



TRAFFIC

P R O J E C T

2015-2018

PROTECTING RHINOS

**ENGAGING CIVIL SOCIETY AND THE PRIVATE
SECTOR TO REDUCE CONSUMPTION FOR
RHINO HORN IN VIET NAM**

BACKGROUND



RHINO HORN IN VIET NAM

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AN INTRODUCTION TO THE ISSUE AND PREVIOUS WORK

Rhinos are gripped in a conservation crisis, poached to satisfy consumer demand for their horn. The high market value of various illicit wildlife products such as rhino horn in East and Southeast Asia is the leading factor driving current levels of poaching and illegal trade.

This TRAFFIC project partnered with Civil Society Organisations (CSOs) and target audience influencers (such as business leaders, opinion makers, government figures, and cultural icons), to encourage and give them the means to deliver behavioural change messages for a reduction in rhino horn consumption. The project is part of the Chi or "Strength of Will" social marketing initiative which targets identified rhino horn consumers with behavioural change messaging.

RHINO HORN CONSUMPTION IN VIET NAM: KEY FACTS FROM CHI



rhino horn

is primarily consumed in Viet Nam by wealthy middle classes within gifting or medicinal contexts



4%

of sampled respondents from urban centres reported having bought, used, or gifted rhino horn



a significant spike

in the belief that rhino horn would enhance sexual performance was observed in 2017



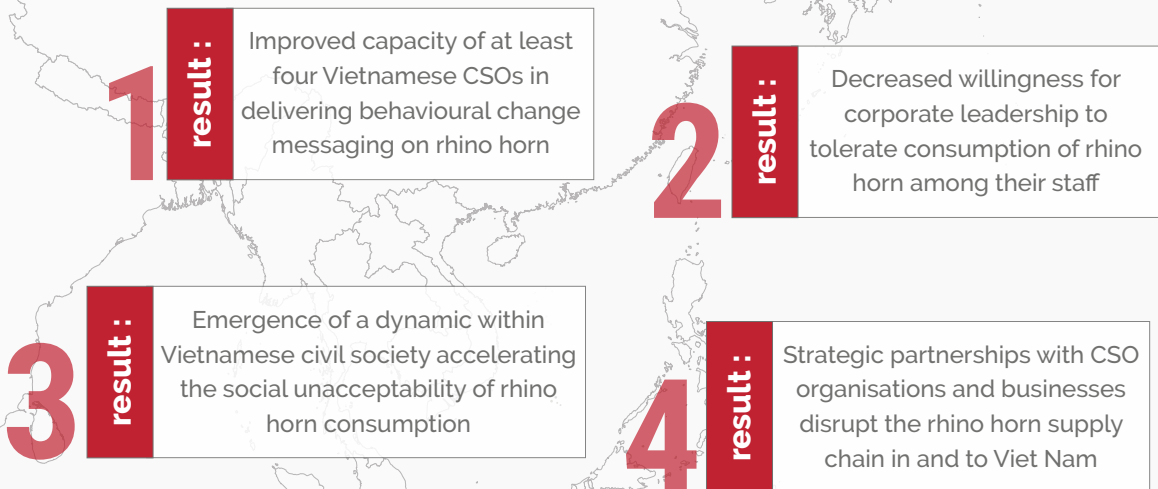


▲ Representatives of Vietnamese CSOs work together to develop effective behaviour change messaging to reduce consumption of illegal wildlife among their staff and clients

THE OVERALL AND SPECIFIC PROJECT OBJECTIVES

By 2018 demand for rhino horn in Viet Nam would be reduced by **25%** in the two identified consumer groups of **business men and women over 40** and **young mothers**

This specific project goal fed into our overall rhino horn behavioural change objective of reducing demand for rhino horn in Viet Nam by 50% by 2020. Progress against these objectives is monitored by a social marketing and consumer research agency, cross referenced against rhino poaching rates. Four result indicators were also used to monitor the project's impact.



APPROACHES

TARGET CONSUMER PROFILES

WHO IS THE ARCHETYPAL RHINO HORN CONSUMER?

The identification and subsequent psychological, cultural, and social profiling of core rhino horn consumer groups is a key step in developing both the behavioural change messaging and advocacy partnerships at the heart of this project.

A combination of market surveys, anonymous questionnaires, and consumer profiling techniques have enabled us to develop a detailed picture of the archetypal rhino horn consumer in Viet Nam. For the purposes of helping to shape Social and Behavioural Change Communication (SBCC) initiatives, his name is "Mr L."

CONSUMER PROFILE: "MR L"

AGED 35-55

MARRIED WITH CHILDREN

LIVES IN HANOI/HO CHI MINH CITY

PRIORITIES • DESIRED IMAGE:

CAREER SUCCESS, SOCIAL STATUS
LEADER, INDEPENDENT, CONFIDENT

INFLUENCED BY:

SOCIAL • BUSINESS CONTACTS



Alongside demographic profiling of the Mr L consumer archetype was the identification of the underlying cultural, social, or economic motivations behind their purchase and consumption of rhino horn. This information helped lead the selection of key CSOs in maximising the reach of behavioural change messaging.

MOTIVATIONS FOR CONSUMPTION



CORE VALUE

- symbol of wealth + power
- peace of mind + assurance "I did my best"



EMOTIONAL BENEFITS

- show of wealth + status
- enables development of relationships
- last resort to treat fatal conditions



PHYSICAL BENEFITS

- medical treatments
- reduces heat, toxins + drunkenness
- enhances sexual virility



PRODUCT DESCRIPTION

- expensive, rare, precious
- used by the wealthy + terminal patients
- cold in nature

APPROACHES



BEHAVIOURAL CHANGE MESSAGING

© Richard Barrett / WWF-UK

USING CHI TO ACHIEVE **MAXIMUM RESONANCE**

Following the targeted identification of both the core consumer base for rhino horn and the motivations behind their consumption of it, strategic messaging most likely to resonate with such consumers was developed. This followed a Five-Step Process for behavioural change in which actions are led by insights from evidence-based research.

The Chi initiative has spearheaded the development, measurement, and execution of behavioural change messaging aimed at consumers of rhino horn in Viet Nam. It was with this strategically developed material, insight, and expertise that this project armed CSOs and private sector actors with the tools they needed to expand the reach and resonance of behaviour change messaging.

EXAMPLES OF STRATEGIC "CHI" MESSAGING



face-to-face engagement

shifting knowledge and attitudes, intention and practice through training and advocacy



business magazines

Chi adverts were featured in a variety of publications, including various business magazines



airport lounges

postcards featuring messaging from the Chi initiative were made available inside business lounges at airports





*A specialised bowl for grinding rhino horn into powder, for sale at a pottery shop near Hanoi
© Robert Patterson / WWF*





APPROACHES

COLLABORATION AND PARTNERS

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▲ "Using my influence, I will encourage the business community to adopt a zero-tolerance corporate social responsibility policy towards illegal wildlife consumption."
 Mr Nguyen Xuan Phu, CEO of Sunhouse Group, Viet Nam
 Photo © IntelligentMedia

TARGETED PARTNERSHIPS FOR MAXIMUM IMPACT

Key partners across business, government, and civil society were selected based on their ability to best influence the target consumer groups as well as on their capacity to engage with additional corporate and private sector partners.

CIVIL SOCIETY ORGANISATIONS

CSOs have an ingrained role in public life in Viet Nam. Partnerships with CSOs in e-commerce, business networks, and women's development sectors allowed us to engage their members and wider networks in strategic consumer behaviour approaches, delivering targeted social marketing messaging during key events, training sessions, and conferences.



CSO COMMUNICATIONS CASE STUDY

Under the leadership of the Viet Nam Automobile Transport Association (VATA) members were engaged with messaging to combat the trafficking of wildlife products.

Fifty buses/cars and two coaches in Bac Giang Province and Hai Phong City displayed the specifically designed (with VATA and TRAFFIC) behavioural change image to deter illegal wildlife trafficking and consumption.



▲ Representatives from Vietnamese media organisations attend a TRAFFIC event highlighting the positive influence media can have in spreading behavioural change messages



CORPORATE SOCIAL RESPONSIBILITY AND AGENTS OF CHANGE

In addition to engaging the social and corporate reach and influence of key CSOs, we have established ongoing relationships with government ministries, local NGOs, key business leaders, and celebrity role models to help further the reach of our messaging to reduce rhino horn consumption.

High-profile public and private sector actors, or “agents of change,” can play a vital role in influencing target consumer groups and undermining the emotional motivators for illegal wildlife consumption.

ADDITIONAL PARTNERSHIPS AND HOW WE USE THEM

NON-GOVERNMENTAL ORGANISATIONS

The specialised knowledge and experience of local NGOs helps amplify the reach and relevance of our initiatives. Partners have included FREELAND, WildAid, and the Wildlife Conservation Society.

GOVERNMENT MINISTRIES

We have hosted joint workshops with government departments and issued informal training materials and technical guidance to help support the broader delivery of behavioural change initiatives working to reduce consumer demand for rhino horn.

BUSINESS LEADERS

Corporate gifting of rhino horn and its consumption as a display of status occur frequently within the Vietnamese business world. We have engaged key individuals and business leader groups with strategic materials and communications guidance to help reverse this trend.



RESULTS



MEASURING IMPACT LOOKING TO THE FUTURE

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ACHIEVEMENTS SO FAR AND **NEW OPPORTUNITIES**

This project has made significant progress in the development of relationships, partnerships, communication materials, and research into changing the behaviour of rhino horn consumers in Viet Nam.

CSO CAPACITY

Our successful partnerships with influential, high-profile CSOs have enabled the co-design of highly targeted, influential, and impactful SBCC messages that have reached the Mr L consumer group and resulted in further championing of Chi messaging. CSO partners have maintained a strong commitment to stimulating behavioural change and receiving active guidance on the methodological, and measurable implementation of behavioural change activities.

1

CORPORATE LEADERSHIP

Strategic partnerships with key corporate leaders have been critical in securing peer-to-peer advocacy to combat socially ingrained motivations for rhino horn consumption within the business community. Through corporate social responsibility workshops run alongside CSO partners, we have successfully reached managers, CEOs, and business executives with targeted, shareable behavioural change messaging.

2

Sharing culturally specific messages through recognisable and trusted CSOs has made progress in undermining the cultural and social acceptance of rhino horn consumption amongst target consumer groups. The advocacy of high-profile community and business leaders and celebrity agents of change has added further weight to our behavioural change initiatives.

SOCIAL NORMS

3

4

Rhino horn consumption is, often inadvertently, enabled by e-commerce websites, social media platforms, and logistics companies. We have successfully engaged and partnered with key CSOs such as VECOM and VATA who have taken steps to close down opportunities for rhino horn traders and traffickers to exploit their platforms.

SUPPLY CHAIN DISRUPTION

KEY MEASURES OF REACH AND RESONANCE

17,000

people equipped with the knowledge and information to embed zero-tolerance for rhino horn consumption into their CSR policies by VCCI Master Trainers

39

key influencers have been recruited to take a public stance against illegal wildlife consumption

75% increase

over the project period in survey respondents who expressed commitments to not use or trade in illegal wildlife products

32

leading Vietnamese companies have integrated wildlife protection into their CSR policies

4,270

participants, including target audiences, attended or viewed our World Rhino Day seminar online

250,000

people have been exposed to anti-trafficking SBCC messaging through workshops and/or our broader communications campaign

JOIN THE CONVERSATION

New scientific approaches for the development and implementation of social and behavioural change communications within a wildlife consumption context are consistently proving to be an invaluable conservation tool. This project has demonstrated measurable impacts in reducing rhino horn consumption in Viet Nam and has supported ongoing work to bring about a 50% reduction in consumer demand within the country by 2020.

Find out more about our related work or get in touch about collaborative opportunities for the future by joining the SBCC Community of Practice. Register your interest through:

www.changewildlifeconsumers.org

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TRAFFIC
the wildlife trade monitoring network

