COORDINATION MEETING ON DEMAND REDUCTION FOR ILLEGAL WILDLIFE

August 21, 2018
USAID Asia Regional Training Center
Bangkok, Thailand

CONTENTS

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I. BACKGROUND

During the Thailand Formative Research presentation on June 5, 2018, USAID Wildlife Asia conducted a session so that participants, in three small groups, could discuss how they could apply the research findings to their work on Demand Reduction, Law Enforcement and Policy on countering wildlife trafficking (CWT). Results of the group discussions were presented after the session. Participants were, then, informed that a follow-up coordination meeting will be scheduled by USAID Wildlife Asia and hosted by USAID RDMA. This Meeting held on August 21, 2018, was the follow-up coordination meeting.

II. OBJECTIVES

1. To present USAID Wildlife Asia's planned demand reduction campaigns for Year 3 and the overall messaging approach
2. To discuss results of Expert Roundtable on Messengers and Messaging organized by TRAFFIC from August 15 to 16 in Bangkok, and what this means for demand reduction campaigns
3. To share information on other organizations' plans for demand reduction activities in Thailand
4. To discuss how demand reduction activities in Thailand can be coordinated and how organizations implementing law enforcement and policy actions can coordinate with demand reduction (follow-up on results of June 5 Research Dissemination Workshop)

III. PARTICIPANTS

Event participants included Thai government officials, representatives from international Non-Governmental Organizations (NGOs), local NGOs, private sector and other stakeholders involved in counter-wildlife trafficking and conservation.

The list of participants and organization profiles appears in Annex 1 and Annex II of this report, respectively.

IV. AGENDA

The meeting had four main components:

- Results from the TRAFFIC Expert Roundtable on Messengers and Messaging Research
- Overview of USAID Wildlife Asia Year 3 Workplan and Strategic Approach based on Formative Research Results
- Summary Information of planned demand reduction activities of organizations who participated in the Meeting
- Discussion on opportunities to strengthen messaging and coordination on demand reduction

The event agenda appears in Annex III of this report.

V. HIGHLIGHTS OF SESSION

The event started with welcome remarks by Angela Hogg, Director of USAID RDMA's Regional Environment Office. In her speech, she emphasized the importance of coordinating the demand reduction efforts among all keys stakeholders and synergized with law enforcement and policy. The latter two components help create a more enabling environment that will deter consumers from further purchase.

Angela Hogg, Director of USAID RDMA's Regional Environment Office
addressed the welcome remarks.

In this meeting, USAID Wildlife Asia invited Monica Zavagli, Senior Project Officer from TRAFFIC to present the results from the Expert Roundtable on Messengers and Messaging, which was held on August 15-16, 2018. Increasingly there is recognition that careful choices need to be made around the messengers and messaging to employ to ensure successful behavior change.

Monica shared the initial results based on the discussion and shared experiences around the use of messengers and messages from the interdisciplinary group of Social and Behavioral Change experts. The highlight from the meeting included the identified important qualities, properties, framing and character attributes for maximizing impacts of messengers and messaging.

Full presentation slides can be download at: https://goo.gl/8F4xgo

Monica Zavagli, Senior Project Officer, TRAFFIC presented the
results from the Expert Roundtable on Messengers and Messaging

Following the presentation on the results from the Expert Roundtable, Eleanora De Guzman, USAID Wildlife Asia's SBCC Team Lead presented the overview of USAID Wildlife Asia Year 3 Workplan & Strategic Approach to the participating organizations. Key insights from Thailand Formative Research on ivory and tiger consumers was also shared.

Full presentation slides can be download at: https://goo.gl/8F4xgo

Eleanora De Guzman, USAID Wildlife Asia's SBCC Team Lead presented
the overview of USAID Wildlife Asia year 3 workplan & strategic approach

Two breakout sessions were conducted after the presentation. Detailed information is discussed in the next topic.

VI. OUTPUTS

Based on the Guiding principles and Effective Qualities from the Expert Roundtable presentation (Figure 1), participants were invited to discuss the actions they could take to ensure their organizations' messages appeal to and resonate with the target audience(s).

Effective Qualities
- Must be targeted
- Clear behavioral objective
- Positive and hopeful tone
- Must be culturally and politically effective
- Could contain a small "call to action"
- Good alternative and value proposition
- "Self-efficacy"
- Touch on intrinsic motivations

Guiding principles
- Know your audience
- Know the context in which your message will be received
- One size doesn't fit all
- Be insight driven
- Address barriers
- Engage influencer in the communities
- Use behavior change and Communication theories
- Test carefully, smaller scale and readapt

Figure 1: Guiding principles and Effective Qualities from the Expert Roundtable Discussion

Participants were clustered in four groups with at least one member of the group working on demand reduction. Those who were not on the registration list were asked to join the group of their choice. Results from each group are shown on Table 1 below:

TABLE 1: DISCUSSION ON OPPORTUNITIES TO STRENGTHEN MESSAGING		
CURRENT TARGET AUDIENCE	**CURRENT MESSAGE**	**WAYS TO STRENGTHEN MESSAGE**
<u>Group 1</u> • International hotel guests • Hotel staff • Local tourist • "Highly Educated" group • Rangers to local authorities • Regional/national policy makers (MPs/Judiciary/Govt) • Tourist crossing (borders) • Business tourism • Students (international) who are future owners • Public	• Lead by example • Status comes from within, not from wildlife products • Protecting habitats • Why it should matter to you • Change / improve law to change behavior • Don't buy wildlife products • Reminder that wildlife products are illegal to export • Someone is watching • Wildlife more valuable alive than dead • Impact on biodiversity • Think and be responsible for your actions	• Multi-lingual messages • Guess education / program experience • Audio / visual infographics • Local participation / input • Mobilization of influencers • Identify champions • Build trust and confidence • "Really listen" • Message: "Don't waste money, you will be caught" • Constant enforcement • Don't weaken the message – follow up with action, prosecution • Identify student ambassadors • Collaboration among organizations

CURRENT TARGET AUDIENCE	CURRENT MESSAGE	WAYS TO STRENGTHEN MESSAGE

Group 2
 	
Wild Aid
 	
• Shark Fin -- potential user, current users, public
 	
• Ivory -- potential user, current users, public
	• Celebrate without use of shark fin
	
	• Highlight issue related to shark fin
	
	• Target wedding, celebratory events
	
	Ivor Free campaign addressing three drivers of ivory purchase;
	
	• Ivory only beautiful on elephants
	
	• Status
	
	• Belief
		• More targeted messaging focused on motivators
		
		• Positive messaging
		
		• Engage key influencers
		
		• Test and validate message prior to dissemination
		
		• Customize message based on
		
		  i) location,
		
		  ii) evidence from research
		
		• Keep evolving messaging
		
		• Monitoring & Evaluation to assess impact and strength of message

Nature Play and Learn Club • Youth and Family • Public • Private sector keen on CSR activities	• Share message from other conservation group • Raise environmental conservation awareness message to youths • Youth helps disseminate message to parents	
Department of National Parks, Wildlife and Plant Conservation • Tourists from China	• Direct messaging regarding Thai laws against ivory export. • Messages disseminated along border crossing / checkpoints	• Additional research on tourist from China for additional insights • Focused messaging for more targeted approach

CURRENT TARGET AUDIENCE	CURRENT MESSAGE	WAYS TO STRENGTHEN MESSAGE

Group 3

- Chinese tourists
- Online buyers / platforms
- Travelers (inbound)
- Chartered flights
- Public
- Potential consumers
- Tour agencies
- Community near wildlife resources
- Media

- Information related to legal matters
- Message address issues link to drivers. e.g. belief, beauty

- Identify religious leaders as champions
- Emphasize interconnected of issue, local problem = global problem
- Government policy / commitment
- Influencers / Key Opinion Leaders (KOL)
- Networking of law enforcement officials (Customs, border patrol, police, park rangers)
- Educational curriculum on wildlife

CURRENT TARGET AUDIENCE	CURRENT MESSAGE	WAYS TO STRENGTHEN MESSAGE

Group 4

- Chinese tourists
- Airlines frequently used by Chinese tourist
- Primary school children
- Law enforcement officials
- Poachers
- Communities in which poachers belong to
- Bear farmers

- Importance of responsible tourism
- Songbird conservation: "Keep them in the wild"
- Increased enforcement actions through capacity building
- Pangolins' ecosystem service (benefits)
- Illegality
- Finding alternate livelihood for poachers
- Join us and stop bear farming

- Engage target with filed activities
- Link with Key Opinion leaders
- Understand motivation / need of target groups

After the discussion ended, the results were consolidated to map out the commonalities. The synthesis is shown on Table 2 below:
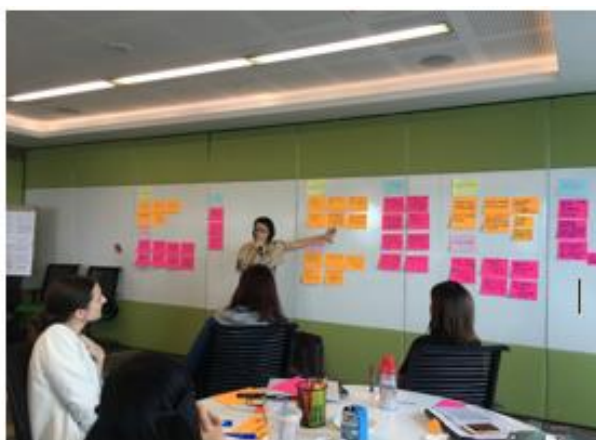
TABLE 2: SYNTHESIS FROM BREAKOUT SESSION 1 DISCUSSION		
CURRENT TARGET AUDIENCE	CURRENT MESSAGE	WAYS TO STRENGTHEN MESSAGE

Those who use / desire to buy wildlife parts:

- Chinese tourists
- Hotel Guests
- Businessmen
- Online buyers
- Consumers of ivory, tiger, shark fin, bear bile
- School children,
- Future consumers

Those who can influence decisions /desire to buy:

- Hotel staff – tour agencies
- Airlines
- Religious leaders people of influence
- Gatekeepers
- School children
- Online platforms
- Media

Those who can create enabling environment:

- Policymakers
- Law enforcement official
- Government
- Local community

Message targeting potential:

- Buyers /users
- Legality
- Responsible tourism
- Positive message based on drivers
- Why issue matters to the intended receiver

Message targeting influencers:

- What's in it for me
- Responsible tourism
- Responsible business
- Lead by example
- Strengthen networking

*Importance of validating message noted.

Engage Influencers / key opinion leaders/ Stakeholders

- Law enforcement officials (Customs, border patrol, police, park rangers)
- Spiritual leaders
- Government

Focused messaging for more targeted approach

- Customize message based on location, motivation and evidence from research
- Test and validate message prior to dissemination
- Monitoring & evaluation to assess impact and strength of message
- Keep evolving messaging
- Emphasize interconnected of issue, local problem = global problem
- Include creative element such as outdoor activities

BREAKOUT SESSION 2: DISCUSSION ON COORDINATION TO STRENGTHEN DEMAND REDUCTION ACTIVITIES IN THAILAND

The same group of participants worked on the second session. They discussed the opportunities and challenges regarding effective coordination among organizations to strengthen demand reduction on illegal wildlife, and how they could strengthen demand reduction activities in Thailand. Results are consolidated as per Table 3 below.

TABLE 3: COORDINATION TO STRENGTHEN DEMAND REDUCTION ACTIVITIES		
OPPORTUNITIES	**CHALLENGES**	**ACTIONS**
1. Common ultimate goal to save wildlife animals	1. Different metrics of success, projects, timeline, target audience, strategy communication platforms and priority between organization	1. Common calendar/ information sharing platform
2. Available and shareable resources on information, knowledge and assets such as various research studies, coordination template from Premchai case, result from Digital Deterrence Campaign	2. Different mandates and views on conservation	2. Regular Coordination meeting for follow up and follow through
3. Existing networks such as IUCN network, Wildlife Thailand Line group	3. Time and resource constraints for facilitating coordination	3. Rapid Response Protocol
4. Large audience reach	4. Resource and funding competition	4. Database/inventory of expertise with regular updates on who's doing what
5. Government commitment and support for the issue (DNP)	5. Lack of coordination amongst donors and organizations	5. Make use of annual conference in Thailand as a coordination platform
6. Harnessing each other's strengths and abilities	6. Bureaucracy and organizational politics and prejudice	6. Decide on a set of unified messages (evidence-based) and share distribution of message among agencies/NGOS
7. Common important World Animal days to celebrate together	7. Information overload and hard to focus	7. Need a coalition to push recommendations through International conferences such as CITES COP or IWT
8. Important conference to advocate the issue such as IWT London (Oct 2018), CITES COP Sri Lanka (May 2019)	8. Academic publishing cycle causing information delay	8. Monthly informal social check-in (Wildlife Thailand line group)
9. Personal connection that outlast projects and programs	9. Capacity gap	9. Create a dedicated working groups (formalized with a plan)
	10. No common calendar and many things are missed.	

Breakout Session 2 group discussion

VI. NEXT STEPS

After Breakout Session 2, the identified actions were discussed in plenary and organization who could take the lead on specific actions were identified. The Table 4 below identifies the results of the discussions.

TABLE 4: KEY ACTIONS		
ACTIONS	ORGANIZATION TO LEAD	TIMELINE
1. Common calendar/ information sharing platform (google drive)	USAID Wildlife Asia	By November 2018
2. Regular Coordination meetings		Next meeting Tentatively set for November
3. Rapid Response Protocol	Freeland/ Wild Aid	To be discussed
4. Database/inventory of expertise with regular updates on who's doing what	TRAFFIC	To be discussed
5. Make use of annual conference (December) in Thailand as a coordination platform	Seub Nakhasathien	To be discussed
6. Decide on a set of unified messages (evidence-based) and share distribution of message among agencies/NGOS	Ad-hoc tasks; need to be discussed further	
7. Need a coalition to push recommendations through International conferences such as CITES COP or IWT		
8. Monthly informal social check-in (Wildlife Thailand line group)		
9. Create a dedicated working groups (formalized with a plan)		

Wrap up session for the next step and key actions summary from the Coordination Meeting

ANNEX

ANNEX 1: PARTICIPANTS

Thirty-six participants from 17 organizations joined this event and the table below provides a breakdown by gender and sector.

Gender: 12 males and 24 females.

BREAKDOWN BY GENDER		
GENDER	MALE	FEMALE
Number of participants	12	24

Sector: Participants are clustered in 5 groups.

BREAKDOWN BY SECTOR	
SECTOR/GROUP	NUMBER OF PARTICIPANTS
Business	3
NGO/INGOs	16
Government agency (DNP)	5
US Government	3
USAID Wildlife Asia	9

A full list of participants appears on the following page.

PARTICIPANTS LIST (BASED ON REGISTRATION FORM):

| FULL NAME	ORGANIZATION
1. Angela Hogg	USAID/RDMA
2. Jedsada Taweekan	USAID/RDMA
3. Craig Kirkpatrick	USAID/RDMA
4. Chavalit Vidthayanon	Seub Nakhasathien Foundation
5. Chutinton Viriyapanon	Nature Play and Learn Club
6. Eileen Larney	Zoological Society of London - Thailand
7. James Compton	TRAFFIC
8. John Roberts	Minor Hotels
9. Josie Raine	Freeland
10. Karanvir Kukreja	World Animal Protection
11. Monica Zavagli	TRAFFIC
12. Nancy L. Gibson	Love Wildlife Foundation
13. Nichanan Tanthanawit	Freeland
14. Nuthatai Chotechuang	WildAid
15. Pinsak Suraswadi	Department of National Parks, Wildlife and Plant Conservation (DNP)

FULL NAME	ORGANIZATION
16. Daratporn Chairat	Department of National Parks, Wildlife and Plant Conservation (DNP)
17. Ronasit Maneesai	Department of National Parks, Wildlife and Plant Conservation (DNP)
18. Sadudee Punpugdee	CITES, DNP
19. Somkiat Soontornpitakkool	Division of Wild Fauna and Flora Protection, DNP
20. Pornkamol Jornburom	WCS-Thailand
21. Prapimpan Ngoentip	WWF-Thailand
22. Wasu Vipoosanapa	WWF-Thailand
23. Rabia Mushtaq	WildAid Thailand
24. Syamol Sukonthorn	Thai Airways International
25. Thattaya Bidayabha	Bird Conservation Society of Thailand
26. Utain Pummarin	Nature Play and Learn Club
27. Varapan Meefuengsart	International Air Transport Association
28. Gary Collins	USAID Wildlife Asia
29. Eleanora de Guzman	USAID Wildlife Asia
30. Wanweena Tangsathianraphap	USAID Wildlife Asia
31. Chinnapat Chin	USAID Wildlife Asia

| FULL NAME	ORGANIZATION
32. Orraphan Sanonork	USAID Wildlife Asia
33. Pakprim Oranop na Ayuthaya	USAID Wildlife Asia
34. Dararat Weerapong	USAID Wildlife Asia
35. Sallie Yang	USAID Wildlife Asia
36. Prompen Wattanabud	USAID Wildlife Asia

ANNEX 2: ORGANIZATION PROFILES

ORGANIZATION PROFILES

Participating organizations were clustered as per thematic areas, which included consumer demand reduction, law enforcement, policy and wildlife conservation. Majority of them are focusing on policy work (12 organizations, 33%). While the rest, who are working in other 3 components, shared the equal proportion (8 organizations, 22%).
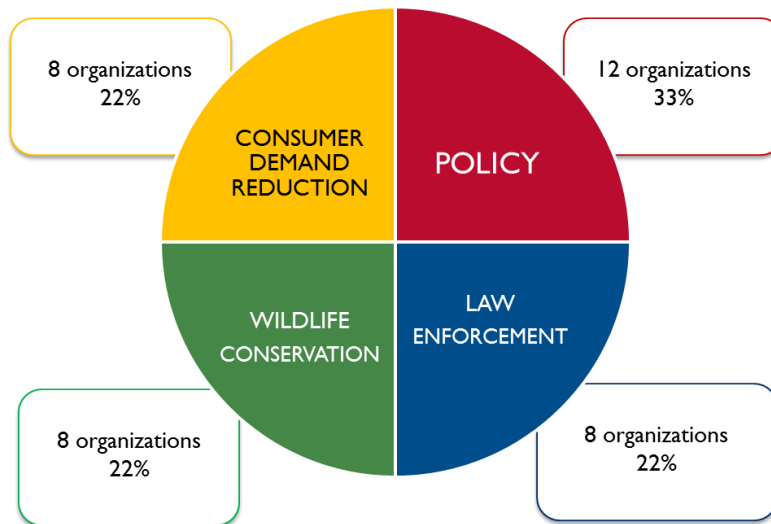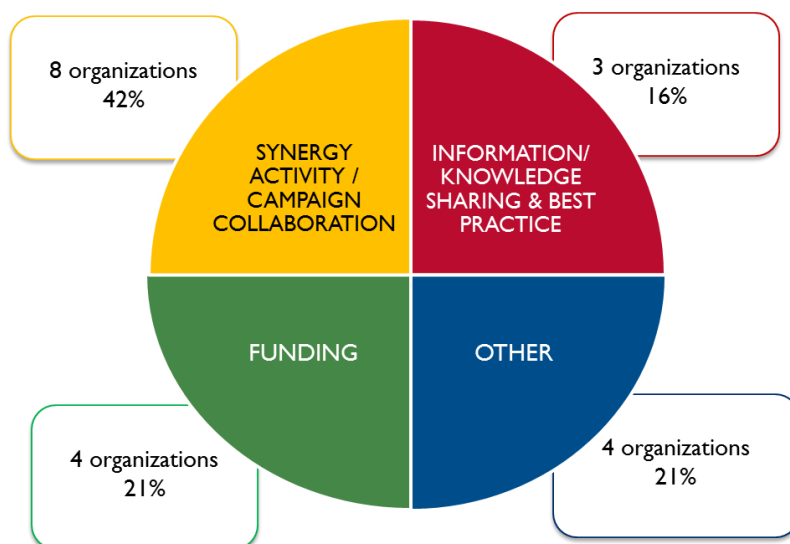

TARGET AUDIENCE

Majority of participating organizations have 'public' as their target audience (10 organizations, 47%). In a lesser extent, government and authority and wildlife consumers are the next target audience (3 organizations, 16% and 2 organizations, 11% respectively). There were 5 organizations (26%) aimed to target different audience such as local community, wildlife trader airlines and passengers.
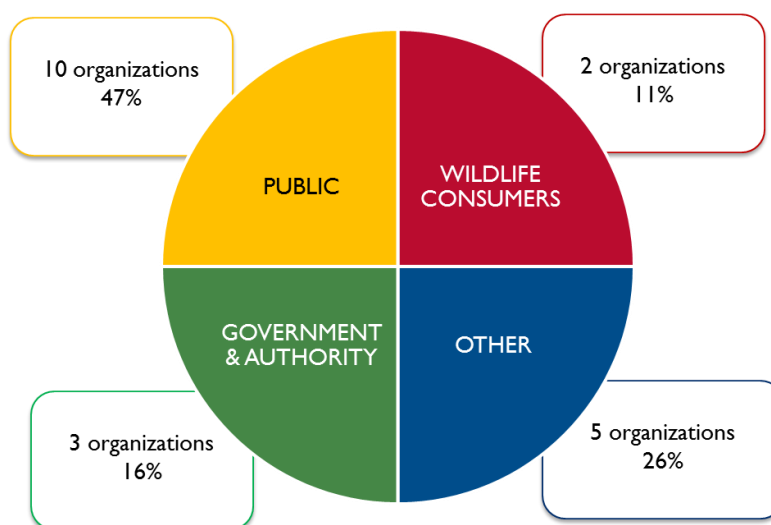
COLLABORATION SOUGHT TO BUILD WITH PARTNERS

Majority of participating organizations would like to seek for campaign collaboration and synergize the activities (8 organizations, 42%). Others were interested to seek for funding or jointly-funded support (4 organizations, 21%) and information, knowledge and best practice sharing (3 organizations, 16%). There were 4 organizations (21%) interested to seek for a collaboration on public outreach, content co-creation and resource sharing.

ANNEX 3: AGENDA

Time	Session	Resource Person
08:30am – 09:00am	Registration	
09:00am – 09:10am	Welcome and Opening Remarks	Angela Hogg, Director of Regional Environment Office, USAID RDMA
09:10am – 09:30am	Introduction of the Coordination Meeting and Objectives – including reference to results of 3 group discussions during the Research Dissemination workshop of June 5, 2018	Eleanora de Guzman, Social and Behavior Change Communication Team Lead, USAID Wildlife Asia
09:30am – 10:00am	Presentation of results from the TRAFFIC Expert Roundtable on Messengers and Messaging, August 15-16, 2018 (Meeting Objective no. 2)	Monica Zavagli, Senior Project Officer, TRAFFIC

10:00am – 10:30am	Overview of USAID Wildlife Asia Year 3 Workplan and Strategic Approach based on Formative Research Results - One campaign to address common driver for ivory and tiger (mobilizing spiritual leaders) - One campaign targeting ivory consumption for beauty - Continuation of Digital Campaign - Targeting Chinese tourists visiting Thailand (Meeting Objective 1)	Eleanora de Guzman
10:30am – 10:45am	Coffee/Tea break	
10:45am – 11:15am	Snapshot of organizations' current/planned activities (based on accomplished forms received) (Meeting Objective 3)	Wanweena Tangsathianraphap, SBCC Specialist
11:15am – 12:00pm	**Breakout Session 1** – Discussion on opportunities to strengthen messaging (Meeting Objective 2, 4)	Pakprim Oranop Na Ayuthaya, Monitoring and Evaluation Specialist, USAID Wildlife Asia
12:00pm – 1:00pm	Lunch	
1:00pm – 1:30pm	Presentation of results of Breakout Session 1	
1:30pm – 2:15pm	**Breakout Session 2** Discussion on coordination among participating organizations to strengthen demand reduction activities in Thailand. (Meeting Objective 4)	Pakprim Oranop Na Ayuthaya
2:15pm – 2:45pm	Presentation of results of Breakout Session 2	
2:45pm – 2:50pm	Wrap up and next steps	Eleanora de Guzman
2:50pm - 3:00pm	Closing remarks	Gary Collins, COP USAID Wildlife Asia