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# USAID REDUCING DEMAND FOR WILDLIFE WILDLIFE FREE GIFTING CAMPAIGN REPORT

January to May 2022

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# USAID REDUCING DEMAND FOR WILDLIFE

# Wildlife Free Gifting Campaign Report January to May 2022

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Cover Photo: Wildlife Free Gifting public service announcement on display at a residential community in Kunming. Photo Credit: Sun Li

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# **LIST OF ABBREVIATIONS**

PSA Public Service Announcement

RDW USAID Reducing Demand for Wildlife

Social and Behavior Change Communication SBCC

WFG Wildlife Free Gifting

#### **BACKGROUND**

In China, USAID Wildlife Asia implemented a two-phased social and behavior change communication (SBCC) demand reduction campaign, the *Wildlife-Free Gifting* (WFG) campaign, to reduce demand for elephant ivory, pangolin, rhino, and tiger parts and products for gifting purposes. Gifting was identified as a common driver to purchase and use these products, as shown in the derived 2018 USAID Wildlife Asia baseline consumer survey.

This USAID Wildlife Asia WFG campaign was implemented for 11 months focused on Guangdong province. The 2021 USAID Wildlife Asia China Monitoring Survey found that the WFG campaign significantly **reduced intention to buy products** from the four species in the future from 73 percent in 2018 to 33 percent in 2021. Future intention to buy fell from 77 percent to 42 percent for elephant ivory, 65 percent to 23 percent for pangolin, 74 percent to 27 percent for rhino, and 74 percent to 38 percent for tiger products.

Exposure to the campaign dramatically **increased perceived social unacceptability** of buying/using parts/products from the four focal species from an average of 5 percent to an average of 56 percent across the four species: from 2 percent to 46 percent for elephant ivory, 4 percent to 66 percent for pangolin, 7 percent to 60 percent for rhino, and 5 percent to 53 percent for tiger products.

Building upon the success of this USAID Wildlife Asia campaign, USAID Reducing Demand for Wildlife (RDW) continued to implement the WFG campaign. The continuing WFG campaign followed the recommendation of the 2021 monitoring survey to expand the campaign's geographic focus to Shenzhen, Nanning, and Kunming and to utilize mixed media channels. In addition, the team incorporated the Digital Deterrence component based on big data technology into this WFG campaign to target potential wildlife product buyers/gifters based on their online search behaviors and socio-demographic characteristics.

#### **TARGET AUDIENCE**

- **Primary Target Audience**: Current and potential wildlife consumers in the cities of Nanning, Kunming, and Shenzhen who buy or desire to buy elephant, pangolin, rhino, and tiger parts and products for gifting purposes; between 30 and 50 years old; and with middle to higher income level.
- Secondary Target Audience: General population and current and potential wildlife
  consumers elsewhere in China who buy, or desire to buy, the above wildlife products as
  gifts.

#### **KEY MESSAGES**

The 2021 USAID Wildlife Asia China Monitoring Survey revealed that the WFG messages were effective in increasing awareness of the personal risks entailed with buying and consuming wildlife products, which led to improved desired attitudes, social norms, and future purchase intention. Considering this, the RDW WFG campaign used the same USAID Wildlife Asia messages and materials. The key message "Do not gift with endangered wildlife products to your loved ones as it does not express love/care and will also likely bring legal sanctions" was retained. The maximum penalty of violating the relevant laws and regulations on wildlife consumption was stressed in all campaign materials.

The campaign used the following key messages:

- Say No to illegal wildlife products. Embrace the harmonious life with a healthy lifestyle.
- Do not gift with endangered wildlife products to your loved ones.
- The law prohibits buying and selling of tiger bones, rhino horn, elephant ivory, and other endangered wildlife products, with a maximum sentence of 10 years in prison.

### CAMPAIGN MATERIALS ADOPTED FROM USAID WILDLIFE **ASIA**

The RDW WFG campaign used four of the five sets of campaign materials, including one print public service announcement (PSA) and one 30-second video. Since RDW planned to pilot test a new SBCC campaign in China targeting travelers (the Wildlife Free Traveler campaign), the materials featuring Chinese tourists buying ivory products as souvenirs while traveling abroad was not used. The continuing WFG campaign materials and the Digital Deterrence component used the following materials:

- Four print PSAs: Embed "wildlife-free gifting" subtly into the concept of the "Lunar Calendar of Green Lifestyle," thereby communicating that gifting with endangered wildlife products is a "Don't" behavior
- Four 30-second video copies: Four short stories corresponding to the print PSAs to illustrate the campaign concept by vividly featuring four different life scenarios
- One campaign mini-site: A campaign mini-site containing all campaign materials, a miniquestionnaire regarding wildlife consumption, and a demonstration of the ecological civilization lifestyle

#### DISSEMINATION

The 2021 China monitoring survey revealed that the dissemination plan adopted for the WFG campaign under USAID Wildlife Asia was cost-effective, particularly in incorporating big data into a targeted digital media strategy to reach the target audience more than once. Therefore, the continuing WFG campaign followed the same dissemination strategy to further increase message penetration and expand recall in the three targeted cities.

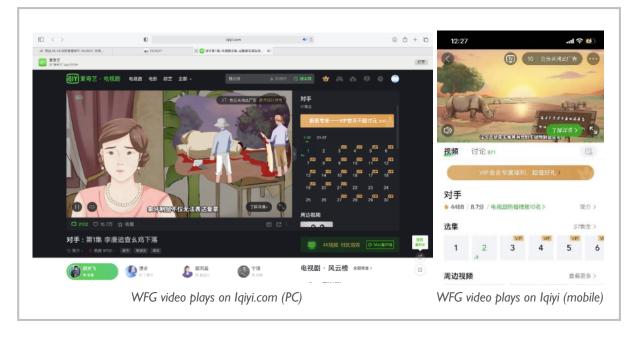
To coincide with the peak gifting season prior to the Lunar New Year holiday, the continuing WFG campaign was launched on January 10, 2022. For one month, all four campaign PSAs were displayed through 340 lightboxes/billboards at the entrances and exits of local high-end residential communities in Shenzhen, Nanning, and Kunming. From January 10 to March 10, the corresponding four 30-second videos were aired on the Iqiyi video website targeting people who conducted relevant wildlife consumption searches.

The campaign dissemination during that period obtained more than three million views and leveraged \$450,000 in in-kind support.



WFG PSA in Nanning

WFG PSA in Kunming



#### **Digital Deterrence Component**

From March 26 to May 9, 2022, the Digital Deterrence component of the continuing WFG campaign aimed to precisely reach potential wildlife consumers online and deter them from buying ivory, rhino, tiger, and pangolin products for gifting purposes. These likely consumers and actual wildlife searchers were divided into four groups based on the identified socio-demographic characteristics, interests, and behavior-related keywords. Each group was served with the matched deterrence messaging through one of the four 30-second WFG videos on Toutiao, a popular news app with more than 100 million daily active users. These potential consumers were then directed to the campaign mini-site (https://h5.fuyumoe.com/wildlife-freegiftingcampaign/index.html ), which provided more information on the WFG campaign, the Wildlife Protection Law campaign implemented under USAID Wildlife Asia, and the eco-friendly green lifestyle promoted by China's eco-civilization

strategy. Users were then invited to complete the mini-survey questionnaire, and share, comment, and make commitments to not buy wildlife products.



By the end of the 45-day period, this Digital Deterrence component reached more than 3.4 million, obtained two million video views, and leveraged more than \$30,000 in in-kind support.

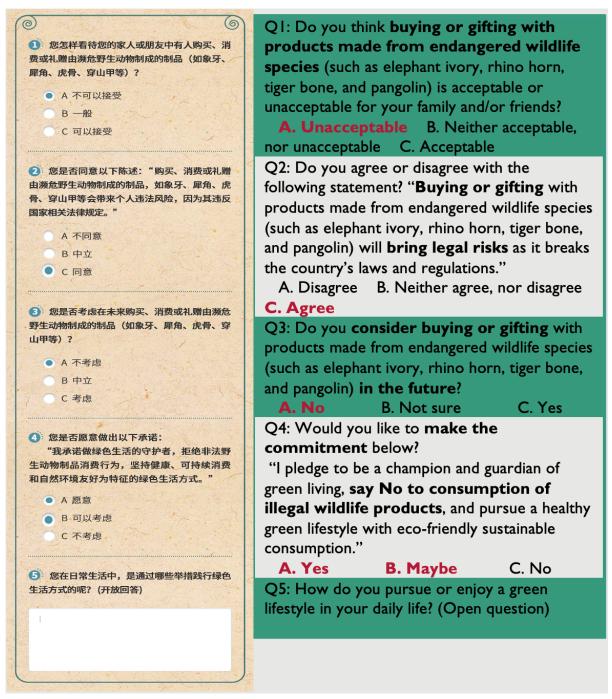
#### **RESULTS**

#### **REACH AND LEVERAGED AMOUNT**

The WFG campaign gained five million views and leveraged more than \$480,000 in in-kind support for both dissemination rounds. The campaign mini-site recorded 24,532 visits.

#### **IMPACT**

To determine the effectiveness of the continuing WFG campaign, an online mini-survey was conducted from March 26 to May 9 2022 from the campaign mini-site. The survey used the same questionnaire that was used under USAID Wildlife Asia to gather feedback on the target audience's attitudes, perceived social acceptability, and future intention to buy wildlife products after being exposed to the WFG messaging.



Mini-survey questionnaire

A total of 1,273 potential wildlife consumers in the target audience completed the questionnaire on the mini-site. The results to survey questions (see box to the right) are summarized below:

- Q1: 94 percent think it is unacceptable for family and/or friends to buy or gift with wildlife products.
- Q2: 92 percent agree that buying or gifting with wildlife products will bring legal risks as it is against the country's laws and regulations.
- Q3: 95 percent say they have no intention to buy or gift wildlife products in the future.
- Q4: Almost 99 percent say they would like to make a commitment to build and protect the green lifestyle by saying "No to illegal wildlife consumption."

Q5: 383 submitted comments in response to the open-ended question on the personal actions in daily life they have taken to achieve an eco-friendly green lifestyle. The most-cited actions were: low-carbon transportation, water conservation, energy conservation, reduced use of plastic packages, using sustainable resources, and non-consumption of wild products. Some mentioned frequent COVID-19 outbreaks, which made them realize the importance of environmental protection, especially in preventing zoonotic diseases from spreading. Others suggested increased education on environmental laws, especially for children and teenagers, and to strengthen law enforcement.