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PRESENTATION ON FINDINGS OF THE RESEARCH ON CONSUMER DEMAND FOR IVORY AND TIGER PRODUCTS IN THAILAND REPORT

June 5, 2018, The Athenee Hotel, Bangkok

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PRESENTATION ON FINDINGS OF THE RESEARCH ON CONSUMER DEMAND FOR IVORY AND TIGER PRODUCTS IN THAILAND

JUNE 5, 2018, The Athenee Hotel, BANGKOK

I. BACKGROUND

This event presented the findings of USAID Wildlife Asia's study entitled Research on Consumer Demand for Ivory and Tiger Products in Thailand, which falls under Objective I - Reducing Consumer Demand for Wildlife. The study provides baseline data to track progress of USAID Wildlife Asia's demand-reduction campaigns and offers insights for Thai consumer groups preparing their own demand-reduction campaign strategies, messages and materials.

The study has two components:

1. Quantitative online baseline survey representing the general population (n=1000 for the general population with an added (booster) sample of n=550 users of ivory and/or tiger). This measures general knowledge, attitudes, beliefs and practices regarding wildlife product consumption focusing on ivory and tiger.
2. Qualitative research from focus group discussions (FGDs) of ivory consumers and individual in-depth interviews (IDIs) of tiger part consumers in Bangkok, Chiang Mai and Surin provinces, Thailand. This explores motivations, beliefs, sources of beliefs and other influences underlying ivory and tiger parts demand among actual and potential consumers.

This research received International Research Board (IRB) approval by Chulalongkorn University, Bangkok, Thailand and FHI 360, Durham, North Carolina Research was contracted to IPSOS Thailand with technical support from USAID Wildlife Asia. The presentation detailed in this report focused on the quantitative survey's methodology and findings, which were integrated with data from the FGDs and IDIs.

II. OBJECTIVES

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

1. Understand the knowledge, attitudes, beliefs and consumption patterns of the general population, actual consumers and potential consumers of ivory and tiger parts and products.
2. Understand motivations, beliefs, sources of beliefs, attitudes and other influences underlying the desire to buy ivory and tiger parts by consumer segments and influencing factors that may deter consumption.
3. Be able to provide feedback on the key findings.

III. PARTICIPANTS

Event participants included Thai government officials, representatives from the U.S. Embassy Thailand Counter Wildlife Trafficking Interagency Working Group, donors (the EU, the U.K., United Nations Development Programme (UNDP), the United Nations Environment Programme (UNEP), international Non-Governmental Organizations (NGOs), local NGOs and other stakeholders involved in counter-wildlife trafficking and conservation. Also in attendance were local and international media and USAID partners in related fields such as anti-human trafficking.

The list of participants appears in Annex I of this report.

IV. AGENDA AND PROCESS

The presentation had four main components:

- Study introduction and background
- Research presentation
- Q&A session
- Research implication coordination session

The session was conducted in English and immediately translated into Thai through a hired-professional. English and Thai material included an event agenda, USAID Wildlife fact sheet, a copy of the presentations and an info sheet on research findings.

The event started with welcome remarks by Richard Goughnour, Director of USAID Regional Development Mission for Asia (RDMA). In his speech, he emphasized that countering wildlife trafficking remains an international priority that USAID has focused on in Asia for over a decade. He discussed USAID Wildlife Asia's activities and explained that Social and Behavior Change Communication (SBCC), is an important part of this evolving effort.



Richard Goughnour, Director of USAID Regional Development Mission for Asia (RDMA) addressed the welcome remarks.
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Eleanora De Guzman, USAID Wildlife Asia's SBCC Team Lead provided background on the study and explained the importance of understanding the perceptions, beliefs, sources of beliefs, and other drivers for ivory and tiger part demand in Thailand.



Eleanora De Guzman, USAID Wildlife Asia's SBCC Team Lead provided background on the study.

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This was followed by a presentation that featured the following topics:

- Informed Consent procedures as per the Institutional Review Board (IRB)
- Research methodology and findings

The first part explained that the study adhered to consent procedures as per Chulalongkorn University and FHI 360's IRB. This portion was presented by Dr. Alongkorn Amonsin, Director of the Center of Excellence for Emerging and Re-emerging Infectious Diseases in Animals, Faculty of Veterinary Science, Chulalongkorn University. It was the first time that a wildlife consumer demand study has complied with this regulation.

The second part explained the study results and was presented by Ipsos Research Director Michael Beech. The research comprised of both qualitative and quantitative components and highlighted key findings on:

- Consumer profiles
- Motivations
- Purchasing channels
- Perception of ivory ownership and how ivory was used
- Perception of tiger ownership and how tiger products were used
- Perceptions on legality

Full presentation slides and info sheet can be found at:

<http://www.usaidwildlifeasia.org/updates/highlights/new-study-highlights-beliefs-in-bid-to-reduce-demand-for-ivory-and-tiger-parts-in-thailand>



Ipsos Research Director Michael Beech presented the Research results.
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A 40-minute Q&A session followed the presentation and featured four panelists:

- Rattaya Kulpradith, Ipsos
- Michael Beech, Ipsos
- Eleanora De Guzman, USAID Wildlife Asia
- Dr. Kanokwan Suwannarong, Chulalongkorn University



Q&A session, panel members from left to right: Pakprim Oranop na Ayuthaya, Michael Beech, Rattaya Kulpradith, Dr. Kanokwan Suwannarong, Eleanora De Guzman
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Attendees asked approximately 11 questions related to a range of issues. These included requests for clarity on research figures and statistics, and queries on studies conducted by other wildlife organizations. Some participants also offered feedback and comments based on successful campaigns completed by other NGOs.



Q&A session: feedback and questions from participants
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Q&A session: feedback and questions from participants
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After the Q&A, De Guzman discussed how the findings impacted USAID Wildlife Asia’s planned demand-reduction campaigns in Thailand, focusing on five general directions:

1. A campaign to address use of tiger and ivory amulets for “spiritual” reasons by mobilizing NGO volunteers and youth leaders as “agents of change”.
2. A campaign to reduce consumer demand at points of purchase.
3. A campaign mobilizing religious/faith-based leaders and astrologers.
4. An online campaign to discourage illegal wildlife purchases.
5. A campaign targeting small and medium-sized business owners.

De Guzman emphasized that all campaigns would be guided by an over-arching strategy of coordination with organizations who have implemented similar activities. Her speech ended with an invitation for participants to break down into three groups according to thematic working areas: Consumer Demand Reduction, Law Enforcement and Policy. Group attendance was based on a questionnaire completed during the registration that identified participants’ area of interest. Participants not on the list, or who failed to provide questionnaire feedback were asked to join the group of their choice. Groups were asked to discuss two questions:

1. How can you use the research findings in your plans for Consumer Demand Reduction, Law Enforcement and Policy?
2. How do you plan to coordinate your activities with the Consumer Demand Reduction work?



Coordination session: Consumer Demand Reduction thematic group
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Each thematic group was facilitated by USAID Wildlife Asia team members:

- Consumer Demand Reduction was facilitated by Pakprim Oranop na Ayuthaya
- Law Enforcement was facilitated by Amato Sal
- Policy facilitated by Brian Gonzales



Coordination session: Law Enforcement thematic group
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Coordination session: Policy thematic group
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The event was concluded with closing remarks by Angela Hogg, Director of USAID RDMA's Regional Environment Office.



Angela Hogg, Director of Regional Environment Office USAID RDMA addressed the closing remarks.
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The event agenda, the questionnaire on thematic working areas and a summary of questions and feedback during the Q&A session appear in Annex II, Annex III, and Annex IV of this report, respectively.

V. RESULTS AND OUTPUTS

Coordination session

Participants were clustered in three groups as per the table below. Those who were not on the list were asked to join the group of their choice.

CONSUMER DEMAND REDUCTION	LAW ENFORCEMENT
Anantara Resort & Spa Golden Triangle	DNP
Bird Conservation Society of Thailand	Nature Play and Learn Club
DNP	UNDP
Freeland	WCS
IUCN	IUCN
Love Wildlife Foundation	INTERPOL
Nature Play and Learn Club	Freeland
TRAFFIC	
UNDP	
WILDAID	
World Animal Protection	
Wildlife Friends Foundation	
	POLICY
	British Embassy Bangkok
	WILDAID
	DNP
	IUCN
	Ministry of Natural Resources and Environment
	Nature Play and Learn Club
	Stockholm Environment Institute (SEI)

Participants were invited to brainstorm on how to apply the research and coordinate activities with consumer demand-reduction efforts. Results from each group are:

Consumer Demand Reduction

1. How can you use the research findings in your plans for Consumer Demand Reduction, Law Enforcement and Policy?
 - *TRAFFIC*: Disseminate the findings and success stories in the Demand Reduction Community of Practice, conduct webinars related to this research and integrate the research in the toolkit.
 - *World Animal Protection (WAP)*: Launch a global campaign on use of tiger as traditional medicine.
 - *USAID Wildlife Asia*: Build a keyword list as part of the Digital Deterrence Campaign and Ivory and Tiger Mapping campaign.
 - *WildAid*: Target young people as part of its mass campaign(s) e.g. 'I am Ivory Free' campaign through Key Online Influencers (KOL) as well as new materials at airports.
 - *Love Wildlife*: Work in schools with young people (ranging from children to high school students) to identify ways they can help reduce demand (for example, by serving as influencers to their parents). The campaign will roll out in 2018 or 2019.
 - *Anantara Resort & Spa Golden Triangle*: Work with mahouts in Ban Taklang Village in Surin Province and work with schools encourage students to communicate with their parents on conservation messages and efforts.
 - *IATA*: Engage Bangkok Airways, Thai Airways, Lao Airlines and Thai Lion Air on PR and announcement materials.
2. How do you plan to coordinate with the consumer demand-reduction work?

Use key findings for future advocating/awareness-raising activities:

 - *Cursed ivory*: if an elephant has been killed, its tusks are believed to have malevolent power because a curse has been put on them. These tusks are referred to as “nga shang” (‘cursed ivory’) and will bring damnation to the user. Killing elephants for their tusks is taboo for respondents. This knowledge can be used as one of the key messages for awareness-raising campaigns.
 - *Statistics*: can be used to support the campaign messages or content such as the two (2) percent figure of ivory usage incidence, and the 92 percent support of ivory ban (higher from the previous study).

Law Enforcement

1. How can you use the research findings in your plans for consumer demand-reduction, law enforcement and policy?
 - Law enforcement can use the research to understand consumers and ways that suppliers market their products. It's important to recognize that consumer demand is not driven only by greed, but also by motivations such as religion. The finding also demonstrates that consumers are willing to break the law to acquire wildlife products, highlighting the need for stronger law-enforcement.
 - Law enforcement can also develop responses based on changes in the markets.
2. How do you plan to coordinate your activities with the consumer demand-reduction work?
 - Joint efforts in community policing.
 - Educate consumers and government ministries and coordinate with policy team on legal reform.
 - Coordinate appropriate responses to findings through awareness-raising, law

enforcement investigation and arrest.

Policy

1. How can you use the research findings in your plans for Consumer Demand Reduction, Law enforcement and Policy?
 - *The Ministry of Natural Resources and Environment (MONRE) and the Department of National Parks, Wildlife and Plant Conservation (DNP):* would like to use this survey and work with the Tourism Authority of Thailand (TAT) and the National Buddhism Office (NBO) to counter wildlife trafficking.
 - *USAID Wildlife Asia:*
 - Provide recommendations to the National Reform Council (NRC) and MONRE and the National Legislative Assembly (NLA) to identify provisions to include in the draft Wildlife Act.
 - Work with the NLA to advocate for a dedicated wildlife crime prosecution unit
 - For the International Wildlife Trade Conference London 2018: many ASEAN member states are developing action plans, commitments and reports for this event, and we will work with them to enhance the commitment.
 - CITES Standing Committee meeting in early October in Russia: many ASEAN member states will report on their commitments, and we will work with them.
2. How do you plan to coordinate your activities with the Consumer Demand Reduction work?

Key stakeholders such as DNP, MONRE, USAID Wildlife Asia will work together on this issue.

MEDIA COVERAGE

Eight representatives from five media outlets attended the event and coverage appeared in printed media, online news, Facebook live streaming and posts; television and a government website.



Jedsada Taweekan, Project Management Specialist, USAID Regional Environment Office explained the project details to the media.



Media interview session

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Details of media coverage appear in Annex V of this report.

VI. NEXT STEPS FOR USAID WILDLIFE ASIA

- Support the coordination meeting to be hosted by USAID RDMA sometime at the end of July or early August.
- Publish a full research report.

ANNEX

ANNEX I: PARTICIPANTS

Eighty-two participants joined this event and the table below provides a breakdown by gender and sector.

Gender: 40 males and 42 females.

BREAKDOWN BY GENDER		
GENDER	MALE	FEMALE
Number of participants	40	42

Sector: Participants are clustered in 10 groups.

BREAKDOWN BY SECTOR	
SECTOR	NUMBER OF PARTICIPANTS
Business	8
Embassy	2
Individual	2
Intergovernmental Organization	10
Media	8
NGO	12
Government agency (DNP)	6
US Government	14
USAID Wildlife Asia	7
USAID Wildlife Asia Resource persons	13

The responsibilities of USAID Wildlife Asia and USAID Wildlife Asia team members are listed below.

MAIN FACILITATOR

- Eleanora De Guzman, *USAID Wildlife Asia*
- Pakprim Oranop na Ayuthaya, *USAID Wildlife Asia*

PRESENTERS / RESOURCE PERSON

- Michael Beech, *Ipsos Limited*
- Rattaya Kulpradith, *Ipsos Limited*
- Dr. Alongkorn Amonsin, *Chulalongkorn University*
- Dr. Kanokwan Suwannarong, *Chulalongkorn University*

SUPPORT FACILITATOR

- Amato Sal, *USAID Wildlife Asia*
- Brian Gonzales, *USAID Wildlife Asia*

EVENT AND DATA MANAGEMENT

- Wanweena Tangsathianraphap, *USAID Wildlife Asia*

ADMINISTRATIVE SUPPORT

- Orraphan Sanonork, *USAID Wildlife Asia*
- Chadinan Trimingmit, *USAID Wildlife Asia*

MEDIA AND COMMUNICATION SUPPORT

- Dararat Weerapong, *USAID Wildlife Asia*
- Tanawat Likitkererat, *USAID Wildlife Asia*

A full list of participants appears on the following page.

PARTICIPANTS LIST (BASED ON REGISTRATION FORM AND HANDWRITING SIGN-IN SHEET:

No.	Title	Full name	Position	Organization
1	Mr.	John Roberts	Director of Elephants and Conservation Activities	Anantara Resort & Spa Golden Triangle
2	Ms.	Varapan Meefuengart	Aviation Industry Analyst	International Air Transport Association
3	Ms.	Jirapa Birasiriwatana	Group Business Director	McCANN Worldgroup
4	Ms.	Pimpanga Virayothin	Account Manager	McCANN Worldgroup
5	Ms.	Piyapat Kootrakul	Strategic Planning Manager	McCann Worldgroup
6	Ms.	Amanda Hancock	Head of Strategy	McCann Worldgroup Thailand
7	Mr.	Daniel Lindgren	Founder	Rapid Asia
8	Ms.	Karnmanee Thanesvorakul	Project Manager	Rapid Asia
9	Mr.	Colin Sykes	Economic & Prosperity Counsellor and UK Permanent Representative to UNESCAP	British Embassy Bangkok
10	Mr.	Erik M. Anderson	Diplomat	U.S. Embassy Bangkok
11	Mr.	Chinnapat Chin	Observer	Not stated
12	Dr.	Robert Mather	Independent Consultant	Not stated
13	Ms.	Jenni Lundmark	Programme Manager	EU Delegation
14	Mr.	Alfredo Phoenix	Environmental Security	INTERPOL
15	Mr.	Ujjwal Meghi	Environmental Security	INTERPOL
16	Mr.	Alessandro Badalotti	Senior Programme Officer, Species	IUCN
17	Ms.	Supranee Kampongsun	Senior Program Officer	IUCN Thailand program
18	Ms.	Muandao Kongwanarat	SBCC Programme Officer	TRAFFIC

No.	Title	Full name	Position	Organization
19	Mr.	Andrew Raine	Regional Coordinator - Environmental Law and Governance	UN Environment
20	Ms.	Lisa Farroway	Regional Technical Advisor	UNDP
21	Ms.	Suthida Chawla	SBCC Specialist - USAID Thailand CTIP	Winrock International
22	Mrs.	Meghan MacBain	COP Thailand CTIP	Winrock International
23	Mr.	Marwaan Macan-Markar	Correspondent	Asian Nikkei Review
24	Mr.	Panya Thepkatjok	Cameraman	Channel 3 (3Miti news)
25	Ms.	Somprathana Nawong	Producer	Ejan news page
26	Ms.	Tassuma Samarnmitr	Reporter	Ejan news page
27	Mr.	Veeratus Engkapatrangkul	Correspondent	Greennews
28	Mr.	Thanapong Thipsukum	Senior Academic Activities Officer	Thai PBS
29	Ms.	Thattaya Bidayabha	Conservation Manager	Bird Conservation Society of Thailand
30	Mrs.	Josie Raine	Director	Freeland Foundation
31	Ms.	Nancy Lynne Gibson	President	Love Wildlife Foundation
32	Mr.	Utain Pummarin	Founder and Director	Nature Play and Learn Club
33	Mr.	Niall O'Connor	Director, Asia Centre	Stockholm Environment Institute (SEI)
34	Ms.	Pornkamol Jornburom	Conservation Program Manager	WCS
35	Ms.	Nuthatai Chotechuang	Thailand Representative	WILDAID
36	Ms.	Rabia Mushtaq	Communications Specialist (Thailand)	WILDAID
37	Mr.	Edwin Wiek	Founder and Director	Wildlife Friends Foundation
38	Mr.	Thomas Taylor	Project Director	Wildlife Friends Foundation

No.	Title	Full name	Position	Organization
39	Dr.	Karanvir Kukreja	Wildlife Campaign Manager - Bears	World Animal Protection
40	Mr.	Gilbert Roland Sape	Global Head of Campaign - Wildlife, Not Medicine	World Animal Protection
41	Dr.	Pinsak Suraswadi	Deputy Director General	DNP
42	Mr.	Ronosit Maneesai	Forestry Technical Officer	DNP
43	Ms.	Nilubol Khanha	Forestry Technical Officer, Professional level	CITES/DNP
44	Mr.	Pavich Kesavawong	Director of Bilateral Cooperation	Ministry of Natural Resources and Environment
45	Mr.	Nuwat Leelapta	Forestry Technical Officer, Senior Professional Level	DNP
46	Ms.	Daraporn Chairat	Forest Technical Official	Wildlife Conservation Division, DNP
47	Ms.	Angela Hogg	Regional Environment Office Director	USAID/RDMA
48	Mr.	Craig Kirkpatrick	Regional Wildlife Conservation Advisor	USAID/RDMA
49	Mr.	Jedsada Taweekan	Project Management Specialist, Regional Environment Office	USAID/RDMA
50	Ms.	Laurie Frydman	Partnership Coordinator	USAID/RDMA
51	Mr.	Richard Goughnour	Mission Director	USAID/RDMA
52	Mr.	Saengreaj S.	Not stated	USAID/RDMA
53	Mr.	Al Colby	Not stated	USFWS
54	Ms.	Amy Calfas	Not stated	US State Department
55	Ms.	Linda Thanaketsakul	Administrative Assistant	USAID/RDMA
56	Ms.	Napak Tesprasith	Not stated	USAID/RDMA
57	Ms.	Patdarin Amornsak	Not stated	USAID/RDMA

No.	Title	Full name	Position	Organization
58	Ms.	Peemapon Kaewpratum	Not stated	USAID/RDMA
59	Mr.	Melissa Jones	Not stated	USAID/RDMA
60	Ms.	Suprasuk E.	Not stated	USAID/RDMA
61	Mr.	Petcharat Sangchai	Law Enforcement Advisor	USAID Wildlife Asia
62	Mr.	Ricardo Reinaldo Forrester	Crime Analyst	USAID Wildlife Asia
65	Mr.	Amato Sal	Law Enforcement Specialist	USAID Wildlife Asia
66	Mr.	Brian Gonzales	CWT Partnership Specialist	USAID Wildlife Asia
67	Ms.	Sallie Yang	Legal Specialist	USAID Wildlife Asia
68	Ms.	Bussara Tirakalyanapan	Research Officer	USAID Wildlife Asia
69	Mr.	Chadinan Trimingmit	Administrative Support Specialist	USAID Wildlife Asia
70	Ms.	Dararat Weerapong	Communications, Outreach and Learning Specialist	USAID Wildlife Asia
71	Ms.	Eleanora De Guzman	Social and Behavior Change Communication Specialist and Team lead	USAID Wildlife Asia
72	Ms.	Orraphan Sanonork	Logistics Specialist	USAID Wildlife Asia
73	Ms.	Pakprim Oranop Na Ayuthaya	Monitoring & Evaluation Specialist	USAID Wildlife Asia
74	Mr.	Tanawat Likitkererat	Technology and Innovation Specialist	USAID Wildlife Asia
75	Ms.	Wanweena Tangsathianraphap	Social and Behavior Change Communication Specialist	USAID Wildlife Asia
76	Dr.	Alongkorn Amonsin	Professor	Chulalongkorn University
77	Dr.	Kanokwan Suwannarong	Director	Chulalongkorn University
78	Ms.	Anongpat Uparanukroh	Research Manager	Ipsos Limited
79	Mr.	Michael Beech	Research Director	Ipsos Limited

No.	Title	Full name	Position	Organization
80	Ms.	Rattaya Kulpradith	Director	Ipsos Limited
81	Ms.	Thanyaporn Wanichwethin	Senior Research Manager	Ipsos Limited
82	Dr.	Chanuntorn Katasaenee	Translator	Unique Translation

ANNEX 2: AGENDA

Time	Session	Resource Person
8:30am – 9:00am	Registration	
9:00am – 9:10am	Welcome and Opening Remarks	Mr. Richard Goughnour Director, USAID Regional Development Mission for Asia (RDMA)
9:10am – 9:20am	Introduction of Participants	
9:20am – 9:30am	Presentation on Background of the Research Study	Ms. Eleanora De Guzman Social and Behavior Change Communication (SBCC) Team Lead, USAID Wildlife Asia
9:30am – 9:45am	Coffee/Tea break	
9:45am – 11:20am	Presentation of Research <ul style="list-style-type: none"> - Informed Consent procedures as per the Institutional Review Board - Research methodology and findings 	Dr. Alongkorn Amonsin, Director, Center of Excellence for Emerging and Re-emerging Infectious Diseases in Animals, Faculty of Veterinary Science, Chulalongkorn University Mr. Michael Beech Research Director, Ipsos
11:20am – 11:30am	Implications of findings to USAID Wildlife Asia planned demand reduction campaigns in Thailand	Ms. Eleanora De Guzman
11:30am – 11:50am	Question and Answer Session	Panel Members: <ul style="list-style-type: none"> • Ms. Rattaya Kulpradith, Director Ipsos • Mr. Michael Beech • Ms. Eleanora De Guzman, • Dr. Kanokwan Suwannarong, Chulalongkorn University and USAID Wildlife Asia Research Consultant Moderator: Ms. Pakprim Oranop Na Ayuthaya Monitoring and Evaluation Specialist USAID Wildlife Asia
11:50am – 12:30pm	Session on Coordination	
12:30pm – 12:40pm	Closing remarks	Ms. Angela Hogg Director, Regional Environment Office USAID RDMA
12:40pm -13:30pm	Lunch	

ANNEX 3: QUESTIONNAIRE ON THEMATIC WORKING AREA

Name:

Question: Are you implementing/ planning to implement the following activities?
Please tick all that are applied.

1. Elephant/ Ivory

- Consumer Demand Reduction
- Law enforcement
- Policy
- Wildlife Conservation
- Academic Research

2. Tiger

- Consumer Demand Reduction
- Law enforcement
- Policy
- Wildlife Conservation
- Academic Research

3. Other species

- Consumer Demand Reduction
- Law enforcement
- Policy
- Wildlife Conservation
- Academic Research

ANNEX 4: SUMMARY OF QUESTIONS AND FEEDBACK DURING THE Q&A SESSION

1. Question: Research shows that 92 percent of Thais support an ivory ban. Do you have any other statistics for the general population?

Answer: Ninety-two-percent represents the general population from a sample size, but not the overall population. We do not have statistics for the whole population.

2. Question: During the presentation, you talked about the difference between male and female respondents. Did you split the demography and gender in your research data too?

Answer: We did not split all data in detail, but we can re-examine it to identify trends between males and females.

3. Questions and comments: What is the actual number of people buying ivory and tiger products? Is that two percent of 1,000 equal to 20 people and one percent of 1,000 equal to 10 people? What is an average weight of purchase? One way to measure the number of products is to find out the average weight of purchases such as the weight of ivory to crafts as a product. For many

years, Thailand has been a transit country, rather than an ivory consumer. If we have numbers on average weights of purchases, (they can range from 4,000 -140,000 grams), it could change the results. It would be nice to have a follow-up study.

Answer: This comment is valid that there should be a follow up regarding the average weight of purchases. For this study, a total sample of 1,000 is quite a robust sample size, and this is a starting point for future study.

4. Question: In the past, Ipsos did a similar survey for TRAFFIC. What is the difference and what are the new findings for this one?

Answer: The research for TRAFFIC was conducted a few years ago. The previous research only focused on ivory but the new findings include tiger products. We also see differences in the types of channels consumers seek for information. They found more information related to products on Facebook and social media.

5. Question: Is there a difference between consumer behavior in Surin, Chiangmai and Bangkok?

Answer: Based on qualitative results, Surin people are more inclined towards ivory products. Elephants are the symbol of Surin and people there feel pride in elephants. They also have easy access to ivory products because there are many One Tambon One Product (OTOP) shops in Surin selling them.

6. Question: Many tourists travel from China to Thailand every year. Considering that many shops appeal to Chinese tourists, how can we reach these potential buyers?

Answer: In addition to Thailand research, we are also studying consumer behavior in China. We found that 20 percent of people who purchased wildlife products had done so outside of the Mainland as tourists, or on business trips. Many public service announcements (PSAs) in airports and transit areas promoted the key message saying, "Import and export ivory is illegal". We also plan to run a campaign at the point of purchase.

Comment: The WWF ran a communication campaign targeting tourists through two channels:

1. Working with airport immigration to hand out a leaflet to every person entering Thailand
2. Collaborating with Thai airways to produce an in-flight video to raise awareness about illegal wildlife products.

7. Question: In a country where monks are above the law (for example, monks in Kanchanaburi), and they are influencers, what can be done?

Answer: Monks are not above the law if they are involved with illegal goods such as selling tiger products, which is completely illegal. One of our obligations here is to mobilize religious leaders to support demand reduction. This is quite sensitive, so more ground work needs to be done.

We also asked respondents how we can stop them buying these products. The implication we have is that the government and authorities can help through the law. For example, in the case of ivory, governments can provide authorized stamps for the shops that legal products, and the consumers will buy the legal products from these shops.

8. Question: Is there any information in the media or with public figures?

Answer: There is research data. However, because this session is only focused on key findings, we did not show the results here. A full version of the research will be uploaded onto the website later.

9. Question: Did you find any similarities or differences between purchasers? For example, big purchasers vs. small purchaser. Who is the most important purchaser to focus on?

Answer: When we observed the FDG and IDI, general information related to the big purchasers was mentioned, however, this group is hard to reach and difficult to find as they tend to be powerful

and constitute a smaller segment. For our research, we spoke with the general population, and most of them were small purchasers. In terms of demand-reduction work, we are targeting small-item buyers because they are easier to influence. For big purchasers, it requires other mechanism such as law enforcement.

10. Question: Did you have enough anecdotes on the majority purchasers or potential purchasers?

Answer: The research shows that most purchasers buy small items. They tend to be affluent and middle aged and older who work as business-owners or merchants.

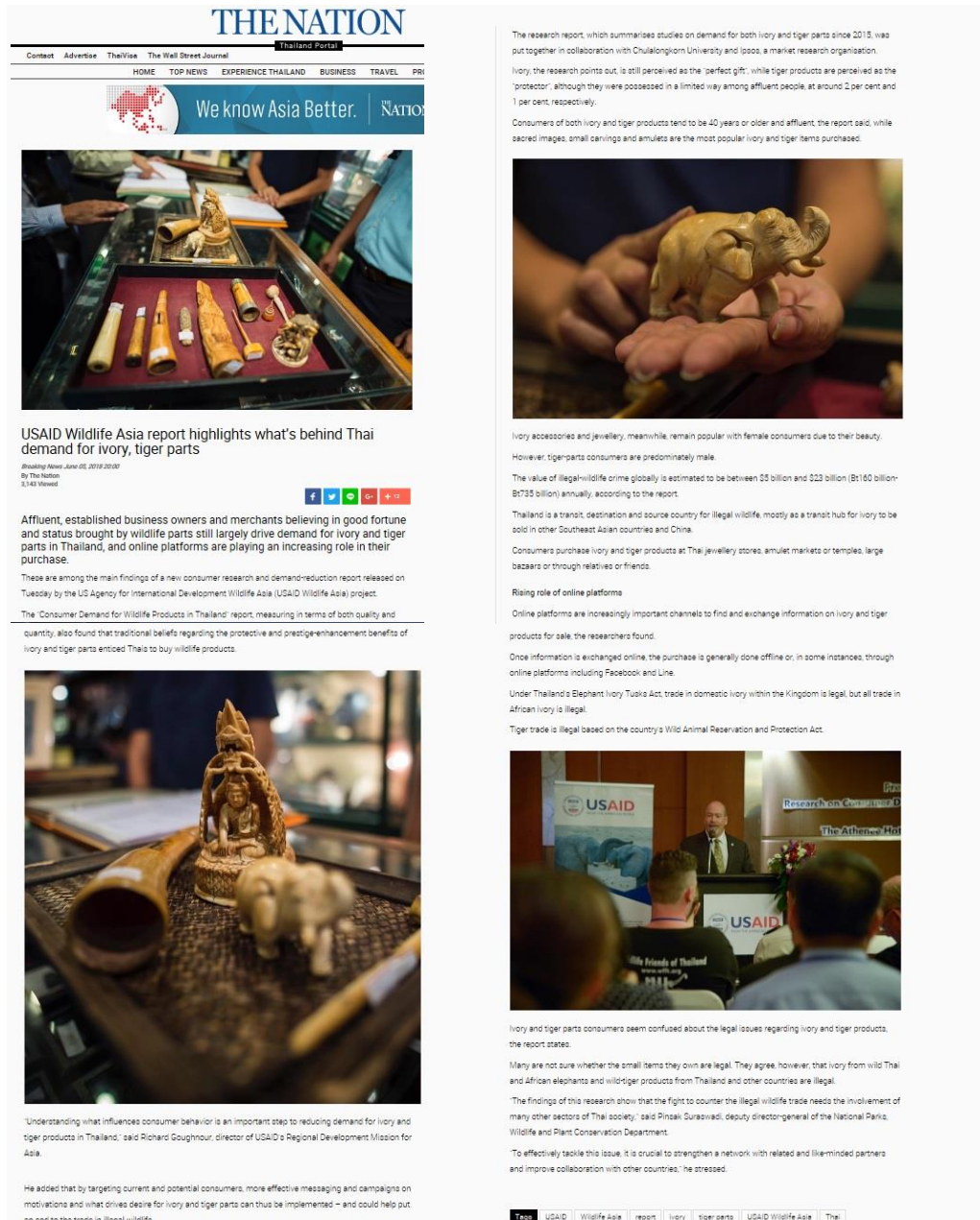
11. Question: For ivory and tiger product purchasers, are there any plans to examine the data to better understand these two groups?

Answer: In the qualitative research, there is cross-over between ivory and tiger product owners. This information is not well captured in quantitative research. In addition, we will collect more qualitative data through our Point of Purchase (POP) ivory and tiger campaign. This campaign includes getting more qualitative data from the sellers and people at the POP.

ANNEX 5: MEDIA COVERAGE

1. The Nation, June 5, 2018

Online news: USAID Wildlife Asia report highlights what's behind Thai demand for ivory and tiger parts. Republished in ASEAN Breaking News: <https://www.aseanbreakingnews.com/2018/06/usa-id-wildlife-asia-report-highlights-whats-behind-thai-demand-for-ivory-tiger-parts/>).




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USAID Wildlife Asia report highlights what's behind Thai demand for ivory, tiger parts


Breaking News: June 05, 2018 20:00
By The Nation
3,143 Views

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Affluent, established business owners and merchants believing in good fortune and status brought by wildlife parts still largely drive demand for ivory and tiger parts in Thailand, and online platforms are playing an increasing role in their purchase.

These are among the main findings of a new consumer research and demand-reduction report released on Tuesday by the US Agency for International Development Wildlife Asia (USAID Wildlife Asia) project.

The "Consumer Demand for Wildlife Products in Thailand" report, measuring in terms of both quality and quantity, also found that traditional beliefs regarding the protective and prestige-enhancement benefits of ivory and tiger parts ensued Thais to buy wildlife products.




Understanding what influences consumer behavior is an important step to reducing demand for ivory and tiger products in Thailand, said Richard Goughour, director of USAID's Regional Development Mission for Asia.

He added that by targeting current and potential consumers, more effective messaging and campaigns on motivations and what drives desire for ivory and tiger parts can thus be implemented – and could help put an end to the trade in illegal wildlife.

The research report, which summarises studies on demand for both ivory and tiger parts since 2015, was put together in collaboration with Chulalongkorn University and Ipsos, a market research organisation.

Ivory, the research points out, is still perceived as the 'perfect gift', while tiger products are perceived as the 'protector', although they were possessed in a limited way among affluent people, at around 2 per cent and 1 per cent, respectively.

Consumers of both ivory and tiger products tend to be 40 years or older and affluent, the report said, while sacred images, small carvings and amulets are the most popular ivory and tiger items purchased.



Ivory accessories and jewellery, meanwhile, remain popular with female consumers due to their beauty. However, tiger-parts consumers are predominately male.

The value of illegal-wildlife crime globally is estimated to be between \$5 billion and \$23 billion (฿160 billion-฿733 billion) annually, according to the report.

Thailand is a transit, destination and source country for illegal wildlife, mostly as a transit hub for ivory to be sold in other Southeast Asian countries and China.

Consumers purchase ivory and tiger products at Thai jewellery stores, amulet markets or temples, large bazaars or through relatives or friends.


Rising role of online platforms

Online platforms are increasingly important channels to find and exchange information on ivory and tiger products for sale, the researchers found.

Once information is exchanged online, the purchase is generally done offline or, in some instances, through online platforms including Facebook and Line.

Under Thailand's Elephant Ivory Tusk Act, trade in domestic ivory within the Kingdom is legal, but all trade in African ivory is illegal.

Tiger trade is illegal based on the country's Wild Animal Reservation and Protection Act.



Ivory and tiger parts consumers seem confused about the legal issues regarding ivory and tiger products, the report states.

Many are not sure whether the small items they own are legal. They agree, however, that ivory from wild Thai and African elephants and wild-tiger products from Thailand and other countries are illegal.

"The findings of this research show that the fight to counter the illegal wildlife trade needs the involvement of many other sectors of Thai society," said Pitsak Surasivadi, deputy director-general of the National Parks, Wildlife and Plant Conservation Department.

"To effectively tackle this issue, it is crucial to strengthen a network with related and like-minded partners and improve collaboration with other countries," he stressed.

Tags: USAID Wildlife Asia report ivory tiger parts USAID Wildlife Asia Thai

2. Bangkok Post, June 6, 2018

1. Online news: Ivory demand driven by 'status' (last item in general news section)

Ivory demand driven by 'status'

WILDLIFE: Although relatively limited, the demand for ivory and tiger products in Thailand is largely driven by affluent, established business owners and merchants who believe purchasing wildlife products can bring good fortune and status, according to a new consumer research and demand reduction report released yesterday.

Commissioned by the USAID Wildlife Asia project, the Quantitative and Qualitative Study of Consumer Demand for Wildlife Products in Thailand also found that traditional beliefs regarding the protective and prestige-enhancement benefits of ivory and tiger parts entice Thais to buy them.

"By targeting current and potential consumers, we can implement more effective messaging and campaigns based on what motivates and drives their desire for ivory and tiger parts and help put an end to the trade in illegal wildlife," said Richard Goughnour, Director of USAID's Regional Development Mission for Asia.

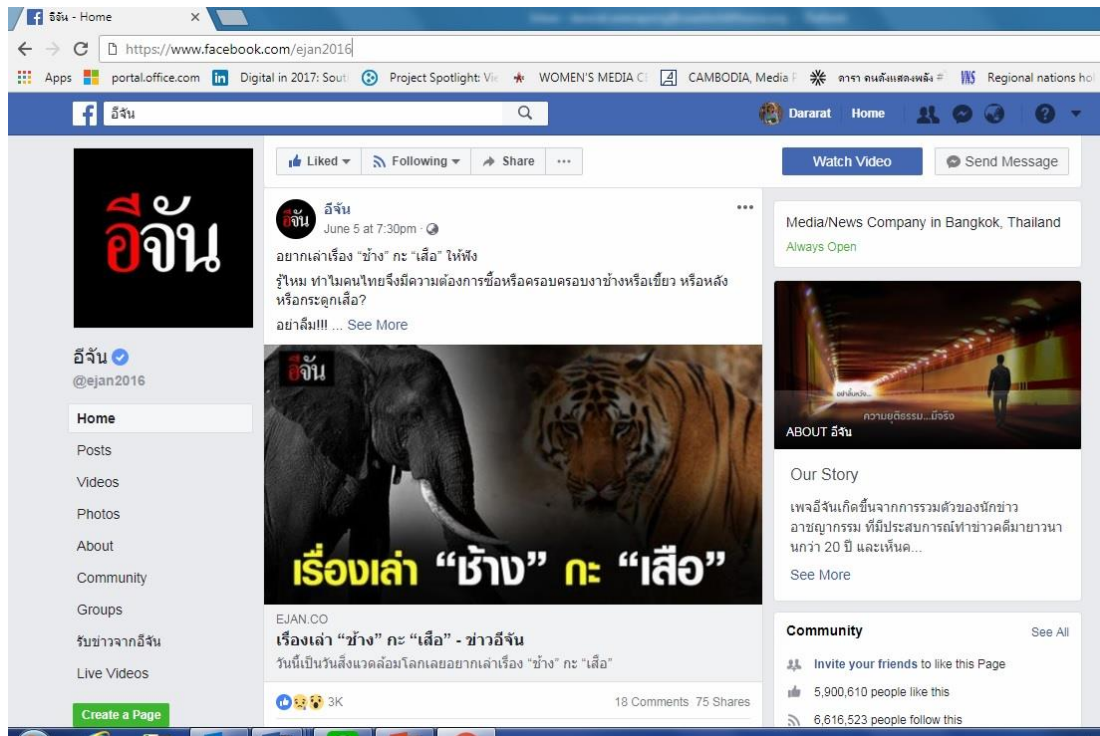
Printed edition on page 2:



3. Ejan, June 5, 2018:

Online news: Story of elephant and tiger (in Thai) <https://ejan.co/news/5b167442b5e43>





4. 3miti news/channel 3, June 5, 2018

Broadcasting on TV: <https://www.youtube.com/watch?v=IQpeAtpZ05U>. (in Thai)

Live via Facebook page <https://www.facebook.com/3mitinews/> (5,100 views. The page has 537,833 followers).



5. DNP website
<http://portal.dnp.go.th/Content?contentId=6909>

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5 มิ.ย.2561 นายปิ่นสักก์ สุรัสวดี รองอธิบดีกรมอุทยานฯ เข้าร่วมประชุมรับฟังความคิดเห็นเกี่ยวกับ CONSUMER RESEARCH FINDINGS ON IVORY AND TIGER PRODUCTS IN THAILAND



วันที่ 5 มิ.ย.2561 เวลา 09.00 น. นายปิ่นสักก์ สุรัสวดี รองอธิบดีกรมอุทยานแห่งชาติ สัตว์ป่า และพันธุ์พืช และผู้แทนจากสำนักอนุรักษ์สัตว์ป่า ตลอดจนสื่อมวลชน สัตว์ป่าและพืชหายากอนุรักษ์ (ทียูแอลยูทียูเอ ซีทีเอส) และกองการต่างประเทศ กรมอุทยานแห่งชาติ สัตว์ป่า และพันธุ์พืช เข้าร่วมประชุมรับฟังความคิดเห็นเกี่ยวกับ CONSUMER RESEARCH FINDINGS ON IVORY AND TIGER PRODUCTS IN THAILAND ซึ่งเป็น New study highlights beliefs in bid to reduce demand for ivory and tiger parts in Thailand and Commissioned by the U.S. Agency for International Development Wildlife Asia (USAID Wildlife Asia) project ในหัวข้อ the Quantitative and Qualitative Study of Consumer Demand for Wildlife Products in Thailand ณ The Athenee Hotel กรุงเทพฯ โดยมีผู้เข้าร่วมประชุมทั้งหน่วยงานที่เกี่ยวข้องจากภายในประเทศและระหว่างประเทศ รวมประมาณ 60 คน ร่วมรับฟังการวิจัยและให้ข้อคิดเห็น



การนำเสนอการศึกษารองความต้องการของผู้บริโภคในจากสัตว์ป่าในประเทศไทย
 นักข่าวจีนจำนวนมากและเชิงคุณภาพมีต่อผลิตภัณฑ์สัตว์ป่าในประเทศไทย

โดย USAID Wildlife Asia (5 มิ.ย. 2018)

ฉบับภาษาไทย
 การนำเสนอ

English Version
 Presented

6. Foreign Affairs, June 5, 2018

Website: MIL-OSI USA: Remarks by Richard Goughnour, Director of the USAID Regional Development Mission for Asia, at the USAID Wildlife Asia Presentation on Research Findings of Consumer Demand for Ivory and Tiger Products in Thailand:

Tuesday June 5th, 2018



MIL-OSI ENGLISH | MIL-OSI FRENCH | MIL-OSI GERMAN | MIL-OSI SPANISH

MIL-OSI USA: Remarks by Richard Goughnour, Director of the USAID Regional Development Mission for Asia, at the USAID Wildlife Asia Presentation on Research Findings of Consumer Demand for Ivory and Tiger Products in Thailand

By MIL-OSI - ForeignAffairs.co.nz / June 5, 2018 / Comments Off on MIL-OSI USA: Remarks by Richard Goughnour, Director of the USAID Regional Development Mission for Asia, at the USAID Wildlife Asia Presentation on Research Findings of Consumer Demand for Ivory and Tiger Products in Thailand

Print | Email

Source: USAID

I would like to welcome all of you this morning for what we hope will be a very informative briefing on wildlife consumption in Thailand – “What drives someone to purchase ivory and tiger products?” Today, we will gain insights into the motivation behind wildlife consumption, as well as the barriers to changing related consumer behavior.

I am grateful to be part of today’s event, as wildlife trafficking is an important issue to me personally. I served as the Director of USAID’s East Africa regional Mission in Nairobi a few years back, and saw first-hand the real cost associated with wildlife crime. This includes: rangers that put their lives at risk and are all too often killed by poachers – it includes young elephants dependent on years of protective captivity to survive when their parents and matriarchs are killed for their tusks –

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7. (In Thai) USAID Wildlife Asia reports Thai consumer demands on ivory and tiger, Reporter Magazine, June 5, 2018 <https://goo.gl/XxpgHe>. Republished in homemadeheaven.net <https://goo.gl/3fnTZX>, www.outnequal.org <https://goo.gl/FrPLIM>

Secure | <https://www.techbang.net/สำนักข่าว-usaid-wildlife-asia-รายงานถึง/>

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June 5, 2018

สำนักข่าว USAID Wildlife Asia รายงานถึงความต้องการของชาวไทยในเรื่องงาช้างเสือโคร่ง

เจ้าของธุรกิจที่มีชื่อเสียงและพ่อค้าที่ร่ำรวยขึ้นเชื่อในความโชคดีและสถานะที่ป่าโดยสัตว์ป่ายังคงเป็นตัวผลักดันความต้องการชิ้นส่วนงาช้างและเสือโคร่งในประเทศไทยและแพลตฟอร์มออนไลน์มีบทบาทเพิ่มมากขึ้นในการซื้อของพวกเขา

เหล่านี้เป็นหนึ่งในข้อค้นพบที่สำคัญของการวิจัยผู้บริโภคชาวไทยและรายงานการลดความต้องการที่ได้รับเมื่อวันอังคารโดยโครงการเอสไอเอสเพื่อการพัฒนาระหว่างประเทศของ Wildlife Asia (USAID Wildlife Asia) รายงานความต้องการบริโภคผลิตภัณฑ์สัตว์ป่าในประเทศไทยทั้งในแง่ของคุณภาพและปริมาณพบว่าความเชื่อดั้งเดิมเกี่ยวกับผลประโยชน์ด้านการป้องกันและการยกย่องของงาช้างและเสือทำให้คนไทยได้ซื้อผลิตภัณฑ์สัตว์ป่า

8. Money, traditional beliefs fuel wildlife trade in Thailand, CGTN, June 6, 2018
https://news.cgtn.com/news/3d3d414f314d544f77457a6333566d54/share_p.html



9. (in Thai) Research shows the rich Thais in favor of ivory and tigers because they believe these will bring them wealth, The Standard, June 6, 2018
<https://thestandard.co/thai-millionaire-ivory-and-tiger/>, republished via Line Today,
<https://goo.gl/DLqxj7>. It was republished on their Facebook
<https://www.facebook.com/thestandardth/>. The page has 392,261 followers.



All photos from the event are available at
https://drive.google.com/open?id=1GBMlxj_OVhwhjAizAbTQIcu9LpZfolFB