

# Research Project: Reducing Demand for Illegal Wildlife Products

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# Project Activities and Insights

## MAPPING DEMAND



Mapping demand reduction initiatives; capturing who was doing what, where and how, using which evidence base



## UNDERSTANDING DEMAND



Identifying promising survey techniques to fill gaps in the evidence base, identifying lessons learned in their application



## CHANGING DEMAND



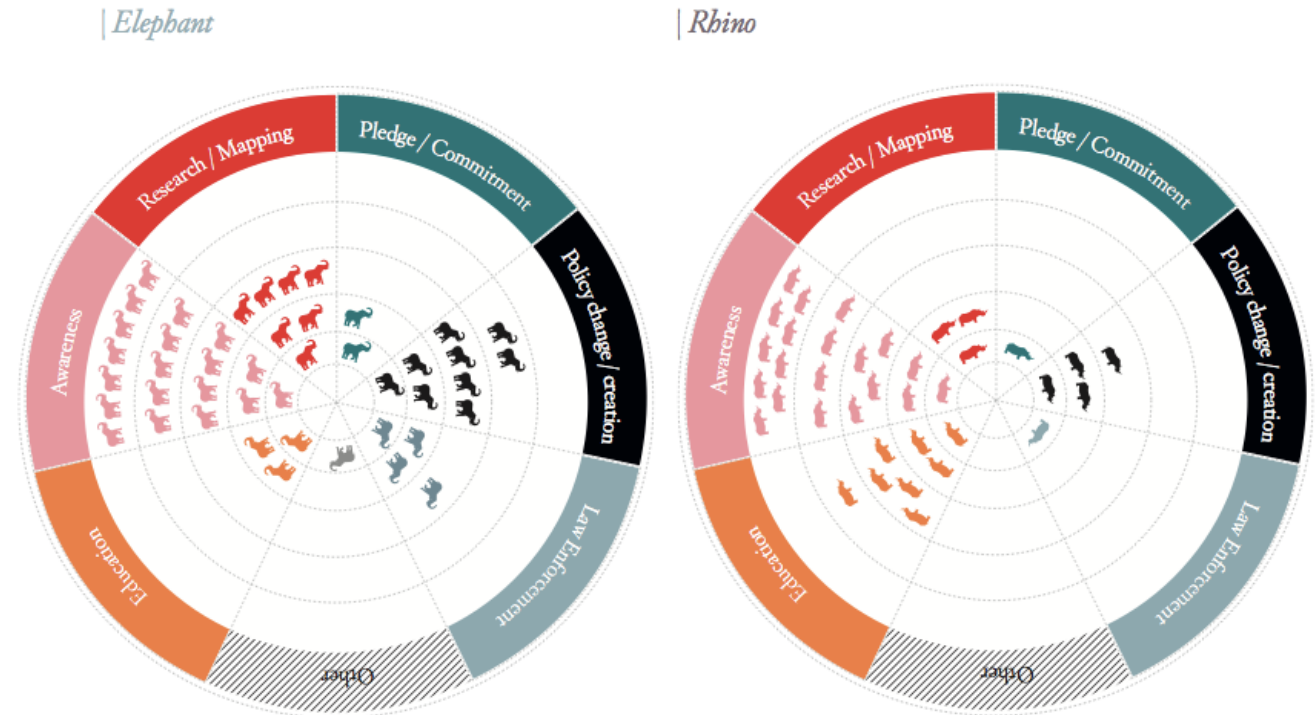
Capturing insights into what is effective, based on insights from sectors beyond conservation and in non-English language literature



## MAPPING DEMAND



- Substantial increase in number of initiatives being delivered from 2014
- Focus on elephant ivory in China /rhino horn in Viet Nam
- Majority delivered to the general public: increasing knowledge and raising awareness, rather than targeted to change behaviour

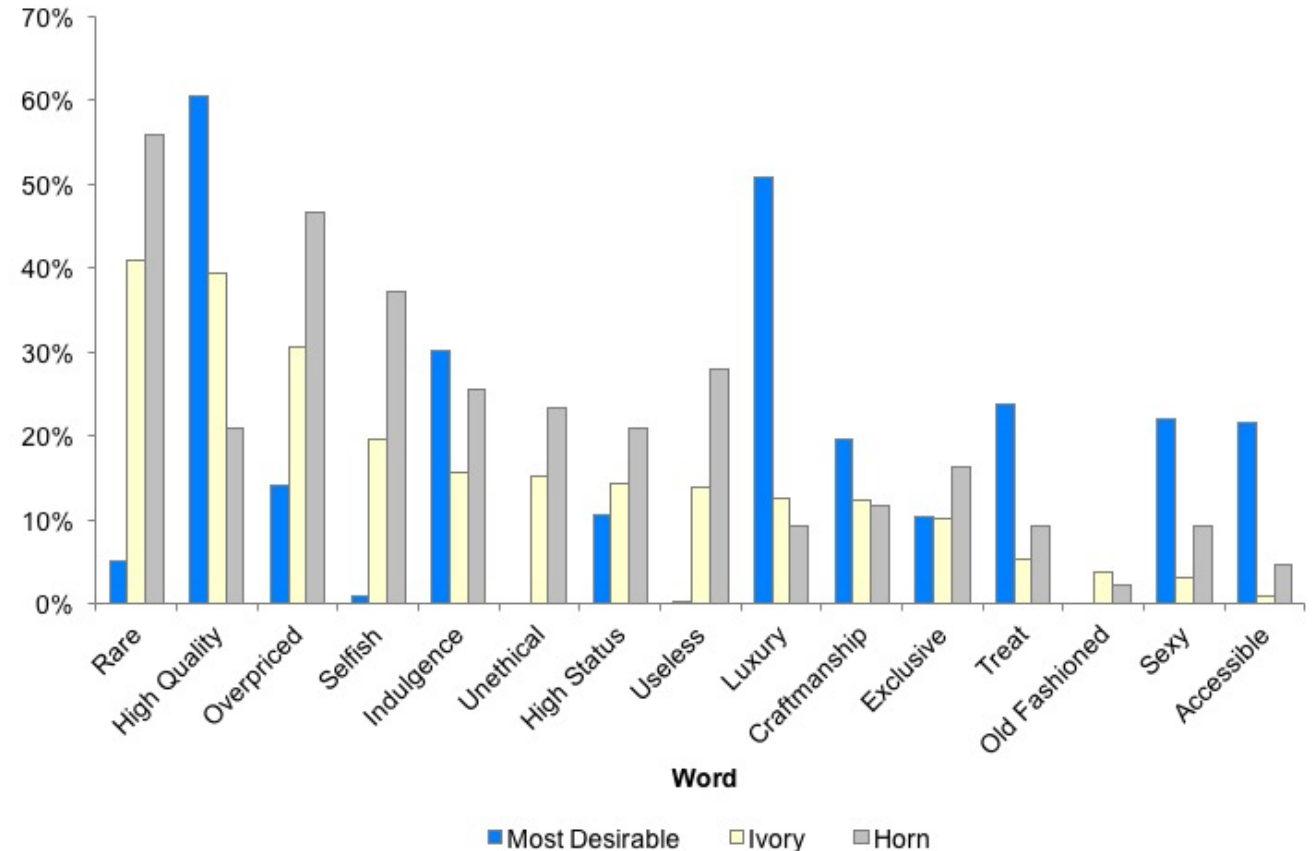


Overview of demand reduction initiatives delivered during the decade to 2015:  
each animal silhouette represents a demand reduction campaign

## UNDERSTANDING DEMAND



- A lack of a consistent and coordinated approach to gathering consumer insight
- A need to extend the existing body of consumer research: gaps in taxa / countries / demographics
- A lack of in-depth approaches to understanding psycho-demographics – drivers and deterrents, facilitators, inhibitors, attitudes, values



Percentage of respondents that associated each given word with each of three different products, ordered by the response frequency for ivory



### Free listed words associated with ivory



## CHANGING DEMAND



### ***Mechanisms:***

A 'Twin-Track' approach to change key:

1. Measures to impose societal control &
2. Messaging to shape individual motivation

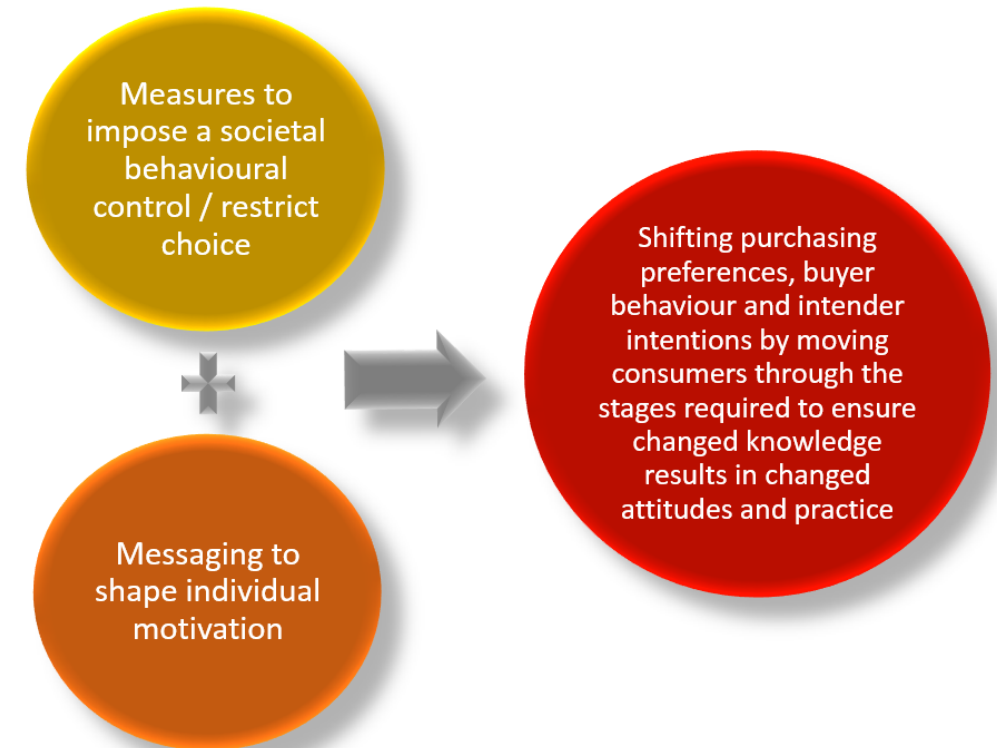
### ***Messaging:***

Mix of authoritative and 'aspirational'

Aligning with already successful messages

### ***Messengers:***

Some societies expect governments to take a leading role; not just Natural Resource Ministries  
Private sector & peers, family, friends also key





# Suggestions for Next Steps

1. Employ an evidence-based and insight-led approach to targeting interventions
2. Ensure that demand reduction initiatives have a foundation in behavioural science
3. Consider employing new approaches to research: e.g. including from luxury brand marketing and the social sciences
4. Explore the potential to pool data between implementing organisations, to reduce duplication / increase insight



# Suggestions for Next Steps

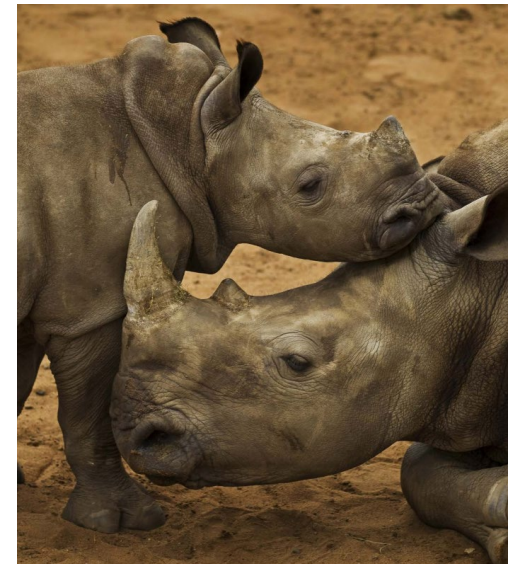
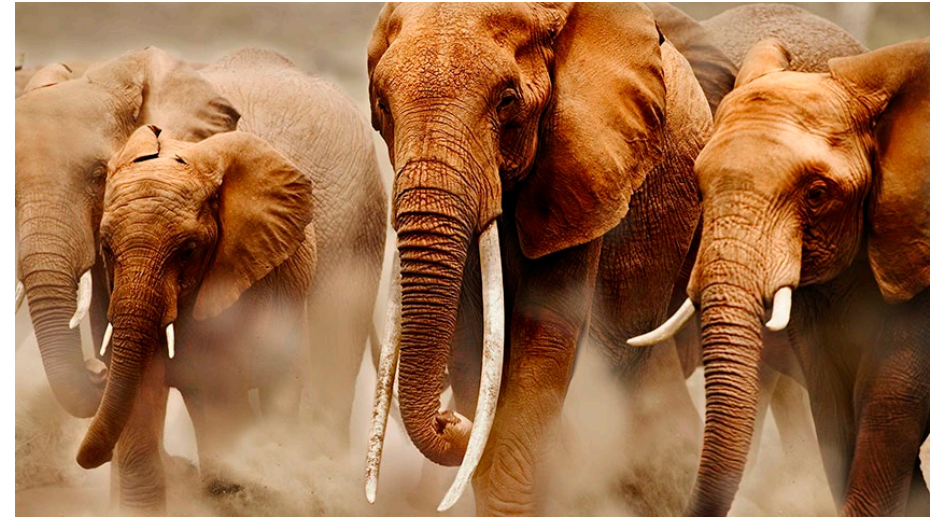
5. Ensure government engagement in multi-stakeholder partnerships e.g. A 'Twin-Track Approach'
6. Mainstream demand reduction action where possible, and explore whether it can be embedded within existing culturally appropriate / successful communications
7. Employ creative communications and make lateral connections





# Suggestions for Next Steps

8. Understand the barriers to changing behaviour, and ensure these are removed
9. Adopt multiple ways of reaching the target audience to reinforce the message over time
10. Adopt an iterative approach to demand reduction intervention design and delivery: adaptive management is key – incl. ensuring adequate insight before scaling-up.



**Join the SBCC Community of Practice**  
<https://www.changewildlifeconsumers.org/>

## Reference Material

- *Powers of Persuasion:*

[http://www.oecd.org/officialdocuments/publicdisplaydocumentpdf/?cote=GOV/PGC/HLRF/TFCIT/RD\(2017\)11&docLanguage=En](http://www.oecd.org/officialdocuments/publicdisplaydocumentpdf/?cote=GOV/PGC/HLRF/TFCIT/RD(2017)11&docLanguage=En)

- Demand Reduction research study for Defra:

<https://www.traffic.org/publications/reports/reducing-demand-for-illegal-wildlife-products/>

- SBCC M&E 'Good Practice Guidelines':

<https://www.traffic.org/site/assets/files/1851/sbcc-me-good-practice-guidelines-2018.pdf>

- Messengers Briefing Paper / Expert Roundtable:

<https://www.traffic.org/news/mitigating-the-markets-for-illegal-wildlife-products-experts-review-effective-demand-reduction-messengers-and-messaging/>

Various TRAFFIC / CITES DR engagements:

<https://cites.org/sites/default/files/eng/com/sc/69/inf/E-SC69-Inf-37.pdf>

<https://cites.org/sites/default/files/eng/com/sc/70/E-SC70-16.pdf>

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