

**Creative experts' meeting on messaging to reduce consumer demand for tigers and other endangered wildlife species in Vietnam and China**

**Hong Kong, 22-23 November 2011**

**MEETING REPORT**



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This report was made possible with funding from WWF US.

**Suggested citation:** *Creative experts' meeting on messaging to reduce consumer demand for tigers and other endangered wildlife species in Vietnam and China: Meeting Report.* TRAFFIC International (2012).

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# BACKGROUND

The illegal killing of and trade in tigers has been, and remains today, one of the main causes of the drastic and continuing decline in the numbers of these iconic predators in the wild. An important factor that is motivating people to kill and trade tigers is the fact that parts and products of dead tigers have a market value, particularly in East and Southeast Asia.

Over the past decades many efforts have been made to dissuade demand for tiger parts and products. The effectiveness of these efforts must be called into question since there is continuing evidence of illegal tiger killing and associated illegal tiger trade. Reasons for the continuing killing and trade of tigers are diverse: lack of a consistent legal framework in some range and consumer countries, gaps and weaknesses in enforcement and a lack of commitment with some range and consumer countries. Furthermore, efforts to influence consumer preference to avoid tiger products have not been carried out at the scale and duration that might have meaningful impact.

It is not just tigers that are hunted to extinction for their parts. Many wildlife species face an immediate threat of extinction due to the widespread demand for their parts in Asia. Illegal killing and trade has an equally devastating effect on other endangered species such as rhinos, elephants, pangolins, sharks, marine turtles, et cetera.

These endangered species are in high demand for a wide range of purposes including food, medicine, decoration, curios and pets. The consumer demand for wild animals is driven by factors such as cultural and traditional beliefs, aesthetical motivations, status and growing affluence.

Two countries in Asia are generally considered to be the hotspots for wildlife consumption: China and Vietnam. Despite efforts undertaken by governments, NGOs and other interested stakeholders to combat illegal and unsustainable wildlife consumption, the increasing demand for wildlife parts and products has gone hand in hand with the rapid increase in wealth in these booming economies.

The world may see iconic wildlife species go extinct in the future if the unbridled demand for parts and products of these and other endangered species is not significantly reduced. This has already happened for sub-species of tiger and rhino in Asia. There is little doubt that in the short term, direct action to identify and apprehend poachers and illegal traders is of the utmost importance, but without a complementary effort to increase impact on the persistent market demand that drives this trade, emergency enforcement action alone will be in vain. There needs to be a renewed, scaled-up and sustained effort to dissuade end-users and those who supply them from participating in this business.

There are good examples of effective approaches to address consumer demand and illegal trade, but overall they have failed because they were not pursued at a scale large enough to have an impact, or for a long-enough duration to achieve measurable change. New approaches, particularly based on learning from other sectors of social/environmental cause campaigning and marketing, e.g. the emerging field of “conservation psychology” and behavioural change provide some hopeful avenues for increasing impact.

## GOALS AND OBJECTIVES

The *'Creative experts' meeting on demand reduction messaging for consumption of tigers and other endangered wildlife species in Vietnam and China'* was convened with the goal of developing new and innovative ways to reduce illegal and unsustainable consumer demand.

The objectives of the meeting were to:

- identify specific messaging approaches and methods for specific target audiences
- identify simple and cost-efficient methods to assess, evaluate and learn from these approaches as they are implemented, and adapt them as necessary
- focus on devising effective demand reduction strategies targeted at the distinctive cultural, socio-economic and political characteristics of the two countries being widely recognised as major wildlife consumer markets in Asia, viz. China and Vietnam.

The meeting was made possible with funding from the WWF Tigers Alive Initiative.

## PARTICIPANTS

More than 20 participants attended the meeting, from diverse institutional and professional backgrounds—including advertising and marketing, social research, behavioural economics, public health and wildlife trade. They included participants with direct past experience of communicating and campaigning on wildlife trade issues together with others who bring complementary knowledge and skills from academic research on behavioural change



processes, social/environmental cause delivery and commercial marketing, especially in Asia. The participants were from organisations including the World Bank, Bloom Association, Ogilvy and Mather, Tribal DDB, the Global Tiger Forum, Wilkes University, The Guardian, Social Science Research Council Vietnam (SSRC) and the Biodiversity Conservation Agency of the Ministry of Environment, Vietnam, Environmental Investigation Agency (EIA), International Fund for Animal Welfare (IFAW), Education for Nature Vietnam (ENV), TRAFFIC and WWF.

The meeting was facilitated by Frits Hesselink of HECT Consultancy and international advisor of the IUCN Commission for Education and Communication.

# STRUCTURE

The meeting agenda was framed around five key themes:

**1. Consumer profiling:** For the key market sectors, participants identified target consumer groups in China and Vietnam, looking at demographics, social status, education, geography, etc. To aid in this consumer profiling, insights were used from existing research on wildlife consumption as well as research on consumer markets in China and elsewhere in Asia, in particular the luxury goods market.

**2. Drivers for consumer behaviour:** This session attempted to examine the key drivers in Asian society which encourage or discourage consumer behaviour.

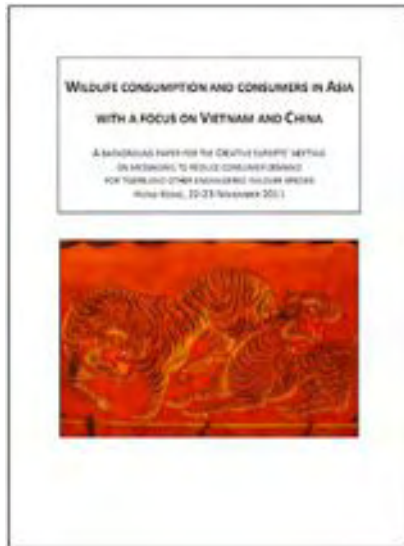
**3. Messaging tactics and marketing techniques:** This session examined lessons learnt from campaigns which have been successful in changing consumer behaviour, such as the helmet safety campaign in Vietnam, and determined how these lessons can be applied to consumption of tigers and other endangered species. It looked at commercial marketing techniques as well as insights from academic research on manipulating consumer choices. It also explored how to leverage change by targeting groups that influence wildlife consumers (e.g. governments, peers, children).

**4. Messaging delivery mechanisms:** This session was dedicated to exploring channels for communication such as social media, mobile platforms, traditional media, education systems and the governmental machinery. It also looked at key advocates to help raise awareness and carry messages to target audiences, such as associations of traditional medicine practitioners, faith groups, governmental decision-makers, the health & food industry and champions in the private sectors such as luxury brands, media icons and other leaders of society.

**5. Monitoring impact:** Ways of measuring behaviour change over time, indicators and timelines were identified for strategies discussed.

The meeting agenda is available in Appendix I of this report.

## BACKGROUND DOCUMENT



Prior to the meeting, participants were provided with a background document, "Wildlife Consumption and Consumers in Asia, with a focus on China and Vietnam". The 30-page document provided a synthesis of available research on wildlife consumption in Asia, Asian consumer values and behaviour, species involved, wildlife consumer hotspots, drivers for consumer demand and methods to influence consumer demand. It provided a baseline of knowledge for the workshop and was aimed at helping to inform discussions at the meeting.

## PRE-MEETING ONLINE SURVEY

To help them prepare for the meeting, all participants were asked to respond to an online SurveyMonkey survey prior to the start of the meeting. In the survey, they were asked to answer the following questions:

- ◆ Q1. What do you believe to be the main motivations for consuming tigers and other endangered species in China and Vietnam?
- ◆ Q2. Who do you perceive to be main groups of endangered species consumers in China and Vietnam, in terms of demographics and socio-economic status?
- ◆ Q3. What gaps in knowledge and/or understanding do you think we need to fill in order to design effective campaigns on this topic?
- ◆ Q4. From your perspective, what are the main constraints on success of such campaigning?

The responses received are provided in Appendix II.



# CONTEXT AND SCOPE OF WILDLIFE CONSUMPTION IN CHINA AND VIETNAM

The Executive Director of TRAFFIC, Mr Steven Broad, led the first session of the meeting on the context and scope of wildlife consumption, highlighting the urgent need for a renewed, scaled-up and sustained effort to influence the behaviour of those groups that are having a detrimental impact on the survival of tigers and to inspire other groups to support tiger conservation efforts more actively. In particular he highlighted the outcomes of the thematic session on demand reduction at the Kathmandu Tiger Workshop in October 2009 and the 'Experts Roundtable on Public Awareness Campaigns in Support of Tiger Conservation' that was held in St Petersburg in November 2010. A number of suggestions on how to move forward on this issue were made at these events, including:



- ◆ **Make enforcement consistently credible:** Urgent and coordinated action is needed by governments and inter-governmental support agencies to convince those involved in the tiger trade that there is a significant risk of being caught, prosecuted, convicted and given a meaningful punishment.
- ◆ **Talk to the unconverted:** The volume and focus of public and targeted communications aimed to deter tiger product consumption needs to be vastly improved. Building from lessons learned and opportunities created during past campaigning on wildlife trade issues in Asia, there is a great need to invest significant new resources in dedicated messaging aimed at specific groups of tiger product consumers, their suppliers and those who regulate their activities.
- ◆ **Monitoring progress:** Methods to monitor changes in the main tiger market sectors need to be developed and employed over time to provide a basis for assessing the impact of and refining the legal, enforcement and communications actions described above.

Broad also stressed the need to address demand issues across the trade chain – gaining understanding of and addressing behaviour of specific groups, from those doing the illegal killing, through the traders and investors who handle tiger commodities, to the various defined end-user markets. It was noted that there are good examples of effective approaches to address each of these groups, but that they were failing overall because they were not pursued at a scale large enough (in terms of investment, intensity and duration) to have an impact. New approaches, particularly based on learning from other sectors of social/environmental cause campaigning and marketing provided some hopeful avenues for increased impact too.

Broad outlined a road map for taking forward the outputs of the meeting, particularly in relation to relevant international processes addressing illicit tiger trade. Reference was made to the Global Tiger Recovery Programme recognising the importance of demand reduction work and the intention of the World Bank-led Global Tiger Initiative to develop a Global Support Program on demand reduction. The meeting of the Global Tiger Forum in March 2011 had also fully supported and endorsed this initiative to the Tiger range countries, including the convening of this Experts' Meeting.

The presentation for this session is provided in Appendix III.

## CONSUMER PROFILING AND DRIVERS OF CONSUMER BEHAVIOUR

### China's wealthy



Saurabh Sharma, Planning Partner with Ogilvy & Mather in China, presented on drivers of human behaviour and consumer profiling, focussing particularly on the demographics of the wealthy in China, their numbers, location and key characteristics. He noted in particular the changing geography of China's wealthy, highlighting their relative youth compared to the wealthy in the US and Japan and the distinction between the 'old' millionaires and the 'new' millionaires. In making that distinction, he highlighted the different

approaches needed for both groups, with 'new' millionaires needing guidance and support to act in converting knowledge to behaviour, and the 'old' millionaires needing belief, as they do not seem convinced that it is important or critical for them to protect nature.

He also noted that the older millionaires seem to have a greater propensity to consume tiger products and highlighted the perception that exotic and exclusive nature of tiger products makes buying and gifting them a short-cut to gaining social currency.

He proposed creating regional and national role models of conservation, and identifying allies such as iconic business leaders and other 'winners', youth and other brands. Also noted was the importance of making conservation 'cool', a matter of pride and providing an immediate 'payoff', as well as turning campaigns into movements of change that will trigger national, regional, or provincial pride.

The presentation for this session is provided in Appendix IV.

## Asian Youth

George Strakhov, a Digital Strategist with Tribal DDB Hong Kong, focussed on another key demographic, namely young Asians. While noting that this group was multi-faceted in specific cultural and linguistic contexts, he highlighted his experience and observation regarding Asian youths being under pressure to develop and perform, living many 'lives' (including in the various virtual worlds).

He noted the "It's all about me" attitude of youth and the importance of any messaging aimed at youth to have direct relevance with them individually and personally. Entertainment is not enough with Asian youth and, consequently, reaching out to them must consider their interests, sense of mission and love of self-expression. Strakhov also stressed the importance of learning from small communities (in particular, how these communities interact and communicate in various 'conversations') and how to scale up these models. Also noted was how youths enjoy getting together in offline and online interest-based communities.

The presentation for this session is provided in Appendix V.



# LESSONS LEARNED FROM MESSAGING AND MARKETING STRATEGIES IN CHINA AND VIETNAM

## Insights from Behavioural Economics



Richard Damania, a Lead Environmental Economist at the World Bank, gave a presentation on 'Curbing Consumption from the Wilds – Insights from Behavioural Economics'. He discussed how behavioural economics addresses puzzles that “conventional” economics cannot explain, such as how consumer preferences are shaped and manipulated, cases of seemingly irrational behaviour and influences on behaviour such as values, ethics, social norms.

Useful examples were highlighted, together with suggestions on how these concepts can be applied. Among concepts discussed were the Ultimatum Game, loss aversion (and how it can be used to great advantage to manipulate demand), framing issues as a loss or a gain, using reference points to manipulate demand, context and reinforcers, and mental accounting.

For example, loss aversion (a strong dislike for losses) can be used to demonstrate how consumption of a particular product may result in adverse health impacts on consumers. Mental accounts can allow consumers to compartmentalize spending, encouraging them not to waste money on a product and spend it on a better alternative.

He also discussed sunk costs and habits (combined with the placebo effect) that result in psychological investment in the old and what is known, with the need to inject uncertainty and negativity to counteract these. Also noted were group effects, and pro-social behaviour being more attractive in public and when recognized. Symbolism can also be effective, associating consumption with negative connotations, imagery and connections (the gruesome images on cigarette cartons being a good example). He also noted the importance of social values, the Ultimatum Game showing that people will go against self-interest if their values are offended.

The presentation for this session is provided in Appendix VI.

## Lessons learned from other fields: The Vietnam Motorcycle Helmet Campaign



Photos © Jackie Williams Kaye, The Atlantic Philanthropies

Nina R. McCoy, the country representative for the Social Science Research Council's Vietnam program, highlighted a campaign aimed at preventing mounting motorcycle injuries and deaths in Vietnam by changing behaviour and encouraging Vietnamese of all ages to wear motorcycle helmets. Evaluating the campaign in the years after mandatory Helmet Day on December 15<sup>th</sup>, 2007, revealed the crucial importance of identifying all the 'excuses' being used to justify current behaviour and countering these, as well as the good judgment needed when deciding if particular 'shock' tactics work and when they could be disastrous.

McCoy also noted the decisive importance of high level political will and government action, with engagement at the highest level of government resulting in a major breakthrough, with the Prime Minister issuing a formal directive to all branches, agencies, offices, and political-social organizations at every level to mobilize them to make sure everyone knew about the relevant rules and fines, and that they would be wearing their helmets. The personal prestige and commitment of the Prime Minister set a positive example for government officials. McCoy also stressed the importance of awareness campaigns being supported by good regulations, implementation and enforcement.

She noted the importance of international partners supporting the growing domestic political will, providing additional passion, vision, leadership and significant funding to the movement. She stressed that reinforcement, repetition and monitoring and evaluation were all crucial in boosting the post-launch effectiveness of this campaign. It was recognised there will always be weaknesses and failures in any campaign, with big 'misses' and problems to solve. However, it is also important to learn from these problems and that the campaign plan must build in time and energy to evaluate and respond to these problems.

The presentation for this session is provided in Appendix VII.

# STRATEGIES AND APPROACHES: GROUP ACTIVITIES AND OUTPUTS

Participants were divided into groups, who began work by examining the features of the most significant aspects of demand for wildlife products, through the drawing of visual representations. Groups then discussed these further, focusing on the most meaningful aspects of consumer behaviour and marketing strategies, messaging and delivery mechanisms for addressing these.

The ideas generated from these groups were clustered according to four specific target audiences: corporate, youth, government and the general public.

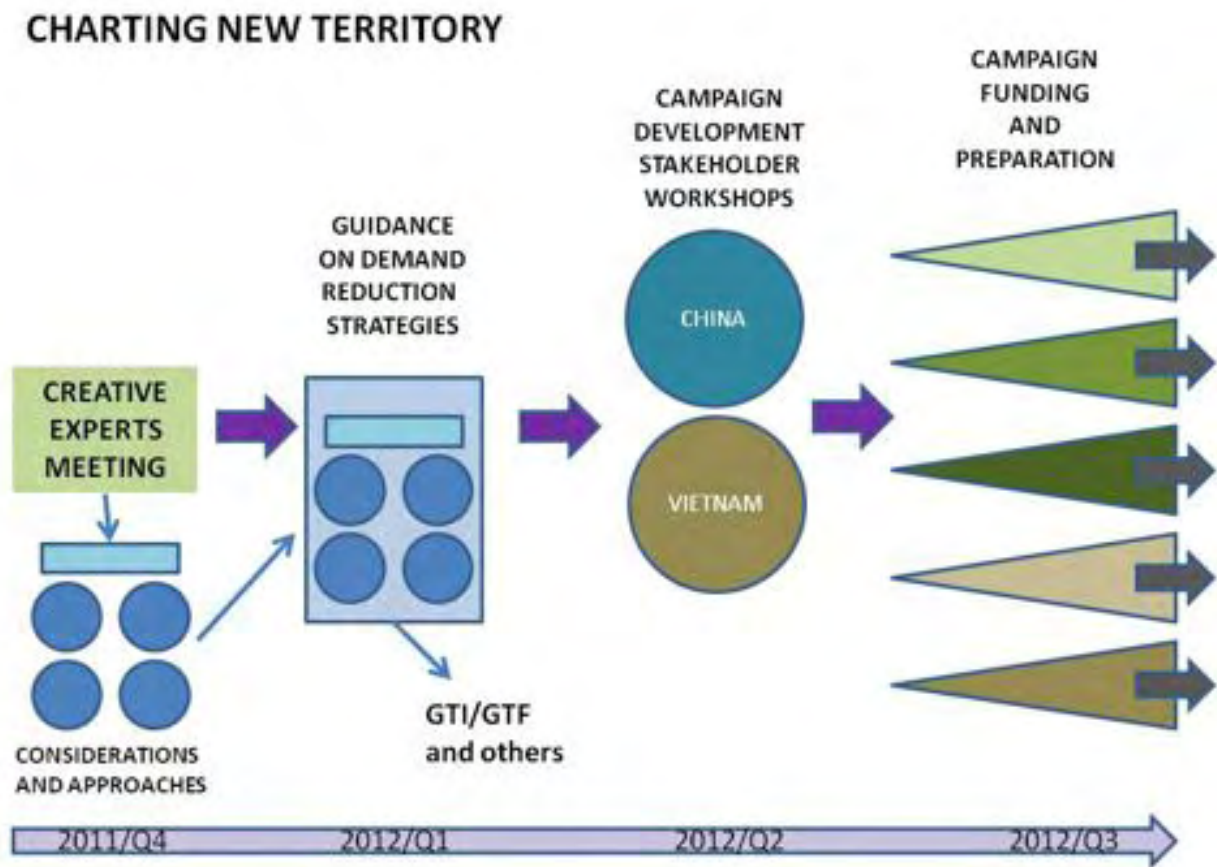
Four groups focused on these target audiences then examined these ideas and attempted to refine these further into strategies that would identify:

1. Strategic Approaches
2. Target Audiences
3. Current Behaviour
4. Current Attitudes
5. Desired Attitudes
6. How To Measure Behaviour Change Over Time
7. Indicators
8. Timelines



The results from these group discussions are provided in Appendix VIII (beginning with the first 'cloud' of ideas, followed by the strategic approach and ending with the final 'pitch').

## NEXT STEPS



### Delivery mechanism

Participants discussed the delivery mechanism, 'machinery' and roadmap needed for taking forward the outputs from the meeting and ownership of that mechanism. It was noted that while the meeting was convened by TRAFFIC and WWF, it had brought together participants from a wide range of professional and institutional backgrounds, including representatives from various non-governmental organisations, advertising and marketing companies, governmental departments and inter-governmental organisations. All the relevant materials from this meeting (such as presentations, photos and videos) will be made available to all participants and other interested parties and a Virtual Community will be established to ensure online dialogue and close engagement continues.

This collaboration of this rich mix of expertise and experience is essential to the success of the process and must continue in the form of a coalition or consortium of individual experts and organisations. It was noted that this meeting was the first step in the building of a 'community of interest' and should

have no institutional rivalries. This ‘community of interest’ should also be inclusive, actively seeking out other ‘voices’ and partnerships from other experts and organisations not present at the meeting.

It was noted that the Global Tiger Initiative Stocktaking Meeting in early 2012 would be a good opportunity to build further support and partnership from others. The need to identify high-level ambassadors for the initiative was also highlighted.

The participants from the World Bank and Global Tiger Forum pledged their organisations’ commitment to continue supporting the process, and WWF noted its close relevance to its upcoming global campaign on illegal overexploitation of flagship species. TRAFFIC expressed its commitment to continue facilitating this process.

Also stressed was the need to ensure that there is no duplication of effort with other initiatives and efforts aimed at demand reduction and that these should complement and be mutually supportive of each other.

## **Governmental commitment and ‘ownership’**

The critical need for governmental support and buy-in was stressed and that the follow-up process must be very much a close partnership between government, NGOs and other sectoral experts, and ensure all stakeholders are involved. ‘Ownership’ must be with the countries concerned and the process in these countries must be driven by the governments concerned – rather than by NGOs or international organisations. It was stressed that while this meeting has created the community of interest to support the process, this community has to give ownership to the stakeholders in the countries concerned.

Country stakeholder workshops and meetings would be a critical next step towards this aim and it is important that clear objectives, proposed outcomes and a clear understanding of the messages for those meetings be identified beforehand. The nature of these stakeholder meetings is likely to be different, with less of the brainstorming of this meeting and with more emphasis on specific action plans.

## **Research**

It was highlighted that investment in further research is needed, to ensure deeper insights can be gained on the ignorance, apathy and ‘I don’t care’ attitude of many in the target audiences, many of whom cannot perceive themselves as being part of the problem (or the solution) and some of whom believe the law simply does not apply to them personally. It was recognised that this research would be difficult and that a sound methodology for such research needs to be identified, bearing in mind that the consumers to be researched would be aware that what they are doing is illegal. Participatory questionnaires would thus be of limited value for collecting objective information in such cases. More research on the motivations of the youth demographic in particular was highlighted as a need.



Research will also need to involve different partners, agencies, research institutions and other actors who will be needed to fill knowledge gaps.

It was also suggested that an audit of what is working (and what is not) from past NGO and governmental campaigns should be conducted, focussing on best practices and lessons learned. Many new ideas emerged from this meeting but it is unclear if they have been done before and, if so, how successfully. It was also noted that NGOs (and governments) must be self-critical of their past efforts on demand reduction and honestly evaluate their effectiveness. Satisfactory indicators for this process will need to be identified.

Current research assumptions should be challenged, so as to ensure that an accurate evaluation is made of culture codes, insights on underlying drivers and refining target groups.

This research should ideally be provided to all stakeholders prior to any planned country stakeholder meetings and workshops

## **Fundraising**

Investment in the process is essential and new 'investors' must be identified to assist in further research and to take the outcomes of this meeting forward. Cost estimates for continuing the process will need to be made, identifying the next priority steps needed for each of the target audiences concerned and budgetting the resources needed to deliver on the strategies outlined during the meeting. It was suggested that this needs to be done prior to the convening of the Global Tiger Initiative's Stocktaking Meeting in 2012.

## **Strategy**

While the creative experts' meeting produced generic guidance on how to conduct demand reduction activities, four quite different big ideas were identified (though further meetings, both physical and virtual, can also use other ideas that were generated).

An overarching strategy is needed that combines the essential elements of these strategies and provides the strategic framework for governments and organisations embarking upon demand reduction campaigns. TRAFFIC has undertaken to develop such an overarching strategy from the results of this meeting. This will be presented at the Global Tiger Initiative's Stocktaking Meeting in 2012.

## CONCLUSIONS AND LEARNING POINTS

Many factors influence consumer preferences and behaviours, including those in the wider and local environment (such as legislation, governmental policy, governance, enforcement effort, supply and price) and those that are of a more social and personal nature (such as group norms, values, beliefs, trends and dynamics). While much of the effort at demand reduction in the past has been focussed at the former, it is the social and personal factors that are usually the stronger – and more challenging. The meeting focussed on those social and personal factors, and the social instruments that can influence consumer preferences, their choices, their information searches and other behaviours.

In developing messaging to reduce consumer demand for tigers and other endangered wildlife species, it is clear that the initial focus should not be on the actual messaging but on the strategic choices on which audience and what behaviour we want to influence, as well as how we would accomplish that behaviour change. Demand reduction planning frequently jumps immediately to message development and campaign ideas without thinking about the attitudes and behaviours that need to be changed and, most importantly, the drivers behind those attitudes and behaviours. Addressing the primary drivers of behaviour must be at the heart of demand reduction efforts. The initial focus should not be on the specific users themselves but the attributes that drive their behaviours – whether it is ignorance, apathy or the lack of easy ways for them to take positive action.

Demand reduction efforts must therefore follow a number of specific steps:

- Identifying and redefining behaviours
- Understanding the influences on audiences for such behaviour
- Developing a new model of influences for positive behaviour change
- Building a 'marketing' strategy to trigger the desired behaviour
- Developing a communications strategy and campaign to support that strategy

Professional research is needed to map, explore and specifically identify the influences on those audiences and their behaviour, going beyond vague or broad statements such as 'status' and 'culture'. This research should develop new models of influences for positive behaviour change, e.g. transforming reasons for the current behaviours into new reasons for desired behaviours.

Demand reduction efforts must also avoid encouraging people to take vague, general, abstract or over-ambitious actions but offer to them smaller, concrete, 'do-able' and measurable actions that are relevant to their lifestyles. For example, a campaign should not just encourage people to 'reduce demand for endangered species' but encourage, for example, a change to the gifting culture of a businessman or a change to a person's food or medicinal consumption lifestyle.

Consideration must also be given to audiences that may not currently represent a large group of direct consumers but may be important in influencing those consumers or be potential consumers in the future themselves. Young people, for example, fall in this category and, while they may be mostly aware

of the problem, they are currently not motivated to act or do not understand how they can make a difference.

## Steps to change behaviour



Various models of change and marketing strategies were examined at the meeting - defining the strategic approach needed and specific audience to target; defining the current behaviour and attitudes of that audience; and defining the desired attitudes and behaviour. Indicators for change and time frames also need to be defined in order to measure progress and impact.

The meeting developed strategies for various target audiences, which identify various drivers for behaviour and provides a practical template which goes beyond the abstract formulations found in similar attempts in the past. Nevertheless, these strategies are just a template and more work is needed to make them into proper starting points for implementation at the country level. This work will need to be informed by the research mentioned earlier and conducted in close consultation and partnership with the relevant government departments and agencies, as well as private sector companies, institutions, non-governmental organizations and other stakeholders involved.

The exchange of expert opinion in this landmark sharing of ideas has charted some key courses of action in a step-wise journey. The collective engagement by the different experts enabled the profiling of some consumer audiences and behaviours which need to be influenced (such as the gifting behaviour of the business elite or the opportunity to influence positive behaviour among youth audiences) and some of the product-market combinations involved. Examining these behavioural change processes will lay the foundation for more structured thinking about demand reduction efforts and how to mobilize action. Such efforts by those actors interested in influencing a reduction in demand for illegal and unsustainably-sourced wildlife products must now go beyond the 'analytical science' of the past and transform this knowledge into 'actionable science' that will produce a measurable impact on reducing the demand for endangered species.

# APPENDIX I

## **Creative Experts' meeting on demand reduction messaging for consumption of tigers and other endangered wildlife species in China and Vietnam**

**Hong Kong, 22-23 November 2011**

**“Towards the design of impact-driven campaign packages  
that will lead to behavioural change”**

### **Programme for participants**

#### **DAY 1 22 November 2011**

08.30 Registration

09.00 Welcome and introduction to the workshop

10.00 Context and scope of wildlife consumption in China and Vietnam

11.00 Coffee or tea

11.30 Consumer profiling and drivers of consumer behaviour

13.00 Lunch

14.00 Lessons learned from messaging and marketing strategies in China and Vietnam

15.30 Coffee or tea

16.00 Out of the box thinking on new approaches

17.30 Evaluating day 1

**DAY 2 23 November 2011**

- 09.00 Where are we and agenda for today
- 09.30 Working in 4 groups on different campaign packages
- 11.00 Coffee or tea
- 11.30 Carrousel: enhancing each other's work
- 13.00 Lunch
- 14.00 Finalizing packages and preparing a video statement
- 15.30 Coffee or tea
- 16.00 Outlining a road map for implementation
- 17.00 Evaluating the workshop and commitments of participants
- 17.30 Closure

## APPENDIX II

### PRE-MEETING ONLINE SURVEY RESULTS

#### Q1. What do you believe to be the main motivations for consuming tigers and other endangered species in China and Vietnam?

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- Used for food (wild life meat) that has extra properties (virility inducing, brings good luck and is healthy), for sustenance, for entertaining/business ♦ provide unusual, prestigious gifts (i.e Tiger wine) ♦ to consume medicine products including bear bile and Tiger Gelatin (especially for older people) ♦ for decorations, ornaments and souvenirs such as skins, horns, other body parts ♦ to impress, show respect and seem competent in business ♦ Just because no one else has the product - rarity ♦ Traditional uses among the many ethnic minority groups of the country, both for sustenance and religious purposes (articles for shamans, for example) ♦ Fashion products ♦ To demonstrate wealth and status ♦ Keeping rare pets.
- Perception of it being an indication of high social status and standing, to impress family and friends ♦ An expression of cultural identity and loyalty ♦ Perceived long-term health benefits
- Medicine, health and nutrition, social status
- Peer pressure, or to achieve social status ♦ old tradition and the brief of Chinese medicine
- Status, superstition, and most importantly ignorance
- Health improvement used in traditional medicine, belief of tremendous effects that could treat cancer and other serious/endangered diseases. In addition, to show their power, rich, rank in society.
- MYTH, hunger for strength, stamina and psyche for becoming like tiger
- Traditional Medicine ♦ Social status ♦ Pride of consuming/killing the rare animal. Fear
- Culture ♦ belief in TCM ♦ atheism
- Economic development: more people can access to luxury goods that beyond their reach before ♦ Traditional belief/concept ♦ Social norms
- Social status and wealth ♦ cultural and religious preference ♦ health ♦ curiosity ♦ taste
- Status and showing off (skins and tonics). ♦ Belief that they are effective (bones and TAM) ♦ Nationalism (bones and other TAMs). ♦ Ivory either as status/art or as tradition (Tibetans and other minorities) ♦ Traditional, i.e. not perceived as an issue.

- Varies according to education, income-level etc - a mix of demonstrating wealth and status, rarity /specialness, health and collectivism / conformity.
- Status, curiosity, TCM
- Medicinal use ♦ Rewarding self ♦ Gaining social currency
- Status symbol and belief in the tonic effects of endangered animals
- Health, culture and belief
- Belief in medicinal/tonic properties. Perception of status by possessing/giving endangered/rare wildlife products
- Status, power, health
- Cultural reasons, tradition ♦ belief in healing/power enhancing properties of iconic species such as Tiger, rhino, shark, bear ♦ Face: showing off (newly gained) wealth ♦ Peer influence: conforming to what the majority in the peer group does

## **Q2. Who do you perceive to be main groups of endangered species consumers in China and Vietnam, in terms of demographics and socio-economic status?**

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- Young middle to higher income men (primarily from Ha Noi and HCMC), with education, money and time to indulge in drinking animal wines and eating wild meat. Senior Government officials, business men. In addition, older people relying on medicinal products derived from animal parts.
- The nouveau-riche ♦ 'Yuppies' with disposable incomes seeking to impress
- Businessmen, officials
- Male government officials and successful businessmen with age between 30-55
- People who have money to waste, mostly to buy status
- Enterprises including state and private sectors from small size to corporate enterprises
- Government officials
- Affluent people in the society
- Elderly ♦ Rich people (could be young or elderly)
- High income, related to wildlife or wildlife products

- It depends on what they use them for: health or entertainment purposes. Males with higher income, higher education level and at their middle age (30s, 40s) is more likely to be consumers.
- Government officials and rich company tycoons, local villagers, people with prestigious status such as police and military forces
- Bones and skins - Han Chinese Elite incl. Police/Military ♦ Skins - some residual use in Tibetan community ♦ Ivory - Tibetan community, Han Chinese elites, possibly other minorities.
- Groups differ depending on motivation, but broadly include: business elites, nouveau-riche / luxury shoppers and older generation / traditionalists
- Rising middle class, along with very rich, age range from young to middle aged.
- Men, 45+, Graduate or less, Business men/government officials viz. A millionaire road building contractor in XiZang / ChongQing And/or A trader in machine parts from GuangDong And/or A mid-senior government official receiving gifts anywhere in China.
- Depending on what species, consumer demographics differ. But one general rule is people with money.
- Non-poor; high to middle income consumers and a growing corporate culture too
- Business people and government officials, predominantly male
- Senior officials, new rich
- Age group > 30, predominantly male (except for medicinal use of rhino, tiger bone glue in VN, decorative items, traditional wildlife dishes such as shark fin soup) Government officials, businessmen Nouveau riche

### **Q3. What gaps in knowledge and/or understanding do you think we need to fill in order to design effective campaigns on this topic?**

---

- The degree to which people are really aware of the harm of this trade - many will see the consumption of these animals as irregular, undesirable or a challenge to future survival of the animals. We need to know much more about how people think about the issues of sustainability. We need to know what will catch attention, especially over a longer term campaign - people are so used to "campaigns" that they often tune them out.
- How to best get to young people on these topics..... our best hope over time.
- Detailed sociological analysis of motivations behind consumption 2) Impartial medical research refuting efficacy of medicines from tigers and rhinos



- Using scientific/laboratory data to convince people that the consumption of endangered species will not only destruct the ecosystem, but will also harm their own health and well-being.
- Behavioral change we need to make happen has to redefine what people are after, so they don't want tiger products anymore and want something else. If people still want tiger products but have more knowledge about the fact that it's bad, it won't change the game (see cigarettes as an example).
- Scientific based research on effects of wildlife products including side effects Research and communication of available alternatives
- Different strategy for each target group like hunters, consumers, tiger farm owners, wineries, traders, traditional medicine practitioners, school & college students
- Sustainability biology of the animals, cruel methods of obtaining the animals
- Law enforcement, wildlife disease to human, wildlife values for human alive
- Health risks ♦ Alternatives availability ♦ No longer acceptable norms ♦ Motivation for consuming ♦ main consuming groups
- Extent to which tiger and leopard bones are entering formal Asian medicine. ♦ Role and impact of fakes in market ♦ Role of State in rigging ivory market ♦ Role of State in tiger trade from captive sources, if any ♦ Impact of China's skin registration scheme
- Deepening understanding of values and how frames trigger them. We need to be able to speak to and evoke values that are helpful in establishing positive cultural change and avoid those that are unhelpful and embed behaviours we seek to avoid.
- Doubtful about the honesty of people's answers to the survey questions. If it is important to find celebrity role models, like Yao Ming, to press home the message, Research should be done on who would be most appropriate. Similarly, if the disincentives (cost, penalties, health risks) are to be used, then it would be helpful to list them out clearly.
- Who are the people that influence this group most? ♦ Where are they seen often? ♦ What drives them to purchase? ♦ What can they replace their present behaviour with and still get same results (viz. social currency and personal reward)
- Specific demographics for consumption of specific types of products. Generalization in campaign messaging could miss the target.
- Belief, the placebo effects, culture...
- Where do these consumers congregate - what are the commonalities that unite them, and where are the differences in niche 'location' in order for outreach messaging to find them? How can increased law enforcement effectiveness work hand-in-hand with targeted campaign messaging, in a mutually reinforcing manner - so as to maximise uptake, deterrent and induce behavioural change.

- Precise targeting of potential buyers ♦ Networks of influence
- More specific profile of our target audiences. How to reach them, i.e. what kind of messaging is effective to change behaviour and what delivery mechanisms work best to reach the target audiences (directly or indirectly)

#### **Q4. From your perspective, what are the main constraints on success of such campaigning?**

---

- Failure of the consumers to internalize the need for conservation...or to take responsibility for the destruction of animals ♦ "now" is "now" thinking....living for now and forgetting about the future ♦ The fact that many/most people do not see themselves as the problem ♦ It can only work if there a way to make the campaign "cool", "in" and collectively essential... ♦ Wild animal trafficking and consumption makes a lot of people a lot of money....and is involved in corruption and profit. The recipients of the profit will fight these campaigns or look for ways around them...like the old "prohibition" campaigns. ♦ will the effect over time be too late to save the animals?
- Cultural sensitivities e.g. perception that it will be an attack on traditional culture and practices ♦ Political sensitivities, linked to the above
- Content and forms of campaigns
- Government support and financial/human resources
- They don't have anything to do with me ♦ They are focused on how bad it is to consume tiger-products, not on how good it is not to consumer them ♦ They don't have a clear call to action and sequence of actions to take after, so as first striking impression fades, the behavior doesn't change at a large scale.
- Currently lacking strategic mass scales and continuous communication campaigns, the problems have been recognized as a social problems, roles of all social sectors including corporate social responsibilities and active participation from all relevant agencies such as health sectors specially traditional sectors; consumption is not considered as a crime while changing people attitude will take long time
- Reach, scale and money
- Government regulation and enforcement ♦ myths and perception
- Right audience ♦ something illegal, underground
- Lack of enforcement/Policy support - Development of wildlife farming - Lack of a sustained campaign
- Not long enough, nor wide enough, campaign from campaign

- Attitude of relevant Governments. Lack of understanding of consumers ♦ Cultural barriers
- Expertise in the key consumer countries to design and deliver a sophisticated campaign, budget, commitment to long-term over short-term campaign wins
- Traditions among the elderly. Lack of style (if messaging is too goody goody) among the young.
- China's nouveau rich and their "I have earned it so I will spend it" attitude ♦ Campaign trying to give a lot of information instead of having a singular emotional appeal
- Campaign messages need to be developed by people who understand the local context. Messages need to resonant with local cultural, social and political norms.
- Funding and understanding of the clandestine consumption chain
- Lack of Precision (Bad Targeting), Lack of Short-Medium-Long Term Planning for Diversifying, Repetition and Reinforcement (No Luxury of Timing), and Lack of Money (funding from private and government sectors either not available nor sufficient for anything other than low-visibility, often single-medium, short-term and shallow impact outreach efforts)
- Funds ♦ Link with law enforcement credibility
- Needs to be driven/endorsed by governments (constraint: lack of interest/will) Needs wide engagement from different stakeholders and influential people/organizations (coordinated approach) (constraint: fragmentation of efforts) Needs to be a long-term, large scale, sustained effort and needs to include a learning mechanism (constraint: short term, hit & run character of most campaigns)

# APPENDIX III

## CONTEXT AND SCOPE OF WILDLIFE CONSUMPTION IN CHINA AND VIETNAM

1.



CREATIVE EXPERTS MEETING ON APPROACHES TO REDUCE CONSUMER DEMAND FOR TIGERS AND OTHER ENDANGERED WILDLIFE SPECIES IN CHINA AND VIETNAM

HONG KONG 22/23 November 2011



2.



3.

PRODUCT	EXTENT	TREND	FAKES	CONCERN
SKINS FOR DISPLAY	PAN-REGIONAL	? INCREASING	COMMON	MODERATE/HIGH
SKINS FOR GARMENTS	LOCALISED IN CHINA	? DECREASING	KNOWN	MODERATE/HIGH
FORMAL MEDICINE	REGIONAL/ GLOBAL	? DECREASING	KNOWN	MODERATE
TONIC AND FOLK MEDICINE	PAN-REGIONAL	? CONTINUING	KNOWN	MODERATE/HIGH
WILD MEAT	LOCALISED CN, MY, VN	UNKNOWN	KNOWN	LOW/ MODERATE
CURIOS	SE ASIA MAJOR CONCERN IN SUMATRA	? CONTINUING	COMMON	MODERATE/HIGH
LIVE ANIMALS	GLOBAL	STABLE	N/A	LOW

4.



5.

$$\text{DEMAND} = \text{DESIRES} \times \left( \text{ABILITY TO PAY} + \text{WILLINGNESS TO PAY} \right)$$

**DEMAND ISSUES:**

- Desire? CULTURE AESTHETICS POWER
- Stigma? ILLEGAL - ENDANGERED
- Ability to pay? GROWING ECONOMIES
- Substitution? ANIMAL HERBAL OTHER FAKES
- Uncertainty? STOCKPILING SPECULATION



6.

**INTERVENTIONS TO ADDRESS TIGER TRADE DEMAND**

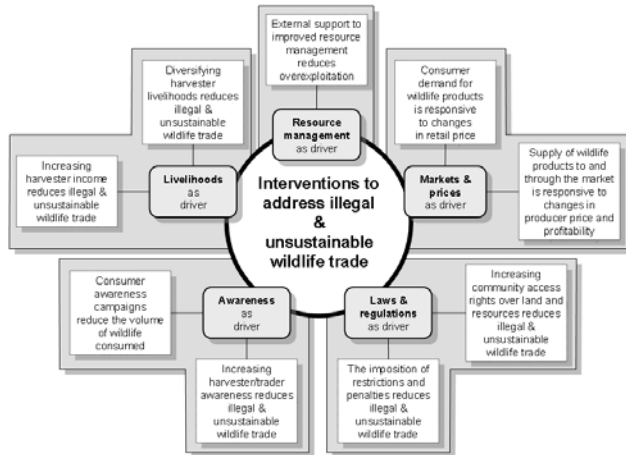
LEGAL  
DETERRENT

ENFORCEMENT  
DETERRENT

MOTIVATING  
CONSUMER  
PREFERENCES



7.



8.



9.

**INTERVENTIONS TO ADDRESS TIGER TRADE DEMAND**

MOTIVATING  
CONSUMER  
PREFERENCES



**REACH THE UNCONVERTED**

- Learn from other fields
- Research attitudes and motives
- Target the messaging on user and influencer groups
- Increase scale of communication
- Evaluate impact and adapt



10.



11.

- CREATIVE
- EXPERTS MEETING
- ON APPROACHES
- TO REDUCE CONSUMER DEMAND
- FOR TIGERS & OTHER ENDANGERED WILDLIFE SPECIES
- IN CHINA AND VIETNAM



12.

**SURVEY: MOTIVATIONS**



13.

**SURVEY: CONSUMERS**



14.

**SURVEY: KNOWLEDGE GAPS**



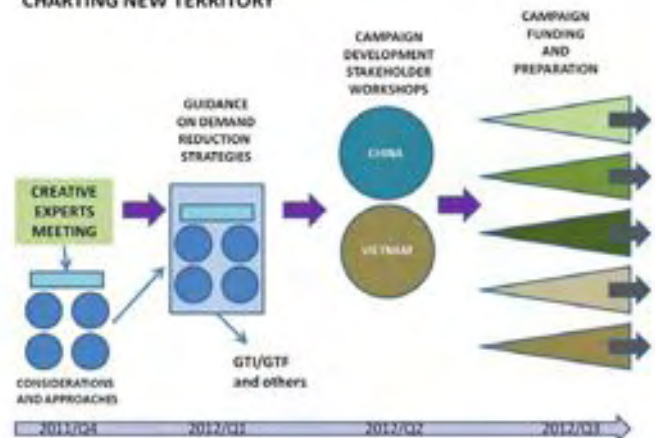
15.

**SURVEY: CONSTRAINTS**



16.

**CHARTING NEW TERRITORY**



17.



**AMBITION FOR THIS MEETING**

- Review the context
- Consumer profiling and drivers of behaviour
- Lessons learned from messaging and marketing
- Identify new approaches (audience, message, delivery)
- Outline roadmap for implementation



# APPENDIX IV

## CONSUMER PROFILING AND DRIVERS OF CONSUMER BEHAVIOUR: CHINA'S WEALTHY

### 1.

The road to **hell** is paved with **good intentions**

DRIVERS OF HUMAN BEHAVIOUR AND CONSUMER PROFILING

agily

### 2.

#### Human Behaviour

When we **promise**, we are **in a cool state**, but then the **lava-flow of hot emotions** comes rushing in **and things change..**

**Emotions** grab hold of us and **make us view the world differently**

We **promise to save** for retirement **and then spend** money on that vacation to the island nation

We **vow to diet** but **surrender to** the allure of the **desert cart**

We **promise to have the cholesterol checked** regularly and then **cancel our appointment**

Giving up on long-term goals for immediate gratification is almost a universal human trait. It is commonly called procrastination  
Latin: *Pro* (for), *cras* (tomorrow)

(Sadly) Conservation (of almost any kind) seldom has an immediate pay-off.

This needs to change..

#### Consumer Profiling

Wealthy in China – **Numbers Location And Key Characters**

agily

### 3.

#### Numbers

**875,000 with wealth exceeding 10M RMB**

- 70% male
- Average age of 39 (20 years younger than their US and European counterparts)
- Own an average of 3 cars
- More than 4 luxury watches
- Enjoy travel (26 days holiday per year – travel to Hainan, Yunnan, Hong Kong and increasingly Europe)
- Enjoy swimming! One third don't drink
- USA is the preferred place to send their child to **university**
- Increasing numbers are sending their child abroad for **secondary education** (England is preferred)

Source: Euromonitor, 2015

#### Forecast growth in wealthy households

From 1.0 million households in 2008 To 4.4 million households in 2015

Annualized growth of about 10%. Therefore, in 2010, about 2.2 million households

Source: Euromonitor Study (wealthy households identified as a household with income exceeding RMB 10M/yr per year)

agily

### 4.

#### Location

The changing geography of China's wealthy

- In 2015 there are likely to be far more wealthy households in lower tier China than there were in all of China in 2008 (1.8 million vs. 1.6 million)

Source: Euromonitor Study (wealthy households identified as a household with income exceeding RMB 10M/yr per year)

agily



5.

**Key Characters**

**Increasingly Younger**

- On an average, 15-20 years younger than their counterparts in the US or Japan
- 80% of wealthy consumers are under 45 years of age
  - Compared with
    - 30% in the US
    - 19% in Japan
- Mainly due to
  - The new entrepreneur millionaires
  - Second generation of millionaires

Statista.com | McKinsey Global Institute | Knight | China 100 Wealthy | Forbes | Consumer Survey

*Agility*

6.

**Young Millionaires a Challenge For Luxury Brands - An Example From Passenger Car Category**

- **BMW:** "The ultimate driving machine"
  - The brand is about experience of driving thus youthful and also very successful in China
- **Mercedes Benz:** "The culture of driving"
  - The brand is about history and heritage of driving, not sporty and exciting enough and thus not a image leader

Cross-category learnings from Luxury Marketing

*Agility*

7.

**Key Characters**

**Understanding The Young And The Old**

	Old Emperors	New Masters
1 <b>In Meetings</b>	Passive	Decisive
2 <b>Risk Attitude</b>	Averse	Calculative
3 <b>Decision-Making</b>	Smiling Assassin	Professional
4 <b>Business</b>	Win-Lose	Win-Win
5 <b>New Ideas</b>	Seldom embraces	Open to try
6 <b>Career Ladder</b>	Mostly Relationships	Relationships + Performance
7 <b>Attains Goals by</b>	Manipulation/Power-play	Consultative consensus
8 <b>Life's Priorities</b>	Money/Power	Achievement/Fame
9 <b>Altruism</b>	Virtually Absent	Developing

Cross-category learnings from Luxury Marketing

*Agility*

8.

**Mr. Xia - 'Undercover' Old Millionaire**



- High school (HS)
- In the excavation/construction business for 38 years and lives in Chongqing
- Has three Caterpillar excavators and one bulldozer. He has four cars, an Audi, a Mitsubishi Pajero, a BMD and a Toyota. Takes Govt. contracts in road and bridge construction.
- Got into the business through connections and contacts. Models himself and his business on well made success stories like Ma Jun. Has just started reading his books and recommends those to his nephews who are new to business.
- He had persuaded his extended family and relatives and friends to enter business and buy their own machines to get scale in his business.
- Has strong government contacts and social standing in his business in the and around Chongqing
- Spends a lot on gifting, especially around Mid Autumn festival and Chri. Sends to iPhones for his - depending on the type of person he is gifting to. (Also, has an old ivory artifact gifting that in his home.)
- Did not disclose how much he makes every month/year but Cat dealer says he is a very rich man with two farm houses outside the city and a Range Rover that he does not get to city each month for profile.

*Agility*

9.

**Some Sound Bytes**



- "I like tigers. I know it is not good to consume tiger products. But I think that the Government **organizing tigers in wildlife-parks is good enough**. I know that in Harbin there are many tigers. Many people go there to see them."
- "All tigers cannot be saved - it is not possible. **World population is already 7 billion**. We need to protect as many tigers as we need - there must be **some formula for it.**"

*Agility*

10.

**Mr. Song - Well-Heeled Young Millionaire**



- Post graduate (PG). Father was in the army
- Started about 9 years back. Has **three restaurants and investment in two websites**. Beginning to invest in Art. Lives in Beijing
- **Has traveled through most of Europe and US**. Likes going to Japan at least once a year
- Has strong government contacts and social standing. Lives with his mother who is also engaged in the art business and very well connected
- Drives a Mini Cooper and mother has chauffeur driven Mercedes
- Did not disclose how much he makes every month but travels abroad at least once in 4-5 months, mostly for work
- **Spends in gifting but usually buys things from Europe**. Gifted his mother a high retreat in the Himalayas in 2005, at the Ananda Spa (a 5-star spa in India)

*Agility*

11.

### Some Sound Bytes



- "There are not many passionate art collectors in China... only investors!"
- "People like to buy anything for luxury. Buying wildlife products is like buying Vertu mobile phone. It is very expensive but of no use. It is just meant to tell people that you have the money to buy it but not the brain"
- "I love tigers, I wish I could do more about protecting them but you just can't trust anything in China anymore. You know what happened at the red cross society. Everything is just business and people just keep cheating."



*Apiny*

12.

### Some Sound Bytes



- "I think **people do not care because they are too far away from nature**. If they can get to experience tigers they will feel for them more."
- "Most of the rich people around me have much more money than me but no taste. They actually ask me and my other often about how to spend especially when they are gifting to important people."

*Apiny*

13.

### Old vs. New

#### Old Millionaires

- "Look at me, I'm rich"
- Undercurrent of **power**
  - "Wanting a link to the glory days of the Imperial past; to associate oneself with something that was close to the most powerful man in the world, the emperor."

#### New Millionaires

- "Look at me, I'm discerning"
- Undercurrent of **knowledge**
  - "Wanting a link himself with things that showcase his open outlook, well-traveled global outlook and greater knowledge about things and places."

Downsiders's learnings from Luxury Marketing

*Apiny*

14.

## WHAT DOES ALL THIS MEAN

*Apiny*

15.

### 1. Old Millionaires Are Core Target

- Older millionaires seem to have greater propensity to consume tiger products

*Apiny*

16.

### 2. Tiger Products Help Gain Social Currency

- Exotic and exclusive nature of tiger products makes buying and gifting them a short-cut to gaining social currency

*Apiny*

17.

**3. Spreading information/awareness is not enough**

- These people already aware that Tigers need to be conserved.

And yet,

- **New Millionaires Need Help To Act:** Either they do not have the means/tools to turn *knowledge into behaviour*
- **Old Millionaires Need Belief:** They do not seem to *believe* that it is important/critical for them to protect them

*ajay*

18.

**4. Opportunity to Create Role Models in Conservation**

- Because old millionaires look up to other businessmen who are even more successful than them or are national icons, it might be worth looking at creating 'regional and national role models of conservation'



*ajay*

19.

**5. Experiencing is Caring**

- If people get to experience tigers in the wild and come to know more interesting things about them in a more personal way, they might think twice before buying tiger products

*ajay*

20.

**ADDITIONAL POINTS TO PONDER**

*ajay*

21.

**Who is the enemy?**

- Ignorance?
  - "I do not know..."
- Apathy?
  - "I do not really care..."
- Accessibility?
  - "There is no easy way for me to do anything..."

*ajay*

22.

**Who are the Allies?**

- Iconic Business Leaders/Other Winners?
- Children/Youth?
- Other brands?

*ajay*

23.

**How To Make Conservation Cool / A Matter of Pride and With An Immediate Payoff?**

- Turn the campaign into a movement of change
- Trigger national/regional/provincial pride
  - How Lance Armstrong's support for the cause of cancer treatment became a lifestyle statement "Livestrong"

*apily*

24.

**DISCUSSION**

*apily*

25.

**NOTES/REFERENCES**

*apily*

26.

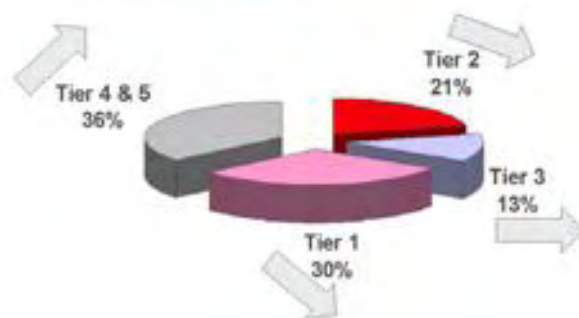
**Tiering by city**

- Tier 1 (more than > 7,000 RMB hundred-millionaires)
  - Beijing and Shanghai
- Tier 2 (2,000 - 4,000 RMB hundred-millionaires)
  - Guangzhou, Hangzhou, Shenzhen AND **Wenzhou**
- Tier 3 (500 - 1000 RMB hundred-millionaires)
  - Nanjing, Suzhou, Ningbo, Chengde, Xiamen, Qingdao, Dalian, Fuzhou, Shenyang
- Tier 4 (100 - 500 RMB hundred-millionaires)
  - Harbin + other fast-developing cities
- Tier 5
  - The rest of the cities

*apily*

27.

55,000 with RMB 100 million or more (and forecast share of wealth)



*apily*

28.

**New Masters vs Old Emperors**

- Jeremy Shen said that, more than 20 years ago, he was asked by JT Tai in New York, to offer his opinion as to when the big Chinese collectors [of imperial pieces] would start collecting foreign [impressionist and classical] art... "after all", said JT, the "Japanese became big collectors of foreign art during their economic boom":
- Jeremy replied "Not in my life time".
- He's retired now, and is hoping to live many more years, but still stands by this statement.

*apily*

29.

**The New Master**

- Well-Travelled
- Intelligent
- Caring
- Discerning
- Sophisticated
- Knowledgeable
- The Dream/Passion = To make a difference
- The How = To continuously develop as a person

*Apily*

30.

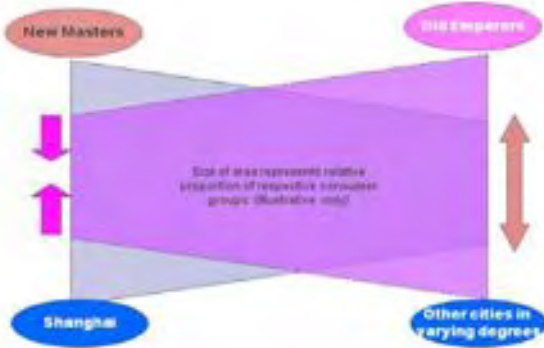
**China Entrepreneur Club**

<b>Positioning</b>	The most authoritative and influential commercial leaders club in China, CEC is dedicated to elevating itself to be one of the world's most successful non-profit organizations.
<b>Location</b>	Peking University Technology Park, Beijing
<b>Development History</b>	China Entrepreneur Club (CEC), established in December 2006, was launched by 31 of the most influential entrepreneurs, economists and diplomats in China. CEC members are the most vigorous representatives in the new Chinese economy and are pioneers in shouldering CSR among Chinese enterprises.
<b>Membership Criteria</b>	Membership only by recommendation. Director: top three in the industry, annual operating revenue exceeds RMB 5 billion, good public image. Member: top five in the industry, annual operating revenue exceeds RMB 1 billion, good public image, high-growth industry leader.
<b>Membership Cost</b>	Members include: Liu Chuan Zhi, Jack Ma Yun, Niu, Gen Sheng, Li, Shu Fu, etc.
<b>Membership Benefits</b>	More than RMB 500,000
<b>Partnership Brands</b>	Social capital; information sharing
	World Economic Forum, Guanghua School of Management, China-EU Business School, China Green Companies, Chaumet, BMW, Ballo & Gibbani, Davidoff, Coflex, etc.

*Apily*

31.

**New Masters vs Old Emperors**



*Apily*

32.

**New Masters vs Old Emperors**



*Apily*

33.

**The North**



*Apily*

34.

**The West**



*Apily*

35.

The East



*Ogilvy*

36.

The South



*Ogilvy*

37.

Super-Cities



*Ogilvy*

38.

The road to **hell** is paved with **good intentions**

*Ogilvy*

# APPENDIX V

## CONSUMER PROFILING AND DRIVERS OF CONSUMER BEHAVIOUR: YOUTH

1.



2.



3.



4.



5.



6.



7.



8.



9.



10.





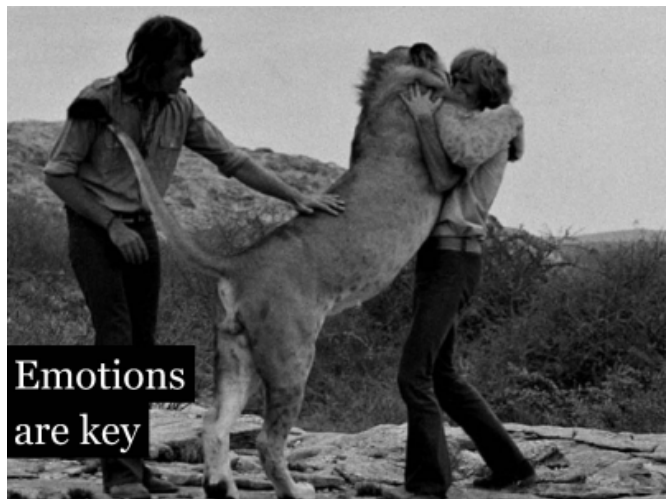
11.



12.



13.



14.



# APPENDIX VI

## INSIGHTS FROM BEHAVIOURAL ECONOMICS

1.

### Curbing Consumption from the Wilds – Insights from Behavioral Economics

2.

### Introduction

- What is different about behavioral economics
  - Addresses puzzles that "conventional" economics cannot explain
    - How are consumer preferences shaped and manipulated?
    - Cases of seemingly irrational behavior are widespread
    - Influences on behavior – values, ethics, social norms.
- Provide examples that might be useful
- Suggest how these concepts can be applied.

3.

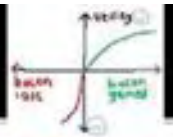
### The Ultimatum Game

- Give Jane \$100. She **can keep some** as long as she **shares some with John** and John accepts this share.
- How much will Jane share?
  - Economics says Jane will keep the bulk  $\approx 90\%$ , and John will accept this "deal" (since 10% is better than 0%)
  - In reality John rejects anything less than about 25%
- Why?
  - Answers later



4.

### Loss Aversion



- Most people prefer to avoid a loss of \$1000 – than to gain \$1,000.**
  - This violates assumptions about risk taking behavior – but it seems to be a pervasive feature (with big implications)
- We can use this to great advantage to manipulate demand

Loss Aversion and the Endowment effect



5.

## Framing



- People are smart they can't be fooled by how a question is framed
- In reality they can!
  - You give Jane \$10 – she has two options
    - A: she has 20% chance she can keep \$6
    - B: she has 80% chance of loss of \$4
  - Most people select A.
    - Sellers know this and play on this
    - It matters whether you frame something as a gain or a loss

6.

## Reference Points Matter – and you can manipulate demand thro confusion

- The Economist advertisement:
  - Case1:
    - A - 1 year subscription web only \$60
    - B - 1 year subscription print and web \$120
    - C - 1 year subscription print only \$120
  - Case 2
    - A - 1 year subscription web only \$60
    - B - 1 year subscription print and web \$120
- **More people will select B under Case 1**

7.

## Would thou steal beer.....?



- **Would students steal beer from a dorm refrigerator?**
- Of course - theft of beer occurred 100% of time - all beer vanishes over night
- An injunction from Commandments placed on refrigerator door
  - Thou shalt not steal , .....
  - Theft declines 30% – 70%
- Context – **REINFORCERS** matter



8.

## Implications for Demand Management



9.

## Suggestions for what this might imply

FRAMING	EXAMPLES	FEASIBILITY AND IMPORTANCE
LOSS AVERSION: Strong dislike for losses	1,000 people who consumed x contracted disease y	
MENTAL ACCOUNTS: Compartmentalize spending (health, housing, etc)	Would you waste money on X, or rather spend it on Y.	
SUNK COSTS AND HABIT COMBINE WITH PLACEBO EFFECTS: A psychological investment in the old and what is known	Inject uncertainty, negativity	

10.

Choice Architecture	Examples	FEASIBILITY AND IMPORTANCE
GROUP EFFECTS	Copy cat syndrome	
PRO-SOCIAL BEHAVIOR MORE ATTRACTIVE IN PUBLIC AND WHEN RECOGNIZED (SOCIAL REWARDS)	"My neighbors have disavowed X and so have I"	
SYMBOLISM: Associate consumption with negative connotations and symbols	Instil negative imagery and connections (images on cigarette cartons- but ...)	

11.



Main forces	Examples
ETHICAL INJUNCTIONS.	Social values very important Ultimatum game shows people will go against self interest if we offend their values
PLACEBO EFFECTS	As a counter there are Placebo effects

## APPENDIX VII

# HELMET DAY! LESSONS LEARNED ON VIETNAM'S ROAD TO HEALTHY BEHAVIOUR

1.

**Meeting Behavior  
Change Challenges**

**Helmet Day! Lessons  
Learned on Vietnam's Road  
to Healthy Behavior**

Nina R. McCoy, MAT, MPH  
Viet Nam Representative  
Social Science Research Council  
November 22, 2011  
TRAFFIC/WWF Meeting Hong Kong

2.

1979 Ha Noi  
Top of Hoan Kiem Lake



3.

Ha Noi before December 15, 2007



4.

Ha Noi December 15, 2007  
An Amazing, Magical Scene  
99-100% compliance



5.

### Beginning of Helmet Use for Traffic Injury Prevention Work in Viet Nam

- **1993** Ho Chi Minh City's first mandatory helmet rule within the city. Repealed 1994. First helmet standards.
- **1995** Gov. decree No. 36 included helmet use outside of populated areas
- **1997** US Ambassador Pete Peterson National Traffic Safety Committee CDC; Asia Injury Prevention Foundation; Atlantic Philanthropies

6.

### 2001 Campaign What went wrong?

- Too few traffic police = no enforcement
- Cities not involved.
- Police not interested in public health.
- Lack of money and organization to carry out public education and awareness campaigns.
- Quality helmets too big and expensive.
- Protec's Tropical Helmets not produced yet.
- Fine too low. \$1-2.
- Riders willing to take risks.

7.

### 2002-December 15, 2007 Making and Wearing Helmets

- **2002 GOVERNMENT COMMITMENT:** The National Policy on Accident and Injury Prevention and Control for 2002-2010.
  - Mandatory helmet use regulations that could be implemented.
  - STEP BY STEP**
- **AIPF's Protec factory opened.**
- Vietnamese leaders made responsible for accident reduction.

8.

### Why People Did Not Wear Helmets

- RICE COOKER
- HAIR.....NOT "COOL"
- Inconvenience
- Cumbersome styles....HOT, Can't hear, heavy
- Fatalism.... risk taking
- Social conformity
- City travel is safe!
- "I am a good driver...."
- Campaign boring.
- Expense

9.

### NO EXCUSES!

- **2006 – December 2007** **AIPF** led Viet Nam Helmet Wearing Coalition in risky education campaign. **Ogilvy & Mather** designed pro bono.



10.



11.

## Hard hitting media campaign

- **No holds barred!**
- Reality: injured people; hospitals; sorrow
- Reached the **PRIME MINISTER** emotionally!

**CHALLENGES:** Knowing when to take a risk.  
How to be sure the public is ready for reality.  
How to create a campaign that stands out but draws in public. When does **shock** work?  
When is it a disaster?

12.

## Finally!

- **June 29, 2007** Prime Minister released Resolution 32. **Compulsory helmet use from December 15, 2007.**
- Helmets on government workers: **September 15, 2007.**
- **ALL** riders and passengers. **ALL** roads. **INCREASED** fines.

13.

## Taking risks. Would it work?

- **No real expectations but lots of risk taking.**
- Vietnamese and international experts expected no more than 50-80% compliance.

**CHALLENGE:** How much risk taking can the partners in a behavior change project afford?

14.



15.

## Reasons it worked this time

Key factors:

- **High level of political will in VN Government.** The power of the **PRIME MINISTER**. Embraced work, created regulations and supported implementation.
- **Unrelenting international partners.**
- Combination of **funding, passion, vision and leadership** among international and Vietnamese players = action.

**EVERYTHING CAME TOGETHER  
AT THE RIGHT TIME.**

16.

## Key areas made a difference

- Stronger legal, administrative and social environment...**PRIME MINISTER's** role;
- A good regulation as base for changing behavior;
- Resources: police, high fines, helmet supply;
- Strong education and awareness campaign with a clear message; and
- Effective planning and coordination, from the top to the grassroots.
- **IT WAS ALSO FUN!**

17.

## The Primary Lesson Learned

- **Policy change can be an important element in behavioral change** especially in an environment such as Viet Nam, where the Government is a major player.

**It takes many kinds of players**--with power, money, ideas, commitment and national reach--inside and outside government and the country....

Vietnamese and international organizations and people with complementary skills and knowledge.

**Planning and coordination among these people was critical.** Then, essential factors could come powerfully together."

- SSRC case study to Atlantic Philanthropies

18.

## Second Critical Lesson Learned

- **The initial change must be sustained and supplemented.**
- Plan this from the outset.
- Make it "doable".
- Vietnam has yet to create this kind of plan.

**CHALLENGE:** After the success is the **will** still there? How is this stage different from the first phase?

19.

## Essential Knowledge Base

- **A credible, understandable knowledge base is essential.** "Evidence" is a foundation for all elements of a campaign.

**CHALLENGES:** Planning how to create this knowledge base. Learning how to use it to gain government and organizational commitment and stimulate public awareness/engagement.

20.

## Cultural Context

- **Cultural context is critical.**
  - The role of social conformity in Viet Nam; how that can work for a campaign.
  - Knowing the profile of the consumers.

**CHALLENGES:** Knowing how to "make changes all together". Understanding the complexities of the motivation of those we want to make the changes. What is the best way to turn the change into a social norm?.

21.

## Compulsory Element

- **A compulsory element is often essential to changing risky behaviors.**

**CHALLENGES:** Knowing how to test new policies and regulations on the public in order to avoid ultimate failure. Learning how to measure the limits of compulsory rules and the components needed to support the rules.

22.

## Regulations and Consequences

- **Any regulation and its consequences must be clear, easy to understand and well-communicated.**

**CHALLENGE:** To find ways to well-communicate regulations and consequences in policy documents, schools, community forums, mass media and everyday conversations.



23.

### Effective Legislation

- All essential pieces of legislation must be in place at the same time.

**CHALLENGE:** Can we get the legal authority, the rule, the sanction and implementation and enforcement instructions ready at the same time? What are the obstacles? What is going to help us?

24.

### Education and Communications

- Education and communications must be appropriate to the audience and cultural context, be creative, clear, repeated, truthful and linked to evidence.

**CHALLENGES:** Knowing how to make the messages stand out, to successfully test all community awareness work, to fund it and gain government approval...and be patient when it takes a long time.

25.

### Education and Communications 2

- Education and communication efforts must be simultaneous and constant.
- **CHALLENGE:** How can we keep a comprehensive awareness and advocacy program interesting, going forward without let down with maintenance over the long term?

26.

### Capacity Building

- Capacity-building among key players is essential. They do not all know everything and often cherish learning from each other.

**CHALLENGE:** Finding the time for cross-fertilization, brainstorming, collaboration and sharing results when people are busy. When is a meeting one too many? When is it essential? How can we avoid running out of steam?

27.

### Best Practices

- Local-international partnerships both develop new and adapt older best practices. Project implementation moves faster through partnerships.
- **CHALLENGES:** How do we use the partnerships to pressure authorities to maintain momentum and funders to join in? How to keep the synergy energetic? How to find the charismatic, committed individual champions of the issue?

28.

### Strength in Working Together

- Global-local interaction can amplify messaging. Global emphasis on a problem can assist the government in achieving its goals.

**CHALLENGE:** How to assure that a balance between the parties be maintained in order to keep each at optimum effectiveness in the project/program.

29.

## Private-Public Partnerships

- Private-public partnerships can be built to fund and implement programs. The Vietnamese government welcomed partnerships, a form of participation of all in producing public goods. International and Vietnamese corporations joined in.

**CHALLENGES:** How do we find committed partners willing to stay the course, through ups and downs? What strategy will keep them involved?

30.

## Inevitable Failures

- There will always be weaknesses and failures in the campaign. Plan in time and energy to evaluate and respond.
- Constantly need to learn from problems. Why? Can anything be done?
- Do not wait to address the problems.

**CHALLENGE:** How do we keep the momentum going long enough to improve the campaign when it hits snags?

31.

## A BIG MISS....CHILDREN



32.

## PROBLEMS STILL TO SOLVE



33.



## **APPENDIX VIII**

### **STRATEGIES AND APPROACHES: GROUP ACTIVITIES AND OUTPUTS**

# CORPORATE

**CORPORATE ALLIANCES**

**CORPORATE JOINT  
DECLARATION/PLEDGE  
AGAINST ILLEGAL GIFTS  
– COMPANIES, CLUBS**

**TOP-LEVEL 'DISSING',  
ELITE DOWNSIDING**

**TOP-LEVEL PLEDGES/  
COMMITMENTS  
AGAINST PRODUCTS**

**BUSINESS GURUS SAY  
'NO' TO TIGER  
PRODUCTS**

**TIGER-FRIENDLY BRAND  
GIFTS – SPECIAL ROLEX  
'TIGERLESS' EDITION**

**GIFTING CAMPAIGN – IT  
DOESN'T HAVE TO BE A  
TIGER TO BE EXCLUSIVE,  
PRESTIGIOUS, RARE &  
EXPENSIVE**

**BACKFIRING GIFTS –  
GIFTS THAT BITE THE  
HAND THAT GIVE THEM**

**BLOOD GIFTS – GIFTS  
THAT PUT BLOOD ON  
YOUR HANDS**

**WILDLIFE GIFTS = BAD  
FENG SHUI**

**DEMAND REDUCTION  
BUSINESS PLAN**

**TV PSAs WITH  
INDUSTRY LEADERS**

**RECRUIT BUSINESS  
AMBASSADORS FOR  
DEMAND REDUCTION**

**BRAND ASSOCIATION –  
TIGERS AND EXCLUSIVE  
BRANDS**

**OFFICIAL GIFTING  
GUIDE**

**EXCLUSIVE CLUB – THE  
TIGER GUARDIANS CLUB  
(MEMBERSHIP FEE = \$1  
MILLION)**

**DON'T GIVE A DUD –  
ENDANGERED  
WILDLIFE GIFTS ARE  
USELESS, WORTHLESS**

**DON'T WASTE YOUR \$ –  
ENDANGERED  
WILDLIFE GIFTS ARE  
USELESS, WORTHLESS**

# CORPORATE

## STRATEGIC APPROACH:

Engage business elite to renounce and denigrate consumption and gifting of tiger products

Focus on business-to-business gifting (not governmental)

For tigers, but apply to ivory and rhino horn as well

## AUDIENCES:

Rich businessmen  
CEOs (iconic figures)  
Elite Clubs  
Brands

Baidu CEO  
Taobao CEO  
360 degrees CEO  
QQ Tenent CEO  
Sina Soho

Other business icons

MBA Students  
- MBA Oath

## CURRENT BEHAVIOUR

CONSUMING for health and status

GIFTING for influence and 'face'

Collecting rare wildlife products as an investment

## DESIRED BEHAVIOUR

Public renunciation of these products

Cease gifting of these products

Cease consumption

Establish these as part of their company disciplines / code of practice

## CURRENT ATTITUDES

Lack of shame using these products

Unwillingness to publicly acknowledge the problem

Indifference  
It's not my job to save these animals

Belief in TCM efficacy  
Mythical beliefs

Perception of enhanced social status by possessing rare animals

## DESIRED ATTITUDES

Awareness of the situation

Care for the problem

Perceive and acknowledge that the practice is not 'cool'

Associate some risk to the practice

Health doubts about the practice

See national interests in stopping the practice

## HOW TO MEASURE BEHAVIOUR CHANGE OVER TIME

Track number of corporate renouncers of these products (individuals, corporations & organisations)

Attitudinal surveys of primary and secondary target audiences (before and after campaign)

## INDICATORS

**PRIMARY**  
1. No. of renouncers  
2. Percentage improvement in attitudes

**SECONDARY**  
1. Tiger populations  
2. Tigers farms closed  
3. Public opinion on wildlife conservation

## TIMELINE

1. In 6 months, one leader and one corporation supports initiative (catalyst)

2. In 12 months, a 'Gang of Five' of supporters recruited

3. 50% change from baseline in attitudinal survey of target audiences (3-year monitoring span)

## Business elite as a catalyst for change

## Strategic approach & audience

- Engage business elite to renounce and denigrate consumption and gifting of tiger and/or ivory, rhino products
- Audiences:
  - Rich iconic businessmen from different sectors
  - Elite clubs
  - Brands
  - Corporations

## Current behaviour & attitude

- Current behaviour:
  - Consumption (incl. collecting)
  - Gifting (business to business)
- Current attitude:
  - “I don’t care, I didn’t do it, not my job”
  - “It gives me face”
  - “Making money is more important”
  - “My (rich) friends do it too”
  - “It makes me feel better, virile, healthy, powerful”

## Desired attitude

- Desired attitude:
  - ‘I lose face if I consume or gift this’
  - ‘Consumption is just not cool’
  - ‘Using this product is risky (not acceptable, not good, may not work, may be illegal)’
  - ‘Extinction in the wild is a tragedy and shameful’
  - ‘My country needs to be the leader in the solution’

## Desired behaviour

- Publicly renounce consumption and gifting of tiger and/or ivory, rhino
- Cease gifting of tiger and/or ivory, rhino
- Make it part of corporate policy and behaviour
- Leadership and champion the cause

## Indicators

- Primary indicators:
  - Number of renouncers
  - Attitudinal survey of primary and secondary audience (before and after campaign)
- Proxy indicators:
  - Wild populations increase
  - Closure of Tiger farms
  - Change in public opinion

## Timeline

- 1st catalyst leader converted = 6 months
- Elite club of 5 = 9 months
- Number of corporates renouncing publicly grows by 10% per year for 5 years
- Changes in attitudes: 50% improvement from baseline in 2 years
- Changes in attitudes: 75% improvement in 3 years

# GOVERNMENT

LEADER STATEMENTS

POLITICAL CHAMPIONS  
FROM WITHIN

CLEAR STRONG POLICIES

CLOSURE OF TIGER  
FARMS

EXPOSURE (AND 'FACE')

AMNESTY DAY IN  
VIETNAM MINISTRY

GREEN ALTERNATIVE  
CAMPAIGNS FOR  
FESTIVITIES (E.G. LUNAR  
NEW YEAR)

IMPROVED LEGISLATION  
- POSSESSION  
- CONSUMPTION  
- CAPTIVE BREEDING

SMS CAMPAIGN  
PEER-TO-PEER OR  
MESSAGES FROM  
POWERFUL PEOPLE

BLOOD MEDICINE  
[?][?] [?][?][?]

POLICY CAMPAIGN

[?][?] [?][?][?] OF  
ENFORCEMENT  
CLAMPDOWNS

QUIET LOBBYING

LEVERAGING CULTURE

ONLINE 'GIFT' WIZARD

OFFICIAL GIFTING GUIDE

LEVERAGING NATIONAL  
PRIDE



# GOVERNMENT

## STRATEGIC APPROACH:

Political champions for promoting demand reduction

## AUDIENCES:

Look beyond traditional government partners e.g. Premier, Foreign Ministry

Link with corporate champions

At national and provincial governmental levels

Link with Global Leaders e.g. Zoellick meeting with new Chinese Premier

## CURRENT BEHAVIOUR

Considering endangered species breeding and export

Consumption not taken seriously

## DESIRED BEHAVIOUR

Clear and comprehensive bans on tiger products

Increased budgets for tiger law enforcement and conservation

Transparent information on wildlife crime

What can we learn from the success of panda conservation?

## CURRENT ATTITUDES

Tigers can be an economic commodity

Consuming tigers and other endangered species is not a crime or a 'dirty/dark' thing to do

Tigers are an embarrassing issue – we are always being criticized

## DESIRED ATTITUDES

China/Vietnam consumption is hurting wild tigers everywhere

Understanding the value of tigers CONSERVATION  
- moral -cultural  
- national -ecological  
- monetary

Tiger farming will not work

It is not about Indian tigers or Sumatran tigers or Chinese tigers – it is about tigers as a global priority

Ex situ conservation is the only chance to protect tigers

## HOW TO MEASURE BEHAVIOUR CHANGE OVER TIME

Legislation is unambiguous – all products are banned

Number of enforcement clampdowns

Number of awareness campaigns launched

Tiger farms are phased out

## INDICATORS

Public statement by new national leaders and political champions

Enforcement budgets increased  
Increase in seizures  
Increase in prosecutions

Reduced poaching in other Tiger range countries

## TIMELINE

2012 leadership change in China

2013 - CITES CoP16

2022 - Numbers of wild tigers doubled

## THE PROBLEM

Tigers are not (an actual) priority

Legislation is not clear  
(not all products banned, captive breeding allowed, confusing consumers)

Lack of regular and strong enforcement

It is not seen as China and Vietnam's problem

## OBJECTIVE

Govt sees itself as a champion of tigers and sees their role in global wild tiger conservation efforts

## APPROACH

### Champions of the Tiger

Cultivate champions in government that will elevate demand reduction efforts to higher levels through enhancing legislation, enforcement and personal messaging

## ACTIVITIES

Identify potential dynamic and charismatic 'champions' in the existing administration, especially in other Ministries such as Finance, Foreign, as well as other fields

Engage the new leadership in China and Vietnam

Identify the priority commitments we want them to make

## ACTIVITIES

Identify strategic opportunities for these champions to publicize these commitments

Expand this network of champions

Engage other strategic allies (such as World Bank President, Prime Minister of India, etc)

Integrate efforts with other objectives demand reduction initiatives

## TIMELINES

End of 2012 New China Premier selected

High-level meeting with VN PM after Hanoi workshop

CITES CoP16 Thailand March 2013

WB GTI mid-term review (also review our strategy)

## INDICATORS

Successful meetings held with champions

Strong personal public messages from champions on reducing demand

Enforcement clampdowns (no. of seizures/prosecutions)

## INDICATORS

Complete ban on all tiger products (legislation changed and enacted)

Significantly increased budgets for relevant tiger conservation, enforcement, education and awareness activities

Tiger farms phased out

-What does success look like?

Some headlines from the SCMP of Nov 22, 2022

Global tiger populations doubled  
Second year of zero tiger part seizures reported in China

- Tiger NGOs strike over lack of work

# GENERAL PUBLIC (YOUNGER GENERATION)

ALTERNATIVES – YOU  
DON'T WANT TO EAT  
THAT, YOU WANT TO  
EAT THIS

ONLINE WILDLIFE  
INFORMANTS – HOME-  
GROWN BLOGOSPHERE

REPORT ENDANGERED  
WILDLIFE CONSUMERS –  
'EYES AND EARS'  
CAMPAIGN

GPS-ENABLED TIGER  
'TAMAGOCHI' PHONE  
APP – WHERE IS YOUR  
TIGER?

GPS > ILLEGAL ITEMS >  
ONLINE MAP > THREAT  
> PUBLIC

ONLINE GAME/PHONE  
APP/NINTENDO GAME –  
'CATCH A TRADER'

DON'T WASTE YOUR  
MONEY ON MYTHS (E.G.  
RHINO & CANCER)

HACK AN ILLEGAL  
TRADER'S WEBSITE

YOUTH MESSAGING TO  
PARENTS – ANTI-ILLEGAL  
TRADE FACTS

DON'T MAKE YOUR  
KIDS / GRAND-KIDS  
ASHAMED OF YOU

VALUE BIODIVERSITY) -  
IMAGINE IF IT'S JUST A  
ONE-SPECIES WORLD

BRAND ASSOCIATION –  
TIGERS AND HIP  
BRANDS

FILM FESTIVAL

BE A WILDLIFE  
SUPERHERO

YOUTUBE VIRAL VIDEO  
CONTEST ON DEMAND  
REDUCTION

VIRAL GRASSROOTS  
LOBBYING

SHOCKS

VALUE BIODIVERSITY) -  
IMAGINE IF IT'S JUST A  
ONE-SPECIES WORLD

# YOUTH

## STRATEGIC APPROACH:

Changing the behaviour of the relatives of the younger generation

## AUDIENCES:

Young people (14-30 years) who are children or relatives of direct consumers

Peers or other people who can become positive influencers

The urban affluent

## CURRENT BEHAVIOUR

Don't know – I don't see a problem

Don't care – I see the problem but why should I do anything about it?

I don't consume these products, other people should be doing something about it

It's 'normal' not to challenge this kind of practice

## DESIRED BEHAVIOUR

Educating or shaming the consumers, via their own personal commitment

'Police' your family and neighbours

Spread the word and influence others

Parents might hide (?)

## CURRENT ATTITUDES

Don't care enough

I can't change the behaviour of others

I can't make a difference

## DESIRED ATTITUDES

People with my 'face' can't be a part of this practice

Shame people into stopping consuming these products

I can make a difference

## HOW TO MEASURE BEHAVIOUR CHANGE OVER TIME

Number of actions online:  
- Kit downloads  
- Signatures  
- Pictures  
- Actions - Achievements

Parent Pledges

## INDICATORS

First spike - "Buzz" value

6 months – Number of true supporters

## TIMELINE

Q3 2011 – First spike

# YOUTH

## STRATEGIC APPROACH:

Creating a "spike" movement and symbol against trade and use of endangered species

## AUDIENCES:

18 – 35, media/ fashion/ trend-oriented

Celebrities / media / trendsetters

Young children / education

## CURRENT BEHAVIOUR

Aware but not doing anything about it  
Not acting on awareness

It's not my responsibility

## DESIRED BEHAVIOUR

Publicly announce a bold brand message

Display

Interact

Social badge

## CURRENT ATTITUDES

It's a worthy cause but not really trendy

It has moral value but not 'cool' enough

I don't want to be seen as a 'Greenie'

In some countries (e.g. Vietnam), it is a genuine lack of awareness

## DESIRED ATTITUDES

Valuing wildlife and doing something about it

Conservation is cool and trendy

Wildlife conservation can make me trendy

## HOW TO MEASURE BEHAVIOUR CHANGE OVER TIME

Earned "media" KOLs  
Number of participants

Key opinion leaders enrolled

Number of businesses/ flagship actions

## INDICATORS

More celebrities and corporations joining proactively

More self-generated initiatives

## TIMELINE

Q4 2012

# YOUTH

## STRATEGIC APPROACH:

Encouraging youth to influence good government policy and practice

## AUDIENCES:

18 – 35

Socially-aware creators

Young children / education

## CURRENT BEHAVIOUR

I don't know

## DESIRED BEHAVIOUR

Reporting to public

Participation, send feedback to government

Make fun of non-working policies

## CURRENT ATTITUDES

It's not broken

## DESIRED ATTITUDES

Current policies are nonsense – this needs to be addressed

## HOW TO MEASURE BEHAVIOUR CHANGE OVER TIME

Content created, shared and viewed

## INDICATORS

Media buzz

Government reaction

## TIMELINE

Q4 2012

## Communication strategies for the conservation of endangered species

Sub-strategy:  
targeting youth

## Agenda: what's inside

- Context: what this document is
- Target Audience: who they are
- "Influencing" strategy:
  - influencing their relatives
  - influencing the government
  - influencing the society

## Context: what this document is

Whom, what & how can we communicate with in order to reduce wildlife product consumption?

Government

Businessmen,  
high profile

General  
public

Youth

Communication strategy guidelines overarching audiences, usage types etc.

China

Vietnam

## Target audience: who they are

INFLUENCERS TODAY, CONSUMERS – TOMORROW:

They do not currently represent a large group of direct consumers, but they are important influencers and potential future consumers.

Demography:

- 14-35
- Big Cities  
(we assume that 80% of consumption happens there)
- Have enough money to be online and own a smartphone  
(otherwise they are not going to consume wildlife products)

Psychography:

- Mostly aware of the problem (we're targeting them primarily as influencers, so we want the "low hanging fruit")
- Currently don't have enough motivation to act
- Don't clearly understand how to make a difference and whether it's possible

## "Influencing" strategy

Engage them in "influencing" others.

1.  
Influence their relatives.

2.  
Influence the whole society.

3.  
Influence the government.

They won't become consumers when they grow older.

## 1. Youth to influence relatives

Target Audience: 14-30y/o, Children/relatives/neighbors of direct consumers People/peers who can become positive influencers	
Current Behavior: Don't know/Don't care Seeing but doing nothing about it	Desired Behavior: Shaming/educating via personal commitment "Police" your family Spread the word/Influence other
Current Attitude: Don't care enough I can't change behavior of others I can't make a difference	Desired Attitude: I can make a difference
Metrics: Numbers of actions online: downloads/signatures/Pictures/Actions achieved Parent/relative pledges	Timeline: Q3, 2012



## 2. Youth to influence the society

Target Audience: 14-35y/o, trend oriented, heavily influenced by media/fashion/cultural trends Celebrity/Media/Trend setters	
Current Behavior: Don't do anything	Desired Behavior: Publicly announcement Social badge
Current Attitude: Worthy, but not trendy. More of a moral value, not cool/trendy enough yet.	Desired Attitude: Wildlife conservation can make me trendy. I would be out of the trend, if I don't do it.
Metrics: Numbers of participants Earned media and opinion leaders' support	Timeline: Q4, 2012

## 3. Youth to influence the government

Target Audience: 14-35y/o, mass young online audiences Creators, socially advocate	
Current Behavior: Creatives: I don't apply my creativity there Mass: I don't know.	Desired Behavior: Making fun of not working policies to influence government.
Current Attitude: Government policies should be working somehow. It's not broken.	Desired Attitude: It's non-sense. It must be addressed.
Metrics: Content - created/viewed/commented/shared Media buzz Government reaction	Timeline: Q4, 2012

Thank you!

Recommendation:  
Key is to link it back to the overall  
communication strategy.

# GENERAL PUBLIC (OLDER GENERATION)

MAKE IT PERSONAL

SIDE EFFECTS OF  
CONSUMPTION –  
ENDANGERED SPECIES  
PRODUCTS ARE A  
HEALTH RISK

ALTERNATIVES – YOU  
DON'T WANT TO EAT  
THIS, YOU WANT TO EAT  
THAT

USE FOOD CULTURE AS  
A MEDIUM FOR CHANGE

MOVIE ON THE PLIGHT  
OF THE TIGER (SIMILAR  
TO 'KEKEXILI MOUNTAIN  
PATROL')

AWARDS

VIRAL GRASSROOTS  
LOBBYING

RELIGIOUS GROUPS

A REPORT ON AN  
ENDANGERED SPECIES  
'EATING OUT'  
EXPERIENCE

ADVERTISING

STRONG LAW  
ENFORCEMENT

# LOCAL COMMUNITY

## STRATEGIC APPROACH:

*Reducing illegal wild meat consumption, with a focus on a local community that could set an example for wider 'social change'*

## AUDIENCES:

*'Le Mat' is a village outside Hanoi with several hundred years history of serving snakes as food, and that King Cobra is totally protected by law in Viet Nam, as well as being CITES-listed*

No King Cobras in Le Mat

Partner with chefs and foodies

Approach to 'wild meat' consumption can be adapted to Tiger prey & rhino horn consumption

National level partner (Ministry)

People's Committee

Social service organisations

Link to hotels (Green tourism)

Heads of Unions (Mass Organisations)

## CURRENT BEHAVIOUR

Sale of King Cobra allowed

Illegal supply of King Cobra condoned

Existing law not being enforced

## DESIRED BEHAVIOUR

Enforce legal framework

No sales of King Cobra in restaurants

Capacity building for new business development

Snake education tourism / green tourism

## CURRENT ATTITUDES

Sales \$\$\$

Health

Virility

Village economy

Snake restaurant no problem

Specialty taste

## DESIRED ATTITUDES

Recognize legal framework

Le Mat new income

Support for change by business (\$\$\$, training, etc)

Increased deterrent

Assurance of income levels and economic feasibility

See national interests in stopping the practice

## HOW TO MEASURE BEHAVIOUR CHANGE OVER TIME

No snakes on menu

## INDICATORS

No. of restaurants selling King Cobra

No. of restaurants shifting to other businesses

Any shift of restaurants to other locations

No. of stewards of snake conservation and education

## TIMELINE

24 months

## General Public Creating Exemplars for Mass Movement

Changing the Social Norms and Perceptions related to Illegal Sale and Supply of Wildlife Meat



## Strategic Approach

- Objective: No King Cobras sold in Le Mat
  - Eliminate the illegal sale and supply of King Cobras in specialised snake village, Le Mat
- Village is 10km outside Hanoi with around 900 years of history as a specialised 'snake village' for harvest/breeding and preparation.
  - Other wildlife species are on the menu, but within the snake specialisation, King Cobra is a top-line menu item, and completely illegal under VN law for harvest, trade and sale
- By starting with King Cobra (completely illegal) it would be an entry point for controlling supply/sale of other endangered snake species, and wider wild meat supply (based on success of this pilot)
- Customers for snake consumption come largely from Hanoi business groups, other Vietnamese tourists and social strata, and a component of curious foreign tourists
  - Le Mat's serpentine delights are promoted actively on the internet in English and Vietnamese, including the slaughtering process to prepare the snakes for the pot
  - See [www.vietnamspirittravel.com/lemat\\_snake\\_village\\_hanoi.htm](http://www.vietnamspirittravel.com/lemat_snake_village_hanoi.htm)
  - <http://www.youtube.com/watch?v=hpfDGZUPKo&feature=related>



## Audiences

- People's Committee of Le Mat, run by Head and vice-Head (usually the most engaged)
  - Includes heads of Unions and Mass Organisations (Women's Union, Fatherland Front, Youth Union), and heads of local government departments (health, education, labour, invalids, social affairs etc)
- At some future stage, partnership at the national level (ministry) will be strategic in order to emphasise points of national compliance to local People's Committee



## Current Behaviour (of the People's Committee)

- At present, sale of King Cobra is allowed without deterrent
- In addition, supply chain of illegal king cobra is not regulated, despite the law being very clear
- King Cobra (*Ophiophagus hannah*) is Schedule I protected species under VN law, and CITES App II



## Current Attitudes

What thoughts and beliefs are main barriers to them to do what we want them to do?



- Snake restaurants support the village economy \$\$ income
- Snake/ wild meats are perceived as health tonic, male virility enhancement
  - Snake/wild meat are considered luxury meats
- Snake restaurants are viewed as no problem by authorities
- Snake 'tourism' actively promoted

## Desired Attitudes

What do they need to think, believe and feel for them to do what we want them to do?

- Existing legal framework needs to be recognised, and enforced, to increase deterrents
- New income streams need to be developed for restaurateurs (and by extension, the village economy)
- Assurance of income levels and economic feasibility, e.g. links to 'green tourism' inputs
  - Support from People's Committee for change by snake restaurant businesses (\$\$, training, other incentives)
- Perception that illegal wildlife supply/sale/consumption is socially unacceptable



## Desired Behaviours



- Existing legal framework must be enforced
- No sale of King Cobra in restaurants
- Capacity building for new business development
  - Turn 1-2 restaurants into examples of snake education tourism (e.g. use existing snake cages to display information boards and messaging about snakes, ecosystems, legends of Le Mat village history)
- Green restaurant menus as alternatives and demonstrations

## Measuring Behaviour Change Over Time

- Indicators
  - # of restaurants selling King Cobra
  - Monitor any restaurants shifting to other geographic locations
  - # of restaurants shifting to other business
- Timeline
  - 24 months – start with relationship building with People's Committee
  - Connect to Le Mat snake festival – 20<sup>th</sup> of third lunar month for patron saint of the village who fought the devil snake to save a princess



## Additional Ideas

- Model of this one village could be example for other locations
- Approach could be adapted for other species, particularly Tiger prey and rhino horn
- In order to deal with the People's Committee we need to understand why they are not enforcing existing laws.
- Partnerships with 'food culture' as medium for communication and change, links to be explored with chefs and 'foodies'