Setting the Scene

Gayle Burgess
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WELCOME!
2nd INTERNATIONAL CONFERENCE:
“Revisiting Efforts to Reduce Demand for Illegal Wildlife Products: Showcasing Best Practice in Behavioral Change”
28th & 29th and (optional training day) 30th November 2018, Southeast Asia Center (SEAC Space), Bangkok, Thailand
1. To **showcase best practices** from Social and Behavioral Change Communication (SBCC) application, to catalyze innovation, fresh ideas and pioneering approaches to **invigorate current Demand Reduction strategies and interventions** for conservation impact.

2. To stimulate **SBCC Community of Practice exchanges** of skills, experience and knowledge, to amplify efforts around enhanced coordination, including potentially **establishing Working Groups** on key topics.
#changethewildlifeconsumers
Bursts of Creativity

Recognizing the importance of creativity and innovation in shaping behaviors of consumers and the general public, the workshop was designed to help local law enforcement and practitioners learn to work together with each other and share their wide range of approaches and experiences.
**Activities and messaging to promote:**
- Create new social norms

**Opportunities**

**Social-status**

**Specific Actions**

- Set up an expert roundtable to establish known knowns/unknowns about gifting and social status traditions
- Organize a workshop on behavioral diagnostics to follow-up on this and identify opportunities for messaging
- Create luxury alternatives for gifting (e.g., involve big-name artists in an exhibition showing how art prices could be used as alternatives to e.g., illegal ivory within a luxury product bracket)
- Work with champions from the private sector and build relationships beyond "formal" settings to gain additional insight in relevant contexts
- Understanding media habits (e.g., gifting givers and receivers)

**Definiton:**
- The purchase or use of illegal wildlife products for social gain; to impress a peer group, constitute with a newfound status, or success, including through social or corporate gifting

**Challenges**

- Incomplete understanding of the decision-making process/triggers for consumption, and social context within which decision are made

**Related to social context:**
- Considering behavioral change within the context of established traditional practices embedded in local culture
- Impact of corruption and collusion in the government
- Profit expectation from gifting

**Related to legal and political barriers:**
- Buyers are often "untouchable" part of a corporate or political elite

**Related to:**
- Standardized data to build a complete picture of the decision-making process: e.g., who is making the decision to gift - the giver or e.g., Personal Assistant?
- Contacts in the private sector who can provide first-hand insights

**Who to work with:**
- Art collectors
- Luxury magazines
- Ministry/Chambers of Commerce
- Business Associations
- MBA - Alumni group
- Local national and international NGOs
- Golf clubs/Rotary clubs and other fora where reaching the "untouchable" elite becomes more feasible

**Lack of:**
- Standardized data to build a complete picture of the decision-making process: e.g., who is making the decision to gift - the giver or e.g., Personal Assistant?
- Contacts in the private sector who can provide first-hand insights
Provide Inspiration

Increase Interaction

Catalyse Innovation

COMMITMENTS

CONTENT
CONSULTANT'S REPORT:
REVIEW OF DEMAND REDUCTION INITIATIVES BY CITES PARTIES

To support the Parties to CITES in their implementation of the CITES Resolution and Decisions on demand reduction strategies to combat illegal trade in CITES-listed species

20th November, EXPERT WORKSHOP DRAFT

The government should make the behaviour more difficult/more expensive
Based on all 13 policy areas

\[
\text{RMSE} = 0.70
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Source: (please credit research) - Acceptable Behaviour

TRAFFIC
the wildlife trade monitoring network
Thank You! (and enjoy 😊)