



# USAID REDUCING DEMAND FOR WILDLIFE

## WILDLIFE FREE GIFTING CAMPAIGN REPORT

January to May 2022

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## Wildlife Free Gifting Campaign Report January to May 2022

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## **TABLE OF CONTENTS**

<b>LIST OF ABBREVIATIONS</b> .....	<b>III</b>
<b>BACKGROUND</b> .....	<b>I</b>
<b>TARGET AUDIENCE</b> .....	<b>I</b>
<b>KEY MESSAGES</b> .....	<b>I</b>
<b>CAMPAIGN MATERIALS ADOPTED FROM USAID WILDLIFE ASIA</b> .....	<b>2</b>
<b>DISSEMINATION</b> .....	<b>2</b>
<b>RESULTS</b> .....	<b>4</b>
<b>REACH AND LEVERAGED AMOUNT</b> .....	<b>4</b>
<b>IMPACT</b> .....	<b>4</b>

## **LIST OF ABBREVIATIONS**

PSA	Public Service Announcement
RDW	USAID Reducing Demand for Wildlife
SBCC	Social and Behavior Change Communication
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 mini-questionnaire 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



WFG video plays on Iqiyi.com (PC)



WFG video plays on Iqiyi (mobile)

## 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, 下秒 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.

1: 您怎样看待您的家人或朋友中有人购买、消费或礼赠由濒危野生动物制成的制品（如象牙、犀角、虎骨、穿山甲等）？

A 不可以接受  
 B 一般  
 C 可以接受

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2: 您是否同意以下陈述：“购买、消费或礼赠由濒危野生动物制成的制品，如象牙、犀角、虎骨、穿山甲等会带来个人违法风险，因为其违反国家相关法律规定。”

A 不同意  
 B 中立  
 C 同意

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3: 您是否考虑在未来购买、消费或礼赠由濒危野生动物制成的制品（如象牙、犀角、虎骨、穿山甲等）？

A 不考虑  
 B 中立  
 C 考虑

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4: 您是否愿意做出以下承诺：  
“我承诺做绿色生活的守护者，拒绝非法野生动物制品消费行为，坚持健康、可持续消费和自然环境友好为特征的绿色生活方式。”

A 愿意  
 B 可以考虑  
 C 不考虑

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5: 您在日常生活中，是通过哪些举措践行绿色生活方式的呢？（开放回答）

**Q1: Do you think buying or gifting with products made from endangered wildlife species (such as elephant ivory, rhino horn, tiger bone, and pangolin) is acceptable or unacceptable for your family and/or friends?**

**A. Unacceptable** B. Neither acceptable, nor unacceptable C. Acceptable

**Q2: Do you agree or disagree with the following statement? “Buying or gifting with products made from endangered wildlife species (such as elephant ivory, rhino horn, tiger bone, and pangolin) will bring legal risks as it breaks the country’s laws and regulations.”**

A. Disagree B. Neither agree, nor disagree **C. Agree**

**Q3: Do you consider buying or gifting with products made from endangered wildlife species (such as elephant ivory, rhino horn, tiger bone, and pangolin) in the future?**

**A. No** B. Not sure C. Yes

**Q4: Would you like to make the commitment below?**

“I pledge to be a champion and guardian of green living, say **No to consumption of illegal wildlife products**, and pursue a healthy green lifestyle with eco-friendly sustainable consumption.”

**A. Yes** B. Maybe C. No

**Q5: How do you pursue or enjoy a green lifestyle in your daily life? (Open question)**

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.