EXAMPLES OF WAYS TO COMPLETE THE FORM IN ANNEX 1

TABLE 1. RESEARCH PROGRAMMES (selected examples only)

1A. RESEARCH PROJECT OR REPORT TITLE	1B. PRODUCTS COVERED	1C. GEOGRAPHICAL AREA COVERED	1D. CONSUMER GROUPS IDENTIFIED	1E. DRIVERS OR BEHAVIOURS IDENTIFIED	1F. DETERRENTS IDENTIFIED	1G. RECOMMENDATIONS
Species trade and conservation. Rhinoceroses. Assessment of rhino horn as a traditional medicine. A report prepared for the CITES Secretariat. Nowell.K. (CITES/TRAFFIC, 2012) http://cites.org/sites/default/files/eng/com/sc/62/E62-47-02-A.pdf	Rhino horn in traditional medicine	China, Taiwan (Province of China), Japan, South Korea and Viet Nam.	- Ill patients or family member of ill patients	- Influence by advice from practitioners, doctors, family members and friends. - Online sources. - Status - expensive items to show off (carving in China, rhino horn wine/tonic in Viet Nam).	n/a	- Control rhino horn trade effectively. -Review the legislative and policy, law enforcement and demand deterrents to address illegal trade.
A matter of attitude. The consumption of wild animal products in Hanoi, Viet Nam. Venkataraman. B. (TRAFFIC, 2007) http://www.traffic.org/general-reports/traffic_pub_gen1.pdf	Wild animal products in general.	Hanoi, Viet Nam	- Men consumed more wildlife products than women did. -Women tend to buy products perceived to be rare and beautiful - Entrepreneurs and officials.	- Social pressures and curiosity. - Health concern. - Gifts and souvenirs - Friends and family members can affect the consumers' behaviour		- Coordinate with popular news and entertainment websites to spread the message. - Learn from other campaign such as HIV/AIDS, traffic safety and drug abuse prevention - Engage well-known scientists or government officials as influencers. - High socio-economic status group should be the key target. - Need to create conservation activities for young people (especially university students) - Engage celebrities and influence young people in campaigns. -Stress that consuming certain wildlife species is illegal. - Engage government and business sectors in conservation projects.

TABLE 2. DEMAND REDUCTION PROGRAMMES & ACTIVITIES (selected examples only)

2A. DESCRIPTION OF ACTIVITY	2B. PRODUCT TARGETED	2C. TYPE OF CONSUMER TARGETED	2D. DRIVER OR BEHAVIOUR TARGETED	2E. STAKEHOLDERS INVOLVED	2F. MARKETING OR COMMUNICATIONS TOOLS USED	2G. IMPACT ACHIEVED
Educating Vietnamese Youth regarding wildlife trade (2006 – 07)	Wildlife in general	- Secondary school children; - Public	Awareness about the threats posed by wildlife trade	- Department of Education - TRAFFIC	- School exhibitions - Television - Posters - Internet	- 45 schools engaged - Celebrities called to action
'Don't Buy Trouble' Campaign (2010) http://www.traffic.org/home/2010/5/13/dont-buy-trouble-campaign-launched-at-noi-bai-airport.html	15 of Viet Nam's most common illegally traded species, including tiger, bears, elephant, rhinoceros, marine turtles, and pangolins	- Travellers - Tourists - General public	Raising awareness regarding wildlife protection laws	- Party Central Committee's Commission for Publicity and Education; - Noi Bai airport - Intrepid Travel tour company - DANIDA (Danish govt) - Galaxy Creative (advertising agency) - TRAFFIC	- Posters - Exhibition at Noi Bai Airport	- Potentially 4 million airport visitors reached
'Ao Lang – Village Pond' (2013) http://www.traffic.org/home/2013/5/22/water-puppet-theatre-spreads-the-message-to-protect-viet-nam.html	Endangered species in Viet Nam in general	- School children - General public	Awareness about the threats facing biodiversity in Viet Nam	Thang Long Water Puppet Biodiversity Conservation Association (BCA) TRAFFIC	Water puppet shows	- 45 schools engaged - Celebrities called to action