



DEMAND REDUCTION TOOLS AND RESOURCES

KEY INNOVATIONS AND TOOLS

- *Social and Behavior Change Communication (SBCC) Demand Reduction Guidebook (2020)*
- *Corporate Social Responsibility (CSR) Guidebook (2020)*

KEY RESEARCH REPORTS

- *What Drives Demand for Wildlife? A Situation Analysis of Consumer Demand for Wildlife Parts and Products in China, Thailand, and Vietnam based on a Literature Review (2017)*
- *Consumer Demand for Wildlife Products in Thailand: A Mixed Methods Research Study (2018)*
- *Research Study on Consumer Demand for Elephant, Pangolin, Rhino, and Tiger Parts and Products in China (2018)*
- *A Rapid Monitoring Survey of SBCC Campaigns to Reduce Demand for Tiger and Ivory Parts and Products in Thailand (2020)*
- *A Rapid Monitoring Survey of the Chi III SBCC Campaign to Reduce Demand for Rhino Horn Parts and Products in Vietnam (2021)*
- *A Rapid Monitoring Survey of SBCC Campaigns to Reduce Demand for Elephant Ivory, Pangolin, Rhino, and Tiger Parts and Products in China (2021)*



A training participant reads the CSR Guidebook in Hanoi.
Photo © USAID Wildlife Asia

SBCC DEMAND REDUCTION GUIDEBOOK

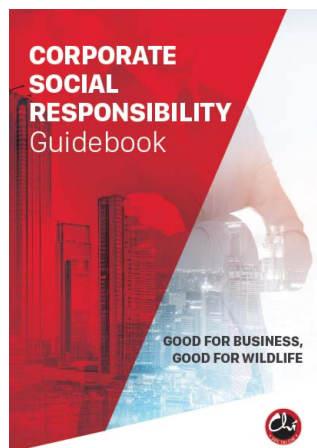


This document was produced for review by the United States Agency for International Development (USAID). It was prepared by RTI International for the USAID Wildlife Asia Activity, AID-68-I-16-00001, TO AID-68-TO-16-00003. The contents of this Guidebook are the sole responsibility of RTI International and do not necessarily reflect the views of USAID or the United States government.

SBCC Guidebook cover. Photo © USAID Wildlife Asia

The *Social and Behavior Change Communication (SBCC) Demand Reduction Guidebook* provides simple, easy-to-follow steps on how to use the approach to reduce demand for wildlife products. It is intended for use by individuals and organizations in planning, implementing, and evaluating SBCC activities and campaigns to reduce consumer demand for illegal wildlife products or to promote desired conservation behaviors. The *SBCC Guidebook* is available in English, Thai, and Vietnamese at:

<https://www.usaidwildlifeasia.org/resources/tools/sbcc-guidebook/view>



CORPORATE SOCIAL RESPONSIBILITY GUIDEBOOK

The *Corporate Social Responsibility (CSR) Guidebook* is part of the *Chi III Initiative*, an SBCC campaign in Vietnam that highlights the leadership role of local businesses and businesspeople in combatting the illegal wildlife trade. The guidebook, available in English and Vietnamese, encourages and shows businesspeople how to step forward as champions of wildlife protection and how to

strengthen their company policies and businesses in the process. The *CSR Guidebook* is available at:

https://www.usaidwildlifeasia.org/resources/consumer-demand-reduction/csr_en_dec11_final.pdf/view

KEY CAMPAIGN REPORTS

Thailand

- I am #IvoryFree
- Digital Deterrence 1
- Digital Deterrence 2
- Beautiful Without Ivory
- Spiritual Beliefs Phase 1: A Good Life is Free of Killing
- Spiritual Beliefs Phase 2: No Ivory, No Tiger Amulets
- No to Ivory Souvenirs and Gifts (targeting tourists in Thailand)

Vietnam

- Chi III

China

- Wildlife Protection Law
- Wildlife-Free Gifting Campaign Phase I (pangolin)
- Wildlife-Free Gifting Campaign Phase II (elephant ivory, pangolin, rhino horn, and tiger)



China's Wildlife Protection Law campaign billboards displayed at strategic places. Photo © USAID Wildlife Asia

FIND MORE INFORMATION

USAID Wildlife Asia's demand reduction tools and resources are all available online. This includes: Consumer research studies and monitoring surveys; Demand reduction campaign materials, products, reports, and presentations for SBCC campaigns; and webinar presentations.

<https://www.usaidwildlifeasia.org/resources/consumer-demand-reduction>

RESEARCH STUDIES AND EVALUATIONS

USAID Wildlife Asia's SBCC campaigns to reduce demand for wildlife products were designed based on groundbreaking research studies on consumer demand for elephant, pangolin, rhino, and tiger parts in Thailand, Vietnam, and China. Findings from these 2018 studies identified the socio-demographic characteristics of current and potential consumers of each of these products, along with the drivers underlying their desire for, and perceived barriers against, using these products. The findings were also used to plan and implement demand reduction campaigns addressing specific drivers to demand. The 2018 studies provided baselines to measure the impact of the SBCC campaigns through rapid monitoring surveys conducted in 2020 and 2021 in Thailand, Vietnam, and China. The surveys compared changes in attitudes, perceptions of social acceptability, and intention to buy or use wildlife products among prospective and actual consumers of wildlife products.

CAMPAIGN PRODUCTS AND MATERIALS

The program has implemented 11 SBCC campaigns to reduce the demand for wildlife products in China, Thailand, and Vietnam. Through these pioneering, targeted, and evidence-based SBCC campaigns, USAID Wildlife Asia is creating a new social norm where the use of wildlife products will not be acceptable nor tolerated, and the intention to buy or use wildlife will be significantly reduced or eliminated. USAID Wildlife Asia has supported the development, production, and dissemination of videos and print materials that address personal drivers of demand for wildlife products.

KNOWLEDGE SHARING

USAID Wildlife Asia has presented its research studies, the *SBCC Guidebook*, and lessons learned from its demand reduction campaigns to partners and other stakeholders in workshops and webinars organized by the program, the USAID Counter Wildlife Trafficking Learning Group, World Bank Global Wildlife Program, SBCC Community of Practice, and the UNDP GEF TRAFFIC Thailand Demand Reduction Steering Group, among others.

ABOUT USAID WILDLIFE ASIA

USAID Wildlife Asia is a five-year (2016-2021), US\$24.5 million, regional counter wildlife trafficking (CWT) initiative addressing the illegal trade in pangolins, tigers, elephants, and rhinos in Southeast Asia (Cambodia, Lao People's Democratic Republic, Thailand, and Vietnam) and China. The project aims to reduce consumer demand for wildlife parts and products, strengthen law enforcement, enhance legal and political commitment, and support regional collaboration to reduce wildlife crime.

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