

Deep Dive Working Group Outputs

SBCC Which of the three?

Research and Information – Key Takeaways

Vast amount of research available, not synchronized

Suggestions

Emulate health field where research on HIV were integrated with health ministry data, makes information **accessible, searchable**

Make concept test results and methodology sharable, helps **save costs, eliminates overlaps**

Multi-client projects (syndicated)

Communication tools – Key Takeaways

Again, vast amount of toolkits, communication material available, **how to collate and segment** to meet requirement of various organization:

Example of types available:

Media: developing toolkits on SBCC on illegal wildlife

Training for governmental officials

Standard procedure/manual on reducing illegal wildlife activities for different target audience.

Guidelines and factsheet to guide on SBCC and public awareness raising activities.

Produce communication materials

Action and Commitments – Key Takeaways

Better co-ordination - comprehensive scope of works should be made available amongst all organizations for who do what and from there,

Find consensus to select NGO to lead co-ordination

Share NGO market place to save wildlife.

Action plan for involvement in Convention on Bio-Diversity-CBD (Nov/Dec 2020) in China. Raise IWT issue to get international CBD

Action and Commitments – Key Takeaways

Alter target audience's perception on real value of wildlife products based on specific segmentation of consumers.

Online trade platform of traditional products can tackle:

+ Provide stories and/or offer valuable substitute of wildlife products (not a TCM substitute) to

Reduce pressure on wildlife (ivory) consumption;

+ Tencent: Recruit KOLs to change mindsets of audiences

+ Baidu: Pop up warning note when searching for ivory.