SOCIAL AND BEHAVIOR CHANGE COMMUNICATION (SBCC) WORKSHOP FOR THAI NGOS
REPORT

October 9 – 11, 2017, Plaza Athenee, Bangkok

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SOCIAL AND BEHAVIOR CHANGE COMMUNICATION (SBCC)
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I. BACKGROUND

From October 9 to 11, 2017, USAID Wildlife Asia conducted an SBCC workshop in Bangkok with the Thai Conservation Partnership coordinated by IUCN Thailand. This partnership consists of several local and foreign conservation NGOs based in Thailand and is supporting the Department of National Parks, Wildlife and Plant (DNP) in implementing activities to monitor illegal online wildlife trafficking. The three-day workshop aimed to strengthen participants' knowledge and skills to plan wildlife demand reduction campaigns using an SBCC approach. The workshop utilized participatory learning techniques.

II. WORKSHOP OBJECTIVES

By the end of the workshop, the participants would be able to:

- Understand the objectives, strategies and activities of USAID Wildlife Asia project
- Understand the findings of the Situation Analysis of Consumer Demand for Wildlife Parts and Products in China, Vietnam and Thailand, and research gaps relevant to Thailand
- Understand what is Social and Behavior Change Communication (SBCC)
- Share experiences and lessons learned from previous environmental/wildlife communication campaigns
- Understand the SBCC Framework that will guide new demand reduction campaigns under USAID Wildlife Asia
- Understand and apply the basic principles and steps to planning, implementing and evaluating SBCC activities for demand reduction for ivory and tiger parts and products
- Understand and provide feedback on the planned Ivory Mapping Campaign in Bangkok

III. WORKSHOP PARTICIPANTS

There were 20 participants from ten (10) NGOs and one government agency – Department of National Parks (DNP). Specifically, there were ten representatives from six local NGO (Freeland Foundation, Nature Play and Learn Club, Love Wildlife Foundation, Bird Conservation Society of Thailand [BCST], Seub Nakhasathien Foundation [SNF] and Green World Foundation); seven from four international NGOs (IUCN, WildAid, WCS, TRAFFIC) and two from the DNP. There was one fulltime participant from USAID Wildlife Asia. There were 13 female and seven male participants.

The List of participants is on Annex 1.

IV. WORKSHOP AGENDA AND PROCESS

The workshop used the SBCC training module followed during the June 2017 workshop held in China for Chinese NGOs and private sector organizations. The workshop agenda was modified to add a

session for participants to share their experiences in implementing communication campaigns on conservation/wildlife and another session to allow for discussion on the planned Ivory Mapping Campaign by USAID Wildlife Asia in Bangkok. Workshop materials used for sessions were also revised based on learnings from the China campaign, and translated into Thai language. The sessions were generally conducted in Thai. Presentations done in English were immediately translated into Thai. A translator was hired to provide translation services from English to Thai, or Thai to English.

Day 1 was devoted to presentations and discussions of the following topics: USAID Wildlife Asia project, Key Findings from the USAID Wildlife Asia Consumer Situation Analysis, Formative Research in Thailand, Overview of SBCC, and Sharing of Experiences by participants on past Environmental/Wildlife Communication Campaigns.

From Day 2 to 3, participants were divided into three small groups to discuss and collectively work on the Behavior Analysis and Planning Matrix for a demand reduction campaign. Each group developed a campaign using the Matrix. One group was assigned to one of the following three consumer target audiences i.e., *status-driven users of ivory, spiritual belief-driven users for ivory, and spiritual/ "superstitious" belief-driven users of tiger amulets*. The group exercise followed a "building block" process starting from behavior analysis. A short presentation on the concepts guiding each step in the matrix was made prior to each group exercise session. Each group presented their outputs after each group exercise session. The final group presentations consisted of a description of the target audience and drivers/barriers to the desired behavior, one creative material and corresponding activities/strategies for their assigned demand reduction campaign. In the afternoon of Day 3, presentations on Pretesting and Monitoring and Evaluation were made. A short discussion on follow-up activities was held at the end of the workshop. Each participant also accomplished a workshop evaluation form.

In order to allow more time for the group exercises, the session on the SBCC Framework was not held. Instead, it was agreed that the Framework document would be posted in the google drive for participants' information and guidance. This google drive will contain all workshop presentations and materials for participants. The discussion on the Ivory Mapping campaign was postponed as a follow-up meeting to be organized by USAID Wildlife Asia.

The workshop started with Welcome Remarks by the Chief of Party, USAID Wildlife Asia and Deputy, IUCN Indo-Burma Group/ Programme Coordinator-Thailand, and concluded with Closing Remarks by the USAID Contract Officer Representative.

The workshop Agenda is on Annex II.

V. WORKSHOP RESULTS AND OUTPUTS

1. PRE-WORKSHOP SURVEY RESULTS

A pre-workshop survey was sent to participants to accomplish and submit before the start of the workshop. Eight accomplished the pre-workshop survey. **The results are as follows:**

- Six have not attended any BCC or SBCC training.
- Six have heard of the term BCC from various sources e.g. working experience or reading articles while two heard it for the first time.
- When asked about their previous work in communication (not necessarily SBCC), many described work in Awareness raising campaigns, general Communications (writing articles).
- Among challenges they reported were: *how to reach the target audiences, lack of resources such as consumer research, funding, capacity and policy that do not compliment BCC work, how to get audiences aware and alert to severe environmental situations.*

- Almost all were interested in all the topics listed on the agenda with most interested to learn about the following topics: SBCC theory, Consumer Research and Identifying Relevant Channels and Activities.

2. PARTICIPANTS' EXPECTATIONS

At the start of the workshop on Day 1, a session was held to elicit participants' expectations of the workshop. Each participant was given three small cards and asked to write one expectation per card. The expectations were posted on the wall. The 47 expectations were grouped together and synthesized.

PHOTO: APHILUCK PUANGKAEW/USAID WILDILFE ASIA

Most of participants' expectations (16) centered around learning more about SBCC, its theory, application to wildlife, and learning case studies from other sectors. Another key expectation was networking and collaboration (16) among partners present e.g. Form an effective conservation partnership to launch impactful conservation campaigns. Other expectations were learning what are important issues that (participants) need to tackle on wildlife trafficking, learning innovative ideas and learning about the latest research on the issue and others' experiences.

The main facilitator (Objective 1 Lead) summarized the expectations. She related the expectations to the topics that would be covered according to the agenda and pre-workshop survey. She stated that the expectations regarding SBCC learnings will be mostly addressed. She added that the expectations regarding Networking and Collaboration will be addressed during the sharing of experiences session, and discussions on follow-up activities at the end of the workshop.

Petch Manopawtir presented the zero-budget advocacy campaign named "Save Parrotfish". This campaign, implemented by "Reef Guardian Thailand", appealed to supermarkets to stop selling parrotfish through a change.org online petition. This campaign generated 23,000 signatures. Tesco Lotus, Makro and Tops Supermarket chains responded to the campaign by declaring that they will stop selling parrotfish while the Mall Group and Villa Supermarket removed parrotfish from their shelves. He added that the social media tools are very effective channels to generate public engagement in terms of budget and time. The online petition campaign was in www.change.org/saveparrotfish

Rabia Mushtaq presented the co-funded USAID Wildlife Asia and WildAid "I am #Ivory Free" Online Pledge Campaign. The campaign aimed to make ivory consumption socially unacceptable by changing social norms around Thailand. Ivory consumers, potential consumers and the public were target audiences. Those in the audience were encouraged to make an online pledge to never buy, use or gift ivory as gifts and select one of three messages highlighting drivers of ivory consumption in Thailand - spiritual belief, status symbol, or rare beauty via Webpage, Facebook or Instagram. The campaign was launched on September 12, 2017. By end-September, the campaign generated 113 pledges from high-profile influencers in business, entertainment, politics, sports, art, culture, religion, press; 15,200 pledges from the public; 87 million views; and 907,000 likes.

Panudet Kerdmali shared the lessons learned from Anti- Mae Wong Dam campaign initiated by Seub Nakasathien Foundation. The campaign aimed to mobilize support to put pressure on the government to stop construction of the Mae Wong Dam project because of its devastating effects on the environment. Many supporters responded with posts on Facebook, Twitter and Instagram. They included messages, photos, info-graphics and a video on the campaign as well as an anti-dam march and other events. A panel of National Environmental Board experts considered postponing deliberations on the Mae Wong Dam project. The possible postponement was seen as resulting from the march and the wide show of support mobilized by this campaign. Social media played a key role in drawing public awareness of the issues surrounding the Mae Wong Dam Project. This campaign was an example of how the public can be empowered by information from alternative channels, not necessarily from traditional media.

The following are the outputs from the three groups.

1. Target Audience - Ivory Consumers driven by Spirituality

TARGET AUDIENCE	CURRENT BEHAVIORS	DRIVERS OR DETERMINANTS OF CURRENT BEHAVIOR	DESIRED BEHAVIORS	FACTORS HINDERING DESIRED BEHAVIORS (BARRIERS)	FACTORS FACILITATING DESIRED BEHAVIORS (DRIVERS)
35+ years old (Male and Female) - Monks, black magic idol, amulet collectors	Buying, using, trading, of ivory or use ivory as gifts	- High monetary value of ivory - Believe associating ivory with personal safety/security or that it offers a kind of psychological and physical protection from harm	No buying, using, trading, or gifting ivory	- Tradition that equate elephants with royal animal fit for the king and thus elephants especially white elephants are viewed with high status, sacred, and pure	- Policy change that would ban ivory trade and starve the market - Narrative shift of how religion leaders/black magic discouraging the use of ivory - Religious leader to promote other alternative materials - Repeated stories of counter wildlife consumption

KEY MESSAGES	ACTIVITIES & CHANNELS	OUTPUTS	OUTCOMES (INDICATORS)	MONITORING & EVALUATION ACTIVITIES
#kill elephant for ivory, what you get is karma - **Reason Why** save yourself from getting karma - **Call to action** how to take action) stop buying or consuming elephants	Event at Special Buddhist Days, Event at Elephant day, Line Message, Facebook Message, YouTube page, amulet-related website	Line, TVC, Ads, PSA, Print-Ad, Banner, Stickers, Web Banner, Forum, 2 events Road show, holocaust elephant museum	- No. of Temple, monks, fortune tellers, spiritual leader - No. of Media reach and engagement - No. of ivory in return or donate - DNP statistic, sale of ivory shop	- Track sentiments online - Comment on forums - Consumer survey, campaign, impact survey

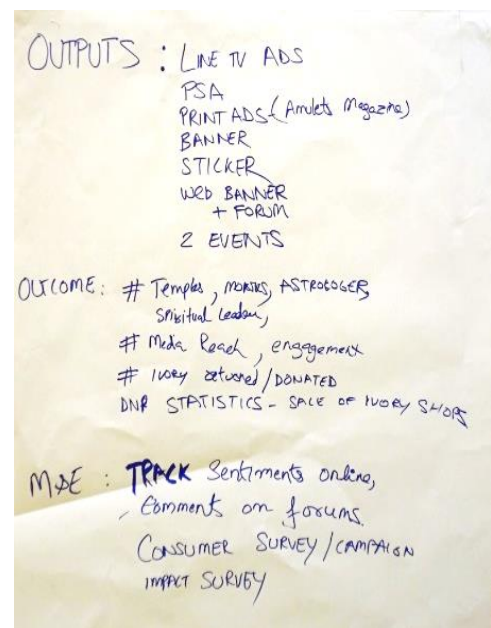## Group 1: Outputs

PHOTO: APHILUCK PUANGKAEW/USAIDWILDILFEASIA

PHOTO: APHILUCK PUANGKAEW/USAIDWILDILFEASIA

Group 1: Ivory Consumers driven by Spirituality

2. Target Audience – Ivory Consumers driven by Status

TARGET AUDIENCE	CURRENT BEHAVIORS	DRIVERS OR DETERMINANTS OF CURRENT BEHAVIOR	DESIRED BEHAVIORS	FACTORS HINDERING DESIRED BEHAVIORS (BARRIERS)	FACTORS FACILITATING DESIRED BEHAVIORS (DRIVERS)
35+ years old - Gov't officer - Business leader - Village headman - Older generations who inherited ivory pieces and still displaying them in their houses.	- Buying for status, status = power - Buying showpieces: sculpture, carved items, smaller items like bangles, bracelets. - Displaying ivory items in their houses, either from buying or inherited	- Show status: financial + social - Rare, valuable - Ivory is perceived as expensive, wealth, only wealth can afford it. - Good luck, makes me look beautiful - A desirable gift - Noble, exotic, pure - Beliefs: culture, love for elephants connect to Thai history	- Existing owners put it in a box/ hide it - Existing owners wants to throw it in the bin - Don't want to buy anymore - Unhappy to receive as gift/ inheritance - Ivory Free Homes - Ivory Free Wrists - Ivory Free temples - Ivory Free village	- It's not just a piece, I don't want to just throw it in the bin - Too valuable - It's an inheritance - Liking elephants = liking ivory - Gives me power/ class status desirability - Gives good juju - I'm detached from consequences of environmental aspects, death of elephants and because it's national heritage - Ivory pieces in homes is unnoticed by those who own it , because it's been there too long	- National & Cultural Heritage is not equal to owning ivory - Love / pride for elephants is not about owning ivory - Create perception/belief that beautiful homes is ivory free homes - Looking at/seeing / noticing my ivory in new light - Reasons that make me question status - An appropriate way to give it up /say proper goodbye

| KEY MESSAGES	ACTIVITIES & CHANNELS	OUTPUTS	OUTCOMES (INDICATORS)	MONITORING & EVALUATION ACTIVITIES
#IVORYFREE HOME - Ivory is not home decorative items - A beautiful home is an ivory free home - Proud to live in an ivory free home / village **Call to action** - My home is an #IVORYFREE HOME - We don't buy – display (show) and use ivory in my home - บ้านนี้เลิกซื้อ-โชว์-ใช้งาช้าง	- Public service announcement (PSA) – Elephants Take Over! (Social Media, YouTube, TV) - Celebrity family Video clips, TV shows talking about their homes with campaign message #IvoryFreeHome (Social Media, Facebook Page, TV) - Interview Celebrity family in Home interior magazine, Home décor magazines, Lifestyle magazines, - Famous monk Video clips about new home blessings without ivory pieces (Social Media, YouTube) - Declaration/Pledge to support #IvoryFreeHome by real estate builders, Condominuim developers, Home and Décor exhibitions (Offline) - #IvoryFreeVillage pledges - Ivory Free village song ex: เลิกแล้วค่ะ new version (Offline and Online)	- 1 PSA produced - 5 celebrity families video clips - 2 famous monks video clips - 3-5 pledges to support #IvoryFreeHome by real estate builders, Condominuim developers, Home and Décor exhibitions as role models - 1 interview piece/article on Celebrity family in Home interior magazine, Home décor magazines, Lifestyle magazines, - 1 song (for distributing in village in rural Thailand) - At least 5 villages around Thailand pledges #IvoryFreeVillage as role models.	- Impressions, engagement on social media from posts and hastag - More than 20,000 people/family pledges #IvoryFree Home - More than 100 villages around Thailand pledges #IvoryFree Village - More than 10 pledges to support #IvoryFreeHome by real estate builders, Condominuim	- No. of people who pledge #IvoryFreeHome using the hashtags - No. of villages pledging #IvoryFreeVillage - No. of real estate builders, condos, home and décor companies pledging to support #IvoryFreeHome - Measure impressions, engagement on social media from posts and hastag - Survey among those who inherited ivory pieces, for future campaign directions, strategies

Group 2 : Outputs
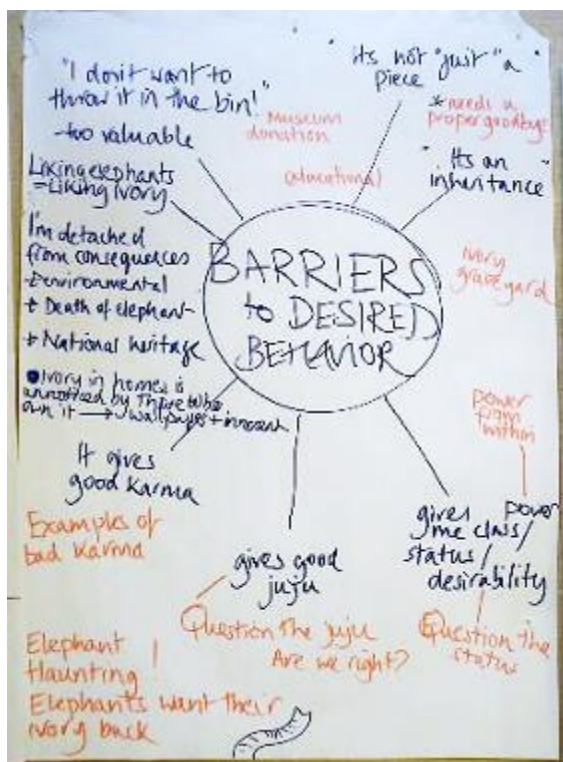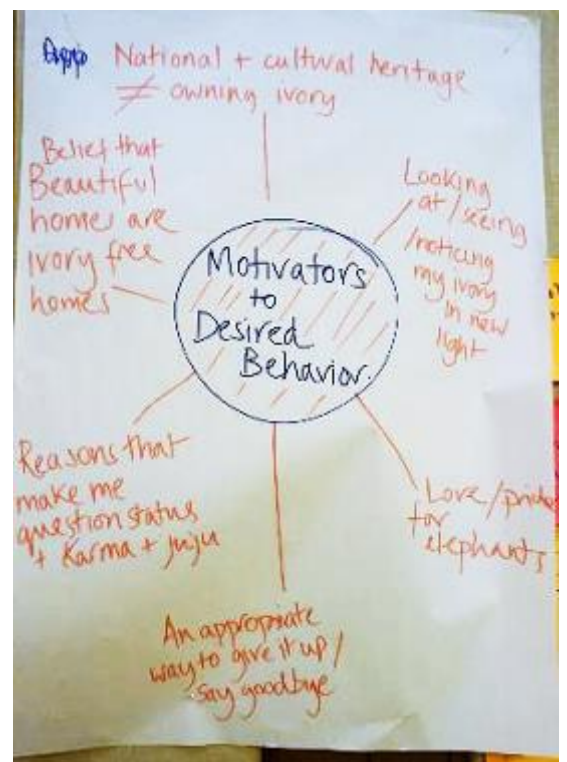
Group 2: Ivory Consumers driven by Status

3. Target Audience – Tiger Amulet Users driven by Spiritual or Superstitious Beliefs

TARGET AUDIENCE	CURRENT BEHAVIORS	DRIVERS OR DETERMINANTS OF CURRENT BEHAVIOR	DESIRED BEHAVIORS	FACTORS HINDERING DESIRED BEHAVIORS (BARRIERS)	FACTORS FACILITATING DESIRED BEHAVIORS (DRIVERS)
40+ years old - Gov't Officer - Male	Using amulet as fear management item, hobbies and collection and self-prestige.	- Social Status - Risks at work	Avoid using tiger amulet and go for other alternative items	- Peers(pressure) - Self-confidence - Society - Religious	To access easily to their group, tend to comply with their opinion leaders, Consuming traditional Media

| KEY MESSAGES	ACTIVITIES & CHANNELS	OUTPUTS	OUTCOMES (INDICATORS)	MONITORING & EVALUATION ACTIVITIES
#Realman2017 - Strength from Within **Reason Why** Alternative Power **Call to action** Manage your own fear without using wildlife parts	- TV (Script for TV series) - PSA (Cable, online) - Line Message & Sticker - Newspaper, - Seminar - Gov't broadcasting (ex. PM weekly broadcast).	- No. of (Local) Gov't's agencies or units pledge "Say no to tiger products"	- More than 50% of (Local) Gov't's agencies or units with "Say no to tiger products" pledge. - More than 50% of Policy Announcement from Gov't's agencies or units toward Tiger ban. - More than 50% No. of superstitious leaders joined our campaign.	- No. of (Local) Gov't's agencies or units with "Say no to tiger products" pledge.- No. of Policy Announcement from Gov't's agencies or units toward Tiger ban. - No. of spiritual leaders who join our campaign. - No. of seminars with gov't sectors on tiger parts product. - No. of participants join the seminar and learn about the bad of using the tiger parts product.
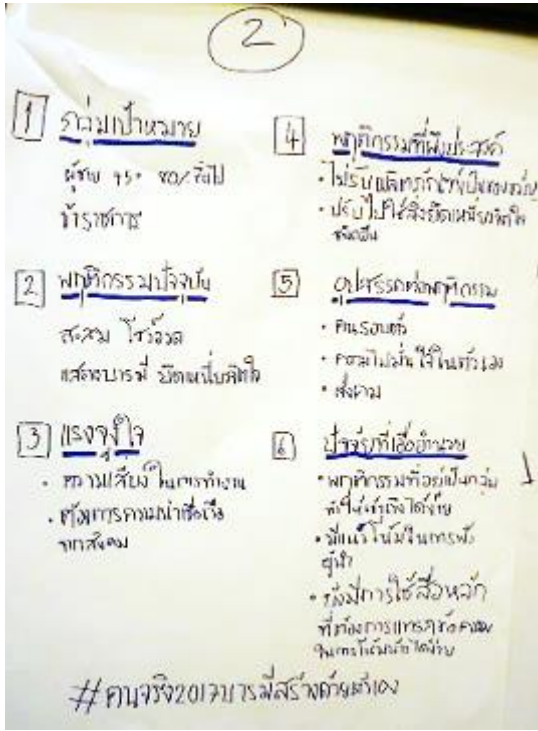
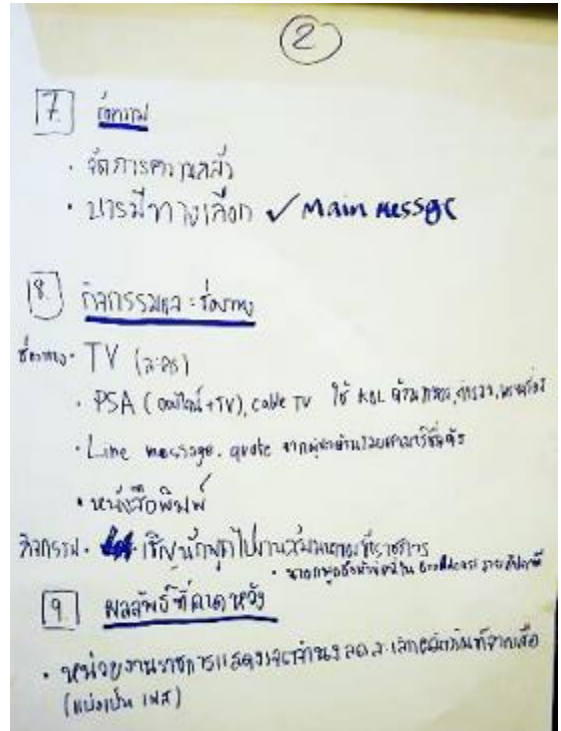PHOTO: APHILUCK PUANGKAEW/USAIDWILDILFEASIA

PHOTO: APHILUCK PUANGKAEW/USAIDWILDILFEASIA

Group 3: Outputs

PHOTO: APHILUCK PUANGKAEW/USAIDWILDILFEASIA

Group 3: Tiger Amulet Users driven by Spiritual or Superstitious Beliefs

VI. PARTICIPANT FEEDBACK AND EVALUATION

PHOTO: APHILUCK PUANGKAEW/USAIDWILDILFEASIA

1. Feedback on Day 1

Before the sessions started on Day 2, a participant volunteered to recap the learnings from the previous day. She presented an illustration that recapped key learnings from all the Day 1 sessions.

2. Participants' Evaluation Results

 An evaluation questionnaire was handed out at the end of the workshop to all participants.

Eleven (11) accomplished the voluntary participants' evaluation forms. One submitted an incomplete form. Other participants left early and did not accomplish the forms. The summary results are:

- Nine said that all objectives of SBCC Workshop were met.
- Two said only some objectives were met. One of them attended only for two days and the other one noted that Ivory Mapping session (which was not held due to time constraints) was not conducted.
- Nine participants most liked the session on Presentation & Small Group Work: Developing Effective Messages and Materials, Identifying Appropriate Activities and Channels saying that they liked *Utilizing of non-traditional tools, brainstorming, learning other ideas that are possible to use in current work.*
- Other comments were: *Very interested in cases studies from various NGO, group work is interesting, SBCC is clear, hope to collaborate and work together among NGOs, presentation and break-out sessions work well, and good for bi-lingual in presentations.*
- Almost all were interested in future trainings with suggested topics like: *presentations from media & advertising agency, lessons learned from communication and advocating plan, how to track and monitor online trade in wildlife and animal parts, how to use online analytical tool and measure audience impact for effective online campaigns.*
- Suggestions for improving similar training workshops in the future were: *more visual less text in presentations, more consumer insights, increase group discussion sessions and provide practice session for M&E.*

The Evaluation results is on Annex III.

VII. NEXT STEPS FOR USAID WILDLIFE ASIA

- Create google drive for distribution to participants
- Organize meeting to discuss ivory mapping and online campaigns through IUCN Thailand (November 2017)
- Plan follow up activities to enhance skills of on aspects of SBCC demand reduction identified by participants

ANNEX
ANNEX 1: LIST OF PARTICIPANTS

PHOTO: TOPLUCK PUANGKAEW/USAID/WILDILFEASIA

PARTICIPANT NAME(S)	ORGANIZATION	COUNTRY BASE
1. Petch Manopawitr	International Union for Conservation of Nature (IUCN)	Thailand
2. Siriporn Sriaram	International Union for Conservation of Nature (IUCN)	Thailand
3. Rabia Mushtaq	WildAid Thailand	Thailand
4. Nuthatai Chotechuang	WildAid Thailand	Thailand
5. Josie Raine	Freeland Foundation (Presenter/Participant)	Thailand
6. Sariyaporn Srisuksawad	Freeland Foundation (Facilitator/Participant)	Thailand
7. Utane Pummarin	Nature Play and Learn Club	Thailand
8. Songpon Suangngam	Nature Play and Learn Club	Thailand
9. Siripannee Supratya	Love Wildlife Foundation	Thailand
10. Thataya Bidayabha	Bird Conservation Society of Thailand (BCST)	Thailand

11.	Pornkamol Jornburom	Bird Conservation Society of Thailand (BCST)	Thailand
12.	Varangkana Junda	Seub Nakhasathien Foundation (SNF)	Thailand
13.	Phatcharida Phongsapapat	Seub Nakhasathien Foundation (SNF)	Thailand
14.	Panudet Kerdmali	Seub Nakhasathien Foundation (SNF)	Thailand
15.	Muandao Kongwanarat	TRAFFIC	Thailand
16.	Maethinee Phassaraudomsak	TRAFFIC	Thailand
17.	Athipat Wusilapakit	Green World Foundation	Thailand
18.	Pantapat Phisinnawong	Dep't of National Parks, Wildlife and Plant Conservation (DNP)	Thailand
19.	Sathon Konggern	Dep't of National Parks, Wildlife and Plant Conservation (DNP)	Thailand
20.	Dararat Weerapong	USAID Wildlife Asia	Thailand

Main Facilitator/Resource Person:
- Ms. Eleanora De Guzman, *USAID Wildlife Asia*

Resource Persons:
- Mr. Jedsada Taweekan: *USAID/RDMA*
- Dr. Robert Mather: *USAID Wildlife Asia*
- Mr. Petch Manopawitr: *International Union for Conservation of Nature (IUCN)*

Presenters/ Resource Persons:
- Ms. Pakprim Oranop na Ayuthaya: *USAID Wildlife Asia*
- Ms. Josie Raine: *Freeland Foundation*

Support Facilitators:
- Mr. Aphiluck Puangkaew: *USAID Wildlife Asia*
- Ms. Sariyaporn Srisuksawad: *Freeland Foundation*

Administrative Support:
- Ms. Orraphan Sanonork: *USAID Wildlife Asia*

Participants:
- Female = 13
- Male = 7
- Total = 20 participants

- Number of local NGO = 6
- Number of international NGO = 4
- Number of government agency (DNP) = 1
  Total = 11 organizations

- Representatives from local NGO = 10
- Representatives from international NGO = 7
- Representatives from government agency (DNP) = 2
- Representative from USAID Wildlife Asia = 1

ANNEX 2: AGENDA - OCTOBER 9-11, 2017

Day 1: Monday, October 9, 2017	
09:00	Welcome Remarks: Dr. Robert Mather, USAID Wildlife Asia Chief of Party and Mr. Petch Manopawitr, IUCN Asia Regional Office Deputy, Indo-Burma Group Programme Coordinator, Thailand
09:10	Introductions, Participants' Expectations, Workshop Objectives and Process
09:45	Presentation/Discussion: USAID Wildlife Asia: Overview, Demand Reduction in Thailand
10:15	Break
10:30	Presentation/Discussion: Key Findings from Situation Analysis of Consumer Demand in China, Vietnam and Thailand, Implications for Demand Reduction Activities
11:30	Presentation/Discussion: Formative Research for Thailand
12:00	Lunch
13:00	Presentation/Discussion: What is SBCC?
14:00	Presentation/Discussion: Understand past effort: previous environmental and Wildlife Trade campaigns Presentation by Seub Foundation, Freeland, WildAid, etc.
15:30	Break
15:45	Presentation: Overview of SBCC Behavior Analysis and Planning Matrix
16:00	Day 1 Evaluation
Day 2, Tuesday, October 10, 2017	
09:00	Recap of Day 1 (1 participant to recap and share insights)
09:15	SBCC Framework for Demand Reduction – USAID Wildlife Asia (not held due to time constraints)
09:45	Presentation & Small Group Work: Target Audience Identification and Behavior Analysis (Coffee/Tea to be served during small group work)
12:00	Lunch
13:00	Reports from Small Group Work: Target Audience Identification and Behavior Analysis
14:00	Presentation & Small Group Work: Developing Effective Messages and Materials, Identifying Appropriate Activities and Channels (Coffee/Tea to be served during small group work)
Day 3, Wednesday, October 11, 2017	

09:00	Small Groups work on their Presentations
10:00	Break at convenience of Small Group
10:30	Discussion of Day 3 Agenda
10:40	Presentation by Small Group
12:00	Lunch
13:00	Presentation: Behavior Analysis and Plan Matrix – Outputs & Outcomes, and Pretesting
13:30	Presentation & Group Discussion: Pretesting
14:30	Monitoring & Evaluation
15:30	Break
15:45	Discussion: Post-Workshop Activities; Planned Ivory Mapping Campaign (not held due to time constraints)
16:15	Closing Remarks: Mr. Jedsada Taweekan, USAID Wildlife Asia COR, USAID RDMA
16:30	Synthesis Participant Evaluation

ANNEX 3: EVALUATION RESULTS

Eleven participants completed the evaluation forms. One submitted an incomplete form. Other participants left early and did not accomplish the forms.

The results are as follows:

1. Whether Workshop Objectives were met
- Met all objectives = 9 participants
- Met some objectives = 2 participants (One participants attended only for two days of workshop and another one said that Ivory Mapping session was not held)
- No, none of them were met = None

2. Key learnings participants from the workshop

- Know about SBCC = 7
- Learn guideline for developing the next campaign = 2
- Know points of synergy = 1
- Know M&E = 1
- Know case studies = 1

3. Sessions: Liked best

Like best

A. Session Liked Best

- Presentation & Small Group Work: Developing Effective Messages and Materials, Identifying Appropriate Activities and Channels
  - Liked best = 9 (Key reasons: Utilizing of non-traditional tools, brainstorming, learning other ideas that possible to use in current work)

- Presentation/Discussion: What is SBCC?

- o Liked best = 8 (Key reasons: I like socio economic model, learn something new, I'd to learn more about past activities and campaign)

- Presentation/Discussion: Understand past effort: previous environmental and Wildlife Trade campaigns
  - o Liked best = 6 (Key reasons: Learning from Seub foundation and Parrotfish case)

- SBCC Framework for Demand Reduction – USAID Wildlife Asia
  - o Liked best = 5 (Key reason: Learning in systematic and practical information

- Presentation & Small Group Work: Target Audience Identification and Behavior Analysis
  - o Liked best = 4 (Key reason: It's great to learn each other among participants)

- Presentation/Discussion: Key Findings from Situation Analysis of Consumer Demand in China, Vietnam and Thailand, Implications for Demand Reduction Activities
  - o Liked best = 4 (Key reason: I like the presentation of Tiger Amulet)

- Presentation/Discussion: USAID Wildlife Asia: Overview, Demand Reduction in Thailand
  - o Liked best = 4 (Key reason: Knowing USAID Wildlife Asia)

- Presentation/Discussion: Monitoring and Evaluation, USAID Wildlife Asia Demand Reduction Indicators
  - o Liked best = 3

- Presentation: Overview of SBCC Behavior Analysis and Planning Matrix
  - o Liked best = 3 (Key reason: Having knowledge)

- Presentation & Small Group Work: Pretesting
  - o Liked best = 2

- Presentation/Discussion: Formative Research for Thailand
  - o Liked best = 2

B. Sessions: Liked least
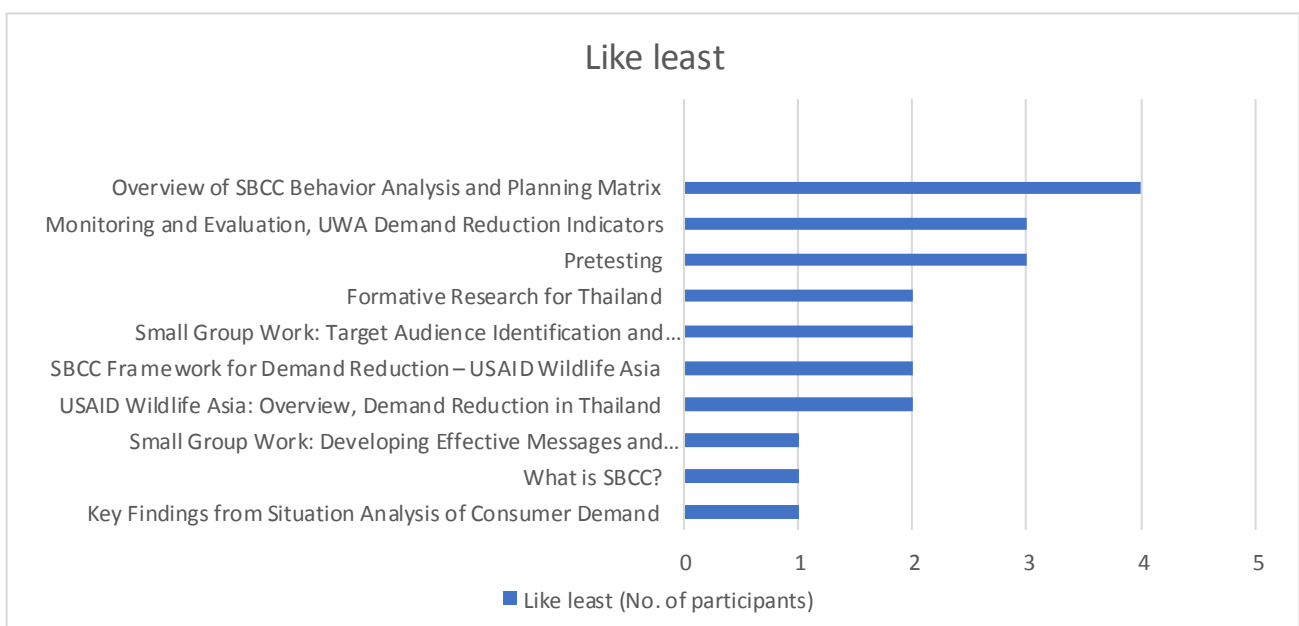
- Presentation: Overview of SBCC Behavior Analysis and Planning Matrix
  - Liked least = 4 (Key reason: I have heard before)

- Presentation/Discussion: Monitoring and Evaluation, USAID Wildlife Asia Demand Reduction Indicators
  - Liked least = 3

- Presentation & Small Group Work: Pretesting
  - Liked least = 3

- Presentation/Discussion: Formative Research for Thailand
  - Liked least = 2

- Presentation & Small Group Work: Target Audience Identification and Behavior Analysis
  - Liked least = 2

- Presentation/Discussion: USAID Wildlife Asia: Overview, Demand Reduction in Thailand
  - Liked least = 2

- Presentation & Small Group Work: Developing Effective Messages and Materials, Identifying Appropriate Activities and Channels
  - Liked least = 1

- Presentation/Discussion: What is SBCC?
  - Liked least = 1

- Presentation/Discussion: Key Findings from Situation Analysis of Consumer Demand in China, Vietnam and Thailand, Implications for Demand Reduction Activities
  - Liked least = 1 (Key reason: I have seen before)

4. Comments on the workshop process

4.1 Workshop content:
- Very interested in cases studies from various NGOs
- Group work is interesting
- SBCC is clear and hope to collaborate and work together among NGOs
- Presentation and break-out work well

4.2 Workshop Management:
- Like this flexible time and facilitator
- Good for translation
- Need time-keeper for group discussion
- Need one more ice breaking activity during afternoon session
- Incompetent interpreter in Day 3

5. Topics suggested for future training workshops

- Presentations from Media & Advertising Agency
- Lessons learned from Communication and Advocating plan
- How to track and monitor online trade in wildlife and animal parts
- How to use online analytical tool and measure audience impact for effective online campaigns
- Infographic and creative work
- Literature review and data analysis
- Low budget campaign
- Using formative research for developing campaign

6. Suggestions to improve similar training workshops in the future? Any content to add/reduce to improve the process of the workshop?

- More visual less text in presentations
- More consumer insights
- To have more time for group discussion session
- To have practice session for M&E
- More case studies and lessons learned
- Learn outside classroom
- Revise PowerPoint translation
- Have pre-reading