Notification No. 2018/056
Annex

Questionnaire on Demand reduction

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| **Country** |  |
| **Name of agency completing this questionnaire** |  |
| **Contact person (name, title, email, telephone)** |  |

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| 1. **Please describe your experiences in developing long-term demand reduction strategies, and provide information on the programmes, campaigns or activities developed in your country to reduce demand and consumption of illegal wildlife products?** (Please list the programmes, campaigns or activities, giving a brief title and description as well as timeframe and the aim 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) |
| 2. **What products did the above programmes cover?**(Please indicate whether the programmes aimed at all products from specific species such as all elephant, pangolin or tiger products or only products for specific uses, such as traditional medicinal use, ornamental, detoxicant, etc.) |
| 1. **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, homemakers, youth, etc. and how were these targets identified?) |
| 1. **How were the programmes developed?**

(Please describe the development and planning process of the programmes and indicate if the effort was led by governmental agencies, academic institutions, the private sector, non-governmental organizations or any combination. Please include information about the members of the project team and their expertise. For example, were external creative agencies involved or were project teams made up of members from various disciplines such as conservation practitioners, academic experts, or behavioural scientists, etc?) |
| 1. **What frameworks, approaches and resources, if any, were used and incorporated in the design and development of the demand reduction strategies?**

(Please indicate any theories, behavioral models or available resources, key research findings, tools, best practices or lessons learned, if any, that were incorporated into the design of the project. How were these identified or selected? Were there any organizations or experts you reached out to to get advice and expertise on demand reduction?) |
| 1. **How was the intervention, including communication strategies and messaging, designed?**

(Please indicate whether you think the problems were sufficiently analysed to justify choices of strategies. Were there efforts to gain insights based on evidence and consumer research, for instance, to identify key drivers or behaviors such as consumption for health purposes, to attain social status or purchase related to investment, etc. that need to be addressed? Were options for interventions pre-tested before implementation?) |
| 1. **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. How much of the programme was focused on face to face activities, engagement events and outreach? Were Champions or Ambassadors involved? If so, how were they identified and what was their role? What ‘rewards’ were they provided with to incentivise their participation?) |
| 1. **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. For example, were there any sharing of findings or data with other organizations?) |
| 1. **Did the programmes produce intended outcomes? What impact did the programmes achieve?**

(Please indicate what impact was sought and achieved by the programmes. 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. To what extent can these changes be attributable to the programmes? 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.) |
| 1. **What contributed to the programmes achieving its goals, i.e. best practices, if any?**

(Please describe what you think worked well and what contributed to the success of the programmes? For example, what factors were effective in changing consumption behaviors? What worked best for whom, why and when? Please also describe what you like most about the programmes and what has been done in an innovative way that makes the programmes different from others.)  |
| 1. **What were the challenges encountered, if any?**

(Please describe the challenges faced during the development or implementation of the programmes and how they were overcome. What else is helping or hindering the strategies to achieve their objectives and outcomes? How can the strategies achieve better outcomes? If a Party were to start a demand reduction project, what is the most important advice you could offer that might be of assistance to such a Party to address challenges that could arise?) |
| 1. **What are the capacity building needs for the successful delivery of demand reduction programmes?**

(Please indicate the types of trainings, resources, events, etc. that you think would be the most useful for those involved in developing and implementing demand reduction programmes? What are some key areas that you think practitioners need to know more about? And what are areas you think there are gaps in knowledge and evidences to support development demand reduction strategies?) |
| 1. **Additional information**

(Please attach with this questionnaire any additional information relevant to the demand reduction research and programmes your country has implemented.) |