

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



Seventieth meeting of the Standing Committee  
Sochi (Russian Federation), 1 - 5 October 2018

Strategic matters

DEMAND REDUCTION STRATEGIES TO COMBAT ILLEGAL TRADE  
IN CITES-LISTED SPECIES: REPORT OF THE SECRETARIAT

1. This document has been prepared by the Secretariat.
2. The Conference of the Parties, at its 17th meeting (CoP17, Johannesburg, 2016), adopted Decisions 17.44 to 48 on *Demand reduction* as follows:

**Directed to the Parties**

- 17.44 *Parties and technical and financial partners are encouraged to provide the financial and technical support necessary to promote and facilitate the implementation of demand-reduction strategies.*
- 17.45 *Parties that are destinations for illegal wildlife trade are encouraged to implement demand-reduction strategies and to report to the Standing Committee on the implementation of this decision.*
- 17.46 *Parties and partners that have implemented demand-reduction strategies and campaigns are encouraged to provide the Secretariat with relevant details on the measures implemented and lessons learnt before the 69th meeting of the Standing Committee, so that these may be shared with other Parties.*

**Directed to the Standing Committee**

- 17.47 *The Standing Committee shall assess the need for the development of CITES guidance on demand-reduction strategies and make recommendations for consideration by the Conference of the Parties at its 18th meeting.*

**Directed to the Secretariat**

- 17.48 *The Secretariat shall, subject to external funding:*
- a) *contract a consultant to:*
    - i) *engage with Parties that reported against Decision 16.85 paragraph c)\*<sup>1</sup> and any other Parties as may be appropriate to identify best practices and challenges experienced by these Parties in their development and implementation of long-term demand reduction strategies or programmes to combat trafficking in wildlife; and*

---

<sup>1</sup> \* China, Greece, South Africa and Zimbabwe – document CoP17 Doc. 68.

- ii) *conduct a review of existing demand-reduction studies and material, and the outcomes of demand-reduction workshops and other initiatives that have taken place in recent years;*
  - b) *convene an expert workshop for Parties to review the consultants' report and agree practical steps to be taken, including recommendations for the Standing Committee to submit to the Conference of the Parties at its 18th meeting;*
  - c) *support interested Parties in implementing demand-reduction strategies and provide necessary technical cooperation to those Parties on an ongoing basis;*
  - d) *prepare a report on the basis of the findings made through the activities outlined in paragraphs a) to c) in this decision, together with recommendations, on how to further enhance the effectiveness of such strategies or programmes to reduce demand for illegal wildlife specimens; and*
  - e) *report on progress on the implementation of the present Decision at the 69th and 70th meetings of the Standing Committee*
3. The Secretariat commissioned TRAFFIC to conduct the study as described in Decision 17.48, paragraph a). To gather relevant information in support of the study, the Secretariat and TRAFFIC developed a questionnaire. This questionnaire was made available to Parties as an Annex to Notification to the Parties No. 2018/056 of 31 May 2018.
4. A summary of the progress made with the study is attached to the present document as an Annex. At the time of writing, arrangements are in place for the Secretariat to, in collaboration with TRAFFIC, convene an expert workshop in accordance with Decision 17.48, paragraph b). This workshop is scheduled to take place in November 2018.

#### Discussion

5. The Standing Committee at its 69th meeting (SC69, Geneva, November 2017), in accordance with Decision 17.47, assessed the need for the development of CITES guidance on demand-reduction strategies. The Committee agreed that a CITES guidance on demand reduction strategies is needed [see document SC69 Sum. 4 (Rev. 1)]. The Secretariat therefore suggests that the Committee seeks agreement of the Conference of the Parties at its 18th meeting to develop such guidance, taking into consideration the results of the study commissioned by the Secretariat in accordance with Decision 17.48, paragraph a), and any recommendations resulting from the workshop to be convened in accordance with Decision 17.48, paragraph b).

#### Recommendations

6. The Secretariat invites the Standing Committee to consider the following draft decisions, for submission to the 18th meeting of the Conference of the Parties:

#### **Directed to the Secretariat**

18.AA *The Secretariat shall, subject to external funding:*

- a) *contract a consultant to develop CITES guidance on demand-reduction strategies to combat illegal trade in CITES-listed species, taking into consideration the results of the study commissioned by the Secretariat in accordance with Decision 17.48, paragraph a), and any recommendations resulting from the workshop convened in accordance with Decision 17.48, paragraph b);*
- b) *submit the draft CITES guidance on demand-reduction strategies to combat illegal trade in CITES-listed species to the Standing Committee for its consideration;*
- c) *support interested Parties in implementing demand-reduction strategies to combat illegal trade in CITES-listed species and provide necessary technical cooperation to those Parties on an ongoing basis.*

**Directed to the Standing Committee**

18.BB *The Standing Committee shall review the guidance developed in accordance with Decision 18.AA, and make recommendations for consideration by the Conference of the Parties at its 19th meeting.*

## SUMMARY OF THE PROGRESS MADE WITH THE STUDY UNDERTAKEN IN RELATION TO DECISION 17.48

1. This document has been prepared by TRAFFIC to summarize progress so far, in respect of a research study pursuant to CITES Decision 17.48a. This document is intended to;

- provide a summary of the approaches undertaken in relation to Decision 17.48 a i)
- provide emerging insights in relation to Decision 17.48 a i) and
- provide a summary of the process being undertaken in relation to Decision 17.48 a ii)

Parties should note that this document is not intended to be the final deliverable associated with 17.48a i or ii). This will be submitted as a Briefing Paper to SC70, and as a fuller 'Consultant's Report' to the Expert Workshop referred to in Decision 17.48 b.

2. This Annex should be read in conjunction with the Secretariat's Demand Reduction Report to SC70, per para 6. More detail is available in SC69 Doc. 37 as here:  
<https://cites.org/sites/default/files/eng/com/sc/69/inf/E-SC69-Inf-37.pdf>

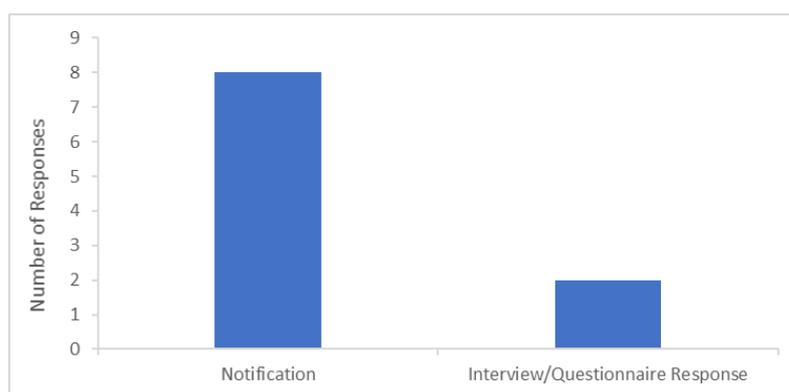
3. Any questions regarding this Annex should be directed to TRAFFIC Behavioral Change Coordinator, Gayle Burgess ([gayle.burgess@traffic.org](mailto:gayle.burgess@traffic.org)) in the first instance.

### **Overview of process in relation to Decision 17.48 a i)**

Notification 2018/056<sup>2</sup> was issued by the CITES Secretariat on 31<sup>st</sup> May 2018. Responses were requested by 10<sup>th</sup> July 2018. Four responses were received from Parties by the deadline. A further four were received after the deadline and two more promised but still pending at the time of writing.

TRAFFIC also sought interviews with 19 Parties and ten 'broader stakeholders'. These included seven NGOs heavily involved in delivering communications to reduce demand for illegal wildlife products (IFAW; FFI; Freeland; HSI; WCS; WildAid; WWF). Of these invitations to interview, at the time of writing three have been completed with Parties and two with broader stakeholders. One additional interview with a Party and one with a stakeholder are pending completion. In addition to the interviews, three written responses were also received, all from stakeholders.

For the purpose of the pages that follow therefore, the responses from 10 Parties are considered.



*Figure 1 Number of respondents to the notification and questionnaire.*

<sup>2</sup> Available at: [https://www.cites.org/sites/default/files/notif/E-Notif-2018-056\\_0.pdf](https://www.cites.org/sites/default/files/notif/E-Notif-2018-056_0.pdf)

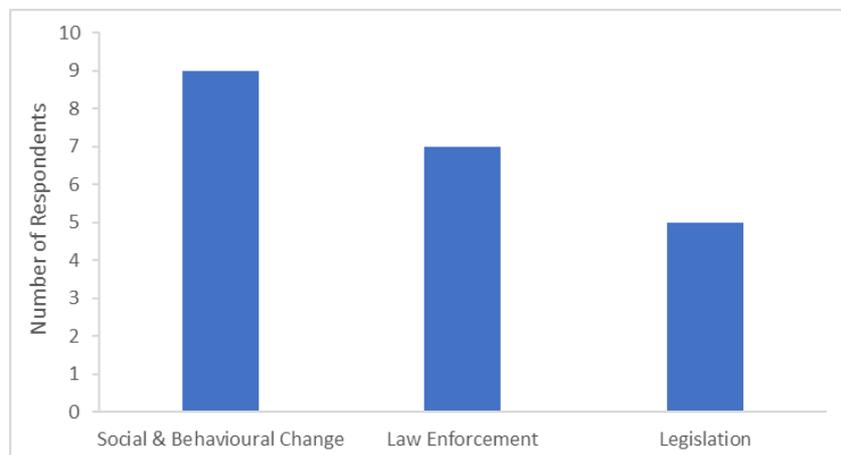
## **Overview of progress in relation to Decision 17.48 a i)**

The following review relates to responses received from Parties only. Early insights and observations arising are presented below and overleaf, but it is noted that these are provisional. The following methodology was employed:

- A summary of general trends has been presented, rather than detailed information for every question responded to
- Not all respondents answered all aspects completely, where there are answers missing, this is totaled as a 'no response' rather than a negative response.
- Where respondents gave multiple answers to a single question, all responses were considered and the total number of respondents who gave that answer were totaled.

### *Regarding understanding of demand reduction*

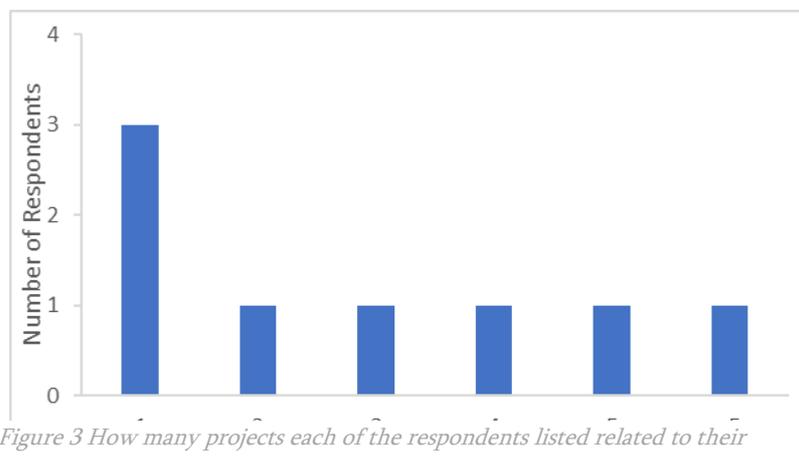
Responses were analysed to see how the respondents defined demand reduction. Responses were grouped into definitions relating to social & behavioural change, law enforcement and legislation. All respondents provided a definition and the most common related to social & behavioural change (Figure 2). Five of the respondents included all three categories (social & behavioural change, law enforcement and legislation) in their definition.



*Figure 2 How each of the respondents define demand reduction.*

### *Regarding the number of demand reduction initiatives being delivered*

Eight respondents mentioned specific demand reduction projects they were involved with. There was a large range in the number of projects, with one respondent mentioning more than five (Figure 3).

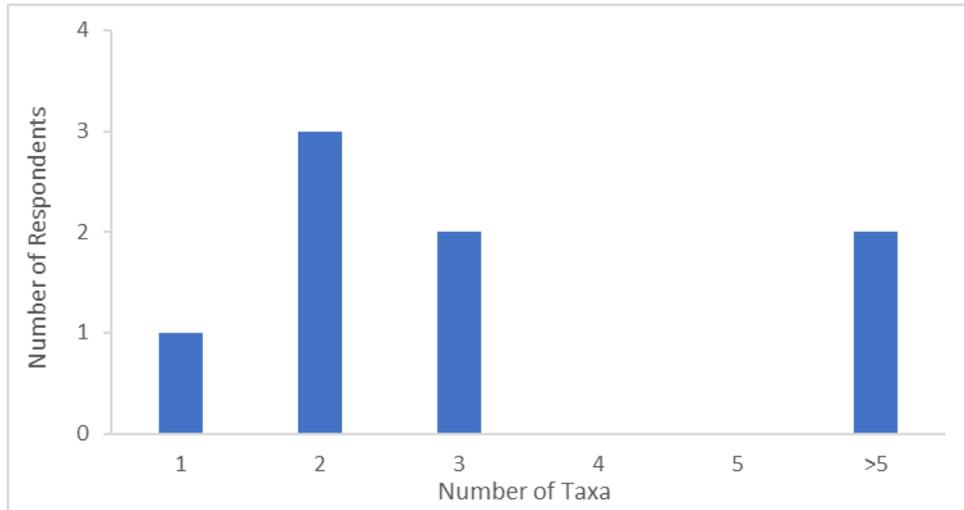


*Figure 3 How many projects each of the respondents listed related to their demand reduction work.*

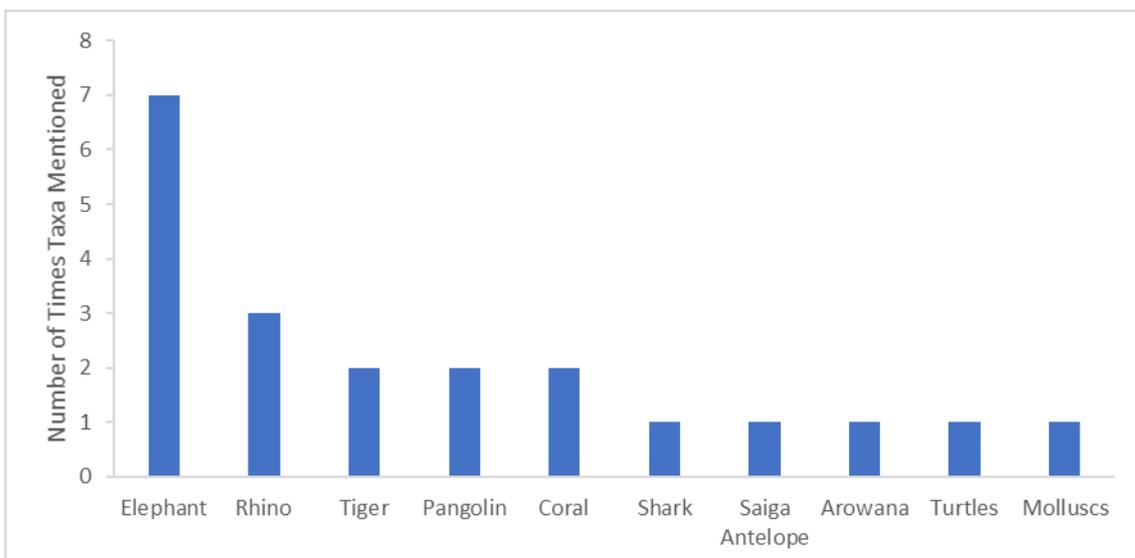
*Regarding the taxa targeted by demand reduction initiatives being delivered*

CITES regulates international trade in more than 35,000 species. Within this context, responses indicated that;

- Eight respondents mentioned specific taxa in relation to their demand reduction work, while two were performing demand reduction on more than five different taxa (Figure 4).
- Seven different respondents were engaged in demand reduction projects relating to elephants, the most for any taxa. Rhinos, pangolins, tigers and sharks combined were the subject of eight different demand reduction projects (Figure 5). Other taxa mentioned by respondents included corals, saiga antelope, arowana, turtles and molluscs.



*Figure 4 Number of taxa mentioned in relation to demand reduction by respondents.*



*Figure 5 Total Number of times specific taxa were mentioned in relation to demand reduction.*

Regarding the extent to which demand reduction initiatives were being designed or delivered in collaboration with others

- All respondents stated that they were collaborating with other organisations in their demand reduction strategies. Seven of the respondents were collaborating with at least three different organisations.
- Six of the respondents stated that they were collaborating with Civil Society for their demand reduction schemes. Overall there was a large breadth of collaboration which included the private and public sectors, academia and IGOs (Figure 6).

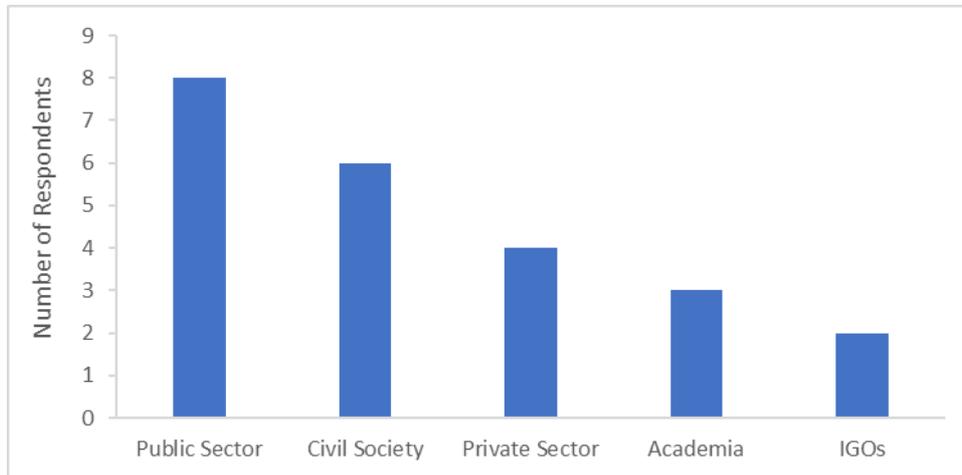


Figure 6 Which type of organisations the respondents were collaborating with for their demand reduction strategies.

Regarding challenges implementing demand reduction initiatives

- All respondents mentioned facing challenges relating to implementing demand reduction strategies. Five of the respondents listed two or more challenges that they faced relating to demand reduction.
- A variety of different challenges were listed by the respondents, but, the most regularly mentioned challenge was a lack of sufficient funding to carry out demand reduction projects (Figure 7). Other challenges of note that respondents faced included quantification of impact, legislation and alternative livelihoods.

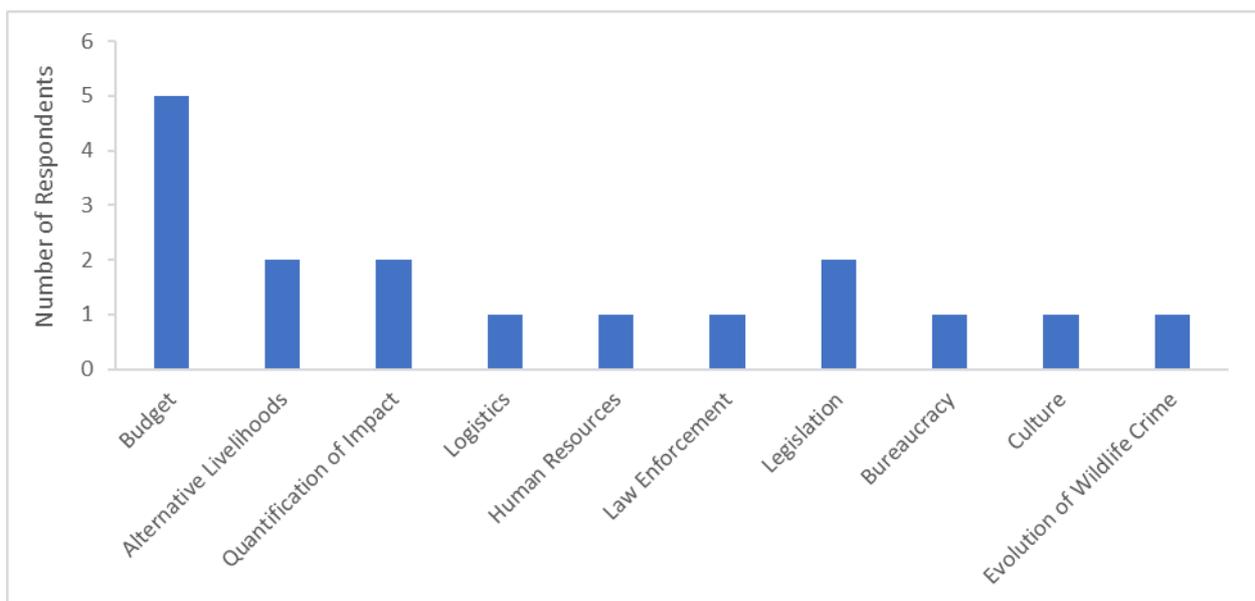


Figure 7 The challenges that respondents faced when implementing demand reduction strategies.

## **Discussion**

- From the limited number of responses received it is clear that demand reduction strategies are beginning to be implemented and that all of the respondents (who answered this specific question) were engaging in some form of demand reduction strategy.
- Demand reduction was understood by half of the respondents to include a mix of social & behavioral change approaches, legislation and enforcement; thus, a twin-track of messaging to shape motivation and measures to impose societal controls.
- Some taxa (e.g. elephant) seemed to be the subject of far more demand reduction strategies than other, similarly endangered, taxa. In addition, despite the number of species protected under the Convention yet illegally traded<sup>3</sup>, relatively few species benefit from demand reduction action. Focus seems to be on more enigmatic species that attract more funding.
- All respondents stated facing various challenges when implementing demand reduction strategies, but the responses to suggested capacity building needed were very limited. Further investigation in the strategies used by the respondents may identify further capacity building requirements.
- The responses provided solid evidence that collaboration is occurring, but whether that is between Parties in different countries, or between Parties and other government entities in that country, needs to be explored further.

## **Overview of process in relation to Decision 17.48 a ii)**

TRAFFIC is currently conducting a review of existing demand-reduction studies and material and the outcome of demand reduction workshops and other initiatives that have taken place in recent years.

Sources of evidence and data in this regard include responses to the Notification questionnaire / interview process received from key stakeholders, in addition to research studies and academic literature (including grey literature) available to the research team at this time.

Of particular note is a research study conducted under UK Government Defra funding, that both mapped demand reduction interventions that had been delivered to the end of 2015 and reviewed Chinese and Vietnamese language literature regarding evidence of what had and hadn't worked in influencing consumer choice, in fields beyond nature conservation. Further information regarding this work will be made available in due course.

## **Further analysis, discussion and recommendations to follow.**

TRAFFIC is in the process of preparing a fuller analysis of the responses received, for presentation in a Briefing Paper to SC70. A 'Consultant's Report' to the Expert Workshop referred to in Decision 17.48 b, will also be prepared and discussed in full with Parties and stakeholders, including a section on recommendations arising. This Workshop will be held mid- end November, 2018. Further information about this and other aspects of TRAFFIC's support, will be provided through the Social and Behavioural Change Community of Practice and on [www.changewildlifeconsumers.org](http://www.changewildlifeconsumers.org)

---

<sup>3</sup> [https://www.unodc.org/documents/data-and-analysis/wildlife/World\\_Wildlife\\_Crime\\_Report\\_2016\\_final.pdf](https://www.unodc.org/documents/data-and-analysis/wildlife/World_Wildlife_Crime_Report_2016_final.pdf)