



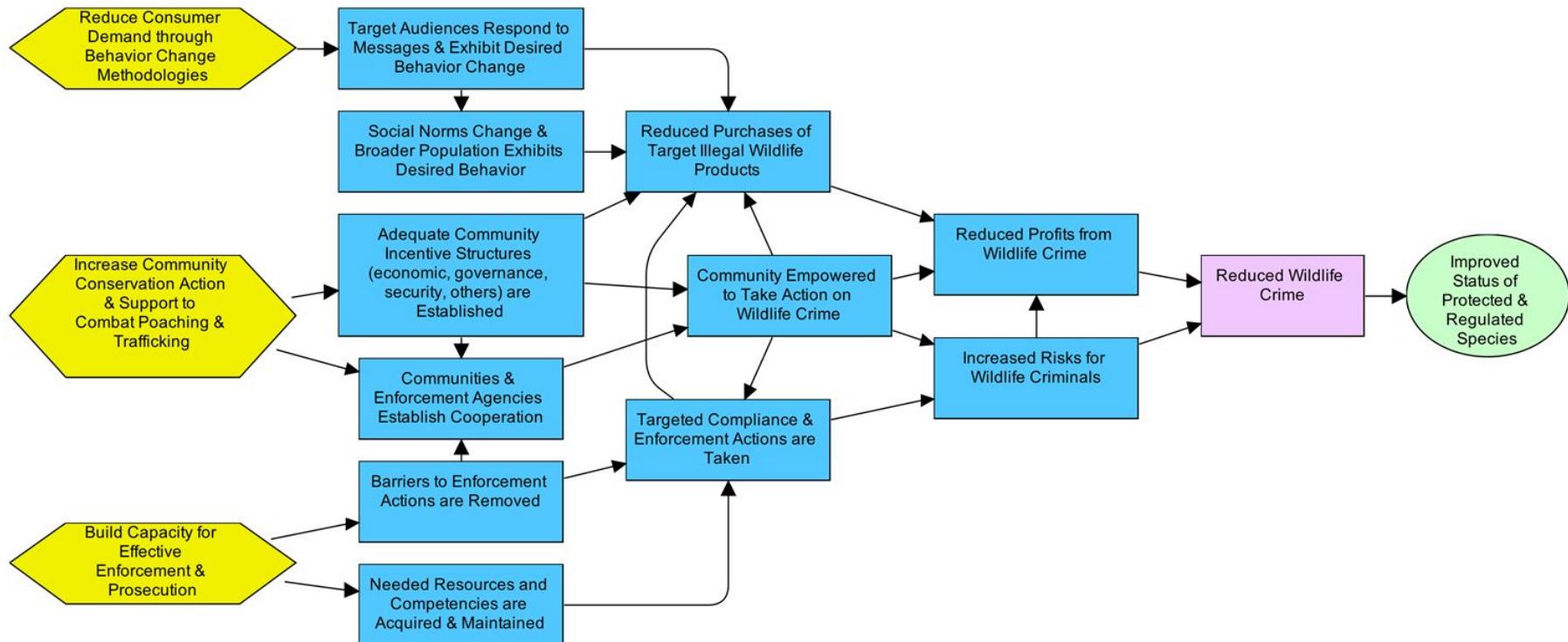
USAID
FROM THE AMERICAN PEOPLE

SONGBIRD DEMAND REDUCTION STRATEGY AND BEHAVIOR CHANGE COMMUNICATION CAMPAIGN IN INDONESIA

USAID Bangun Indonesia Jaga Alam demi Keberlanjutan (BIJAK)
October 22, 2020

*This presentation was produced for review by the United States Agency for International Development.
It was prepared by Environmental Incentives, Foundations of Success and ICF for the Measuring Impact II (MI2) Contract.*

USAID's CWT THEORY OF CHANGE



USAID's CWT LEARNING AGENDA QUESTIONS:

*Reduce Consumer Demand through Behavior Change
Methodologies*

Guiding question: What does effective demand reduction look like?

- What is the effect of reducing supply of illegal wildlife products as a consumer demand reduction strategy?
- What are the most appropriate metrics and methodologies for monitoring demand reduction activities, especially the link between attitudes and behavior change?
- Are certain messaging strategies more effective than others (i.e., positive messaging, messaging with enforcement information, etc.)?

TODAY'S SPEAKERS



Andrea Pavlick
USAID Indonesia



Symantha Holben
USAID BIJAK



Nuruliawati (Nuy)
USAID BIJAK

USAID INDONESIA

- Archipelago
- Biodiverse
- Large Environment Portfolio



PHOTO: USAID INDONESIA

Songbird Keeping in Indonesia

The majority of songbirds are sourced from the wild



House pets



Hobbyist community



Competition

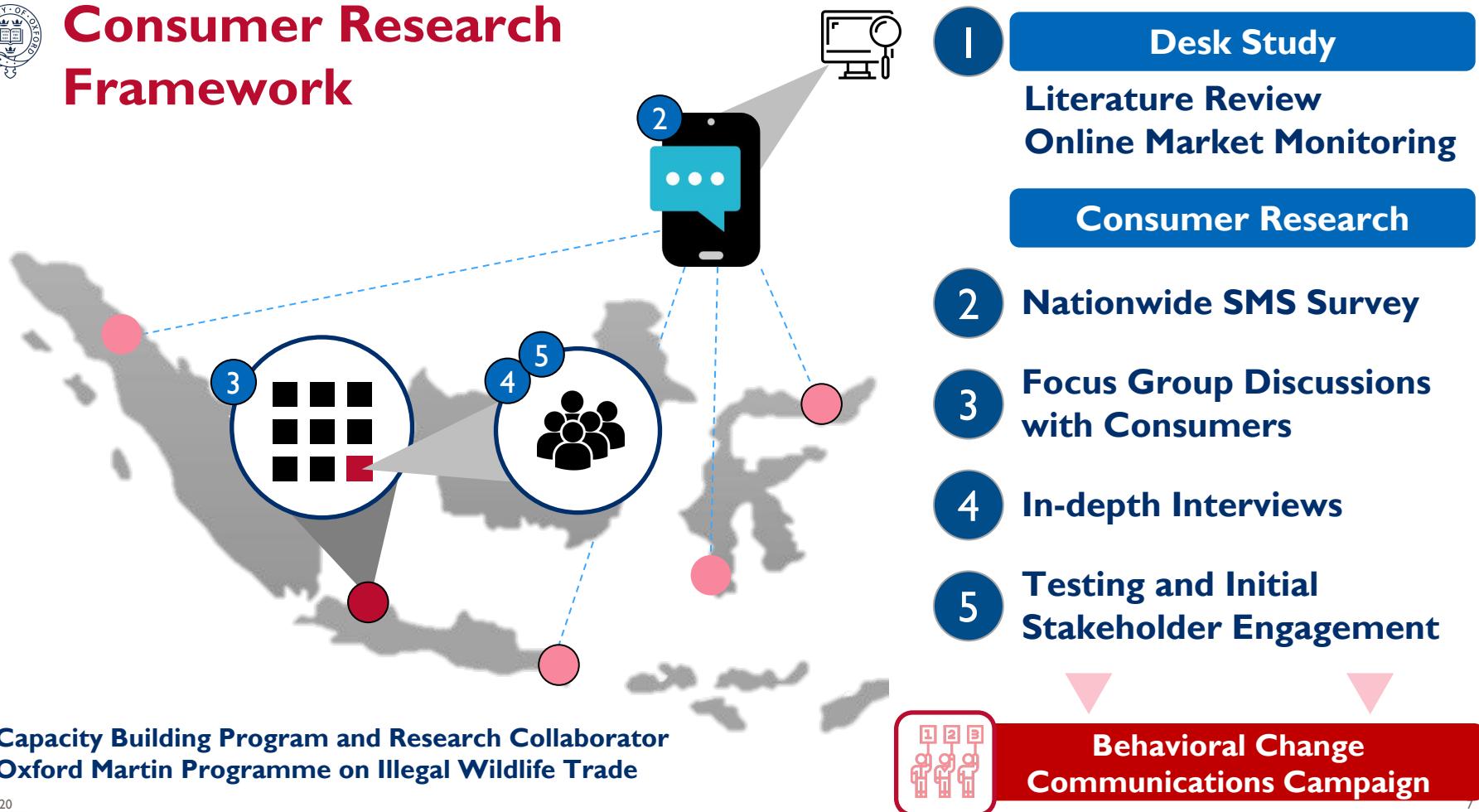
Trade legality depends on the protection status of species

White-rumped shama
(*Copsychus malabaricus*)





Consumer Research Framework



Behavioral Change Communications Campaign



#BijakBerkicau Campaign Strategy

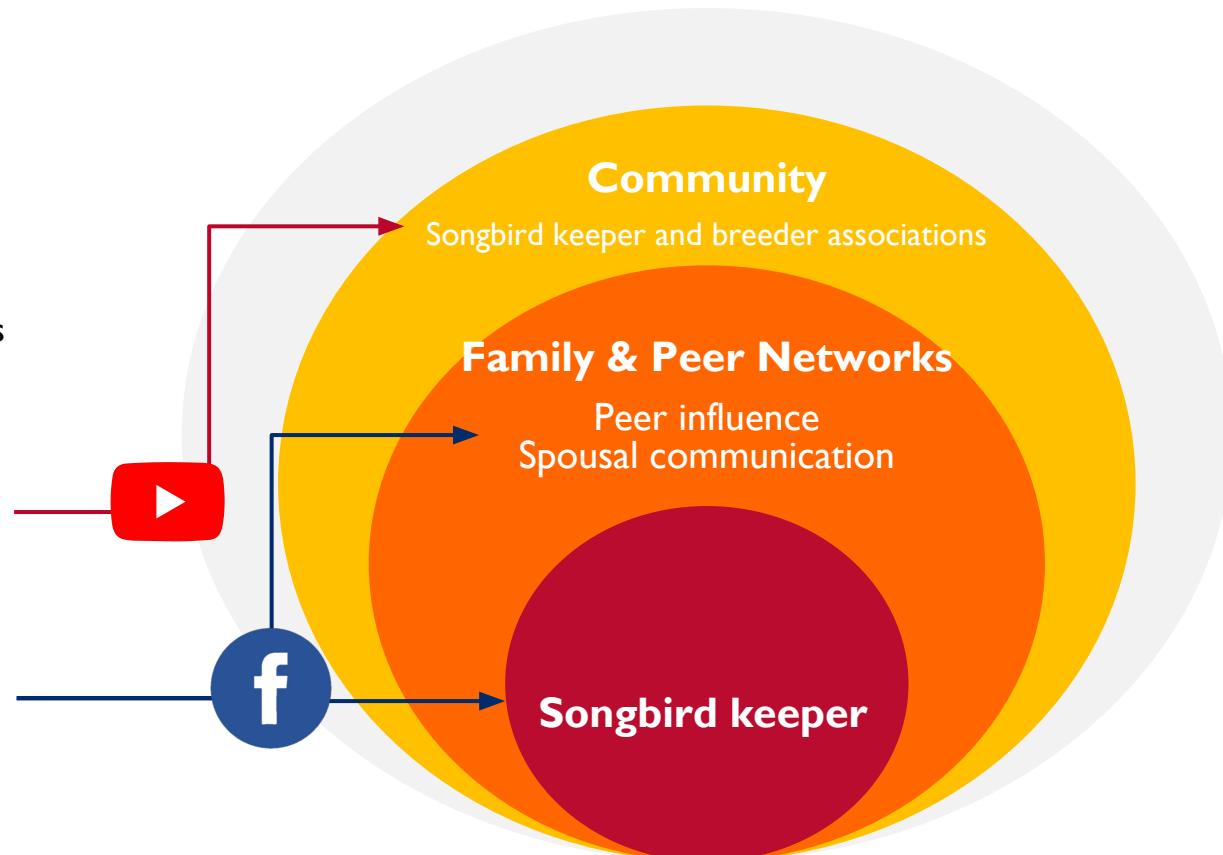
#BijakBerkicau

Desired behaviors

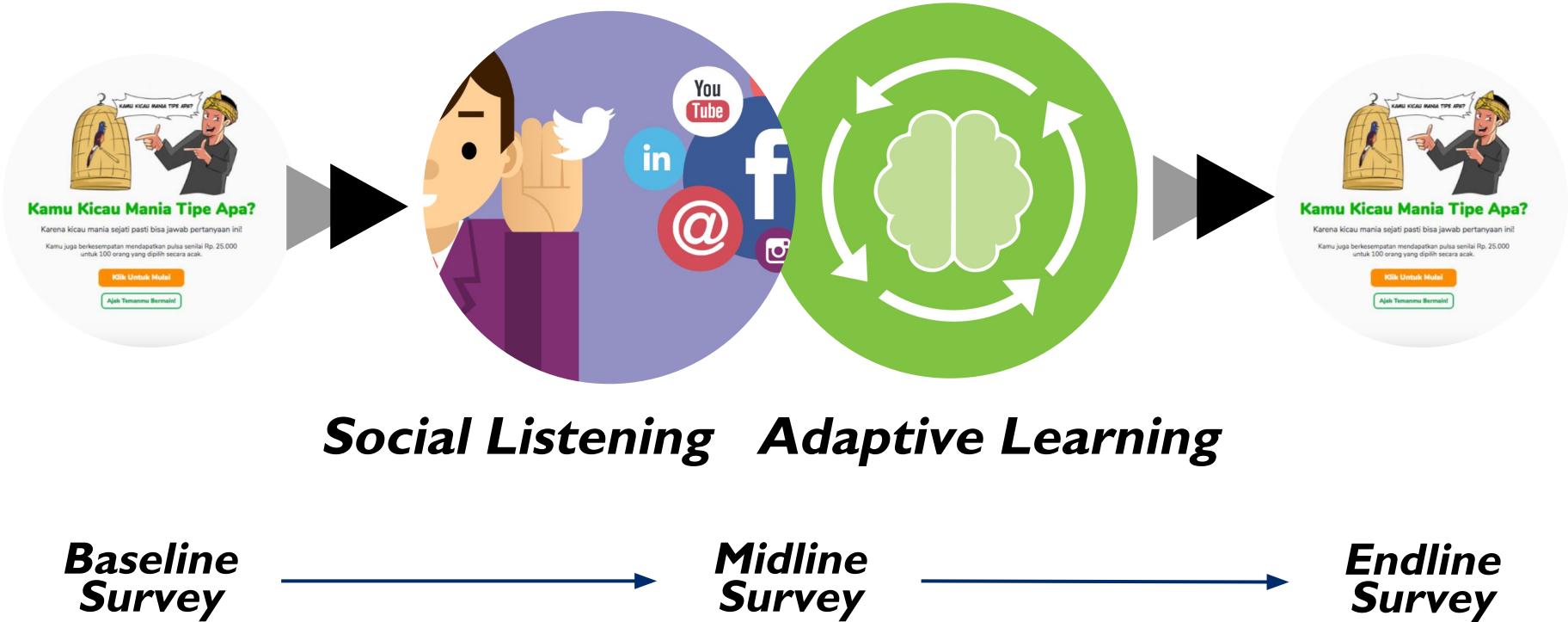
- 1) Ask the source before buying
- 2) Keep fewer songbirds
- 3) Perform good husbandry practices

Key Opinion Leaders
“Rising star” ambassadors

Guerilla Strategy
Facebook Group Admins
Guerrilla Agents



Monitoring and Adaptive Learning





LAUK MINGGU KE-1



LAUK MINGGU KE-2



LAUK MINGGU KE-3



Total Campaign Reach

▶ **71,377 songbird keepers**

Amplification Rate & Total Potential Reach

▶ **506% (± 40 FB groups)**
557,341 songbird keepers

10/22/20

Achievements & Lessons Learned

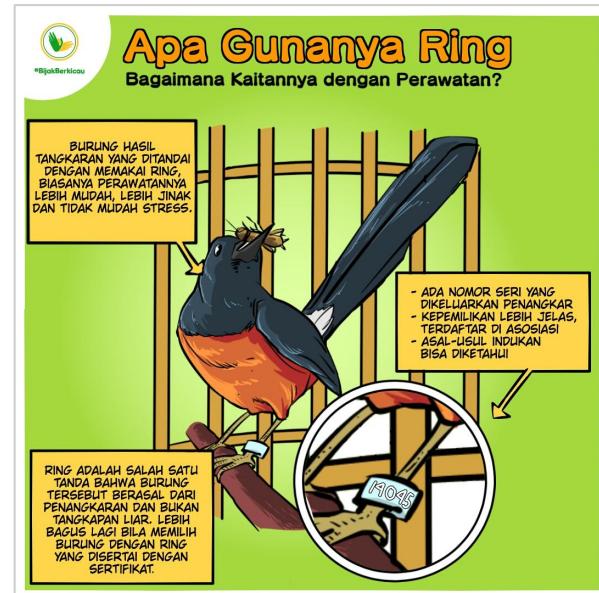
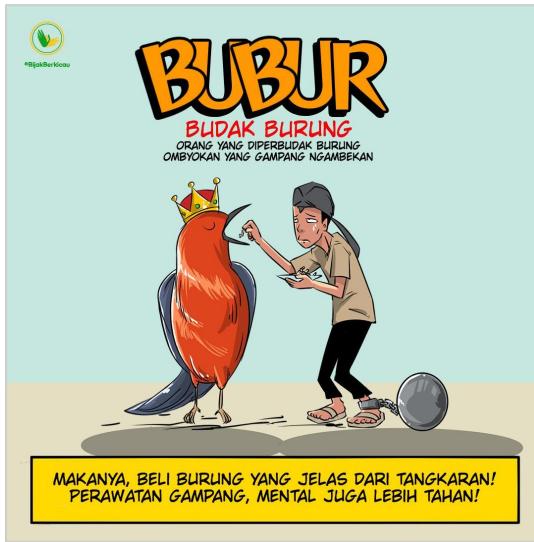
Changing Narratives



The costs of keeping songbird

10

Achievements & Lessons Learned



“Bird Servant” vs. “Do you also do this?”

The importance of seeking birds with bands

Inspired to Change



Bang Boy



Kang Ebod



Syehab



Bang Bowo

Before
campaign

**Songbird
competitions**

**Songbird
business**

**Songbird
song quality**

**Bird rescue and
aviary**

Recent
Content

**Songbird
husbandry and
captive
breeding**

**Competitions
for
captive-bred
songbirds only**

**Songbird
husbandry and
captive
breeding**

**Songbird
conservation
education**

Target Audience Behavior Change Journey

May



26% consider buying captive-bred birds

Most respondents preferred cheap songbirds regardless of the source



30%

Purchased a new songbird at least once in the 3 months before the survey



8.9% consider a wider cage

Most respondents practice poor husbandry

Baseline 1,055 respondents

October



66.7%

More respondents now prefer captive-bred birds when buying new songbirds



30%

No change – purchased a new songbird at least once in the 3 months before the survey

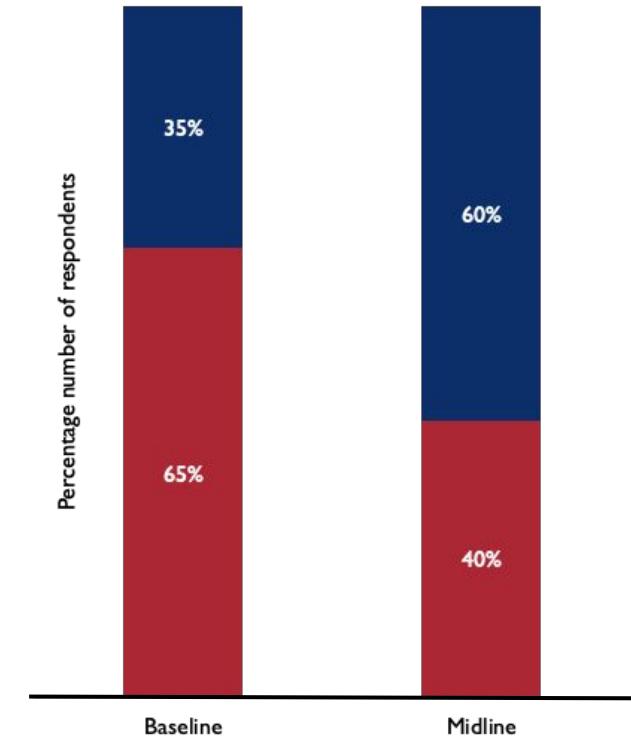


27.5%

More respondents now practice improved husbandry

Midline 1,088 respondents

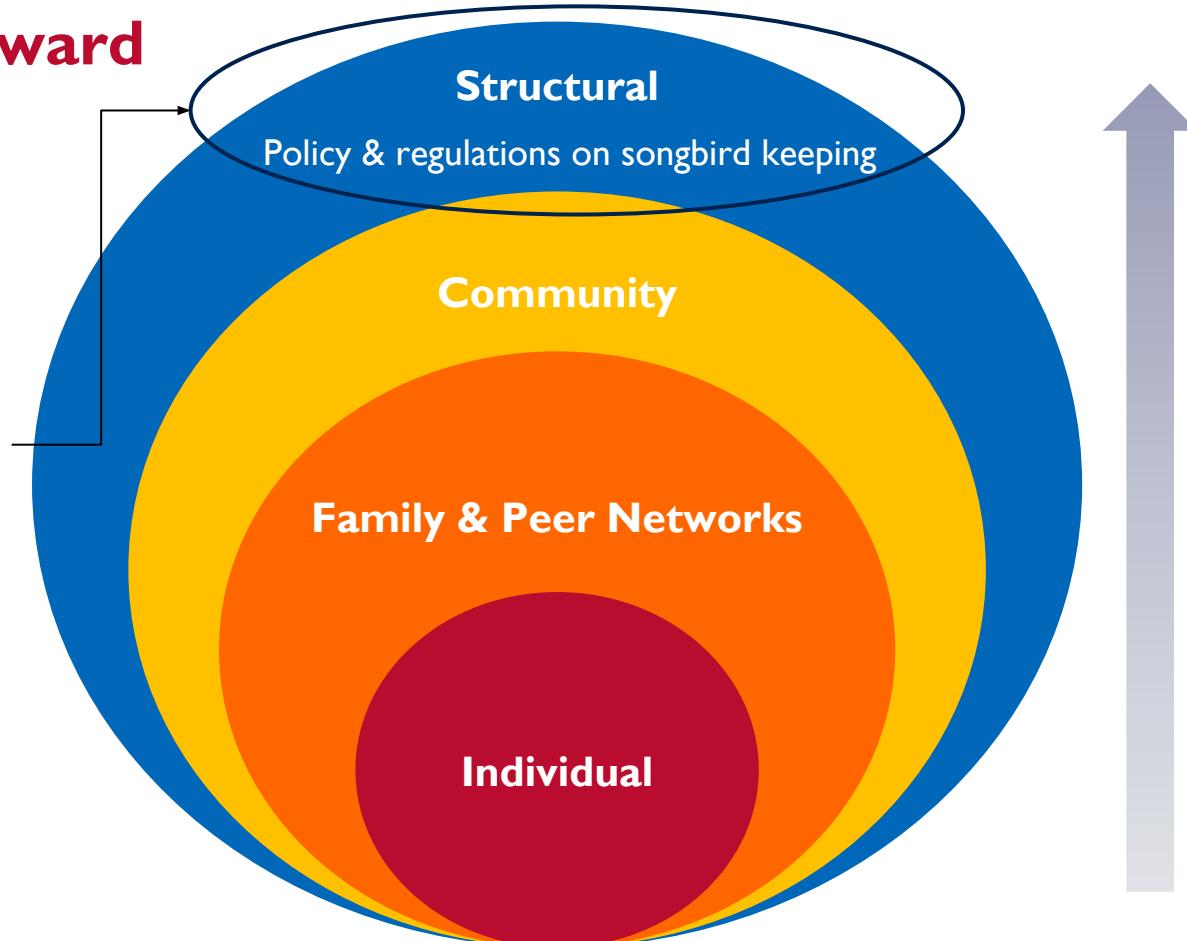
■ Wild-caught ■ Captive-bred



Consumer preferences

Moving Forward

Strengthening the spheres of influence



QUESTIONS & ANSWERS

LEARNING GROUP RESOURCES

- CWT Learning Group Site: <https://rmportal.net/combating-wildlife-trafficking>
- CWT Learning Agenda: <https://rmportal.net/combating-wildlife-trafficking/learning-agenda>

USAID E3/FORESTRY AND BIODIVERSITY
Combating Wildlife Trafficking
COLLABORATIVE LEARNING GROUP



PHOTO: MUHAMMAD FAHMI RAMADHAN BIJAK

THANK YOU!

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