

## **Guidance for Parties on the implementation of Decision 16.85 a) b) and c) on Rhinoceroses (Rhinocerotidae spp.)**

In its report at the 16th meeting of the Conference of the Parties to CITES (CoP16), the Standing Committee Working Group on Rhinoceroses outlined a strategy for reducing the demand for rhinoceros horn products of illegal origin. The principles of this draft strategy were included in the Annex to document CoP16 Doc. 54.1 (Rev. 1).

At CoP16, Parties adopted Decision 16.85, which directs all Parties implicated in the illegal trade in rhinoceros horn as a range State or consumer State, where applicable, to:

- a) *develop and implement long-term demand reduction strategies or programmes and immediate actions aimed at reducing the illegal movement and consumption of rhino horn products, taking into consideration the draft demand-reduction principles included in the Annex to document CoP16 Doc. 54.1 (Rev. 1), to achieve measurable change in consumer behaviour;*
- b) *develop and implement strategies or programmes to enhance community awareness with regard to the economic, social and environmental impacts of illicit trafficking in wildlife crime, and to encourage the general public to report illegal activities related to wildlife trade to appropriate authorities for further investigation. Such strategies or programmes and immediate actions could include the involvement of local communities that live in the immediate vicinity of conservation areas, community policing projects or other strategies as may be appropriate; and*
- c) *provide information on the effectiveness of strategies or programmes referred to in paragraph a) and b) of this Decision, to the Working Group on Rhinoceroses, by 31 January 2015, to assist the Working Group in identifying best practices and challenges experienced, with the aim of developing ideas to further enhance the effectiveness of demand-reduction strategies, and to report on its findings at the 66th meeting of the Standing Committee.*

At its 65th meeting, in July 2014, the CITES Standing Committee requested the Working Group on Rhinoceroses to facilitate the provision by Parties of information requested in Decision 16.85 c), through the development of reporting guidance by 30 September 2014, to aid Parties to prepare their reports, based on relevant previous Decisions and reports, in particular the Annex to CoP16 Doc. 54.1 (Rev. 1).

This guidance document has been developed by the Working Group on Rhinoceroses to assist Parties in responding to paragraphs a), b) and c) of the above Decision. The Working Group encourages Parties to use this guidance for their reports on implementation of the Decision in order to facilitate analysis and discussion by the Working Group members. It has been designed specifically to take into consideration the draft principles on demand reduction mentioned above.

For this reason, it is divided into sections that focus on key principles such as research, consumption behaviour identified, consumer groups targeted, products addressed, stakeholder involvement and marketing and communications tools used.

Section 1 relates to provision of information on research that has been conducted to provide an objective and scientific basis for identifying and prioritizing rhino products in trade, target consumer groups, and drivers of consumption that need to be addressed for designing and developing demand-reduction interventions.

Section 2 relates to provision of information on demand-reduction programmes and activities being developed or implemented, particularly looking at the different consumer groups, products and behaviours being targeted, tools being used, and the stakeholders involved.

Section 3 relates to provision of information on community-awareness programmes and on activities being developed or implemented, particularly looking at the different communities targeted, the tools used and the stakeholders involved.

Sections 4 and 5 relate to provision of information on best practices and challenges experienced in the implementation of this work.

Section 6 requests any relevant additional information. Parties are encouraged to provide additional information relevant to the demand reduction research and programmes being implemented. In particular Parties may wish to outline any further work that is planned, including how any lessons learned from work undertaken to date will influence the design of future work.

Tables for the relevant sections are provided in this guidance document to facilitate easy input of information in a structured manner and Parties may wish to use these tables as the template for their responses. Not all the sections, nor all the columns in each section, will be relevant to all Parties but please provide information where this is applicable.

Parties are encouraged to complete the template electronically where possible, to allow the boxes to expand as needed to the information you are inputting. This guidance has been produced with the support of TRAFFIC, which has offered the services of its local staff to assist any Party that may need help in completing its report.

## **1. RESEARCH PROGRAMMES**

Please fill in columns 1A-1G in Table 1 overleaf with the following information (where applicable and appropriate):

### **1A. What key research has been conducted or planned in your country to provide an objective and scientific basis for your country's efforts to reduce demand for rhino products?**

Please list the research projects or report title, which organizations conducted (or will conduct) the research, when it was conducted, together with relevant citations or bibliographies and web links, if available. If possible, please also provide the relevant research reports to the Working Group.

This can be research that was conducted by governmental agencies, academic institutions, the private sector, non-governmental organizations or any combination.

Please include information on any research project that was not focused specifically on rhino products but included products of other endangered species.

### **1B. What rhino products did the above research cover?**

Please indicate whether the research examined all rhino products or only products for specific uses such as traditional medicinal use, ornamental, detoxicant, etc.

### **1C. What geographical area did the research cover?**

Please indicate the area covered by the research, e.g. whether it was nationwide or focused only on specific cities or regions.

### **1D. What consumer groups, if any, did the research identify?**

Please indicate whether the research identified any key consumer groups, e.g. traditional medicine users, business community, housewives, youth, etc.

### **1E. What key drivers and/or consumption behaviours did the above research identify, if any?**

Please indicate whether the research identified any key drivers or behaviours that needed to be addressed, e.g. consumption for health purposes, to attain social status, consumption as a result of peer pressure, as part of company culture, to respect traditional practices, purchase of rhino horn as an investment, etc.

### **1F. What factors, if any, did the above research identify as effective in changing consumption behaviour?**

Please indicate whether the research identified any factors that dissuaded users from consumption, such as legislation, enforcement action, conservation awareness, prevalence of fake products, etc. Did the research identify any particular barriers to the effectiveness of measures deployed to reduce consumption.

### **1G. What recommendations did the research provide, if any?**

Please outline any key recommendations resulting from the research.

TABLE 1. RESEARCH PROGRAMMES

1A. RESEARCH PROJECT OR REPORT TITLE	1B. PRODUCTS COVERED	1C. GEOGRAPHICAL AREA COVERED	1D. CONSUMER GROUPS IDENTIFIED	1E. DRIVERS OR CONSUMPTION BEHAVIOURS IDENTIFIED	1F. FACTORS IDENTIFIED	1G. RECOMMENDATIONS

## **2. DEMAND REDUCTION PROGRAMMES AND ACTIVITIES**

Please fill in columns 2A-2G in Table 2 overleaf with the following information (where applicable and appropriate):

### **2A. What key programmes, campaigns or activities have been or will soon be conducted in your country to reduce demand and consumption of these products?**

Please list the programmes, campaigns or activities, giving a brief title and description of the work conducted, providing any relevant web links or references for further information, if available. Please provide any relevant leaflets, fact sheets or other information materials relevant to the Working Group.

This can be programmes conducted by governmental agencies, academic institutions, the private sector, non-governmental organisations or any combination.

Please include information on programmes not aimed specifically at rhino products but including these among products from other endangered species.

### **2B. What products did the above programmes cover?**

Please indicate whether the programme was aimed at all rhino products or only products for specific uses, such as traditional medicinal use, ornamental, detoxicant, etc.

### **2C. What consumer groups did the above programmes target, if any?**

Please indicate whether the programmes identified any key consumer groups as target audiences, e.g. traditional medicine users, business community, housewives, youth, etc.

### **2D. What drivers and/or consumption behaviours did the above programmes target, if any, and were any other drivers and/or consumption behaviours identified in the process?**

Please indicate whether the programmes targeted or identified any key drivers or consumption behaviours e.g. influencing beliefs about health benefits, encouraging societal or peer pressure, changing corporate culture, highlighting the criminality of the consumption, etc.

### **2E. Which stakeholders were involved in the development and/or implementation of the above programmes?**

Please indicate which stakeholders, partners or influencers were involved in the development and/or implementation of the programmes, including other government agencies, the private sector, corporate leaders, non-governmental organizations, media outlets, etc.

### **2F. What marketing and communication tools were used in the implementation of the programmes?**

Please indicate the communications and marketing tools used, including posters, leaflets, billboards, radio announcements, television slots, media articles, social media, etc.

### **2G. What impact did the programmes achieve?**

Please indicate what impact was achieved by the programme. This could be in terms of measurable reduction in consumption, changes in market availability, consumer research results, measurements of the awareness raised by the programme, etc. Please also indicate what approaches to measuring impact have been most effective and how any ongoing assessment of impact in the future could be addressed.

**TABLE 2. DEMAND REDUCTION PROGRAMMES & ACTIVITIES**

2A. DESCRIPTION OF ACTIVITY	2B. PRODUCT TARGETED	2C. TYPE OF CONSUMER TARGETED	2D. DRIVER OR CONSUMPTION BEHAVIOUR TARGETED	2E. STAKEHOLDERS INVOLVED	2F. MARKETING OR COMMUNICATIONS TOOLS USED	2G. IMPACT ACHIEVED

### **3. COMMUNITY-AWARENESS PROGRAMMES AND ACTIVITIES**

Please fill in columns 3A-3I in Table 3 overleaf with the following information (where applicable and appropriate):

**3A. What key programmes, campaigns or activities have been or are about to be conducted in your country that are aimed at enhancing community awareness with regard to the economic, social and environmental impacts of wildlife trafficking.**

Please list the programmes, campaigns or activities, giving a brief title and description of the work conducted, providing any relevant web links or references for further information, if available. Please also provide any relevant leaflets, fact sheets or other information materials relevant to the Working Group.

The programmes might have been conducted by governmental agencies, academic institutions, the private sector, non-governmental organisations or any combination.

Please include information on programmes not focused specifically on rhinos but including rhinos among other endangered species.

**3B. What communities did the above programmes target, if any?**

Please indicate whether the programmes targeted any particular communities, for example local communities that live in the immediate vicinity of conservation areas.

**3C. What drivers and/or behaviours did the above programmes target, if any, and were any other drivers and/or behaviours identified in the process?**

Please indicate whether the programmes targeted or identified any key drivers or behaviours, e.g. encouraging societal or peer pressure, supporting community policing projects?

**3D. Which stakeholders were involved in the development and/or implementation of the above programmes?**

Please indicate which stakeholders, partners or influencers were involved in the development and/or implementation of the programmes, including other government agencies, the private sector, corporate leaders, non-governmental organizations, media outlets, etc.

**3E. What marketing and communication tools were used in the implementation of the programmes or to increase public awareness about the economic, social and environmental impacts of illicit trafficking in wildlife?**

Please indicate the communications and marketing tools used, including posters, leaflets, billboards, radio announcements, television slots, media articles, social media, etc.

**3F. What impact did the programmes achieve?**

Please indicate what impact was achieved by the programme. This could be in terms of measurements of the awareness raised by the programme, etc. Please also indicate what approaches to measuring impact have been most effective and how any ongoing assessment of impact in the future could be addressed.

**3G. Do you have any systems or programmes that encourage the general public to report illegal activities related to wildlife trade to appropriate authorities for further investigation?**

Please indicate the nature of these systems or programmes, if any. Examples would be: a national system for managing information from confidential informers; any app. (application for use on handheld electronic devices) that can be used by the public to submit information to authorities; a crime line for anonymous tip-offs; etc. Please also indicate what impact has been achieved by these systems or programmes. This could be indicated in terms of the number of incidents of wildlife crime reported through these systems or programmes, the accuracy and reliability of information received, the authorities to which information received can be channelled through these systems, any successes achieved and how monitoring and evaluation is conducted.

**3H. Do you use the results of analyses of information and intelligence on wildlife crime as part of the design of community-awareness campaigns?**

Please indicate whether the results of analyses of criminal information and intelligence have ever been used to assist in the design of community-awareness campaigns, e.g. to inform the public of significant illegal trade in a particular species, to calculate the cost implications to deploy governmental law enforcement resources to combat these crimes, or to determine the environmental impact on national resources and local communities.

**3I. Do any formal structures exist in your country that serve as a platform for the community to engage with national agencies responsible for wildlife law enforcement, or to support them?**

Such structures could, for example, be Community Police Forums (CPFs) or similar structures, that include organizations and institutions such as schools, ratepayers associations, civic organizations, businesses, local communities that live in the immediate vicinity of conservation areas, and religious institutions, working in partnership with the local police.

Another example would be a project where non-sworn (civilian) Community Service Officers without full police powers provide support in crime prevention, investigation and response.



TABLE 3. COMMUNITY-AWARENESS PROGRAMMES & ACTIVITIES

3A. DESCRIPTION OF ACTIVITY	3B. COMMUNITY TARGETED	3C. DRIVER OR BEHAVIOUR TARGETED	3D. STAKEHOLDERS INVOLVED	3E. MARKETING OR COMMUNICATIONS TOOLS USED	3F. IMPACT ACHIEVED	3G. PROGRAMMES FOR PUBLIC TO REPORT	3H. USE OF ANALYSIS TO INFORM DESIGN	3I STRUCTURES TO ENGAGE WITH AGENCIES

#### **4. BEST PRACTICES**

**Please outline here any best practices that were identified during the development and implementation of the demand reduction/community-awareness programmes or activities conducted so far.**

#### **5. CHALLENGES**

**Please outline here any challenges that were encountered during the development and implementation of the demand reduction/community-awareness programmes or strategies, and steps that were taken to overcome them.**

#### **6. ADDITIONAL INFORMATION**

Please attach to this questionnaire any additional information relevant to the demand reduction/community-awareness programmes and strategies your country has implemented that might be of use to the Working Group. In particular Parties may wish to outline any further work that is planned, including how any lessons learned from work undertaken to date will influence the design of future work.