



CITES Asian Regional Training Seminar on Demand Reduction Strategies to Combat Illegal Trade in CITES-listed Species

10 -11 October 2023, Botanic Gardens, Singapore

Provisional Programme

Objectives

1. To build capacity for CITES Parties in the Asian region and their partners in the use of the Guidance for CITES Parties to Develop and Implement Demand Reduction Strategies to Combat Illegal Trade in CITES-listed Species, including the identification of priority species for pilot projects in each country
2. To facilitate exchanges of experiences among Asian Parties and identify key partners within the country around the design and implementation of demand reduction strategies
3. To provide 'clinics' where especially challenging issues can be discussed, and technical support needed

10 October

Time	Agenda item	Lead
09:00	<ul style="list-style-type: none">• Opening remarks by the CITES Secretariat• Welcome remarks by the host country	CITES Secretariat Singapore
09:10	Background and objectives of demand reduction initiatives in CITES	CITES Secretariat
09:25	Presentation of CITES Guidance on Demand Reduction Strategies: The Five-Step approach / 10 Benchmarks	TRAFFIC
09:50	Experiences in demand reduction in Singapore	Singapore
10:00	Deep dive discussions on each step (in break-out groups) Step 1: Identifying the species and types of consumption behaviours to change	Participating Parties supported by selected experts
10:30	Refreshment break	All
11:00	Deep dive discussions on each step (in break-out groups) Step 2: Identifying the audience segment to target Step 3: Identifying the most effective approaches to reduce demand Step 4: Identifying messages and messengers for impact	Participating Parties supported by selected experts
12:30	Lunch break	

14:00	Deep dive discussions on each step (in break-out groups) Step 5: Implementing, evaluating, and refining - Additional case studies	Participating Parties supported by selected experts
14:30	Plenary discussion: Reporting back by break-out groups and sharing Party perspectives	Parties
15:30	Refreshment break	All
16:00	Q&A	Selected experts
16:50	Wrap-up of Day 1	CITES Secretariat
17:00	Closure of Day 1	

11 October

Time	Agenda item	Lead
10:00-11:30	Tour of the Botanic Gardens (a UNESCO World Heritage Site)	Singapore
12:30	Lunch	All
14:00	Welcome and recap of day 1	CITES Secretariat
14:10	Clinics on key topics <ul style="list-style-type: none"> • Identifying the behaviour to change • Target audience segmentation • Behaviour change strategies • Measuring impact 	Selected experts
15:30	Refreshment break	All
16:00	Plenary discussion around CoP19 Decisions including demand reduction commitments <ul style="list-style-type: none"> • Priority species for pilot projects in each country for the use of the Guidance • Potential messages, messengers and mechanisms for delivering demand reduction commitments • Barriers to implementation • Resources and support available to address barriers 	Parties to facilitate
16:50	Wrap-up of Day 2	CITES Secretariat
17:00	Closure of workshop	

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