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USAID WILDLIFE ASIA WILDLIFE FREE GIFTING CAMPAIGN PHASES 1 AND 2

June 2019 – April 2021

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USAID WILDLIFE ASIA

Wildlife Free Gifting Campaign Phases 1 and 2

June 2019 – April 2021

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BACKGROUND

The USAID Wildlife Asia Activity aimed to end transnational wildlife crime in Asia by employing a comprehensive approach through improved regional cooperation. The global value of illegal wildlife crime is estimated at \$20 billion annually. Organized wildlife crime destroys wildlife populations and wildlife-based livelihoods, creating social and political instability.

The Activity's desired outcomes included reduction in consumer demand for wildlife parts and products; improved enforcement of existing laws, policies and agreements related to wildlife crime; passing and implementation of new laws, policies or reforms; improved cooperation and collaboration among regional, international, and inter-institutional law enforcement; and increased collaboration and coordination between development partners and U.S. Government agencies involved in combating wildlife trafficking (CWT).

For consumer demand reduction activities, USAID Wildlife Asia focus countries were China, Thailand and Vietnam. In China, the project focused on reduction of demand for parts and products from four focal species – elephant ivory, pangolin, rhino, and tiger. In Thailand, the focus was on reducing demand for elephant ivory and tiger products. In Vietnam, the focus was on rhino horn.

The project applied a social and behavior change communication (SBCC) framework to plan, implement and evaluate demand reduction campaigns. The SBCC framework uses a consumer research-based planning process and a socio-ecological model of change to identify the tipping points for behavior change. It operates through three strategies – advocacy, social mobilization and behavior change communication (BCC) – to achieve its behavior change objectives.

This report documents the Wildlife Free Gifting (WFG) campaign to reduce consumer demand for pangolin, rhino horn, tiger, and ivory products implemented from June 2019 to April 2021.

SOCIAL AND BEHAVIOR CHANGE COMMUNICATION (SBCC)

WHY APPLY SBCC TO REDUCE DEMAND?

Activities addressing the illegal wildlife trade have largely focused on supply and regulations of products but have not addressed the root of consumer demand, leading to continuing high demand for wildlife products. Meanwhile communication campaigns have primarily targeted the general population, resulting in high levels of awareness, but often failing to target buyers/consumers or address the factors that drive their demand for these products (USAID Wildlife Asia Situation Analysis, 2017). Therefore, USAID Wildlife Asia applied SBCC principles and approaches to effectively target consumers and potential consumers, understand the motivations underlying purchase and use behaviors, and move from raising awareness to reducing desire and demand for wildlife parts and products.

ACTIVITY TARGETS FOR SBCC CAMPAIGNS

In order to reduce demand, USAID Wildlife Asia's targets based on the 2020 Monitoring, Evaluation and Learning Plan were:

- 25% increase among target audiences exposed to campaigns with desired attitudes related to consumption of parts/products of targeted wildlife species (based on campaign messaging)

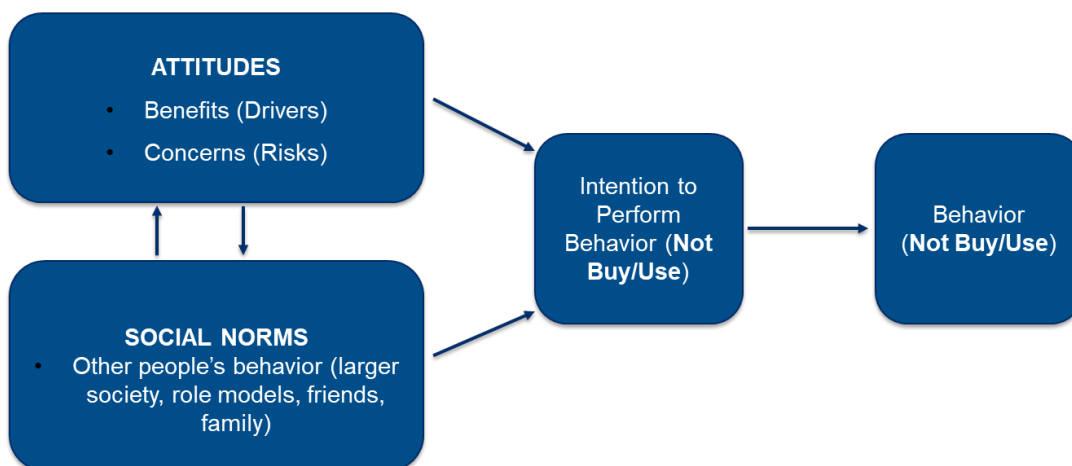
- 30% increase in target audience(s) saying that consuming and buying wildlife products is not socially acceptable.
- 25% decrease in target audience(s) reporting that they would like to purchase wildlife products in the future.
- 10% decrease in self-reported wildlife product purchases among target audience(s).

DEMAND REDUCTION THEORY OF CHANGE

The project’s SBCC campaigns were informed by a simplified model of the USAID Wildlife Asia Demand Reduction Theory of Change (see Fig. 1). The theory of change reflects the interplay between attitudes (comprised of perceived benefits and perceived concerns about wildlife products) and social norms (perceptions related to the social acceptability of using wildlife products) that contribute to driving intention to buy or use wildlife parts and products. This intention then leads to actual purchase and use behaviors. If you improve attitudes that discourage use of wildlife products (reduce benefits and/or increase concerns) and decrease social acceptability about wildlife product use, the interplay of these factors will lead to decreased intention to buy or use wildlife products, and eventually lead to decreased purchase and use wildlife products.

Based on this theory of change, the SBCC campaigns sought to shift these attitudes and social norms in order to **decrease** intention to buy or use wildlife parts and products, with the overall goal of **decreasing** actual purchase and use of these parts and products.

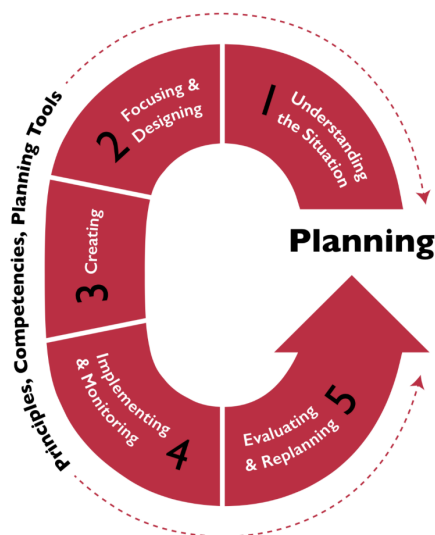
Figure 1. Demand Reduction Theory of Change



SBCC PROCESS

SBCC is a planned evidence-based process. USAID Wildlife Asia SBCC campaigns in China, including the Wild-free Gifting Campaign, were conceptualized, designed, implemented, monitored, and evaluated following the five-step SBCC planning process outlined in the SBCC Demand Reduction Guidebook (USAID Wildlife Asia, 2020) and shown in Figure 2 below.

Figure 2. SBCC Planning Process



WILDLIFE FREE GIFTING CAMPAIGN - OVERVIEW

Based on results of USAID Wildlife Asia’s 2018 formative consumer research, one major driver underlying the consumption of products derived from the four USAID Wildlife Asia focal species is consumers’ strong appeal for gifting purposes. Gifting with wildlife products shows the status and wealth of the “giver”, and particularly their caring and respect to the recipient. Based on this finding, the Wildlife Free Gifting (WFG) campaign in China was developed to motivate target audience to stop buying or accepting gifts derived from the four focal species and change the social norm of gifting with endangered wildlife species.

After rounds of discussion with creative experts and IFAW’s governmental and media partners, the key message of the WFG campaign was confirmed to be “not giving gifts with endangered wildlife products is part of the green lifestyle”. The key message echoes the ecological civilization advocacy in China and is culturally appropriate and politically sensitive in the current environment. The WFG campaign used the Chinese lunar calendar which shows “Gifting with wildlife parts/products” as one of the “don’ts” in selected scenarios in daily life.

In light of COVID-19 pandemic outbreak and echoing the complete ban on eating of wildlife issued by China’s National People’s Congress (NPC), the Wildlife Free Gifting campaign was divided into two phases and implemented its first phase from June to August 2020 with the focus on not eating wild meat, particularly pangolin meat, during banquets. The second phase of the campaign expanding the focus to tiger bone, rhino horn and elephant ivory in daily gifting scenarios, was implemented from September 2020 to April 2021.

The Phase I WFG campaign with one set of materials including a print PSA and a 30-second video was mainly promoted via local residential communities in Guangzhou and Shenzhen and digital

platforms adapting to people’s lifestyle in the context of the pandemic. The Phase 2 WFG campaign with four sets of materials including four print PSAs and the corresponding 30-second videos each covering different typical scenario, disseminated through online and offline channels covering daily life touch points for the target audiences and general population. The channels include video website, mobile applications, social platforms, residential communities, apartment/office buildings, metro, bus, cinema houses, zoos, and museums etc. Meanwhile, the campaign initiated a Digital Deterrence component adopting Thailand’s strategy and experiences to target potential buyers/gifters of wildlife products based on their online behaviors, mostly the keyword searches between December 2020 and April 2021.

OBJECTIVES

- To reduce the consumption of pangolin parts and products for gifting purpose, specifically in Guangdong province.
- To raise public awareness of relevant laws and regulations against illegal wildlife consumption (mainly refer to pangolin meat) and to promote a green and healthy lifestyle.

TARGET AUDIENCE

- Primary Target Audience: Current and potential wildlife consumers in Guangdong province who buy or desire to buy pangolin parts and products for gifting purpose. The target audience were between 30 and 50 years old and with middle-higher income level.
- Secondary Target Audience: General population and current and potential wildlife consumers in elsewhere of China who buy or desire to buy the above wildlife products as gifts.

MARKET

The WFG campaign Phases I and II mainly focused on Guangdong province, with Guangzhou and Shenzhen as representative cities. In Phase 2, Nanning and Kunming were included for core targeted outdoor dissemination of the ivory souvenir PSA as these two cities not only have relatively higher illegal wildlife consumption rates, but they are also the provincial capitals of border provinces to Vietnam, Myanmar, and Laos.

CAMPAIGN IMPLEMENTATION

CONCEPT AND CREATIVE IDEA

Based on the in-depth analysis of 2018 China formative research results and a thorough and comprehensive insight on Chinese gifting culture, the team engaged We Marketing Group, a creative agency, to design campaign materials to reduce purchases of elephant ivory, pangolin, rhino and tiger parts and products for “gifting” purposes. By June 2019, after close cooperation with We Marketing Group, the team developed the campaign’s core creative concept - gifting with wildlife parts or products is “stepping into a danger zone”. Selecting “safe” gifts is one of

In Chinese, people use the metaphor “stepping into a danger zone” to describe wrong or inappropriate behaviors that cause significantly unpleasant responses or consequences.

the top concerns for gifters, so sending an inappropriate gift can be considered as “stepping into a danger zone” for gifters. The concept was approved by USAID.

However, based on comments from the National Forestry and Grassland Administration (NFGA), the government counterpart of IFAW in China, the core creative concept was changed to “not giving gifts with endangered wildlife products is part of the green lifestyle” in order to deliver the campaign in a culturally appropriate and politically sensitive manner.

MATERIALS DEVELOPMENT

Due to the escalating tension between China and the U.S. and the increased anti-U.S. sentiment in China, USAID approved the removal of the logo of International Fund for Animal Welfare (IFAW) on all WFG campaign materials. Instead, the media vendors would be the advertisers for media dissemination of the two-phased WFG campaign.

Considering the increased public attention to the issue of wild meat consumption due to COVID-19, the team decided to divide the WFG campaign into two phases by launching the pangolin campaign first in June 2020 while COVID-19 was still the most discussed issue in China. The Phase I WFG campaign materials include one print PSA and one 30-second video. The key messages were “Do not consume wildlife as food, which is not only to obey the law but also to safeguard your own health and that of the public’s.”

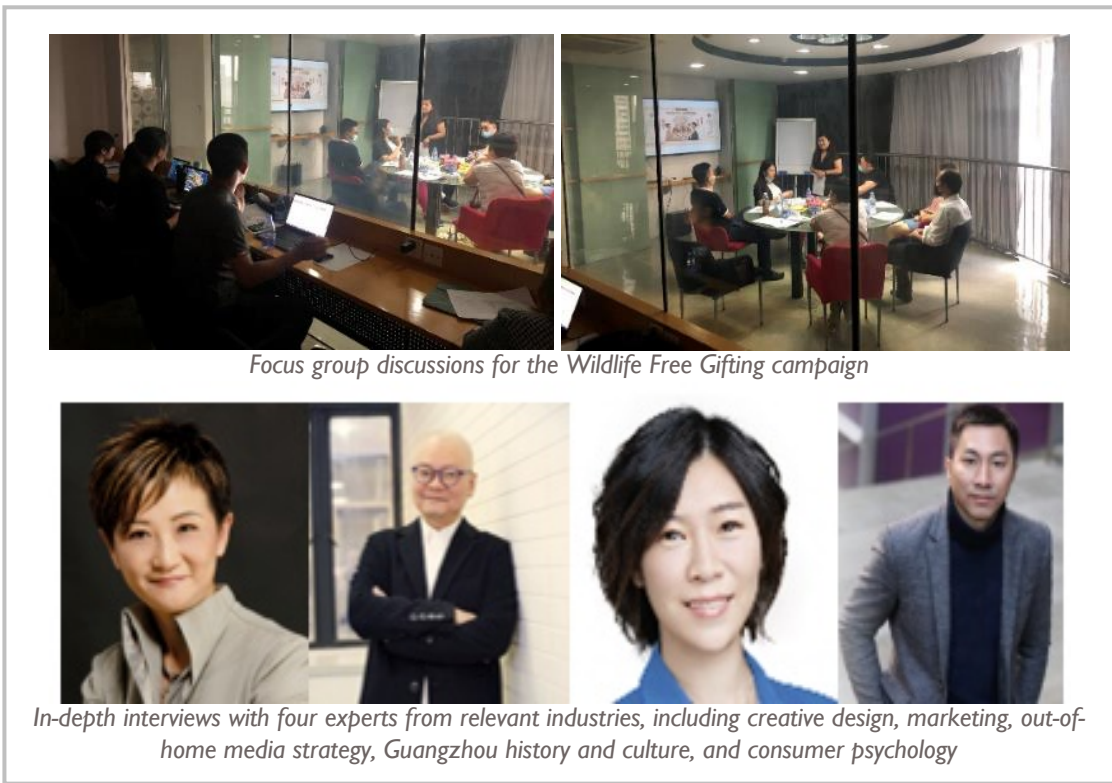


The Phase 2 WFG campaign expanded the focus to tiger bone, rhino horn, and elephant ivory in daily gifting scenarios while continuing with the pangolin component. Phase 2 launched in September 2020. The Phase 2 WFG campaign materials, in addition to the pangolin materials from Phase 1, include four print PSAs and four 30-second videos. These materials featured gifting scenarios between a son and parents; husband and wife; two old friends; and travelers abroad. The key messages were “Presenting the most appropriate gift is the best way to show your love and care to families and friends. Giving tiger bone/rhino horn/elephant ivory products as gifts does not express love and will also likely bring legal sanctions. Ivory products are not suitable souvenirs. Do not let a wonderful journey end in jail.”



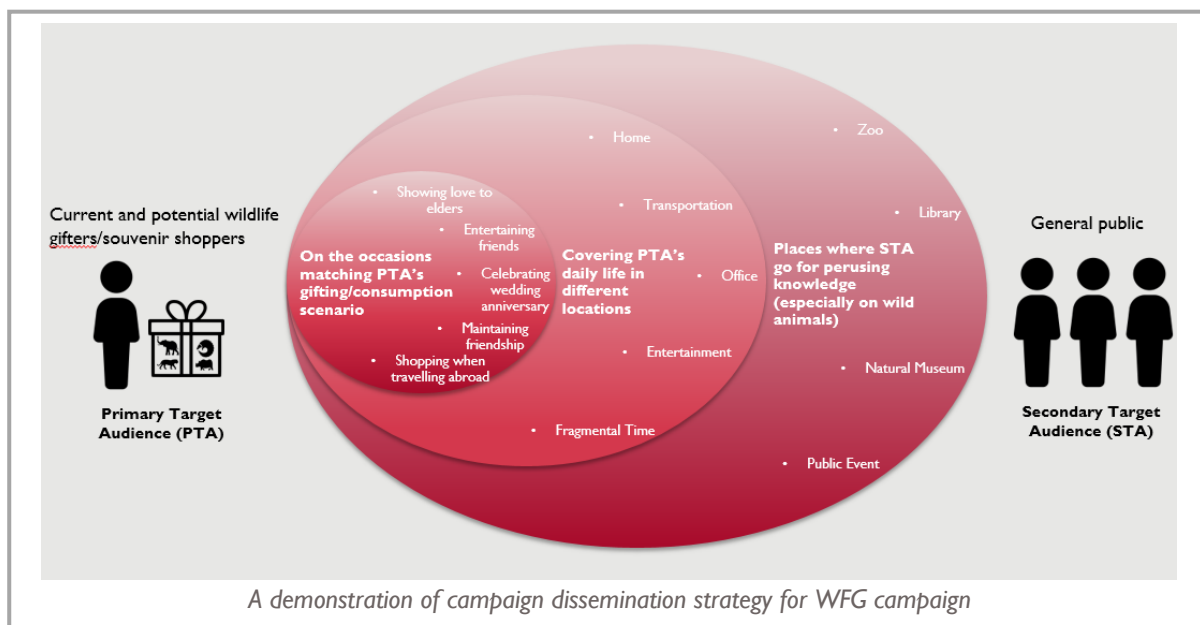
PRETEST OF CAMPAIGN MATERIALS

In May 2020, USAID approved the new four storyboards for the four videos and PSAs for Phase 2 of the WFG campaign covering tiger bone, rhino horn, and elephant ivory. There were two sets of materials for ivory: one targeting the domestic market (ivory bangles) and the other targeting Chinese who travel outside the mainland (ivory souvenirs). In June, the China team conducted the pretest of these materials, including focus group discussions and interviews with experts from relevant industries. The pretest revealed that the materials were appealing, understandable, and resonated with the target audience. It also generated valid and valuable suggestions, which were incorporated into the final materials.



DISSEMINATION STRATEGY

Similar to the USAID Wildlife Asia Wildlife Protection Law (WPL) promotion campaign, the two-phased WFG campaign strategically chose locations/places covering core target audiences daily life touch points especially typical gifting/consumption scenarios. The Phase I WFG campaign dissemination mainly relied on residential community based out-of-home media and digital media adapting people’s lifestyle during pandemic. For Phase 2 WFG campaign, materials and key messages were also displayed in public places and incorporated into their public events.



MEDIA PARTNERS DISSEMINATION

DISSEMINATION VIA LOCAL RESIDENTIAL COMMUNITIES/INNER-CITY TRANSPORTATION LEVERAGING FREE ADVERTISEMENT SPACES

For one month starting from June 27, 2020, the WFG Pangolin PSA was promoted on 300 outdoor lightboxes in affluent residential communities in Guangzhou and Shenzhen. In July and August 2020, WFG Pangolin materials, including both the PSA and the video, were shown 300 times per day on 300 elevator TV screens of upscale apartment/office buildings in Guangzhou and Shenzhen. This local community promotion with the support of Chengdu Classic View Advertising Co., Ltd. (Classic View) and Beijing Tong Tu Enterprises Development Co., Ltd. (Tong Tu), respectively reached more than 3 million and leveraged around \$440,000 in in-kind support.



WFG materials in high-end residential communities and apartment/office buildings in Guangzhou and Shenzhen

With the support of Shenzhen News Metro Media Co., Ltd. (NMM), from July 4 to 31, 2020, the WFG Pangolin print PSA was displayed on 50 lightboxes on six metro lines of Shenzhen, covering central business areas and transit spots between Shenzhen and Hong Kong Special Administrative Region, as well as residential and recreation areas advertisement spaces. This round of promotion reached 30 million and leveraged \$443,000 in in-kind support.



Pangolin PSA shown on metro lines in Shenzhen



WFG PSAs showed on Guangzhou metro station

From September 2020 to February 2021, with the support of Beijing Tong Tu Enterprises Development Co., Ltd. (Tong Tu), Chengdu Classic View Advertising Co., Ltd. (Classic View), Leader Media Group Co., Ltd. (Leader Media) and Shenzhen News Metro Media Co., Ltd. (NMM), WFG five print PSAs covering pangolin meat, tiger bone, rhino horn and elephant ivory (ivory bangles and ivory souvenirs) were shown in hundreds of local residential communities including apartment/office buildings in Guangzhou and Shenzhen, at metro stations/bus stops in Guangzhou, Foshan, Shenzhen. Meanwhile, the WFG Ivory Souvenir PSA was shown at metro stations in Nanning and Kunming, which have not only relatively higher illegal wildlife consumption rates but are also the provincial capitals of border provinces to Vietnam, Myanmar and Laos. The outdoor media partners all waived the charge of advertisement spaces for the promotions, which contributed more than \$1.7 million in in-kind support and reached more than 143 million.

DISSEMINATION THROUGH LOCAL BUSES RUNNING THROUGH RESIDENTIAL COMMUNITIES, BUSINESS DISTRICTS AND RECREATION AREAS IN GUANGZHOU AND SHENZHEN

From December 21, 2020 to March 20, 2021, the five WFG print PSAs and key messages focusing on Tiger bone, rhino horn, and elephant ivory were posted on eight buses plying routes covering high-end residential communities, business districts and recreation areas in Guangzhou and Shenzhen. This three-month transit dissemination implemented by Chengdu Classic View Advertising Co., Ltd. (Classic View) was viewed an estimated 800 million times by commuters and leveraged nearly \$100,000 in in-kind support. This is the first time that the campaign utilized this dissemination channel which aimed to ensure the penetration of campaign messages with high visual impact to a maximum number of the right target audience.



DISSEMINATION THROUGH CINEMAS DURING CHINA'S GOLDEN WEEK AND CHINESE NEW YEAR HOLIDAY

During China's Golden Week holiday from October 1-14, USAID Wildlife Asia placed two 30-second videos on tiger and ivory souvenirs in 30 cinema houses showing blockbuster movies in Guangzhou, Shenzhen, Foshan, and Zhongshan. From February 12 to February 25, 2021, the five WFG videos were placed as movie pre-roll in 39 cinema houses featuring blockbuster movies in Guangzhou, Shenzhen, Foshan, Zhongshan, Nanning and Kunming during the Chinese New Year holidays. Based on box office records, this two cinema promotions reached nearly 1.2 million people and leveraged more than \$500,000 in-kind support. Leveraging the support of long-term media partner – Beijing Tong Tu Enterprises Development Co., Ltd. (Tong Tu), disseminating messages that discourage consumption of wildlife products in entertainment venues during peak holiday periods proved a cost-effective way to reach target audiences.



WFG campaign dissemination in cinema houses in four cities of Guangdong

DISSEMINATION THROUGH PRECISE ONLINE VIDEO PROMOTION USING BIG DATA

The Phase I WFG Pangolin materials were shown on the Iqiyi video website and Toutiao news application to those who used keyword searches denoting interest in wild meat or travel abroad. At the same time, 30 key opinion leaders from different social platforms such as Weibo, Toutiao, and Xiaohongshu helped to promote a green lifestyle free of wildlife consumption. This four-week digital promotion working with Beijing Yisheng Cultural Communications Co., Ltd. (Yisheng) reached more than four million and leveraged nearly \$57,000 in-kind support.



WFG Phase I Pangolin materials shown online

In Phase 2, USAID Wildlife Asia worked with Beijing Yisheng Cultural Communications Co., Ltd. (Yisheng) to show WFG videos on the Iqiyi website and Toutiao mobile application to those who searched campaign-related keywords before from December 26, 2020 to January 22, 2021. A total of 1,984,903 unique searchers were reached. Socio-demographic information was then collected and analyzed based on these searches to obtain an online target audience profile covering potential buyers/gifters of the four focal species and ivory souvenirs.

Profile	2021 WFG Campaign Digital Promotion: Searchers for tiger bone, rhino horn, elephant ivory and pangolin meat	2018 China Formative Research: Users & Potential Users
Gender	There are more female than male searchers.	Ivory consumers are skewed towards female while tiger product and pangolin purchasers/users are skewed towards male. No gender distinction for rhino product consumers.
Age	The majority of the searchers are among the 30-39 years age group.	Wildlife product consumers are skewed towards the age group of 31-50 years old, among which ivory consumers are a little bit older (41-50) than others (31-40).
Income	Searches mainly have middle-to-higher income, which is at least above ¥5,000 per month.	Wildlife product consumers are skewed towards those with middle-to-high income (at least above ¥8,000 per month).
Location	Guangdong province is the top one location for searchers.	Locations were preselected through research sampling frames, including Beijing, Shanghai, Guangzhou, Nanning, Kunming and Harbin. Guangdong province is the geographic focus for campaign promotion since Fiscal Year 3.

The comparison between 2021 online target audience profile and 2018 China formative research user profile

DISSEMINATION THROUGH FREE PLACEMENTS IN PRINT MEDIA AND THROUGH SOCIAL PLATFORMS

The WFG Pangolin PSA was also published for free in the July 2020 issue of *National Humanity History*, a magazine sponsored and managed by *People's Daily*, one of China's largest state-owned media channels. The magazine is published biweekly and has a nationwide circulation of 360,000, with 70 percent being managers of enterprises and government officers. This free placement leveraged \$22,600 in-kind support.



Pangolin PSA published in National Humanity History magazine

The partnership with Life Week Media Co., Ltd. (Life Week) was highly valued for their ongoing support including the offer for free advertising space inside its lifestyle magazine. The WFG Tiger PSA introduced a green lifestyle lunar calendar to readers and aimed to make gifting with tiger bone products to families a taboo. The PSA was placed in the



Placement of the WFG Tiger PSA in Life Week magazine

November 9, 2020 issue of Life Week magazine, which has a circulation of 990,000 covering most tier I and tier II cities in China, including Hong Kong SAR. Between September and October 2020 and December 2020 and January 2021, with the support of Beijing Yisheng Cultural Communications Co., Ltd. (Yisheng), WFG campaign materials were promoted via more than 50 identified social accounts on various social platforms for free. The above free media placements helped to leverage more than \$61,000 in-kind support in media value.

LAUNCH OF TWO-PHASED DIGITAL DETERRENCE TARGETING POTENTIAL WILDLIFE PRODUCTS CONSUMERS/GIFTERS

Building upon the experience and strategy of Digital Deterrence campaign in Thailand, USAID Wildlife Asia launched a similar initiative in China for WFG campaign that targeted potential buyers/gifters of wildlife products based on their online behaviors, mostly keyword searches. Based on the keyword search used and the socio-demographic characteristics analyzed, the relevant Wildlife Free Gifting videos were served to these potential buyers/gifters through top news application and WeChat. Those who clicked on the videos were directed to a landing page with all USAID Wildlife Asia China campaign materials and messages and green lifestyle demonstration materials displayed. Further, those potential buyers/gifters were encouraged to participate in a mini-survey on the landing page and also at the bottom of WeChat articles to give feedback on their attitudes, perceived social norms and future attention towards wildlife consumption.



WFG video pushed on Toutiao app

USAID Wildlife Asia implemented the Digital Deterrence component in two phases, each lasting for one and a half months. Phase 1 ran from December 19, 2020 to January 31, 2021 mainly through Toutiao mobile application and targeted potential buyers and gifters of tiger bone products and ivory souvenirs. Phase 2 ran from February 27 to April 7, 2021 both through Toutiao mobile application and WeChat articles, targeting potential buyers of all four focal species. This two-phased Digital Deterrence component reached more than 12 million and leveraged more than \$90,000 in in-kind support. This 85-day two-phased Digital Deterrence component gained positive feedback through good engagement with target audiences. There were total of 164,463 visits, 914 shares of the landing page, and 5,594 respondents of the mini-survey. Among all respondents, 94 percent think it is unacceptable for friends/families to buy/gift with illegal wildlife products, and the respondents themselves have no intention at all to consume illegal wildlife products in the future. The survey also found that 94 percent (a 6 percent increase from Phase 1 with 88 percent) believe buying/gifting with endangered wildlife products will bring legal risks as it is against the law and regulations. A total of 5,488 potential buyers/gifters (98 percent) would like to make a commitment to build and protect a green lifestyle by saying, “No to illegal wildlife consumption.”

	Phase 1 (45 days through Toutiao mobile APP)	Phase 2 (40 days through Toutiao mobile APP and WeChat articles)	Total
Reach	6.7 million	5.3 million	12 million
Visits and shares on landing page	83,751 & 301	80,712 & 613	164,463 & 914
Unique visits on landing page	67,047 (1% based on reach)	70,381 (1.3% based on reach) ↑	137,428
Respondents of mini-survey (both on landing page and WeChat articles)	1,225 (0.02% based on reach)	4,369 (0.08% based on reach) ↑	5,594
Mini-survey Q1 (Unacceptable)	94%	94%	94%
Mini-survey Q2 (Agree will bring legal risks)	88%	94% ↑	93%
Mini-survey Q3 (No future consumption intention)	93%	94% ↑	94%
Mini-survey Q4 (Willing to make commitment)	98%	98%	98%

*Results of Phase 1 and Phase 2 Digital Deterrence component
(The green arrow indicates the variance between the results of Phase 1 and Phase 2.)*

There was an open question in the mini-survey asking people how they pursue green lifestyle in daily life and total 895 comments were gathered. Of the 895 comments, 180 were valid answers. The most cited actions were low-carbon transportation, water saving, power saving, recycling, reduced use of disposable cutlery, and non-consumption of wild meat. In Phase 2, seven WeChat articles focusing on different topics such as post-pandemic impacts on wild animals, gifting to parents, green living as a high-quality lifestyle, and tips for daily life in Southeast Asia, Laos, and Vietnam, all incorporated with WFG key messages. The campaign gained a total of 567 likes, 550 marks on reading, 1,726 shares, and 93 comments. Among the 93 comments, most of them echoed the message that “it is everyone’s duty to protect the environment and to build a green life by saying ‘No to endangered wildlife consumption.’” One commenter claimed that they like this activity and think it is important and meaningful.

Q1: Do you think buying or gifting with products made from endangered wildlife species (such as elephant ivory, rhino horn, tiger bone, and pangolin) is acceptable or unacceptable for your family and/or friends?
 A. Unacceptable B. Neither acceptable, nor unacceptable C. Acceptable

Q2: Do you agree or disagree with the following statement? "Buying or gifting with products made from endangered wildlife species (such as elephant ivory, rhino horn, tiger bone, and pangolin) will bring legal risks as it breaks the country's laws and regulations."
 A. Disagree B. Neither agree, nor disagree C. Agree

Q3: Do you consider buying or gifting with products made from endangered wildlife species (such as elephant ivory, rhino horn, tiger bone and pangolin) in the future?
 A. No B. Not sure C. Yes

Q4: Would you like to make the commitment below?
 "I pledge to be a champion and guardian of green living, say No to consumption of illegal wildlife products, and pursue a healthy green lifestyle with eco-friendly sustainable consumption."
 A. Yes B. Maybe C. No

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

Translation of the mini-survey (poll)

MOBILIZING AND LEVERAGING PUBLIC AND PRIVATE SECTOR INSTITUTIONS

PUBLIC SECTOR INSTITUTIONS

Zoos museums and other public institutions serve not only as tourist attractions which draw a wide range of the public, , but also as important venues for educating citizens on the illegal wildlife trade and wildlife conservation. During the period of campaign implementation, USAID Wildlife Asia successfully leveraged six public sectors’ institutions in six cities, Chengdu, Nanjing and Guangzhou to promote the Wildlife Free Gifting campaign. Campaign dissemination materials such as short videos and PSAs were displayed through LED screens, and pull-up banners to reach millions.

Moreover, these public sector institutions incorporated dissemination materials into their own events during public holidays and directed their visitors to the digital deterrence online hub to view all Wildlife Protection Law and Wildlife Free Gifting Campaign materials further expanding the reach and securing campaign sustainability.



REACHING LOCAL COMMUNITIES

In partnership with the Chengdu Museum, the WPL and WFG campaigns were promoted in three local communities in Chengdu from October to December 2020. The museum originally planned to make an exhibition tour in five communities, but were forced cancel the last two communities due to the emergence of COVID-19 local cases emerged in Chengdu in January 2021.

It is critical to message directly to local communities where close networks can affect social behavior. Local community engagement is critically important in the effort to maximize the acceptance of campaign core concept and key message by creating a positive impact through targeted and culturally tailored communications. The collaboration with the Chengdu Museum enriched the campaign dissemination channels by smartly aligning the WPL and WFG messages with the President’s Ecological Civilization green lifestyle concept to promote alternative behaviors through creating positive exchanges with local citizens.



LEVERAGING TOURIST ATTRACTIONS

Through collaboration with SBCC partners, USAID Wildlife Asia’s WPL campaign and WFG campaign materials were incorporated into Chengdu Zoo and Chengdu Museum’s annual major event - *Coexistence with Nature – The Animal Friends in Chinese 24 Solar Terms*, during the Spring Festival holiday on February 12, 2021 a peak season for gifting, to expand the reach and amplify messaging of the campaign. The themed event combined Chinese tradition and culture as well as demand reduction messaging to support the President’s Ecological Civilization green lifestyle concept that promotes alternative behaviors through positive exchanges with local citizens. The WPL campaign and WFG campaign PSAs and short video were widely disseminated through Chengdu Museum’s social media posts, offline lectures, and Chengdu Zoo’s outdoor exhibitions. This activity reached more than 270,000 visitors during the Spring Festival month.



LEVERAGING LOCAL EVENTS

To secure the campaign sustainability, the team constantly engaged SBCC partners to incorporate campaign dissemination materials into their local events to maximize campaign impact in targeted areas and audience. Guangzhou Zoo, as a famous tourist attraction and influencing education center in Guangzhou urban area, conducted a local event to showcase the importance of biodiversity and deliver the key message of demand reduction in theme of “*I love you, my dear animals friends*” on 20th May, which regarding as Chinese Valentine’s Day (“520” sounds phonetically very close to “I Love You”, or “Wo Ai Ni” in Chinese.). Visitors to the zoo were also encouraged to scan a QR code which loaded all Wildlife Protection Law promotion campaign and Wildlife Free Gifting Campaign dissemination materials. This event also echoed the President’s Ecological Civilization green lifestyle concept that promotes environmental-friendly behaviors through positive exchanges with local citizens. The Wildlife Protection Law Promotion campaign PSAs and short video also were also displayed in the zoo to increase public perception of risk regarding violating the law.



WFG PSAs displayed in Guangzhou Zoo encouraging tourists to go to the online hub to receive all WPL & WFG campaign dissemination materials by scanning the QR code

RESULTS AND LEVERAGED FUNDS

From June 20 to August 7, 2020, the Phase I WFG campaign was disseminated through local residential communities including hundreds of apartment/office buildings as well as metro in Guangzhou and Shenzhen and via multiple digital platforms all over China, reaching more than 37 million audience and leveraging more than \$1 million in in-kind support. Shifting the focus from high traffic transportation and transit media only to the mix of local community based out-of-home media and online media shows the adaptive management on campaign dissemination due to COVID-19 pandemic, which allows deep communication with core target audiences by ensuring a quite media environment with high user stickiness.

From September 15, 2020 to April 7, 2021, the Phase 2 WFG campaign was promoted through 15 media channels and six leveraged partners in China. With more than six months of promotion, the Phase 2 WFG campaign including the Digital Deterrence component reached more than 940 million and leveraged more than \$2.7 million in in-kind support.

Taking advantage of the Digital Deterrence component of the Phase 2 WFG campaign, a permanent UWA China campaign online material hub was successfully established by gathering all existing and approved materials and key messages from the WFG and WPL campaign together on the landing page. On the landing page and also at the bottom of promoted WeChat articles, potential buyers of wildlife products were encouraged to participate a mini-survey regarding their attitudes, perceived social norms and future attention towards wildlife consumption. After 85 days of Digital Deterrence activity, there were total 164,463 visits and 914 shares of the landing page and 5,594 respondents of the mini-survey.

CAMPAIGN IMPACT: 2021 CHINA MONITORING SURVEY RESULTS

To determine the impact of the WFG (Phases I and II) and the Wildlife Protection Law campaigns in China, USAID Wildlife Asia conducted an online survey in early 2021. The survey objectives were to:

1. Determine the reach and recall of three USAID Wildlife Asia campaigns in China – *Wildlife Protection Law (WPL)*, *Wildlife Free Gifting (WFG) Campaign Phase 1* and *WFG Campaign Phase 2* - to reduce demand for elephant ivory, rhino, pangolin and tiger parts and products.
2. Compare changes in perceptions of social acceptability, intention to buy and purchase in the past 12 months regarding the four above-cited wildlife products between those exposed to any of the three campaigns and the same data from the USAID Wildlife Asia 2018 Baseline Consumer Research.

3. Compare changes in gifting occasions between those exposed to any of the three campaigns and the same data from the 2018 Baseline Research.
4. Determine differences in desired attitudes (perceptions of legality, awareness of penalties for violating laws, feeling of shame in consuming wildlife products) between those exposed to any of the three campaigns and the same data from the 2018 Baseline Research).

The research was implemented by Globescan with data collection conducted online from April 7 to May 5, 2021 in six cities - . Beijing, Shanghai, Guangzhou, Kunming, Nanning, Shenzhen. Total sample comprised 2000 respondents, 18 years or older who are **owners or had a desire to own parts/products from elephant ivory, rhino, pangolin, or tiger in the past**. Respondents were drawn from an online panel and participation was voluntary. The questionnaire (34 questions) was in Chinese language and took approximately 13 minutes to complete. Questions on attitudes, social acceptability, intention to purchase and past purchase were the same questions as asked in the 2018 USAID Wildlife Asia Consumer Survey. Questions on campaign recall were asked last.

KEY FINDINGS

The following are key survey findings:

- Thirty four percent (34%) of all respondents (N=2000) recalled at least one campaign – Wildlife Protection Law (WFG), Wildlife Free Gifting (WFG) Phases 1 or 2. The majority (75%) of those who recalled the campaigns recalled seeing the messages at least twice.
- Channels most recalled across all campaigns were video websites/ social media platforms, public places (museums, exhibitions, zoos), residential communities/apartment/offices, and bus stops.
- Public places (museums, exhibitions, and zoos) leveraged by the project were among the top five channels where campaign messages were seen (from 27% to 29%).
- Intention to purchase products in the future among those exposed to any campaign decreased significantly from 2018 to 2021 for all four species - elephant (77% to 42%), rhino (74% to 27%), pangolin (65% to 23%) and tiger (74% to 38%). The decrease in intention to purchase in the future was even lower in Guangzhou, the focus area of the campaigns.
- Purchase in the past 12 months among those exposed to any campaign decreased significantly from 2018 to 2021 for products from elephant (from 34% to 23%), rhino (from 35% to 17%) and pangolin (from 34% to 14%). The decrease was even lower in Guangzhou for elephant and rhino products.
- The perception that it is Not socially acceptable to buy wildlife products among those exposed to any campaign increased dramatically from 2018 to 2021 for all four species - elephant (from 2% to 46%), rhino (from 7% to 60%) pangolin (from 4% to 60%) and tiger (from 5% to 53%).
- The ranking of importance of “penalties for violating laws” and “feeling ashamed to purchase species products or parts” was significantly higher in 2021 among those exposed to UWA campaigns vs. 2018 for all species (except “penalties” for tiger, which was not asked since this question was not included in 2018).
- Ranking of importance on “legality” did not change from 2018 except for legality of tiger products which increased significantly in ranking.

LESSON LEARNED AND CHALLENGES

The Wildlife Free Gifting campaign aimed to motivate target audiences to stop buying and accepting gifts derived from the four focal species and change the social norm of gifting with endangered wildlife species in China. Gifting is a valued, long-held tradition that is ingrained in Chinese culture. In order to deliver the campaign in a culturally appropriate and politically sensitive manner and avoid undermining campaign objectives by giving the target audience the impression that a foreign entity is making judgements on and attempting to change Chinese culture, the USAID logo and the tagline “from the U.S. Government and American people” were determined not to be appropriate for placement on Wildlife-Friendly Gifting campaign materials. As a result, a no-branding waiver was granted for the Wildlife Free Gifting campaign which ensured smooth implementation.

The COVID-19 outbreak caused major delays in project implementation, particularly dissemination in public spaces, as most of facilities such as cinema houses, museums and zoos were locked down for extended periods. The team adopted an adaptive management approach immediately tracking all delays and contingency plans, and continued to work closely with partners to develop alternative activities to ensure objectives were met. Adaptive management included separating the campaign into two phases.

CAMPAIGN SUSTAINABILITY

The China team worked continually to maximize and sustain campaign impact and establish a legacy tool for campaign materials and key messages via online platforms and through SBCC partners. Taking advantage of the Digital Deterrence component of the WFG campaign, a permanent UWA China campaign online material hub was successfully established by gathering all existing and approved materials and key messages from the WFG and WPL campaign together on the landing page (<https://h5.fuyumoe.com/WildlifeFreegiftingcampaign/index.html>). This online material hub may be continually used and adapted beyond the life of the USAID Wildlife Asia program. On the landing page, there is also a dynamic presentation of a one-day eco-friendly lifestyle listing seven major daily behaviors based on “The Code of Conduct for Environmental Protection”. Simply known as “The Ten”, this Code was issued in 2018 by China's Ministry of Ecology and Environment with the Ministry of Education and three other government agencies. Since China now vigorously promotes an ecology civilization, this eco-friendly lifestyle demonstration which includes comprehensive information on recommended daily behaviors from “The Ten” and a vivid presentation of these behaviors as part of daily life has been very well-received and welcome by public sector partners who have committed to directly adopting the material and incorporating them into their communications calendar.

