



USAID
FROM THE AMERICAN PEOPLE

PEER TO PEER EXCHANGE ON SUPPORTING DEMAND REDUCTION PROGRAMS

USAID Combating Wildlife Trafficking Learning Group
September 21, 2021
9-10AM EST


*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.*

TODAY'S AGENDA

- Introduction (10 min)
 - Peer-to-Peer Assist and Share
 - Kick Off of CWT Learning Series
- Peer-to-Peer Assist Conversation (30 min)
- Discussion and Q&A (20 min)



Join USAID's Combating Wildlife Trafficking Learning Group for a 2021 Virtual Learning Exchange



September 21
Demand
Reduction Peer
Assist Webinar

October 19
Transboundary
Cooperation
Knowledge
Harvest

November 16
Gender and
Communities
Webinar

December 14
Strengthening
the Judiciary
Experience
Sharing

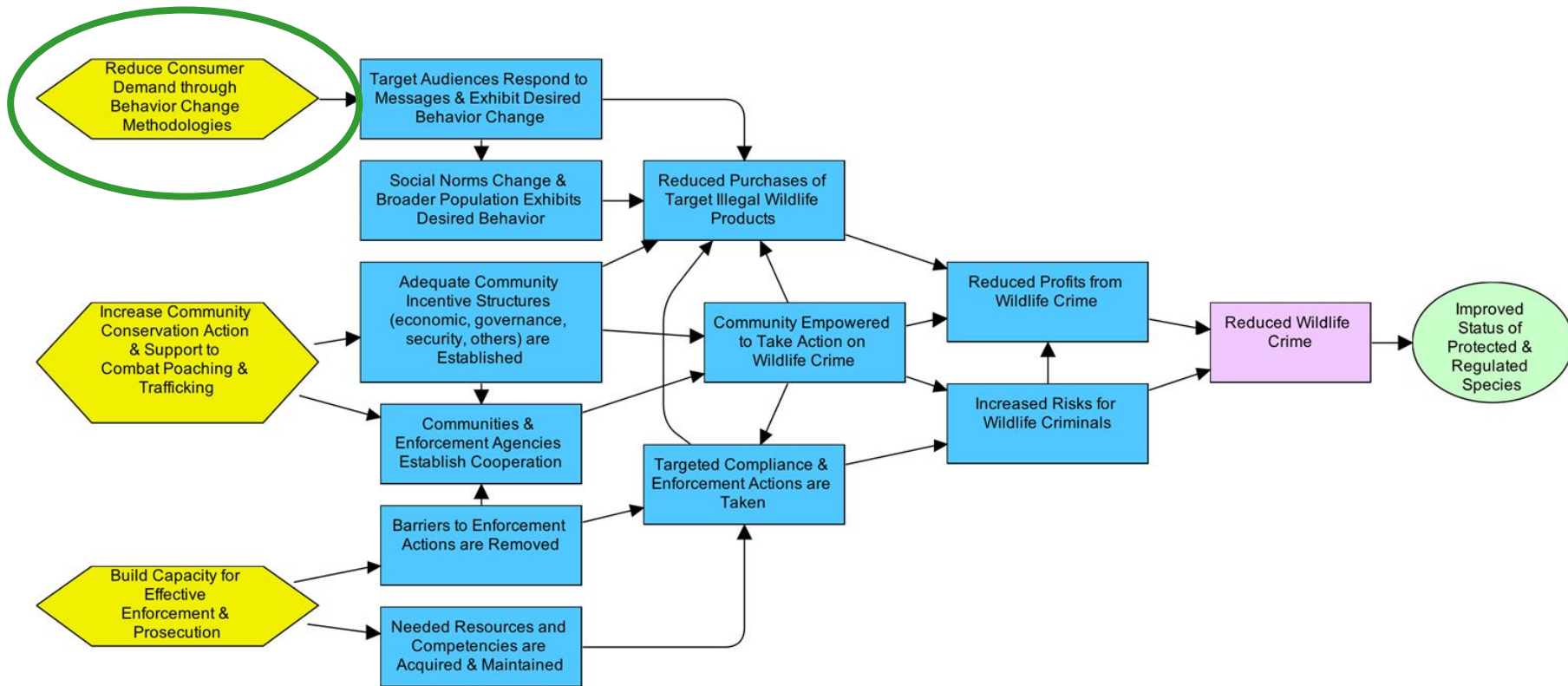
Each event will feature speakers from USAID and partners, with shared lessons learned about strategic approaches, discussions on the latest evidence, and opportunities to identify action plans for implementing learning. Learning briefs on each topic will also be developed and shared widely.

Join us on Tuesdays at 9am EST

PURPOSE OF CWT LEARNING SERIES

- Learning exchange to facilitate the sharing of knowledge among USAID staff that work on USAID CWT activities
- Opportunity to share lessons learned while implementing key CWT strategic approaches, develop stories of innovation and change, and create action plans to apply to learning from the exchange to their own programming

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

Craig Kirkpatrick
USAID RDMA



Mikala Lauridsen
USAID Kenya/East Africa



Alastair McNeilage
USAID CARPE



LISTENERS AND INSIGHT COLLECTORS

In the chat we are asking you to help us deeply listen and pick up great sound bytes from the discussion.

*Use the tag **#Insight** - write down a great insight you don't want others to miss*

For others:

- **Post questions (use **#question**)**
- **Raise your hand** if you want to join us “in the bowl”

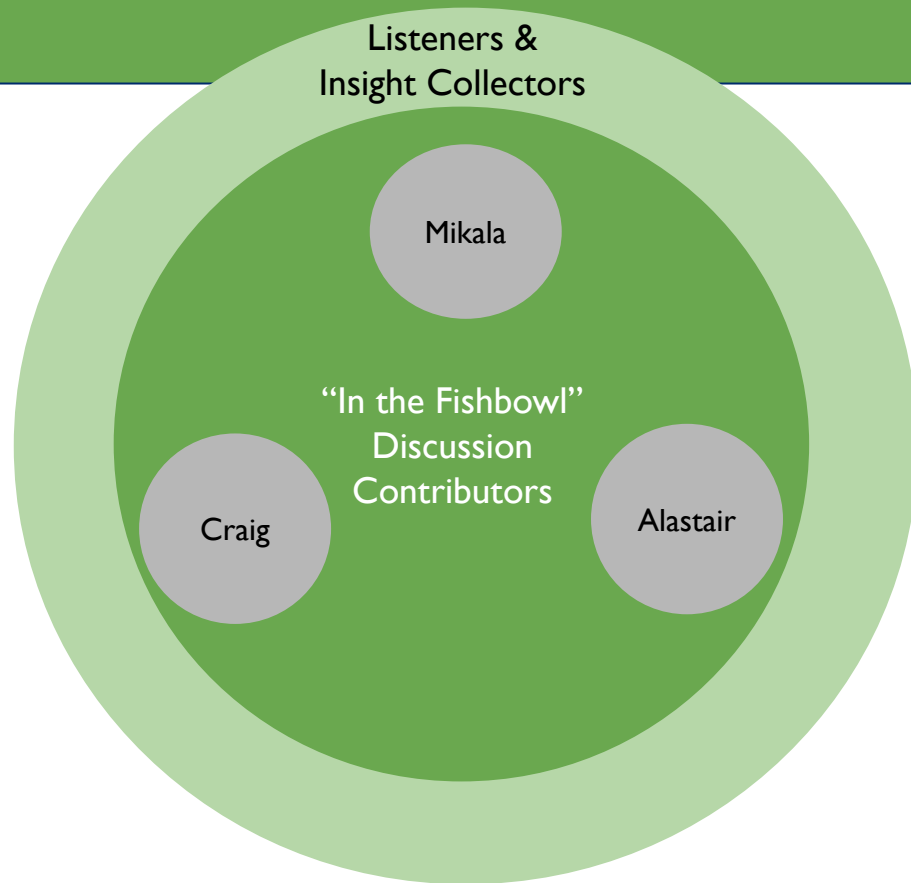




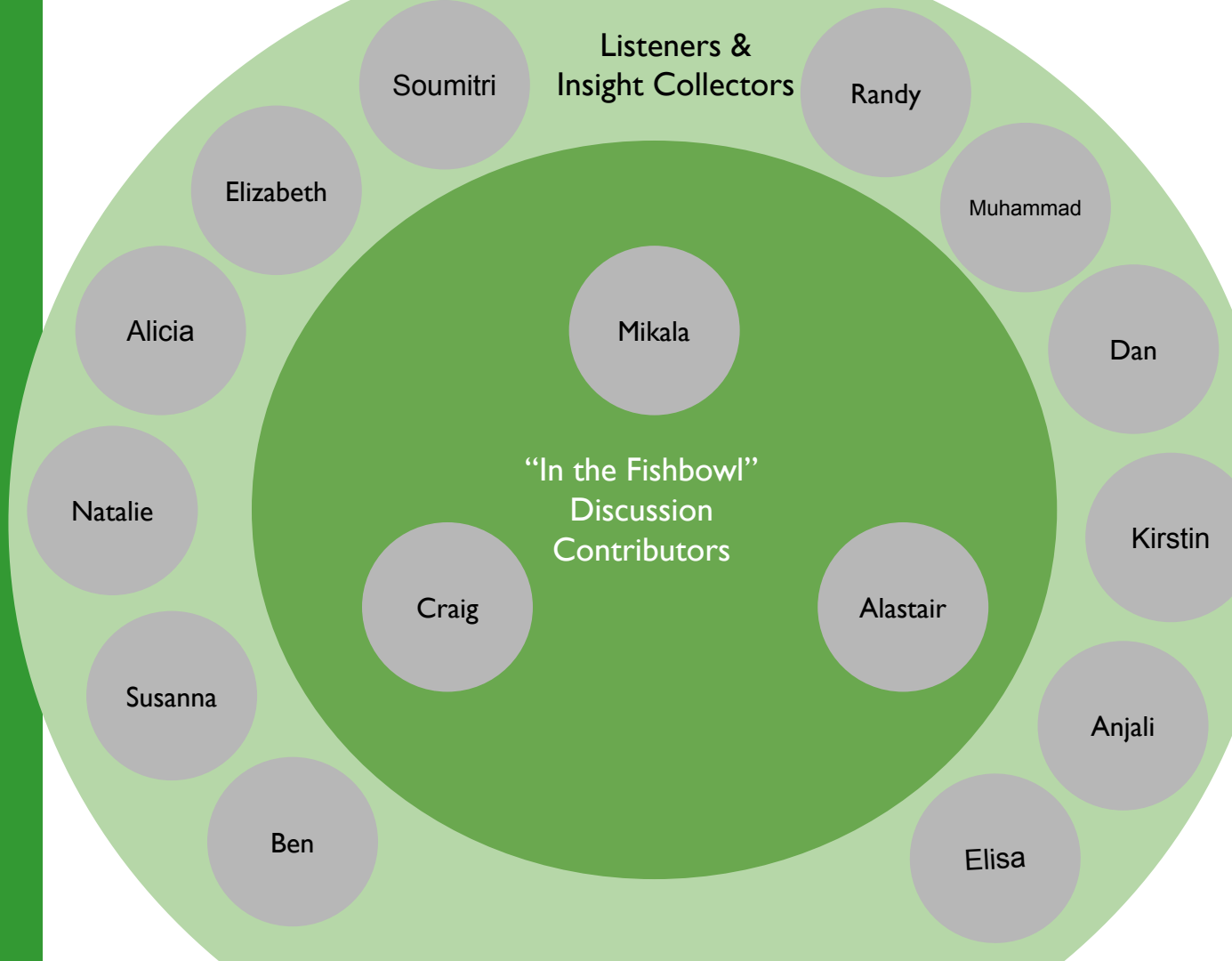
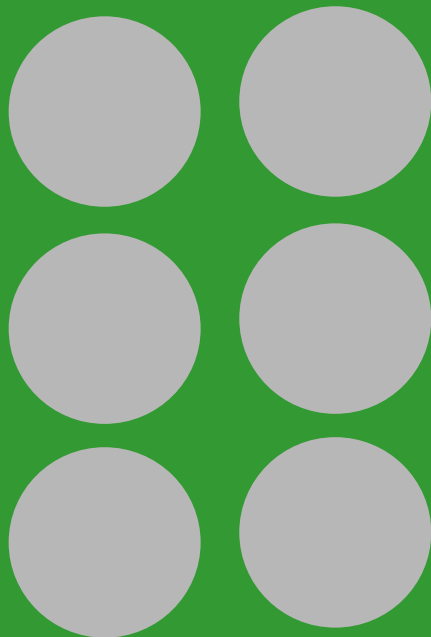
How the Virtual Fishbowl Will Work

Pick Your Role for Today

- **Contributors:** You have demand reduction experience and can contribute your insights
- **Listeners & Insight Collectors:** You will be deeply listening and helping us to capture insights and connections



Add your name to
a dot and move it
to your role today



#Insights for Supporting Demand Reduction Programs

1

How did you identify your target audience?

What did the team do to make sure you really understood the motivators of demand?

Did you face any internal challenges justifying the consumer research phase?

2

How did you track implementation?
Did you adapt anything?

What stands out for you as a key insight, or a key result you are proud of?

3

Is there anything you would do differently?

1

How did you identify your target audience?

What did the team do to make sure you really understood the motivators of demand?

Did you face any internal challenges justifying the consumer research phase?

- Focused target audience at 3 levels - local = local use, mid-sized = supply & demand, and larger towns = preference
- Understanding womens vs mens role with wild meat
- Importance of messaging - need to increase marine species focus
- Target audiences based on the threats
- Women interested in displaying ivory as aesthetic & those with spiritual belief (protection/good luck) - understanding audiences allow programs to target key motivations
- Substitution doesn't work at all levels - design strategies that work (include effective monitoring to reflect back on)
- #insight - substituting protein for wild meat isn't a solution by itself - a more comprehensive, well-monitored approach that responds to the local context is important
- #insight - lack of transformational changes in poverty conditions may not produce any significant drops in poaching
- Demand for illegal wild meat is higher than for legal wild meat
- Impact of consumer research/focus group
- Challenge of putting to scale (e.g. regional - how to engage with larger campaign)
- #insight - resistant to investing in upfront research due to the urgency of the problem and related pressure

2

How did you track implementation (monitor)?

Did you adapt anything?

What stands out for you as a key insight, or a key result you are proud of?

- #insight - focus groups were important for understanding effective messaging
- Important to think/plan ahead for effective monitoring - learn effective approaches, how to target groups to make impact, measurements (mass media)
- Identified indicators (directed toward behavior change) - stated intention to purchase and feelings of social acceptance
- #insight: reflecting on how the positivity in messaging versus darker messages can have tangible impacts within what the overall program is trying to achieve with target audiences
- Importance of making connections between programs for greater impact and build engagement (e.g. engage with law enforcement and stakeholder involvement)
- #insight - community engagement can help support law enforcement efforts
- #insight - multi agencies cooperation can help increase law enforcement at the local level.
- #drivers for change also depends on what product is consumed - luxury product vs. protein source
- SBCC done rigorously, using a strong process, takes time but really generates results!
- #insight - SBCC works for reducing demand as it has been shown in several different countries and contexts
- #insight - legal awareness raising can help reduce the demand of illegal wildlife trade and consumption
- #insight - Wildlife Asia's experience in our China campaigns also show that legal awareness raising can help reduce the demand for illegal wildlife

3

Would you do anything differently?

- Would have benefitted from engaging gender specialists in design - more finesse and delivered on other USAID policy goals
- #insight - using a more gender sensitive lens/specialists to target different pops would have increased effectiveness
- Make sure you understand the issue and related causes - limit the number of assumptions
- Importance of knowing your audience - making links between legality of products and demand reduction (context dependent)
- Importance of building trusting relationships - work through trusted communities/groups (i.e. women) and going through channels (religious leaders/groups) to create targeted messaging
- Our original "influencers" were "too famous" and people couldn't really relate to them. That's when we started working with local religious leaders who operate temples in these communities
- #insight - means and ways of communication campaign shall be changed or adjusted subject to the covid situation, such as billboard instead of installing in airports shall be put in public areas in cities

DISCUSSION AND Q&A

- #question for Alastair/CARPE - It sounds like you found that there were two main audience 'rural' and urban who had different drivers/preferences. Did you pick one over the other or target both and focus on different strategies (not clear). Why did the protein substitution strategy fail? Was it a matter of price or preference?
- #question - how is the Govt of TZ supporting the "safe" and "sustainable" components of legal wild meat sales?
- #question - how do you link up the SBCC messaging with the law enforcement piece/ie sanctions/punishments for getting caught selling/consuming wildlife products
- #question for Craig - What indicators did you monitor to confirm that SBCC was "working" to reduce demand with various audiences? Can you comment on the extent of change in behavior that was observed?
- #question - are all of the programs using the same implementer for the social and behavioral change comms campaigns? Do SBCC implementers have regional expertise?
- #question - can you let us know how long these different USAID demand reduction programs have been going on in the three countries/regions being presented today?

USAID BIODIVERSITY
Combating Wildlife Trafficking
COLLABORATIVE LEARNING GROUP



CWT Learning Group Tools and Resources



USAID DDI/BIODIVERSITY
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Learning Agenda

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Combating Wildlife Trafficking Learning Group

The CWT Learning Group is focused on building a knowledge base around how best to build capacity, reduce consumer demand, and improve community engagement to combat wildlife crime.

USAID has a long history of support for efforts to combat wildlife trafficking (CWT). These efforts are currently being prioritized due to a dramatic increase in the volume and scope of the threat in recent years and the February 9th, 2017 Executive Order on enforcing federal law with respect to transnational criminal organizations and preventing international trafficking.

Among the many strategic approaches employed by USAID to combat wildlife trafficking and outlined in the Agency's *Measuring Efforts to Combat Wildlife Crime Toolkit*, USAID's Biodiversity Division chose three for special attention for the CWT Learning Group based on their frequency in USAID programming: (a) reducing consumer demand through behavior change methodologies, (b) building capacity for effective enforcement and prosecution, and (c) increasing community conservation action and support to combat wildlife trafficking. These three strategic approaches are defined by development hypotheses (theories of change), as well as a combined hypothesis that, if implemented, these strategic approaches will increase the risks for wildlife criminals and reduce profits from wildlife trafficking, which will then reduce overall wildlife crime, leading to improved conservation results.

While used across many countries, there is often little supporting information available to practitioners regarding the effectiveness of these approaches or the validity of key assumptions. As USAID begins or ramps up efforts, there is an important opportunity for this Learning Group to support cross-mission collaboration to capitalize on previous experiences, share the latest information, and build the evidence base for these approaches.



LEARNING GROUP RESOURCES

- [CWT Learning Group Site](#)
- [CWT Learning Agenda](#)
- [CWT Crime Toolkit](#)

What's Happening



Combating Wildlife Trafficking Learning Exchange: Demand Reduction Posters

In November 2019, USAID hosted a regional CWT learning exchange in Bangkok, Thailand. The exchange featured poster presentations on demand reduction campaigns ...

[Read More](#)

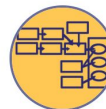


Adaptive Management in the USAID CWT Portfolio: Current Practice and Opportunities

USAID's combating wildlife trafficking portfolio offers an opportunity to understand how adaptive management is practiced across a discrete portfolio. To this ...

[Read More](#)

What You Can Do Here



See What We've
Learned



Read the Latest
Research



Ask the Group



Meet Other
Members



Attend an Event



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THANK YOU!

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