

**Characterising the
value-action gap in
conservation
and identifying what
can be done**

Research needs – Tiger amulets

Segmentation of consumers – characterise the demand through qualitative research

Identify secondary audiences and their motivations – monks, tourist touts

Baseline data

Understand the propensity to buy – characteristics that increase risks among those yet to purchase

Research needs – Tiger amulets

Breakdown broad behaviours into discreet microbehaviours (gifting, religious purchases etc.)

Review of existing evidence and methods used

Study religious prompts, especially as monks are involved

Research needs – Pangolin

Identify low-hanging fruit
(Which audience is most likely to change their behaviour? In which context are we most likely to succeed?)

Review of existing evidence and previous campaigns

Get more information on trafficking routes

Research needs – Pangolin

Further segment target audience (meat consumption, traditional medicine, jewellery) so that messaging can be tailored accordingly

More study needed to identify the value-action gap. What stops people acting?

Research needs – Shark fin

Behaviour mapping needed to identify key touch points – where and when to most effectively intervene

Further study needed on the supply chain

Learn how to make shark fin an opt-in choice (e.g. at wedding restaurants)

Further study needed on the volume sold at restaurants

Research needs – Shark fin

Need to better understand the economic value of the legal shark fin trade

Need to understand regional supply and demand

Learn which messengers and messages would be most effective

-Prior research very self-reported

Research needs – Shark fin

Re-visit supply-side drivers – it's not just about enforcement, behavioural science could help here

Explore potential for social norms and dynamic norms to reduce consumption at weddings