

# Setting the Scene

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# WELCOME!

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## 2<sup>nd</sup> INTERNATIONAL CONFERENCE:

### “Revisiting Efforts to Reduce Demand for Illegal Wildlife Products: Showcasing Best Practice in Behavioral Change”

28<sup>th</sup> & 29<sup>th</sup> and (optional training day) 30<sup>th</sup> November 2018,  
[Southeast Asia Center \(SEAC Space\)](#), Bangkok, Thailand



#### REFLECT & REVIEW

- Taking Stock
- Deepening our influence around key themes and opportunities for innovation
- Session A: 'Analysis'- Deep Dive Working Groups



#### REFRESH & REINVIGORATE

- Community Carousel
- Strategy Surgery
- Partner Perspectives
- Innovations from other spheres of Behavioural Science



#### REFINE & RENEW

- Session B: 'Action' - Deep Dive Working Groups
- Masterclass or flexible time for meetings
- Refined Resources: Renew your Enthusiasm!

Provide Inspiration

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

Increase Interaction

Catalyse Innovation

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



## EVENT

### 2nd INTERNATIONAL CONFERENCE - Behavior Change Conference

NOV 28, 2018 8:00 AM - NOV 30, 2018 4:00 PM

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Revisiting Efforts to Reduce Demand for Illegal Wildlife Products: Showcasing Best Practice in Behavioral Change



## CATEGORY

- [Resources](#)
- [Webinars](#)
- [News](#)
- [Events](#)

## WILDLIFE

- [Tigers](#)
- [Rhinoceros](#)
- [Elephants](#)
- [Pangolin](#)
- [Shark](#)
- [Mobula Gill Ray](#)
- [Other Species](#)

## CONSUMER

- [Wildlife Consumers](#)
- [Consumption Trends](#)
- [Consumer Research Dataset](#)

#changewildlifeconsumers





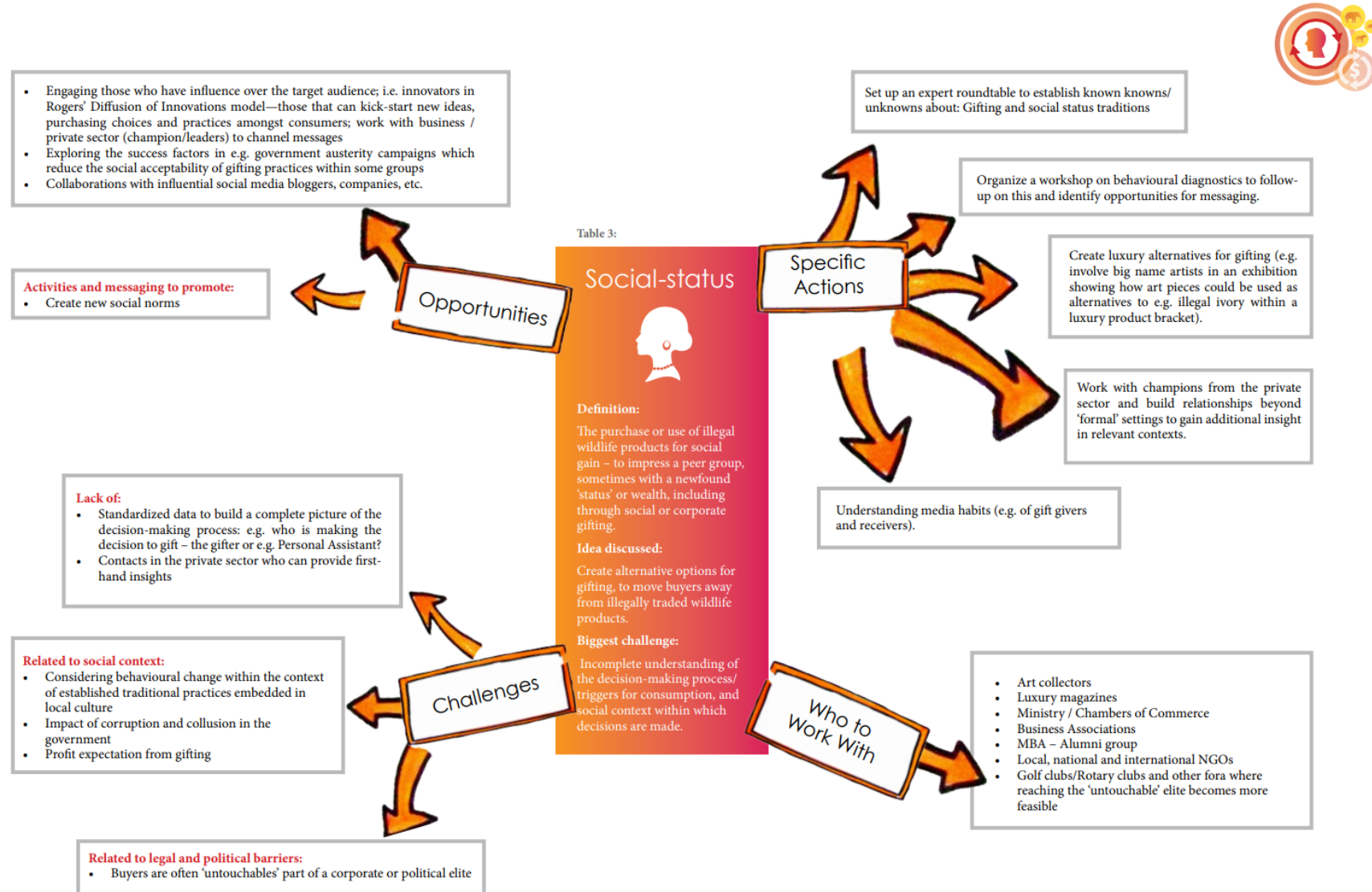
An International Workshop:  
**Changing Behaviour to Reduce Demand for Illegal Wildlife Products**  
Hội nghị quốc tế về Giảm thiểu nhu cầu đối với các sản phẩm động, thực vật hoang dã trái phép thông qua thay đổi hành vi  
**改变消费行为**  
减少非法野生动物制品需求  
国际研讨会

**7th-9th MARCH 2016** **Cosmopolitan Hotel Hong Kong**

With the financial support of: **USAID** (FROM THE AMERICAN PEOPLE)

Organized by: **TRAFFIC** (Department for Environment, Food & Rural Affairs)

Supported by: **GLZ**, **WFP**, **WWF**, **WORLDWIDE GROUP**



Provide Inspiration

Increase Interaction



COMMITMENTS



CONTENT

Catalyse Innovation





## 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

20<sup>th</sup> November, EXPERT WORKSHOP DRAFT

The government should make the behaviour more difficult/more expensive  
(average over all four policy areas)



Base: c.500 - 1,000 residents aged 16-64 (18-64 in the US and Canada) in each country, November 2010.  
Source: International Monetary Fund, 2010 / Ipsos Global Advisor Source: Ipsos Mori research – 'Acceptable Behaviour'



**Thank You! (and enjoy 😊)**

**TRAFFIC**  
the wildlife trade monitoring network