

CONVENTION ON INTERNATIONAL TRADE IN ENDANGERED SPECIES
OF WILD FAUNA AND FLORA



Sixty-ninth meeting of the Standing Committee
Geneva (Switzerland), 27 November -1 December 2017

SUPPORT FOR IMPLEMENTATION OF CITES
DECISION 17.48 ON *DEMAND REDUCTION*

1. This document has been submitted by the United States of America in relation to agenda item 15 on *Demand reduction: Report of the Secretariat*. The document does not reflect the official position of the United States. However, the document presents the views of certain representatives of the private sector that may help inform the discussion.*
2. The document, in English only, was prepared by representatives of TRAFFIC and pertains to Agenda Item 15.

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Support for implementation of CITES Decision 17.48 on Demand Reduction

Significant progress on highlighting demand-focused interventions was achieved at the 17th Meeting of the Conference of the Parties with the adoption of Resolution Conf. 17.4 on 'Demand reduction strategies to combat illegal trade in CITES-listed species'. Parties also adopted a series of Decisions on demand reduction, including Decision 17.48, which sets in motion an assessment of best practices, challenges, strategies and programmes towards increasing the effectiveness of efforts to reduce demand for illegal wildlife specimens, **and the development of CITES guidance on demand-reduction strategies.**

This Inf.Doc outlines opportunities to support delivery of the CITES guidance under that Decision, and recognises that demand reduction adds a critical set of approaches to existing efforts addressing the complexities of human behaviour driving poaching, trafficking and consumption of illegal wildlife products.

Several initiatives have been developed, many of which—as detailed below—are already being delivered through support from the United States of America via the USAID-funded Wildlife Trafficking Response Assessment and Priority Setting (Wildlife TRAPS) project implemented by TRAFFIC, in partnership with IUCN, and with additional support from other donors acknowledged in this document.

1. Demand Reduction Community of Practice

Decision 17.48 calls for the identification of best practices and challenges experienced by Parties in their development of long-term demand reduction strategies. It is crucial that the identification of best practices in the Social and Behavioural Change Communications (SBCC) used to deliver demand reduction, are based on evidence, insight and experience from the application of relevant disciplines. These include behavioural economics, social marketing and environmental psychology, in fields such as public health, international development and environmental protection.

A demand reduction 'Community of Practice' has been established, to promote and facilitate exchanges around how this evidence, insight and experience can be best applied for conservation impact. Since the *Changing Behaviour to Reduce Demand for Illegal Wildlife Products* workshop¹ held in Hong Kong in March 2016, Community membership has grown to include almost 300 individuals from public, private, civil society, NGO/IGO and academia. Representatives from relevant government agencies are involved, as are many others implementing SBCC approaches from key IGOs and NGOs active around these issues. These include: IUCN Commission on Communications and Education; UN Environment; UNDP; the World Bank; WWF; WildAid; IFAW; FREELAND; WCS; HSI; as well as project teams such as those working on USAID Wildlife Asia.

Community of Practice members are regularly engaged in various interactions, as follows:

- **Monthly Newsletter** - covering new publications, research findings and member activities;
- **Monthly Webinar** - engaging experts in behavioural science on a theme of interest;
- **Quarterly Steering Group meeting** - to exchange updates on priorities and plans;
- **Expert Roundtables, 'Business Breakfasts', Learning Lunches** and other events;
- **Briefing Notes, technical reports and research papers;**
- **'Good Practice Guidelines'** on relevant issues - e.g. measurement of impact;
- **Masterclasses** on facets of SBCC messaging; messengers and mechanisms.

2. Wildlife Consumer Behaviour Change Toolkit

An online tool to support collaborative efforts in influencing purchasing preferences and buyer behaviour, the **Wildlife Consumer Behaviour Change Toolkit** (www.changewildlifeconsumers.org), has been developed by TRAFFIC and FrogLeaps (<http://www.frogleaps.org/>). This was achieved through support received from GIZ on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) and the German Federal Ministry for Environment, Nature Conservation, Building and Nuclear Safety (BMUB), and also support from the World Bank and Dutch Ministry of Economic Affairs.

This Toolkit is a **repository of technical information, research evidence and SBCC resources, that also serves as a communications platform and coordination hub for the Community of Practice.** More than 200 resources are already available drawing from best practice in the social and behavioural sciences, as well as broader media, business management and communications. These resources include, *inter alia*, expert

¹ <http://www.traffic.org/home/2016/3/11/changing-consumer-choice-experts-gather-to-ensure-a-future-f.html>

interviews, film footage, links to academic and consumer research reports, case studies featuring success stories and lessons learned, TEDx talks, journal articles, briefing papers and other materials. Interactive components of the Toolkit include a Webinar Gallery plus 'Members Area' and Discussion Forums, where registered participants can 'Ask an Expert', learn more about upcoming events and activities, and share information about their current or upcoming campaigns (i.e. including messaging and key visuals). The aim of all these elements is to **support efforts to improve collaboration and coordination around demand reduction priorities, and to enable the sharing of experience and perspectives in what works and what does not**².

3. Review of existing demand-reduction studies and material

Decision 17.48 calls for 'a review of existing demand reduction studies and material... and the outcomes of demand-reduction workshops and initiatives that have taken place in recent years'. In 2014, the UK Government's Department of Environment, Food and Rural Affairs commissioned WWF, TRAFFIC, Imperial College London and the University of Oxford to undertake such a review, including a comprehensive evidence and literature review, with the aim of improving understanding of the most effective interventions and to produce tools and guidance to support governments, non-government organisations (NGOs) and others in developing their demand reduction strategies. **This research will be made available at www.changewildlifeconsumers.org**

4. Illegal Trade in Wildlife and Forest Products Communications Handbook

In October 2017, TRAFFIC conducted an independent evaluation of the national level roll-out in Viet Nam of the workshop and workbook associated with the draft *Illegal Trade in Wildlife and Forest Products Communications Handbook*, developed by PCI Media Impact and UN Environment. The evaluation framework and methodology applied could easily be replicated to identify the challenges experienced by Parties in their development and implementation of demand reduction strategies, and to provide technical advice and reference material to address issues arising. **In addition, elements of the Guidance and other activities prioritised under Decision 17.48 could make use of readily available resources such as this and support up-take by Parties around specific facets.**

5. Expert Workshop

Decision 17.48 b) calls for an **experts' workshop** at which Parties can review the report of the consultant mentioned in Decision 17.48 a). **Using existing resources TRAFFIC could provide matching funding and co-host such an experts' workshop** to enable Parties to review the report and agree the practical steps to be taken. Outputs would then inform recommendations for the Standing Committee to submit to the 18th meeting of the Conference of Parties for consideration.

This proposed workshop could in turn provide a foundation for a **Behaviour Change Conference** currently in development to precede the London Conference on Illegal Wildlife Trade in October 2018. The purpose of this Behaviour Change Conference would be to support delivery of some of the practical next steps to be taken, potentially including **capacity building around developing effective demand reduction strategies that achieve measurable changes** in the behaviour of illegal wildlife product consumers. Again, TRAFFIC is in a position to provide matching funding using existing resources towards the costs of this proposed Conference.

6. Roadmaps to Demand Reduction

Strategies developed by Parties based on discussion at the experts' workshop and Behaviour Change Conference could be captured through '**Roadmaps to Demand Reduction**'. A template for these is already available to Parties, and was trialled with member economies of the Asia Pacific Economic Cooperation (APEC) forum at the *APEC Capacity Building Workshop for Demand Reduction* (Hanoi, Viet Nam, October 2014). The template was subsequently refined at the workshop on *Demand Side Strategies to Curb the Illegal Ivory Trade* convened by the CITES Secretariat and the China CITES Management Authority (Hangzhou, China, January 2015); and further adapted and discussed with Parties during a side-event at CITES CoP17 in October 2016. **A final version of the Roadmap is available on www.changewildlifeconsumers.org** (see Annex I).

² <http://www.traffic.org/home/2017/7/13/top-ranking-for-wildlife-behaviour-change-toolkit.html>

The Roadmap structure reinforces the **Five Step Process and Principles** established through CITES Decision 16.85, pursuant to rhino horn demand reduction strategies and the need for measurable impact (see *CoP16 Doc. 54.1 (Rev. 1) Annex*);

- Objective and science-based approach
- Targeted solutions, aimed at key user groups
- Wide and comprehensive stakeholder involvement
- Draw upon diverse expertise
- Governmental leadership

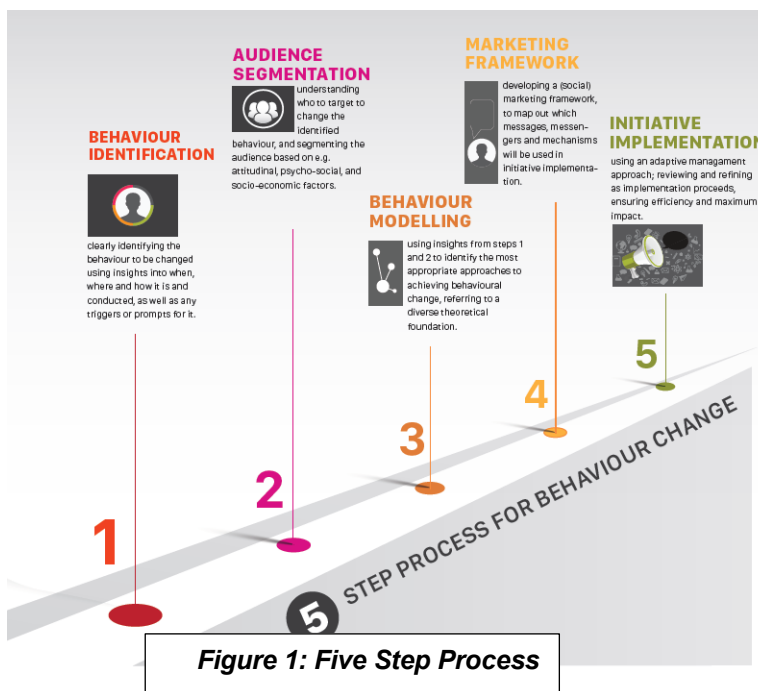


Figure 1: Five Step Process

Capacity building at the aforementioned Behaviour Change Conference, could thus be provided based around the 10 headings in the Roadmap (Annex 1).

7. Definitions

The need for consistency around use of the term 'demand reduction' could be met through clarifying understanding of **the Twin Track Approach** outlined in *'Powers of Persuasion: Conservation Communications, Behavioural Change and Reducing the Demand for Illegal Wildlife Products'* (adopted as an 'official document' by the High-Level Forum on Risk at the 5th Meeting of the Task Force on Countering Illicit Trade³).

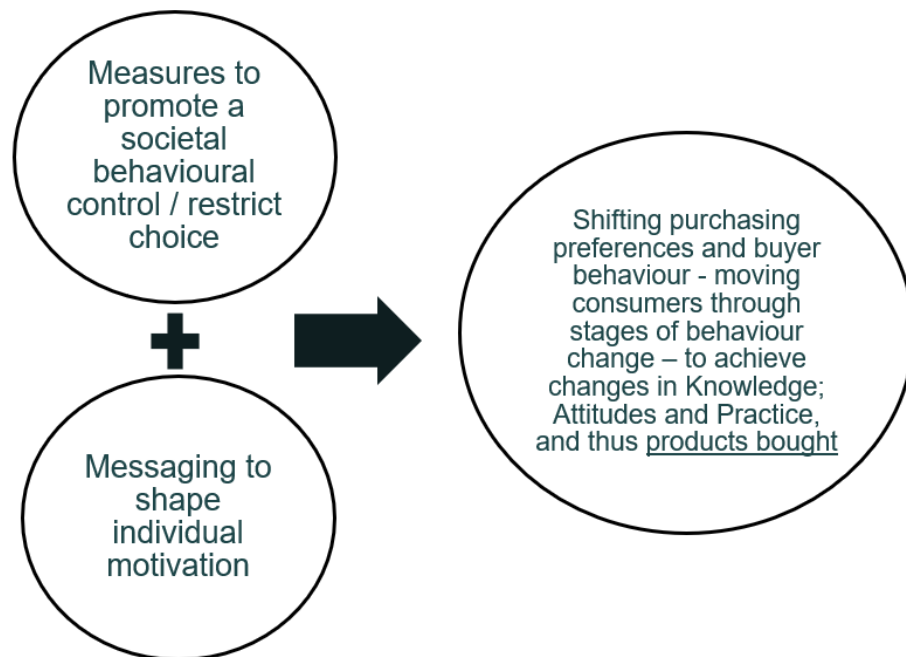
The Twin Track Approach has been discussed previously by the Community of Practice and underpins various SBCC initiatives delivered by TRAFFIC and other practitioners.

Track One involves measures to impose a societal behavioural control (e.g. policies, regulation and law enforcement) or restrict consumer choice (e.g. retailers removing offers for sale).

Track Two involves messaging, issued by messengers influential with target audiences, to shape individual motivation; as below.

³ [http://www.oecd.org/officialdocuments/publicdisplaydocumentpdf/?cote=GOV/PGC/HLRF/TFCIT/RD\(2017\)11&docLanguage=En](http://www.oecd.org/officialdocuments/publicdisplaydocumentpdf/?cote=GOV/PGC/HLRF/TFCIT/RD(2017)11&docLanguage=En)

Figure 2: Twin Track Approach



8. Monitoring and Evaluation (M&E)

M&E Good Practice Guidelines around how to measure the impact of demand reduction initiatives in changing consumer behaviour are in the final stages of production by TRAFFIC. These provide comprehensive information around how to measure the impact of demand reduction messages as well as their reach, and actual behaviour change amongst illegal wildlife product consumers. A draft of this resource was reviewed by six international experts in impact evaluation and discussed with Community of Practice members during a Roundtable at an Illegal Wildlife Trade Symposium in Oxford, UK (September 2017). The final version will be shared on: www.changewildlifeconsumers.org

References

Burgess, G., and Compton, J. (2013). Editorial. *TRAFFIC Bulletin*, 25(2):41. TRAFFIC, Cambridge, UK.

Zain, S. (2012). *Behaviour Change We Can Believe In. Towards A Global Demand Reduction Strategy for Tigers*. TRAFFIC, Cambridge, UK. 23 pp. http://www.traffic.org/species-reports/traffic_species_mammals71.pdf

TRAFFIC (2016a). 20 top tips for effective behavioural change communications, when attempting to reduce demand for illegal wildlife products. <http://www.change-wildlifeconsumers.org/wp-content/uploads/2016/10/20-TOP-TIPS-COMIC-POSTER.pdf>

TRAFFIC (2016b). *Changing behaviour to reduce demand for illegal wildlife products: workshop proceedings*. http://www.traffic.org/general-reports/traffic_pub_gen108.pdf

TRAFFIC (2016c). Powers of Persuasion? Conservation communications, behavioural change and reducing demand for illegal wildlife products. *TRAFFIC Bulletin* 28(2):65–73.

Wildlife Consumer Behaviour Change Toolkit: www.changewildlifeconsumers.org

In prep: Social and Behavioural Change Communications: Good Practice Guidance for Monitoring and Evaluation (TRAFFIC, 2017)

Annex 1: Roadmap to Demand Reduction – 10 headings that could provide a structure for NDF style Guidance for Parties

ROADMAP for A CONSUMER BEHAVIOUR CHANGE INITIATIVE TO REDUCE DEMAND FOR ILLEGALLY TRADED WILDLIFE PRODUCTS

This 'Roadmap to Demand Reduction' is based on that shared in the [APEC 'Capacity Building for DR' Workshop – Hanoi, 2014](#); presented at the [China / CITES 'Demand Side Strategies' Workshop – Hangzhou, 2015](#); and at a side event at the [CITES 17th Conference of Parties, Johannesburg, 2016](#). It provides an example 'implementation framework' for delivery against international commitments to reduce demand for illegal wildlife products.

1. What consumer 'motivation' is influencing demand?	2. What species are impacted by this motivation in my country?	3. Which specific consumption behaviour is associated with this motivation in my country?	4. Which specific audience should be targeted in relation to this behaviour in my country?	5. What sorts of messages might be used to undermine this motivation and change behaviour?	6. What sorts of messengers might be used to share these messages with the target audience?	7. What are some of the 'mechanisms' that could be used by messengers delivering these messages?	8. What are the barriers that might need to be considered and addressed?	9. What is the specific behaviour change impact being sought & how will this be measured?	10. What resources (human / financial / time) will be required to do this in my country, and from who?
<p>Will be completed by those preparing the Global Support Programme</p> <p>Examples could include:</p> <p>"Status"</p> <ul style="list-style-type: none"> To display newfound wealth, to 'impress' social or professional peers 	<p>To be identified by those designing the DR initiative</p> <p>Examples could include:</p> <ul style="list-style-type: none"> Rhinoceros Elephant Tiger 	<p>To be completed by those designing the DR initiative – identified through consumer research: 'Step 1' in Five Step Process to Behaviour Change</p> <p>Examples could include:</p> <ul style="list-style-type: none"> Overtly consuming rhino horn in social settings 	<p>To be completed by those designing the DR initiative – identified through consumer research: 'Step 2' in Five Step Process to Behaviour Change</p> <p>Examples could include:</p> <ul style="list-style-type: none"> 30-55 year old middle-class males in urban centres 	<p>Will be completed by those preparing the Global Support Programme</p> <p>Examples could include:</p> <ul style="list-style-type: none"> Enhance your status through your Chi; invite hardship by using e.g. rhino horn Demonstrate true status through the consumption of experiences - not products 	<p>Will be completed by those preparing the Global Support Programme</p> <p>Examples could include:</p> <ul style="list-style-type: none"> Iconic / influential Business leaders Hospitality and luxury brands industries Social and cultural 'elite' and 'high-society' members 	<p>Will be completed by those preparing the Global Support Programme</p> <p>Examples could include:</p> <ul style="list-style-type: none"> Themed talks, debates and lectures with Business networks; Directors Clubs; umbrella bodies for corporates Social media posts and articles in business internet fora Features in corporate / finance magazines; corporate leader 'Op Eds' / content in Management Handbooks, etc. 	<p>Will be completed by those preparing the Global Support Programme</p> <p>Examples could include:</p> <ul style="list-style-type: none"> Removal of conservation branding Develop tools and resources that a clear business case for engagement – e.g. through CSR principles 	<p>To be completed by those designing the DR initiative – identified through consumer research: 'Step 5' in Five Step Process to Behaviour Change</p> <p>Examples could include:</p> <ul style="list-style-type: none"> 50% reduction in demand as measured through changes in expressed intent to purchase (measured through consumer research); and evidence of actual products purchased (measured through market research) 	<p>To be completed by those designing and the DR initiative</p>

What support would it be helpful to receive from those in the Demand Reduction 'Community of Practice', to complete this Roadmap?

What additional information would it be useful to access in the Wildlife Consumer Behaviour Change Toolkit (www.changewildlifeconsumers.org)?