GU PROMOTED A WILDLIFE PRODUCT-FREE LIFESTYLE

The 2018 China Consumer Research revealed that across species, purchases were unplanned and recommendations from others was an influencing factor for purchases. The typical consumer journey in China can include seeking additional social proof from family and friends, and influencers like KOLs. Posts by influencers in social media in China – on WeChat, Weibo and search engines – serve as sources of knowledge and inspiration for current and likely consumers. To promote an “endangered wildlife product-free” lifestyle, the China team leveraged support from KOL and influential nutritionist, Dr. Gu Zhongyi.

With 5.3 million followers on Weibo (Chinese Twitter) and 400,000 followers on WeChat, Dr. Gu worked closely with the China team to develop scientific yet socially mobilizing messages to motivate his audience to stop consuming wildlife meat, such as pangolin, and to stop using wildlife products, such as pangolin scales and tiger bone, for health purposes. As a trusted nutritionist with a large follower base, Dr. Gu’s message was convincing to the target audience and thus effective in changing consumer attitudes and behavior. Up through the end of May 2021, Dr. Gu produced four articles that were disseminated through his social media accounts on Weibo and WeChat. These articles received more than 2.5 million views. Dr. Gu also proactively incorporated WPL dissemination materials into his other public events, such as the online lectures organized by other media outlets to maximize the campaign impact.



PUBLIC SECTOR INSTITUTIONS

Public sectors institutions, such as zoos and museums are not only tourist attractions reaching a variety of people, including government officials, biology and zoology professionals, and tourists, but also act as important venues for educating citizens on the illegal wildlife trade and wildlife conservation. During the campaign promotion period, USAID Wildlife Asia successfully leveraged eight popular and influential public sector organizations’ support in six cities (Beijing, Tianjin, Chengdu, Nanjing, Guangzhou and Shenzhen) to promote the WPL campaign. Campaign dissemination materials such as the short video and PSAs were displayed on LED screens and pull-up banners in zoo campuses to reach millions of people. Moreover, these organizations proactively

incorporated the WPL materials into their own events, such as education projects in primary schools, online lectures and public events in communities to expand the reach and secure campaign sustainability.



GUANGDONG BIODIVERSITY PHOTOGRAPHY FESTIVAL

From October to November 2018, USAID Wildlife Asia partnered with the first Guangdong Biodiversity Photography Festival in an exhibition with the theme of “I live in Guangdong; I do not eat wildlife”. Guangdong province has a tradition of consuming wildlife as delicacies. This event aimed to raise locals’ awareness of wildlife conservation and encourage them to refrain from eating endangered wildlife. The event was launched in the Shenzhen central business district on October 18 with the participation of government officials, the business sector and NGOs. The Combating Illegal Wildlife Trade section of the event included WPL PSAs.

In addition, KOL Dr. Gu Zhongyi gave a lecture on a “wildlife products-free” lifestyle to more than 160 participants. The WPL video was also shown at the lecture.



ANTIQUA IVORY EXHIBITION AT JINSHA SITE MUSEUM IN CHENGDU

The WPL short videos were shown regularly from April to June 2019 during the Antique Ivory Exhibition held by the Jinsha Site Museum in Chengdu. The Museum is a highly respected institution that exerts considerable influence among antique collectors who are current or potential ivory consumers. The China team successfully lobbied the curators to include “Coexistence with Elephants” as one of the major exhibition themes. As a result, nearly one-third of the exhibition was devoted to educating visitors about the illegal ivory trade and China’s domestic ivory ban, and promoting the idea that museums are the only and best places to appreciate the beauty of ivory carvings.

The museum also organized a public lecture on May 26 with the theme of elephant protection and promoting the ban on ivory, while incorporating demand reduction messages. During this lecture, the WPL short video was shown. The museum also launched an online campaign with the hashtags #IvoryBan #Coexistence with the Elephant, which was re-posted by more than 10 KOLs and media channels like Sichuan Travel and Intangible Cultural Heritage. As of June 2019, the topic had been viewed more than 2.78 million times.



To maximize impact, Jinsha Site Museum issued a publication to record this exhibition, and incorporated the WPL campaign materials, including a short video, the Ivory Ban PSA and whole exhibition chapter devoted to illegal ivory trade and China’s domestic ivory ban. This publication has been circulated nationwide, and is endorsed by archaeology and history professionals, the Sichuan Antiquities and Archaeology Research Institute, and relevant government authorities. It targets art collectors who are current or potential ivory consumers.

BEIJING MUSEUM OF NATURAL HISTORY (INCLUDING MESSAGING ON PANGOLINS UPGRADED TO THE HIGHEST PROTECTION LEVEL IN CHINA)

In partnership with the Beijing Museum of Natural History, USAID Wildlife Asia's WPL campaign material was incorporated into the museum's online special events during International Children's Day in June 2020. The museum showed the WPL short video and key messages about pangolin protection and demand reduction on its social media channels.

The Beijing Museum of Natural History is the first comprehensive museum of natural science in China, with millions of on-site visitors each year and more than 470,000 followers on its social media platform. As a respected institution and famous tourist attraction, the museum reaches a variety of people, including government officials, biology and zoology professionals, and tourists. The social media post was released on June 5, the day China announced that pangolins would be upgraded to the highest protection level. As a result, the post attracted more attention, discussion and positive feedback than expected.



CHENGDU MUSEUM

In partnership with the Chengdu Museum, USAID Wildlife Asia's WPL campaign short video was shown in their main hall in August, and the WPL short video and rhino and ivory ban PSAs were also included in the museum's two online lectures on August 6 and August 23, 2020. Both online lectures were delivered by popular educator Ms. Yueming Zhou, who incorporated wildlife and biodiversity conservation while introducing two of the most important items in the museum: the Stone Rhinoceros (one of the largest round stone carvings unearthed in China) and the Elephant Specimen.

The Chengdu Museum is the largest comprehensive museum in southwest China with nearly four million visitors per year. As a respected institution and famous tourist attraction, the museum reaches a variety of people, including government officials, history and art collection professionals, and tourists.



IN-FLIGHT GIANT PANDA MAGAZINE TARGETING TRAVELERS

With the support from USAID Wildlife Asia partner Chengdu Panda Base, *Giant Panda* magazine published five feature stories in five issues incorporating key messages from the WPL campaign PSA and demand reduction messages emphasizing the penalties for consuming wildlife parts and products. With a circulation of 30,000 copies, *Giant Panda* is the official magazine issued quarterly by the Chengdu Research Base, Sichuan Wildlife Conservation Association, and Sichuan Zoological Society. It reaches a variety of readers including Chinese government and diplomatic officials, tourists and environmental professionals. The magazine is placed in the seat-back pockets in the panda-themed airplanes operated by Sichuan Airlines, Sichuan Airlines VIP lounges and a number of five-star hotels targeting domestic and international travelers.



Giant Panda magazine in the VIP lounge of Sichuan Airlines

GUANGZHOU ZOO

To ensure campaign sustainability, the team continuously engaged SBCC partners to incorporate campaign materials into their local events to maximize campaign impact in target areas and among the target audience. Guangzhou Zoo, as a famous tourist attraction and influential education center in the Guangzhou urban area, conducted a local event on 20th May 2020 to showcase the importance of biodiversity. The key message of the event was “I love you, my dear animals friends”, because May 20 is regarded as Chinese Valentine’s Day (“5-2-0” sounds phonetically very close to “I Love You”, or “Wo Ai Ni” in Chinese). Wildlife Protection Law Promotion campaign PSAs and short videos were displayed on the zoo campus to increase public perception of risk regarding violating the law. Visitors were also encouraged to scan a QR code in the dissemination materials to visit a landing hub which loads all WPL Promotion Campaign and Wildlife Free Gifting Campaign materials.



WFG PSAs displayed in Guangzhou Zoo encouraging tourists to go to the online hub to receive all WPL & WFG campaign dissemination materials by scanning the QR code

RESULTS AND LEVERAGED FUNDS

From May 2018 to July 2020, the WPL promotion campaign in China reached more than 1.6 billion views and leveraged a total of \$12.6 million in in-kind support through its three-year campaign promotion. The campaign was conducted through 20 media channels and 15 partners, covering 25 cities with Guangdong province as geographic focus. To record the campaign’s launch and celebrate its impact, USAID published a success story on its official website (<https://www.usaidwildlifeasia.org/news/all-news/usaid-wildlife-asia2019s-wildlife-protection-law-campaign-in-china-leverages-nearly-4-4-million>) on January 29, 2019.

CAMPAIGN IMPACT: 2021 CHINA MONITORING SURVEY

To determine the impact of the Wildlife Protection Law campaign, including the Wildlife Free Gifting Campaign Phase I and Phase II in China, an online survey was conducted in early 2021. The survey objectives were to:

1. Determine the reach and recall of three USAID Wildlife Asia campaigns in China – *Wildlife Protection Law (WPL)*, *Wildlife Free Gifting (WFG) Campaign Phase I* and *WFG Campaign Phase II* - to reduce demand for elephant ivory, rhino, pangolin and tiger parts and products.
2. Compare changes in perceptions of social acceptability, intention to buy and purchase in the past 12 months regarding the four above-cited wildlife products between those exposed to any of the three campaigns and the same data from the USAID Wildlife Asia 2018 Baseline Consumer Research.
3. Compare changes in gifting occasions between those exposed to any of the three campaigns and the same data from the 2018 Baseline Research.
4. Determine differences in desired attitudes (perceptions of legality, awareness of penalties for violating laws, feeling of shame in consuming wildlife products) between those exposed to any of the three campaigns and the same data from the 2018 Baseline Research).

The research was implemented by research agency, Globescan. Data collection was conducted online from April 7 to May 5, 2021, in six cities – Beijing, Shanghai, Guangzhou, Kunming, Nanning and Shenzhen. The total sample comprised 2000 respondents, 18 years or older who are **owners or had a desire to own parts/products from elephant ivory, rhino, pangolin or tiger in the past**. Respondents were drawn from an online panel and participation was voluntary. The questionnaire (34 questions) was in Chinese and took approximately 13 minutes to complete. Questions on attitudes, social acceptability, intention to purchase and past purchases were the same questions as asked in the 2018 USAID Wildlife Asia Consumer Survey. Questions on campaign recall were asked last.

KEY FINDINGS

The following are key survey findings:

- Thirty four percent (34%) of all respondents (N=2000) recalled at least one campaign – Wildlife Protection Law (WPL), Wildlife Free Gifting (WFG) Phase I or WFG Phase II. The majority (75%) of those who recalled the campaigns recalled seeing the messages at least twice.
- Channels most recalled across all campaigns were video websites/social media platforms, public places (museums, exhibitions and zoos), residential communities/apartment/offices, and bus stops.
- Public places (museums, exhibitions and zoos) leveraged by the project were among the top five channels where campaign messages were seen (from 27% to 29%).
- Intention to purchase products in the future among those exposed to any campaign decreased significantly from 2018 to 2021 for all four species - elephant (77% to 42%), rhino (74% to 27%), pangolin (65% to 23%) and tiger (74% to 38%). The decrease in

intention to purchase in the future was even lower in Guangzhou, the focus area of the campaigns.

- Purchases in the past 12 months among those exposed to any campaign decreased significantly from 2018 to 2021 for products from elephant (from 34% to 23%), rhino (from 35% to 17%) and pangolin (from 34% to 14%). The decrease was even greater in Guangzhou for elephant and rhino products.
- The perception that it is not socially acceptable to buy wildlife products among those exposed to any campaign increased dramatically from 2018 to 2021 for all four species - elephant (from 2% to 46%), rhino (from 7% to 60%) pangolin (from 4% to 60%) and tiger (from 5% to 53%).
- The ranking of importance of “penalties for violating laws” and “feeling ashamed to purchase species products or parts” was significantly higher in 2021 among those exposed to USAID Wildlife Asia campaigns vs. 2018 for all species (except “penalties” for tiger, which was not asked since this question was not included in 2018).
- Ranking of importance on “legality” did not change from 2018 except for legality of tiger products, which increased significantly in ranking.

EXPANDED IMPACT

The team continually worked with the media and public and private sector partners to promote the WPL materials via multiple outdoor channels. This included new media and top video websites, incorporating big data into a targeted media strategy, particularly among outbound travelers in Guangdong province with Guangzhou and Shenzhen as representative cities.

Besides regular media dissemination, the WPL campaign was implemented based on a continuous application of new technology and innovative media tactics. For instance, the WPL campaign applied the QR code system on print materials so that target audience members could access campaign videos online through their mobile phones. This bridged the online channels and offline channels, which ensured a completed closed loop of campaign materials dissemination. Another good example was the targeted video promotion via Iqiyi video website. To expand the reach of the WPL campaign to Chinese outbound travelers, WPL short videos were launched on Iqiyi to reach people planning to travel outside the Mainland and who showed interest in products made from the four focal species. The team identified a list of keywords related to online searches for wildlife products and traveling abroad. People who searched for both kinds of keywords on Baidu (China’s top search engine) were tagged and divided into four groups according to the species they searched. The next time these people visited Iqiyi.com to watch any video clips, they first needed to watch the 30-second WPL promotion video matching the species they searched. This precise video exposure with targeted media strategy ensured a high cost-efficiency on ad buying and that the campaign reached the core target audience.

LEVERAGED FUNDS

Running from May 2018 to July 2020, the WPL promotion campaign reached more than 1.6 billion views and leveraged a total of **\$12.6 million** in in-kind support. Based on the results of the endgame consumer survey, one in four current owners/past intenders of elephant ivory, tiger, rhino and pangolin parts/products from Beijing, Shanghai, Guangzhou, Shenzhen, Nanning and Kunming recall having seen the WPL campaign materials. The survey also found that respondents who were

exposed to USAID Wildlife Asia campaigns were more likely to think that buying products and/or parts of elephant, rhino, pangolin and tiger is illegal and brings personal risk. They also are significantly more likely to think that buying products and/or parts of the four species entails penalties than those who were not exposed. The above findings show the widespread reach and high effectiveness of the WPL campaign.

LESSONS LEARNED AND CHALLENGES

Given the escalated political sensitivities in China, most of the partners of USAID Wildlife Asia declined to work with the project, since disseminating WPL materials branded with the USAID logo in their channels would create political difficulties and be viewed by their audiences as “foreign ideological influence”. These problems were further compounded by laws in China, such as the Law on Foreign Non-Governmental Organizations’ Activities within Mainland China, and the Advertisement Law of the People’s Republic of China (amended September 1, 2015), posing unique restrictions on USAID branding and marking in the country. Considering this situation, a no-branding waiver was granted for the WPL campaign to ensure smooth implementation.

Long procurement processes for media agencies led to delays in campaign dissemination. This, in turn, resulted in loss of premium media resources and a decrease in leveraged in-kind support. With the support of IFAW’s long-term media partners, most of the media channels utilized for dissemination only charged production and installation fees. Since the cost of advertisement spaces was waived by media partners, they usually required quick feedback on whether these media resources would be needed. If this feedback could not be given by the required deadlines, the resources were likely allocated to other clients. The China team worked closely with RTI’s procurement team and IFAW’s finance team to avoid delays and accelerate payments. This helped to obtain more in-kind donations by securing the media resources and launching the campaign dissemination periods on schedule.