

Inspiration
Community
Behaviour
Dive Taking
Partner Behavioural Training Demand
Catalyst Behaviours
Analysis
Social Surgery
Gap Action Deep
Kucha Setting change strategy

July 2019

REDUCING DEMAND FOR ILLEGAL WILDLIFE PRODUCTS

SHOWCASING BEST PRACTICE IN BEHAVIOURAL SCIENCE

Bangkok, Thailand,
28–30 November 2018

CONFERENCE PROCEEDINGS



USAID
FROM THE AMERICAN PEOPLE



TRAFFIC
the wildlife trade monitoring network



implemented by **giz**



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CONFERENCE **AGENDA**

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 & REVIEW

Session B: “Action” – Deep Dive Working Groups

Masterclass or flexible time for meetings

Refined Resources: Renew your enthusiasm!

INTRODUCTION

In recent years, behavioural science has gained unprecedented traction as a core approach to influencing buyer behaviour, purchasing preferences and consumer disuse of illegal wildlife products. Between the 28th and 30th November 2018, more than 100 participants from 60 organisations and 21 countries gathered together to consider recent progress and evolutions in thinking across the field, and to learn more about cutting edge innovations and strategic approaches that might be adapted.

Following the inaugural “Changing Behaviour to Reduce Demand for Illegal Wildlife Products” event, convened by TRAFFIC in Hong Kong in 2016, this “2nd International Conference”, sought to energise and inform debate, renew collective focus and inspire a refreshed vision. Efforts were also made to further strengthen co-ordination and collaboration and promote the exchange of experience,

insight and ideas around best practices in behavioural science to apply for conservation benefit. The three-day event thus provided a vibrant space for networking, and structured opportunities to develop new partnerships, plans and priorities, in sessions such as “Deep Dive” Working Groups, “Strategy Surgeries” and a “Community Carousel”. Through a rich-mix of presentations, group-work, masterclasses and interactive plenary, participants were invited to Reflect and Review, Refresh and Reinvigorate, and Refine and Renew their knowledge, networks and enthusiasm.

These Proceedings summarise key discussion points and next steps, as well as opportunities for future investigation and collaboration. TRAFFIC looks forward to continuing to support the Community of Practice with all. More information is available at: www.changewildlifeconsumers.org.

CONFERENCE OBJECTIVES



TO SHOWCASE **BEST PRACTICES** FROM SBCC APPLICATION, AND TO CATALYSE **INNOVATION, FRESH IDEAS** AND PIONEERING APPROACHES TO INVIGORATE CURRENT DEMAND REDUCTION STRATEGIES AND INTERVENTIONS FOR **CONSERVATION IMPACT**

TO STIMULATE THE SBCC COP **EXCHANGE OF SKILLS** EXPERIENCE, AND KNOWLEDGE, TO AMPLIFY EFFORTS AROUND **ENHANCED CO-ORDINATION** INCLUDING THE POTENTIAL ESTABLISHMENT OF **WORKING GROUPS** ON KEY TOPICS





STEVEN BROAD, TRAFFIC

“ The Conference follows a productive discussion from the CITES delegates yesterday and will provide an opportunity to capitalise on expertise and innovations in behavioural change strategies

LIU YUAN, CITES

“ It's exciting to attend the largest conference on reducing demand for illegal wildlife products that has ever been held. I look forward to TRAFFIC and CITES continuing to work together

MEGAN HILL, USAID

“ There's definitely a greater appreciation of the role understanding human behaviour plays within behavioural change. It's great to see more people and organisations taking an interest in this field



TRINH NGUYEN, TRAFFIC

“ There is a lot more diversity in terms of the organisations looking to apply demand reduction strategies. Since the last Conference in 2016 we’ve helped inspire more people to work in this area

DANIEL LINDGREN, RAPID ASIA

“ We’ve seen some success with ivory in China and we are starting to segment the wildlife market there – something I spoke about at Hong Kong in 2016. Motivations are vastly different now, affecting communications and media strategies, and although there’s a lot of work to be done, the efforts being put in are very positive

ALEGRIA OLMEDO, OXFORD MARTIN

“ There are definitely more conservation NGOs focusing on demand reduction now. There is a greater awareness of the steps that need to be taken in order to successfully run a demand reduction intervention

REFLECT & REVIEW

TAKING STOCK

Following opening remarks, a presentation was given on the final results from the study, commissioned by Defra: "Reducing Demand for Illegal Wildlife Products: Research Analysis on Strategies to Change Illegal Wildlife Product Consumer Behaviour". This study had been published ahead of the London Conference in September, 2018, but conducted primarily over the period 2014 and 2017, by TRAFFIC, WWF,

the Imperial College Business School and the University of Oxford. Analysis of approaches to demand reduction had been conducted through the lens of "Mapping Demand", "Understanding Demand", and "Changing Demand", and while emerging insights were shared at the 2016 Conference, conclusions and recommendations were only available in 2018. **These included:**

1 EMPLOY AN **EVIDENCE-BASED** AND INSIGHT-LED APPROACH TO TARGETING INTERVENTIONS

ENSURE THAT DEMAND REDUCTION INITIATIVES HAVE A FOUNDATION IN **BEHAVIOURAL SCIENCE** **2**

3 CONSIDER EMPLOYING **NEW APPROACHES** TO RESEARCH. FOR EXAMPLE, UTILISING LUXURY BRAND MARKETING TECHNIQUES AND THE SOCIAL SCIENCES IN DEVISING BEHAVIOUR CHANGE STRATEGIES

EXPLORE THE POTENTIAL TO **POOL DATA** BETWEEN IMPLEMENTING ORGANISATIONS, TO REDUCE DUPLICATION AND INCREASE INSIGHT **4**

5 ENSURE GOVERNMENT ENGAGEMENT IN MULTI-STAKEHOLDER PARTNERSHIPS. THAT IS, USE THE **TWIN-TRACK APPROACH**

MAINSTREAM DEMAND REDUCTION ACTION **6**
WHERE POSSIBLE AND EXPLORE WHETHER IT CAN BE EMBEDDED WITHIN EXISTING CULTURALLY APPROPRIATE / SUCCESSFUL COMMUNICATIONS

7 EMPLOY **CREATIVE COMMUNICATIONS** AND MAKE LATERAL CONNECTIONS

UNDERSTAND **BARRIERS** TO CHANGING BEHAVIOUR AND ENSURE THEY'RE REMOVED **8**

9 ADOPT MULTIPLE WAYS OF REACHING THE TARGET AUDIENCE TO **REINFORCE THE MESSAGE** OVER TIME

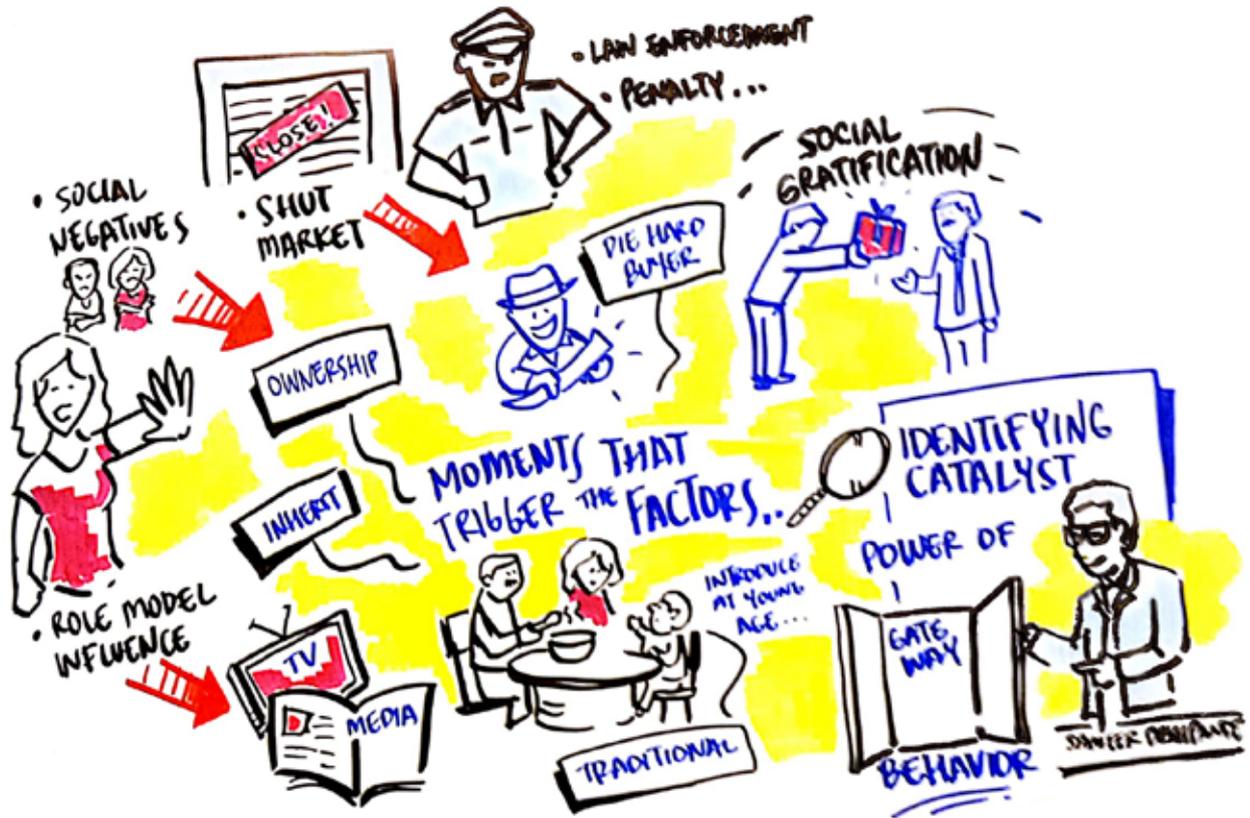
ADOPT AN ITERATIVE APPROACH TO DEMAND REDUCTION INTERVENTION DESIGN AND DELIVERY: **ADAPTIVE MANAGEMENT** IS KEY. **10**
THIS INCLUDES ENSURING ADEQUATE INSIGHT BEFORE SCALING-UP

A man with dark hair and glasses, wearing a dark suit jacket over a light-colored shirt and tie, is looking intently towards the right. He is seated at a table with various items like pens and a cup. The background is blurred, showing other people in a workshop or meeting environment. The lighting is warm and yellowish.

DEEPENING OUR INFLUENCE

A rapid series of *PechaKucha* style presentations (20 slides for 20 seconds each), was then provided by facilitators of the Masterclass and Deep Dive sessions, to enable Delegates to select the themes from the Agenda they were most interested to participate in and contribute to.

DEEP DIVE DESCRIPTIONS



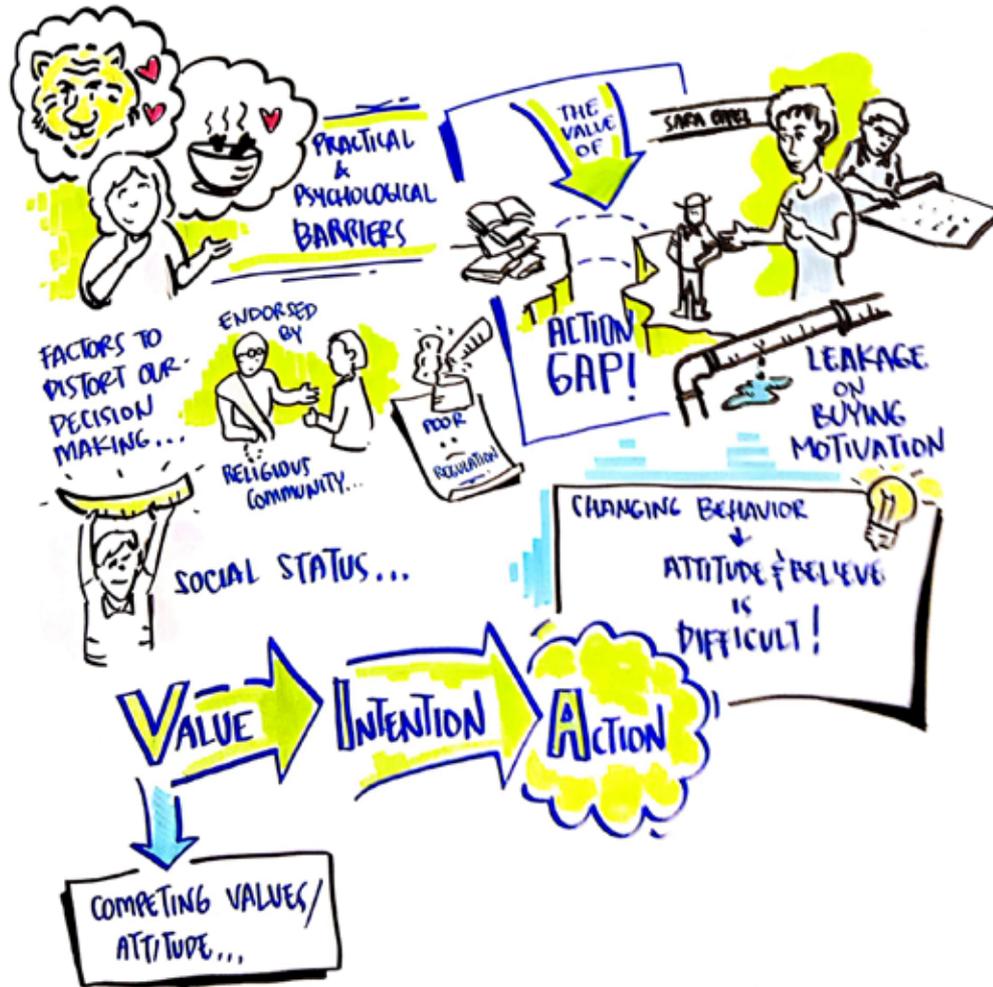
CATALYST AND GATEWAY BEHAVIOURS

SAMEER DESHPANDE GRIFFITH UNIVERSITY
AND **GAYLE BURGESS** TRAFFIC

This Working Group was introduced as exploring the role of “catalyst” and “gateway” behaviours in IWT and product consumption, through questions such as:

- ✓ What catalyst or gateway behaviours exist in other fields?
- ✓ How do we utilise tools and processes such as behavioural journey mapping and purchase pathways to identify the gateway behaviours that lead to problematic behaviours?
- ✓ Can we consider audience members beyond the “downstream” audiences that we typically work with? Can an understanding of catalyst behaviours help us identify those who are still in the early stages of their illegal wildlife product consumption journey, and easier to influence as their current purchase choices are more malleable / less “sticky” and entrenched?
- ✓ How are gateway behaviours de-marketed or promoted to achieve desirable behavioural change?
- ✓ What catalyst or gateway behaviours could we envision in our context that we should either de-market or promote to achieve desirable social change?





THE VALUE-ACTION GAP

SARA EPPEL EPPEL SUSTAINABILITY LTD AND **TOBY PARK** BEHAVIOUR INSIGHT TEAM (BIT)

This Working Group was introduced as unpacking the disconnect between people's attitudes and values, and their actions / behaviours.

While literature reports that most demand reduction campaigns speak to conservationist's values of animal protection and stopping species extinction, (and while consumer research responses support this focus), purchase rates for illegally traded wildlife products remains high.

Behavioural science identifies that this may be because of the disconnect between what people say and do, or between their attitude and values. This Working Group thus set out to explore how such insights might help practitioners to identify and address the "Value-Action" gap in demand reduction campaigns and design more impactful messages.





MEASURING THE TRICKY THINGS

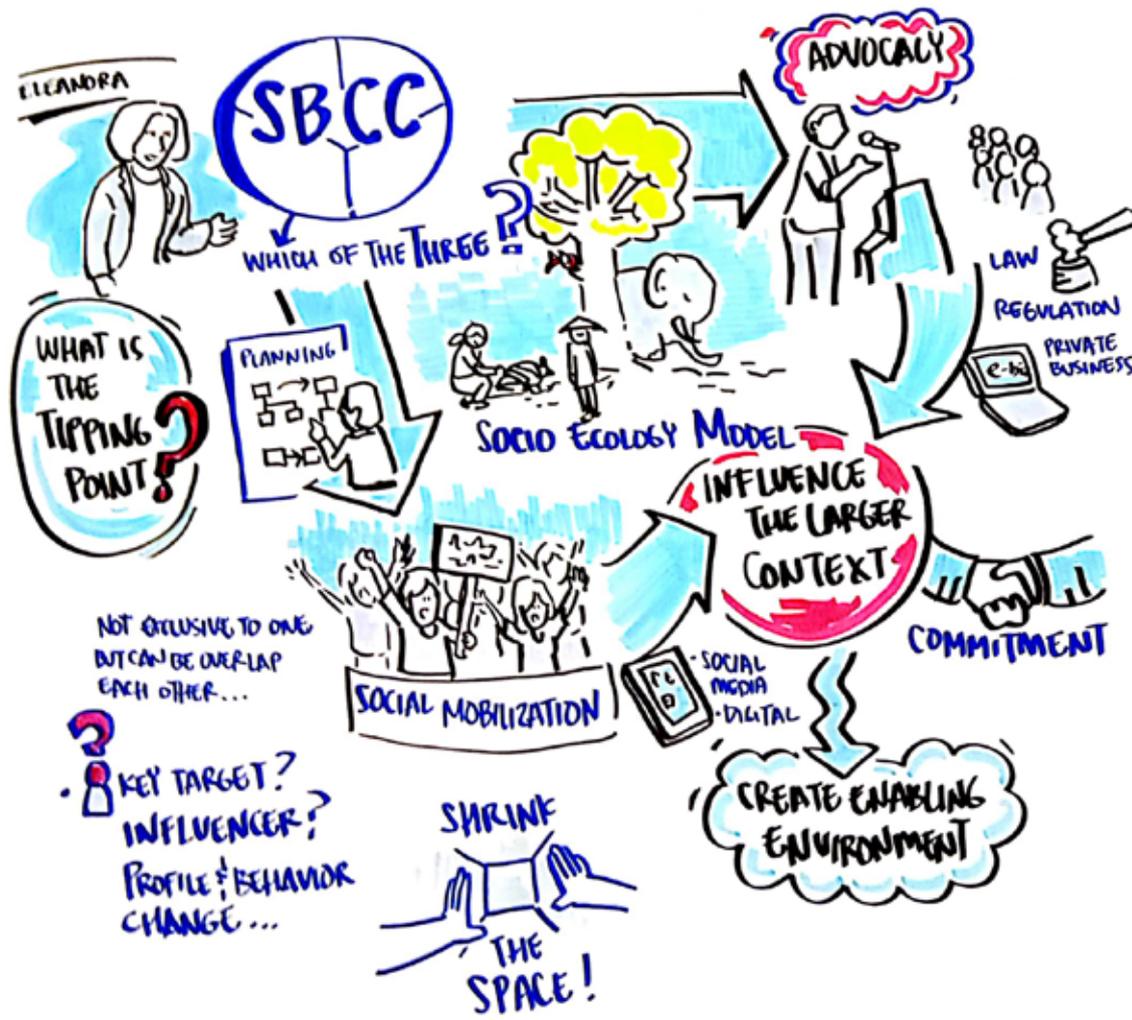
JAMES WALSH OXFORD UNIVERSITY AND **SONJA VOGT** OXFORD UNIVERSITY

Strengthening Demand Reduction Measurement through New Methodologies

This Working Group was introduced as exploring methods relevant to improving demand reduction impact measurement; strengthening the insight beyond consumer research studies to understand concepts such as causal effect and measuring illicit attitudes, beliefs, and behaviours.

This group sought to build on discussion from the 2016 “Changing Behaviour to Reduce Demand for Illegal Wildlife Products Conference” in Hong Kong, as well as the SBCC M&E Good Practice Guidelines and follow-up CITES and expert reflections, as part of the EU supported “Asia Wildlife Enforcement and Demand Management” initiative in collaboration with the CITES MIKE Programme.





SBCC, WHICH OF THE THREE?

ELEANORA DE GUZMAN USAID WILDLIFE ASIA AND
MEGAN HILL USAID

When to Mobilise, Advocate, and Change.

This Working Group was introduced as sharing the three strategic approaches within Social and Behavioural Change Communications (advocacy; social mobilisation; and behaviour change communications) and exploring the balance of emphasis that can be taken across them, according to the specific circumstances of the target behaviour and audience.



MASTERCLASS DESCRIPTIONS



CONSUMER RESEARCH DESIGN AND ANALYSIS

EUGENE KRITSKI – VICE PRESIDENT, METHODOLOGY, GLOBESCAN

This Masterclass was introduced as analysing current practices in consumer research and suggesting some of the key principles to look out for in relation to ensuring feasible research objectives and delivering practical research. Considerations around sampling methodology and analytical frameworks were also to be discussed, linking with the M&E focused Working Group.



CELL CHANGE

NAYSAN SABHA – DIRECTOR OF COMMUNICATIONS, UN ENVIRONMENT

Principles, Tendencies, and our Communication Imperative

This Masterclass was introduced as reviewing a comprehensive approach to communication for illegal trade in wildlife and forest products, drawing on UN and partner experience in communications for development, and drawing out the common principles and tendencies evident.



SCRIPTWRITING USING BEHAVIORAL SCIENCE

KRISS BARKER – DIRECTOR, POPULATION MEDIA CENTER (PMC)

How Entertainment-Education can be used to Support anti-Trafficking Efforts

This Masterclass was explained as an introduction to "Entertainment-Education" (EE), a media program incorporating one or more educational issues to influence audience members' knowledge, attitudes, and behaviour.



CONSUMER Research



EUGENE KATTEL

EMOTIONAL COMPONENTS MAKE 95% OF DECISIONS

THE SCIENCE OF SCIENCE

SEMI-OTICS

OPEN ENDING QUESTIONS

QUALITY CONTROL QUESTIONS

WATCH OUT FOR DATA FABRICATION

DATA BIAS

YES	NO

EMOTIONAL MESSAGES

COLLABORATION

PERSPECTIVE

DEVELOP

PARTNERSHIP

CONNECT INTERVENTION STRATEGY



RESEARCH GOAL



BECAUSE THEY SELLS CHARACTER



MESSAGES

WE ARE NOT SELLING ALTERNATIVES TO WILDLIFE PRODUCTS

RATHER TO BUILD TRUST

CONNECT DOTS INTO ACTION TO GIVE IMPACT!



NAYSAN SAMBA

ACTION WITH REFLECTION

STAGES OF CHANGE:

- KNOWLEDGE
- PERSUASION
- DECISION
- IMPLEMENTATION
- CONFIRMATION



KRISS BARBER

THE BATTLE BETWEEN GOOD & EVIL, THE TRANSITIONAL CHARACTER ... MOST LIKELY RELATE US ...

4 STAGES TRIGGERS:

THE VALUE OF TELENOVELA

- 1 INCIDENTS MAJOR EVENTS
- 2 INFLUENCE
- 3 TRANSITIONAL
- 4 DECISION
- 5 CONSEQUENCES



TRANSITIONAL CHARACTER SHOW THE CHANGES TO LISTENER/AUDIENCE



WE CHOOSE WHAT IS BETTER ...



CHANGE
WILDLIFE CONSUMERS

expert behavioural change toolkit

UPGRADED TOOLKIT LAUNCH

changewildlifeconsumers.org

Continuing the Reflect and Review session, TRAFFIC team members introduced the upgraded Wildlife Consumer Behaviour Change Toolkit (ChangeWildlifeConsumers.org). This “one stop shop” of research evidence, technical information and behavioural and conservation science resources, was developed in 2015/6 following requests from Community of Practice members. Two years since its creation, a refreshed and restructured version of the Toolkit was unveiled, to address the evolving needs of the diversifying Community.

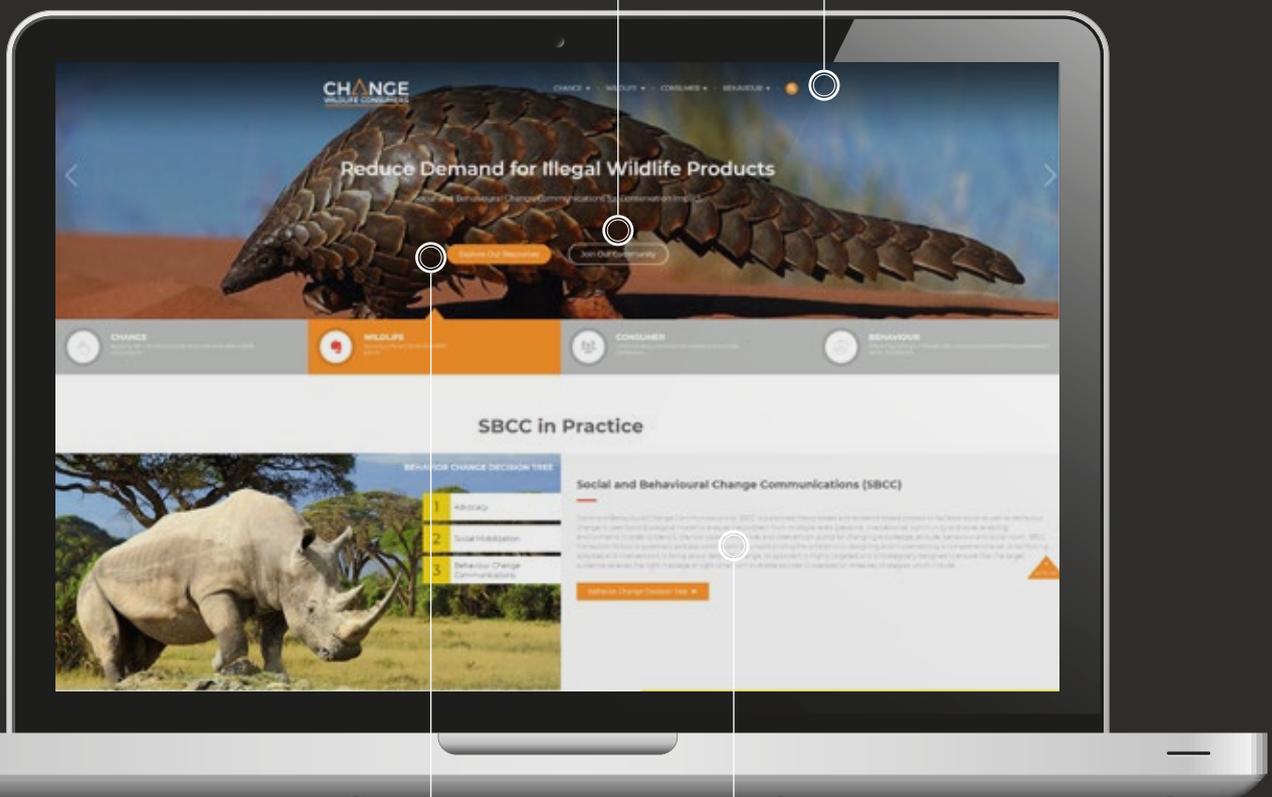
New features were introduced, including an **expert directory**, **upcoming events feed**, **consumer research raw data repository**, plus simplified resource filters facilitating a rapid and intuitive resource browsing experience. Additional resources in development were also identified as a “Behaviour Change Decision Tree” and “SBCC e-Course”. Users were encouraged to join the CoP online forum in real time to participate in active discussions relating to behavioural change and to seek advice from other CoP members.

JOIN THE COMMUNITY

An online forum allows for regular and rapid exchanges of information and advice related to campaign design, M&E, best practice, and beyond. A library of past and upcoming webinars is also available to view.

EXPERT INSIGHTS

Explore background and advice on wildlife-specific interventions, consumer campaigns, and behavioural change science.



RESOURCES AND RAW DATA

Search, filter, and browse through our collection of papers, reports, case studies, and insights regarding global behavioural change initiatives and science. Download raw data on specific topics also.

PRACTITIONER SUPPORT

Open-source tools to support the development of a strategic behavioural change intervention. Including a “Decision Tree” and an e-Course.

REFRESH & REINVIGORATE COMMUNITY PARTNER PERSPECTIVES

Kicking off Day Two, delegates were invited to give a quick reflection on the previous day/ projection for the day ahead. Illustrative and noteworthy responses included:

“ DOAN QUOC TAM, VECOM

We design campaigns to change people's behaviour, but sometimes we forget that those very behaviours have a history and a story attached to them. Today, I want to explore what gateway behaviours are and who the right influencers and partners might be to most effectively change those ingrained behaviours

“ TRUONG THI KIM ANH, VCCI DA NANG

I liked the small group-to-group learning opportunities yesterday and to hearing about research strategies and target audiences. I look forward to learn further about it and what others are doing

“ NGUYEN THI NGA, VN CCPE

Learning and sharing initial ideas was a great step ahead of going beyond theory and understanding the practical steps for developing SBCC strategies



WANG HAIBIN

CHINA WILDLIFE CONSERVATION ASSOCIATION

“ I’ve been a sceptic of demand reduction strategies in the past, but I now consider them an essential tool in the wider toolbox of behavioural change. If you look back at the first conference in 2016 and what has been achieved since, it is very impressive. I would like to consider indicator theories to understand how successful demand reduction campaigns are on the ground

LIANG QIAN, IFAW

“ It may sound simple, but yesterday someone gave me the idea to hire an organiser for a very big conference I’ve been asked to co-ordinate. I’m so grateful! Today I hope to see a good exchange of ideas about SBCC

LYU JINGGUO, QYER

“ Learning about new organisations and meeting people that focus on wildlife conservation was the highlight for me yesterday. Today I am thinking about websites that sell traveling packages. Could awareness raising messages placed on these sites form part of an overall SBCC campaign?

COMMUNITY CAROUSEL

A carousel-style session featured eleven members of the CoP who presented how they were delivering behaviour change / SBCC in their work, to support peer learning and increase co-ordination. Summaries are as follows;

HOW TO FIT DEMAND REDUCTION INTO THE ANTI-ILLEGAL WILDLIFE TRADE LOOP

DR WANG HAIBIN
ADVISOR TO CHINA CITES MANAGEMENT AUTHORITY

Dr Haibin introduced his perspective that three questions need to be answered before starting a demand reduction campaign:

- ✓ How can we measure success?
- ✓ What is the conservation impact?
- ✓ What are the comparative advantages?



HUMANE EDUCATION TO REDUCE DEMAND FOR RHINO HORN

MRS NGUYEN THI MAI
HUMANE SOCIETY INTERNATIONAL

Mrs Mai introduced HSI's project "Reducing Demand for Rhino Horn in Viet Nam", which is a government-led project, implemented directly by the Viet Nam CITES Management Authority. HSI's communication strategy aimed to deliver four kinds of messaging

- ✓ Wildlife crime has serious consequences.
- ✓ There are strict relevant laws protecting specific species.
- ✓ Perpetrators face costly penalties for trading in illegal wildlife.
- ✓ Reminding target groups that law enforcement efforts remain strong with specific examples.

The overall goal was clarified as to change community norms.



FROM INSIGHTS TO CAMPAIGN

MS RABIA MUSHTAQ WILDAID

Mrs Mushtaq summarised how WildAid used their research to lay the foundation for a campaign to reduce fin consumption in Thailand. The research highlighted that:

- ✓ Some shark populations have declined by up to 98% in the last 15 years. Nearly one third of pelagic shark species are considered threatened by the International Union for Conservation of Nature (IUCN).
- ✓ Thailand is the biggest consumer and exporter of shark fin products in the world.
- ✓ It is expensive and a common feature on the menu at weddings, important family gatherings at restaurants and business meetings.
- ✓ At least half of all survey respondents were unaware that sharks are often killed just for their fins.
- ✓ 85% of respondents didn't know that up to 100 million sharks are killed each year.
- ✓ Testing for influencers found that emphasising the cruelty aspect of the shark fin trade was the most effective tool in reducing demand for it.



ENGAGING THE PRIVATE SECTOR IN SBCC

MS NGUYEN HA TRAFFIC

Ms Nguyen introduced an independent 2009–2014 SBCC campaign “Alive and Thrive” in Viet Nam, to illustrate how private sector engagement had boosted women’s education and promoted breastfeeding practice. The campaign was built on the three strategic approaches to SBCC of Advocacy, Social Mobilisation, and Behaviour Change Communications.

Advocacy led to a new clause in Decree No. 85/2015 / ND-CP issued by the Government on 1st October 2015. The new Labour code now stipulates that “The employer installs a lactation room in accordance with the actual working conditions, the needs of the female workers and the capacity of the employer.”

Social mobilisation led to private sector partners to create lactation friendly workplaces and catalyse more companies to join the initiative. Behaviour Change Communications were developed with underlying themes of positivity and inspiration:

“You spend 30 years to work but only need 2-3 years to breastfeed”; “You invest in the future labour work force if you promote the healthy feeding of children”.



DUVA-DU Baidu Biodiversity Conservation Project

MR CHEN HAO Baidu

DU AI WANWU, is a brand project jointly initiated by Baidu (DU Variety) and IFAW to protect biodiversity through Internet technology and reduce and prevent cyber wildlife crimes.

On 22nd November 2017 Baidu, Alibaba, and Tencent together with eight other Internet companies jointly launched China's first Internet company alliance for "Anti-Illegal Online Trading of Animals and Plants". An "EasyDL" used automatically identify the serial number of every wild animal they monitor. Captured images record the time and location of the capture, and a variety of animals are researched by his group. "We get very accurate results."



THE POWER OF MESSENGERS CHANGING BEHAVIOUR OF GOVERNMENT OFFICIALS IN VIET NAM

MRS BUI THI DUYEN INTELLIGENT MEDIA

Government officials, especially members of the National Assembly or government propaganda, are effective messengers because they have credibility, networks, and the ability to lead new trends within Viet Nam.

A lot of engagement with government is conducted by providing them with SBCC materials that can then be passed on through their networks. Efforts to integrate wildlife protection into all compulsory political trainings for government officials are ongoing to help ensure their commitment to conservation is preserved. The key ingredient to keep politicians engaged is to keep a close relationship, remain available and not use negative messages.



USING BEHAVIOUR ADOPTION LEVERS TO INSPIRE CHANGE

MS DIVINA HOJAS LADE RARE AND MS MICHELLE PASCUAL USAID

Promoting sustainable fisheries through use of six levers to behavioural change:

- 1) Economic incentives and disincentives: Monetary and external rewards or penalties that motivate change.
- 2) Social incentives: the social norms, relationships, and the networks that influence an individual's decision or behaviour; the social context in which decisions are made.
- 3) Information: information or awareness that support individuals understanding of a behaviour.
- 4) Emotional appeals: leveraging emotions (compassion, pride, etc) to influence behaviour as emotion can be more motivating and powerful than reasons and logic.
- 5) Rules and Regulations: laws or rules are in place to constrain decisions by influencing individual options or create punishments if behaviour is not adopted.
- 6) Choice Architecture: designing a decision-making environment that is mindful of mental shortcuts and biases as well as human information processing needs to influence behaviour.



CHANGING VIETNAMESE GOVERNMENT OFFICERS' PERCEPTIONS OF PANGOLIN TRADE

MRS HUONG DAO SAVE VIETNAM'S WILDLIFE

Save Vietnam Wildlife's recent SBCC activities on the Pangolin trade were carried out in partnership with local environmental officers, police, forest rangers, and customs officials.

Trainings helped reinvigorate Pu Mat National Park Officers' interest in wildlife and their motivation to rescue confiscated animals. Research revealed that the messages with the most influence in Viet Nam are the ones where consumers of pangolin are treated respectfully and by avoiding strong arguments stating consumers are making negative choices. Building trust and changing the attitudes and behaviours of government officials also helped social mobilisation with the wider public.



SOCIAL MEDIA FOR WILDLIFE PROTECTION

DR OUYANG SHAOKAI SINA WEIBO

Weibo is the biggest social media platform in China, with over 400 million monthly active users and 190 million daily active users, making Weibo's influence on Chinese society huge.

Weibo is supporting Partners' initiatives to boost wildlife protection through several different strategies using Weibo's user data. These include accurately conveying the desired message to target users and channelling the influence of celebrities to invite netizens to endorse selected topics by reposting. Engaging users in discussions to enhance their sense of participation and establish long-term relationships contributes significantly to securing a lasting impact.



USING FRAMED MESSAGES TO REDUCE DEMAND FOR EXOTIC PETS

MS PUSPITA KAMIL CATALYSE COMMUNICATIONS

Puspita introduced how in Indonesia, Slow Lorises are bought as pets by young boys to impress their girlfriends.

The survival rate for these animals, typically captured from the wild, is very low. An online game "kukang" is now helping to disincentivise this practice, by portraying those ones who instead return the slow lorises to rehabilitation centres as heroes. Another campaign in Indonesia was developed as a result of re-occurring accidents with Komodo Dragons in national parks. Communications focused on educating the visitors about the dangers of this animal through signposts and pictures.



A BEAR BILE SURVEY

MR KARANVIR KUKREJA WORLD ANIMAL PROTECTION

There are 777 bears on farms in Viet Nam; bear bile extraction is illegal but keeping bears on farms is still legal because owners say they're keeping them for conservation reasons although it's widely accepted this is untrue. Although farmers want compensation for loss of income if they give up their bears, authorities are yet to respond with such measures.

The case study highlighted how psychological operations have encouraged farmers to give up their bears. One study found Vietnamese farmers had become annoyed by government inspections and as farmers don't use social media, authorities instead sent warning postcards to bear farmers across the country. The main message on them was about the illegality of bear bile extraction. Some farmers give up their bears saying they did so just because they didn't want to receive any more postcards. Another campaign in Viet Nam encouraged children to write letters to farmers of bears urging them to give up their animals.



STRATEGY SURGERY

This segment of the conference gave interested participants time and space to meet experts 1:1 to seek advice on specific challenges in changing behaviour.





INNOVATIONS

FROM OTHER SPHERES OF BEHAVIOURAL SCIENCE

CORRUPT, ILLEGAL AND SELFISH BEHAVIOUR

WHAT CAN BEHAVIOURAL INSIGHTS OFFER?

TOBY PARK BIT

An inspiring talk was delivered by Toby Park from the Behavioural Insights Team (BIT) on defining psychological characteristics of corruption, cheating, and selfish behaviour.

Reviewing the limits of “rational” accounts of such anti-social behaviour, participants delved into some of the landmark psychological studies which reveal people’s common tendency to rationalise and license negative behaviours. Examples of some of the social and contextual

factors that allow dishonest actions to flourish were presented before turning participant’s attention to what can actually be done about them, drawing on a range of lab and field studies testing interventions to tackle corruption, cheating, and non-compliance, learning from successes in other policy contexts. The presentation set the scene for a vibrant and engaged audience discussion on how we might apply some of these insights to the challenges of illegal wildlife consumption.

“ People like to think of themselves as honest. However, dishonesty pays—and it often pays well. How do people resolve this tension? This research shows that people behave dishonestly enough to profit but honestly enough to delude themselves of their own integrity. A little bit of dishonesty gives a taste of profit without spoiling a positive self-view

NINA MAZAR, ON AMIR, DAN ARIELY (2008)

THE DISHONESTY OF HONEST PEOPLE: A THEORY OF SELF CONCEPT MAINTENANCE



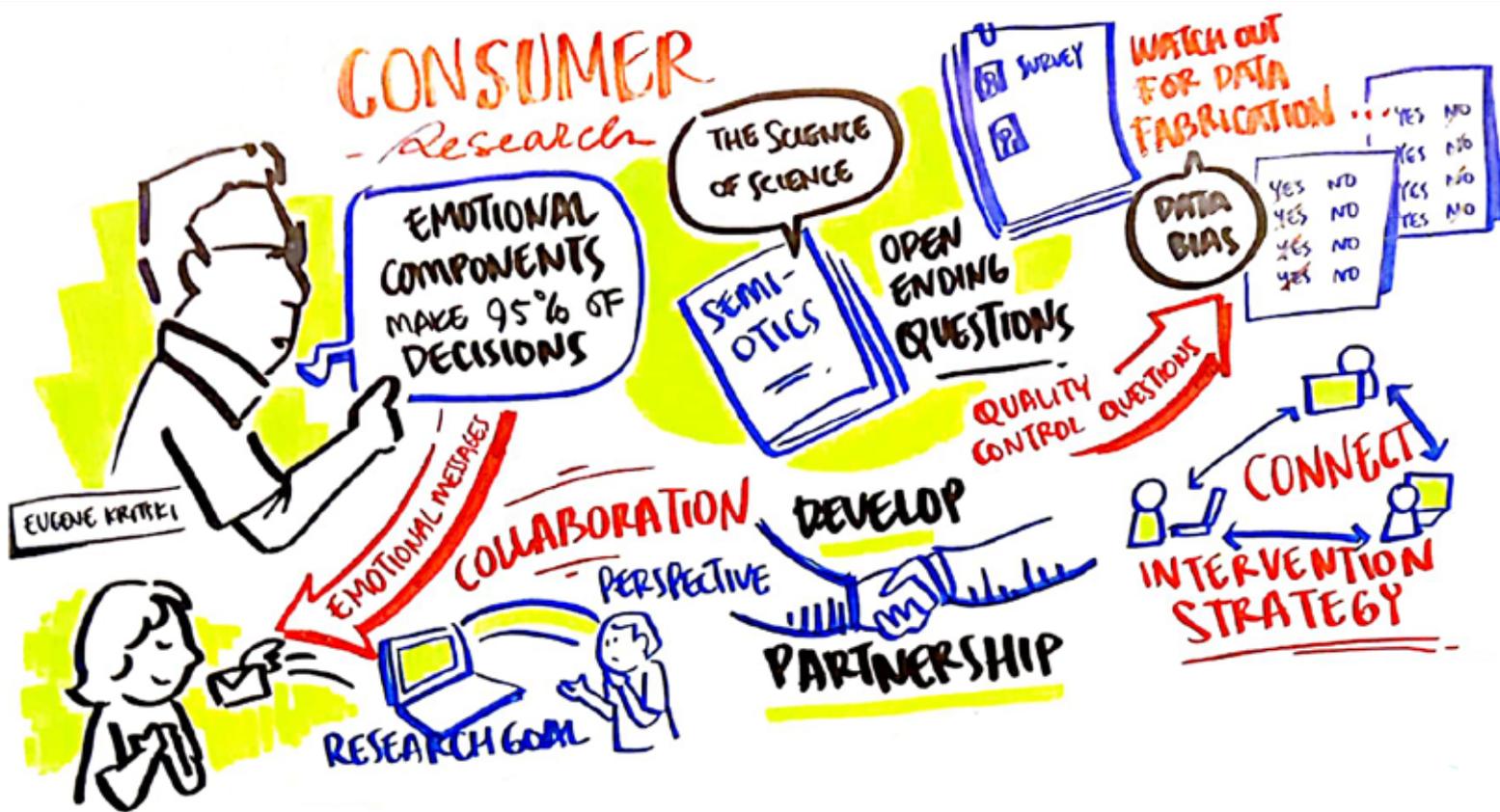
Watch Toby Park’s presentation and exercises in full on the Change Wildlife Consumers [youtube channel](#)

youtube.com/channel/UC-tgQ3azB3gdJkdQe6EOuTw



REFINE & REVIEW MASTERCLASSES

What follows is a synthesis of memories and reflections from each Masterclass.



REFLECTIVE/AUTOMATIC RESPONSES

There are both reflective and automatic responses we as humans have to stimuli. Reflective responses are based on beliefs about what is good or bad, on planning and strategy. Automatic responses are based in emotional responses, desires, and habitual behaviour.

QUALITATIVE SURVEYS

Qualitative Research relies on focus groups, ethnography, and phenomenology. Methods include linking themes and influencers. There are many online influencers.

RESEARCH GOALS

When designing research aimed at behavioural change it is important to remember its goal. Research goals inform the development of behavioural change strategies. Research objectives are steps to complete in order to achieve the goal. Research objectives without clearly defined goals will lead to fragmented and superficial findings and will not lead to an actionable strategy.

STRATEGY, GOALS, AND ACTIVITIES

All strategies should be clearly outlined and begin with a draft strategy, research, refined research, implementation, then progress tracking. It is important that there is a conceptual link between strategy, goals, and activities.

QUANTITATIVE SURVEYS

Quantitative surveys are a robust and efficient means to deliver estimates that we then have to interpret and validate. However, there are vulnerabilities inherent in the survey method. E.g. online panels are not random and are not usually representative of the general population. Panellists are very often professional survey takers and all responses received are biased responses anyway. Data can be fabricated and its quality is questionable.

CONSUMER RESEARCH

ON BEHAVIOUR CHANGE

ASK THE RIGHT QUESTIONS

"Can you explain your experience?" is a prompting question which can solicit very interesting and fruitful responses.



THE THREE CORE STRATEGIES

Communication for the environment is a researched and planned process that is crucial for social transformation. There are three main strategies used for it: Advocacy to raise resources and political and social leadership commitment for development goals; Social mobilisation for wider participation and ownership of issues; and Behaviour Change Communication (BCC) aimed at altering knowledge, attitudes, and practises.

THE ACADA METHOD

The ACADA method gives guidance on the process of implementing an SBCC strategy. It starts with an assessment of the overall situation where the problem is identified. A communication analysis follows, articulating the problem and media channels and messaging that could be used. Next, design your overall strategy plan including social mobilisation strategies, advocacy and media communication plans. Formative research follows where the resources are put in place to implement the plan. Next, put the plan in to action!

SBCC

SBCC is an evidence-based consultative process of addressing knowledge, attitudes, and practises. It does this by identifying, analysing and segmenting audiences and participants and applying specific programmes accordingly.

CELL CHANGE

PRINCIPLES TENDENCIES AND OUR COMMUNICATION IMPERATIVE

COMMON OBSTACLES

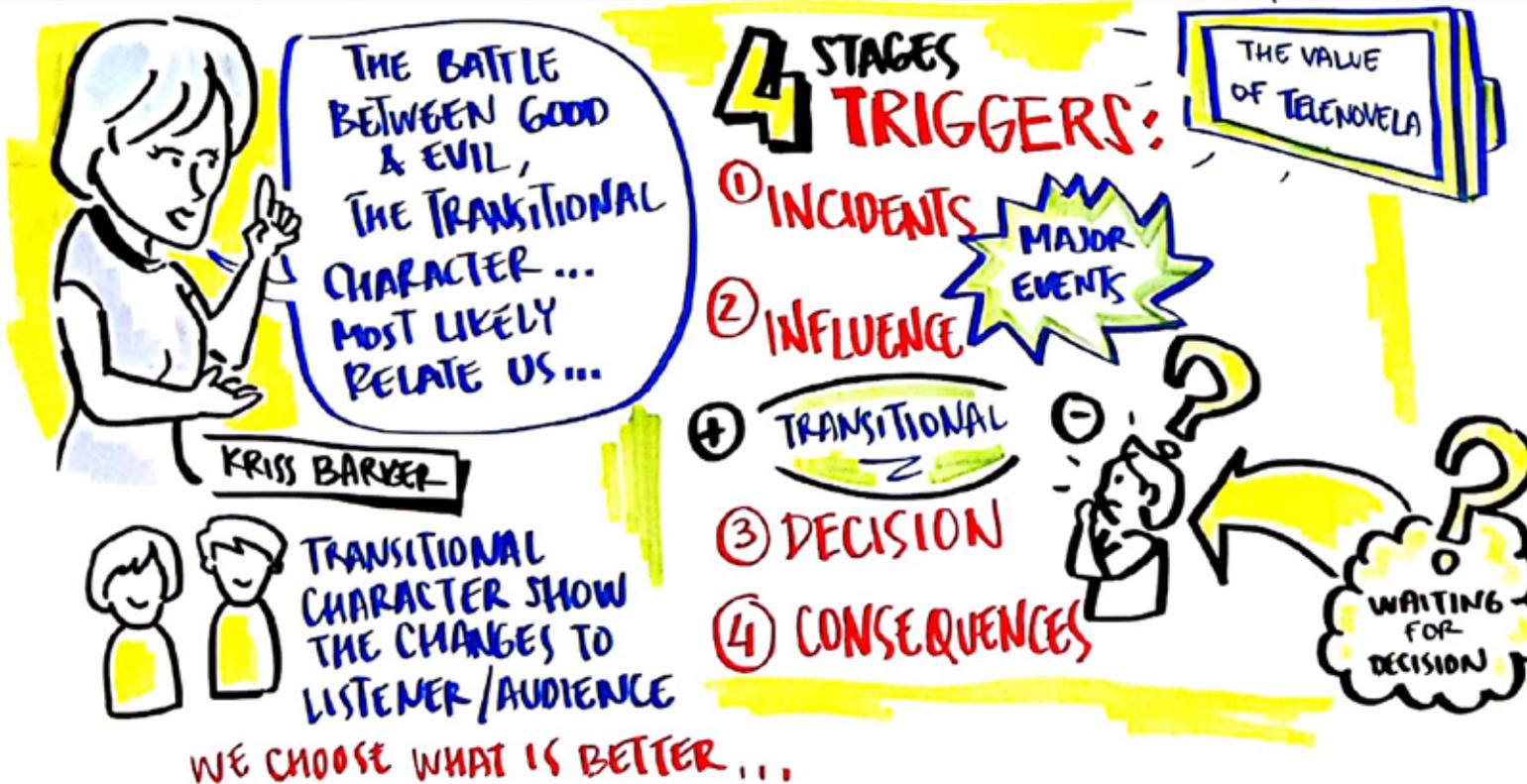
There are several obstacles that might hinder achieving positive changes in behaviour. Piecemeal programming won't get positive results and brilliant bits of IEC materials on their own won't cause change either.

UNDERLYING CAUSES

Tackling underlying causes of the behaviour is an absolute must if behavioural change is to be achieved.

WINNING COMBINATIONS

Well defined strategies use an appropriate mix of interpersonal, group, and mass-media channels and includes participatory methods.



USING FICTIONAL NARRATIVES

Utilising fictional narratives is a powerful way to affect behavioural change. Stories will usually be themed around a battle of good versus evil using three base character types.

THE TRANSITIONAL CHARACTER

The principal player of Population Media Centre dramas is a transitional character who is used to motivate behavioural change. This character is developed in a way to allow the target audience to be most able to identify with him/her. The transitional character is the one in the story who is going on a journey and who has to make a decision or choose a behaviour that will have consequences. The two other principal characters embody the positive and negative behaviours concerning the social issue being addressed. Each tries to influence the transitional character to behave in a certain way. These characters will not change during the course of the serial drama but will be repeatedly rewarded or punished for their decisions.

SCRIPTWRITING

HOW ENTERTAINMENT-EDUCATION CAN BE USED TO SUPPORT ANTI-TRAFFICKING EFFORTS

UNDERSTANDING TRIGGERS

One of the essential elements of each storyline is the appropriate use and placement of triggers. Triggers have four stages and serve as a key form of role modelling for the audience.

JOURNEYING THROUGH THE FOUR STAGES

The first stage revolves around an incident that occurs which forces the transitional character to make a decision. Next is the period of influence when the negative and positive characters try to influence the transitional character. Next, the transitional character makes a decision, which can be either positive or negative one. Lastly, the consequences of the decision are played out.



REFINE & REVIEW

DEEP DIVES

Building on the “Analysis” from Day 1 around key issues, the four working groups continued their discussions focusing on “Actions” in order to identify:

- 1) any 30 / 60 / 90 day actions that might be taken on, in order to help advance thinking, knowledge and practice around this issue; including where possible “volunteers” willing to lead on these; and
- 2) any guidance, tools or reference material relating to the issue, that should be included in Tools being developed for the Parties and for other members of the SBCC Community of Practice.

DEEP DIVE 1

IDENTIFYING “CATALYST” AND “GATEWAY” BEHAVIOURS

SAMEER DESHPANDE AND GAYLE BURGES

“Catalyst” behaviours are, in simple terms, those that trigger or prompt the undesirable behaviour to target; “Gateway” behaviours are those that precede the target behaviour and may be an indicator or proxy for it.

For example, a “Catalyst” behaviour with regard to the purchase of ivory jewellery, may be the receipt of a gift of ivory earrings, which leads to the purchase of a matching bangle. A “Gateway” behaviour may be purchase of a rhino horn grinding bowl, prior to buying the actual rhino horn itself. The role of “Catalyst” and “Gateway” behaviours is reasonably well documented in fields such as pro-health and pro-environmental behaviour change. The same cannot

be said however in relation to understanding the purchase and use decisions amongst consumers of illegal wildlife products. This particular Working Group therefore, had a reasonably “clean slate” from which to introduce and discuss the issue, and to evolve a shared narrative of how best to fill knowledge gaps, and identify more tailored demand reduction interventions that might require less effort

Identifying “Catalyst” and “Gateway” behaviours through the application of processes such as behavioural journey mapping and purchase pathways was explored through specific examples relating to the consumption of wildlife products within a mix of national/regional contexts.



1ST

EXPERIENCE OF CONSUMPTION

e.g. gift received



2ND

EXPERIENCE OF CONSUMPTION

e.g. larger product purchased



3RD

EXPERIENCE OF CONSUMPTION

e.g. multiple products / more frequent purchases potentially

EVOLUTION OF THE CONSUMER ARCHETYPE

More “Passive” behaviour

TIME >>>

More “Active” behaviour

ENABLING FACTORS AND INFLUENCES (BOTH POSITIVE AND NEGATIVE)

Behavioural theory can provide particular insights into these and how they can change consumption choice to “stop” the next “experience” / disrupt the purchase pathway

Easier to change using BCC

Non-“sticky” behaviour

Hard to change using BCC

Super “sticky” behaviour

GROUP DISCUSSION AND CASE STUDY HIGHLIGHTS

TIGER BONE CONSUMPTION IN VIET NAM

Used for: Perception of efficacy in increasing vitality in men/ providing pain relief amongst women.

Consumed as: Paste mixed with liquid, commonly mixed with alcohol such as whisky.

Catalyst or gateway behaviour: For men, the drinking of whiskey, particularly when introduced to younger family members by older generations, can be a gateway behaviour for the consumption of tiger bone in later life.

Addressing this: The need to map out in full the “behavioral journey” was recognised by participants, although opportunities to target more “upstream” behaviours i.e. the introduction of whisky by older generation to younger ones, was discussed as an efficient way to change consumption choices later on. The potential for campaigns encouraging young people to influence the older generation was emphasised and the need to explore collaborations with whiskey companies, by encouraging them to include a message not to add bone to their already fine-tasting whiskey, was recognised as having strong potential.

IVORY PURCHASE IN ASIA

Purchased as: A gift or status symbol.

Catalyst or gateway behaviour: Receiving ivory through inheritance.

Addressing this: The act of receiving ivory jewellery as a gift was recognised by participants as acting as a potential catalyst for more deterministic purchase decisions in later life. Competing factors for any SBCC initiative trying to target this were recognised as the social status tied to acts of giving. Media representations of ivory were also often considered positive and aligned to symbols of wealth and beauty. Promoting equally beautiful alternative jewellery was thus identified as a powerful SBCC strategy.

NEXT STEPS:

This Working Group agreed on the value of tools such as “Behavioural Journey Mapping”, to identify candidate catalyst and gateway behaviours to target in the purchase pathways for various illegally traded wildlife products. It was agreed that training and further resources should be provided to those designing demand reduction initiatives, to help identify how these could be applied for meaningful benefit and more efficient initiative design.

It was recognised that Journey Mapping would help to identify how those delivering demand reduction initiatives might improve the efficiency of their work, i.e. by targeting behaviours more “upstream” in the consumer journey; i.e. where they are less well established and more malleable / less “sticky”. Heather Sohl of WWF and Gayle Burgess and Xu Ling of TRAFFIC, agreed to produce a behavioural journey map for tiger products in China, while Sameer Deshpande of Griffith University committed to mapping heroin consumption in the U.S., to provide a useful comparison. The creation of an “Intervention design toolkit” was also discussed by the group as a way of identifying the significance of gateway behaviours and why the balance of effort to affecting them is less than more habitual, or “sticky” behavioural traits.

Information and research gaps

- ✓ **Mapping the evolution of consumer archetypes over time;** i.e. the same consumer, across their journey from an occasional purchaser of wildlife products, to somebody who buys them in a more habitual, routine or deterministic manner.
- ✓ **Preparing a visualisation of the journey from “non-sticky” to “sticky” behavioural traits,** in order to identify the most effective intervention points.
- ✓ **Exploring other fields that might have relevant insights;** for example, in relation to drug or other illicit substance use in particular: would this offer parallels in relation to illegal wildlife products that are ingested, such as Tiger and rhino products used in some Traditional Medicine treatments.
- ✓ **Identifying research themes and collaborating with academics,** and those designing demand reduction interventions at national level, to design pilots and demonstration projects that test the efficacy of e.g. introducing small frictions to disrupt catalyst behaviour adoption.

DEEP DIVE 2

CHARACTERISING THE VALUE ACTION GAP IN CONSERVATION

SARA EPEL AND TOBY PARK

The majority of wildlife campaigns seek to either increase awareness of issues relating to wildlife conservation or to engender pro-wildlife values and attitudes within the target audience. An underlying assumption is that by changing consumers' awareness, attitudes, values and beliefs, you can also change their behaviour. This is a risky assumption. Much behavioural science literature demonstrates a disconnect between what people know, perceive, feel and say, but then do. Case studies and research evidence have largely been generated, again, in the pro-health or pro-environment arenas, thus this Working Group introduced some early insights for conservation. Everyday examples of

the so called "Value-Action" (or "Attitude-Action / "intention-Action") gap, were shared; we may intend to lose weight but lack the willpower; express strong environmental values but continue to fly on holiday and drive a car; plan to switch our electricity provider but never quite get around to it.

Unpacking the relationship between values and actions was summarised as useful in helping to ensure we develop behaviour change communications and messaging that will change not only what people care about, but also what they consume and then do.

WHY SHOULD WE STUDY THE VALUE-ACTION GAP?

- ✓ Understanding **how to probe the disconnect between what people say and do** can help ensure consumer research surveys are designed appropriately to "compensate" for this and gain more accurate insight.
- ✓ **Identifying what triggers an individual's inaction**, despite intrinsic support for action, can help to ensure SBCC campaigns use tactics, approaches, messaging and methods likely to succeed in achieving real impact, rather than that just self-reported, pledged or claimed.
- ✓ **Disaggregating psycho-demographic insights into values, attitudes, beliefs and intentions**, and segmenting the target audience accordingly is a standard part of behavioural science, thus many tools are already available to help guide practitioners in the right direction and to enhance their effectiveness in building accurate consumer archetypes.

VALUES/ATTITUDES/BELIEFS > INTENTIONS > ACTION

LEAK 1

CHANGING ATTITUDES AND BELIEFS IS DIFFICULT!

- ✓ "My car isn't that bad, compared to all the diesel buses the council uses ..."
- ✓ (moral licensing) "I do my bit for the environment already"
- ✓ (social licensing) I do more than most people
- ✓ Motivated reasoning / denial and wilful ignorance
- ✓ "I need a car!" (narrow perspective of what's normal / necessary)

LEAK 2

SINCERE VALUES DON'T ALWAYS TRANSLATE TO ACTION

- ✓ **Competing values may still prevail**
Convenience, comfort, safety, privacy, status, cost
- ✓ **De-motivations**
I'm just one person, why should I change when no-one else does? It's the government's problem
- ✓ **Cognitive bias distorts our judgement**
Sunk-cost bias, status quo bias, perception of costs skewed towards car use, risk aversion (what if the train is late?)

LEAK 3

GOOD INTENTIONS DON'T ALWAYS TRANSLATE TO ACTION

- ✓ **Psychological barriers**
Convenience, comfort, safety, privacy, status, cost
- ✓ **De-motivations**
I'm just one person, why should I change when no-one else does? It's the government's problem
- ✓ **Cognitive bias distorts our judgement**
Sunk-cost bias, status quo bias, perception of costs skewed towards car use, risk aversion (what if the train is late?)

An example showing the barriers between values translating into action by using an example of an environmental campaign encouraging people to cycle



GROUP DISCUSSION AND CASE STUDY HIGHLIGHTS

TIGER AMULETS

- ✓ **Segmentation of consumers** – characterise the demand through qualitative research.
- ✓ **Identify secondary audiences and their motivations** – monks, tourist touts (tour guides often pressure tourists to buy tiger amulets.)
- ✓ **Understand the propensity to buy** – characteristics that increase risks among those yet to purchase.
- ✓ **Breakdown broad behaviours into discreet micro behaviours** (gifting, religious purchases etc.)
- ✓ **Review of existing evidence** and methods used.
- ✓ **Study religious prompts**, especially as monks are involved.

PANGOLIN PRODUCTS

- ✓ **Identify 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.
- ✓ **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?

SHARK FIN PRODUCTS

- ✓ **Behaviour mapping is needed to identify key intervention points** – where and when to most effectively intervene.
- ✓ **Explore how to make shark fin an opt-in choice** (e.g. at wedding restaurants) alongside further study on the volumes sold at restaurants.
- ✓ **Need to better understand the economic value** of the legal shark fin trade alongside regional supply and demand, further study needed on the supply chain.
- ✓ **Learn which messengers and messages would be most effective** and run pre-tests of key visuals; current prior research relies on self-reported commitments, identify how can this be strengthened.

OUTPUTS AND NEXT STEPS:

Value/Action Gap research needs were identified, highlighted below.

VALUES/ATTITUDES/BELIEFS > INTENTIONS > ACTION

LEAK 1

CHANGING ATTITUDES AND BELIEFS IS DIFFICULT!

- ✓ ?
- ✓ ?
- ✓ ?
- ✓ ?
- ✓ ?



Reasons why people may be unlikely, or resistant, to embrace pro-wildlife attitudes and beliefs

LEAK 2

SINCERE VALUES DON'T ALWAYS TRANSLATE TO ACTION

- ✓ **Competing values may still prevail**
?
- ✓ **De-motivations**
?
- ✓ **Cognitive bias distorts our judgement**
?



What competing values/motives drive wildlife consumption?
What else undermines our motives to act?
What factors may distort our decision-making?

LEAK 3

GOOD INTENTIONS DON'T ALWAYS TRANSLATE TO ACTION

- ✓ **Psychological barriers**
?
- ✓ **De-motivations**
?
- ✓ **Cognitive bias distorts our judgement**
?



Even with good intentions, what practical and psychological barriers stop us acting?

Value-Action Gap research needs within a wildlife conservation context

Information and research gaps

- ✓ **Identifying the causes of and triggers for the Value Action Gap (VAG)** in relation to three or four key value chains or commodity consumption pathways.
- ✓ **Explore whether the VAG can be quantified for certain reporting styles**, cultural contexts and consumption pathways (for example, common sense would suggest a person largely behaves in line with their values until an opportunistic consumption opportunity presents itself; thus, more deterministic pathways are less prone to the disconnect).
- ✓ **Explore which interventions are necessary to translate values into actions?** Is the potential of “small frictions” or increasing the barriers to continuing old habits enough to persuade people to make a purchase choice more in line with their intentions?
- ✓ **Identify how survey processes can be better designed to reduce over-reliance on self-reported data**, and ground-truths what people tell you against what they then actually do.
- ✓ **TRAFFIC will explore opportunities to build evidence and knowledge** in this regard, as part of the next steps for services for Community of Practice members.

DEEP DIVE 3

SBCC: ADVOCACY, SOCIAL MOBILISATION, BEHAVIOUR CHANGE COMMUNICATION; WHICH OF THE THREE?

ELEANORA DEGUZMAN AND MEGAN HILL, USAID

The burgeoning interest in applying behavioural science for conservation gain has led to a promising increase in the number of tools, research data, and reference materials, available to practitioners and those designing interventions. However, challenges remain around knowing which strategies and tactics to apply from the multitude available. This Working Group introduced the three main strategic approaches within a Social and Behavioural Change Communications (SBCC) frame; that is Advocacy, Social Mobilisation (SM), and Behaviour Change Communication (BCC). Discussion focused on how one or a combination

of these strategic approaches could be combined / adapted and applied to achieve the most impact in varied circumstances. It sought to answer question such as "Is Advocacy the most important strategy to focus on initially, in reducing ivory product consumption? When should social mobilisation occur, alongside Advocacy, or after it? Does Behaviour Change Communication have an opportunity to be more impactful, within a conducive environment for change after both of these have been delivered and achieved transformation in the environment within which ivory is bought?"

WHY SHOULD WE EXPLORE THE BALANCE OF EMPHASIS BETWEEN THE THREE SBCC STRATEGIC APPROACHES?

Understanding the individual strengths and weakness of BCC, SM, and advocacy campaigns will help to ensure a more comprehensive, targeted and effective demand reduction campaign is designed, according to local needs and opportunities.



SBCC Strategies: adapted from McKee, N. *Social Mobilization and Social Marketing in Developing Communities* (1992)

GROUP DISCUSSION AND CASE STUDY HIGHLIGHTS

RESEARCH

Research is available but not yet co-ordinated in its production, resulting in risks around duplication / overlap and the lack of a maximised set of insights. Potential solutions include:

- ✓ **Emulate a health sector approach** where research on HIV was integrated with health ministry data to make it more searchable.
- ✓ **Make concept test results and methodologies shareable** to help save costs and eliminate overlap.
- ✓ **Syndicated, multi-client projects**, offer an opportunity to improve efficiency and save resources.

COMMUNICATIONS

- ✓ **Provide training according to the needs of different target audiences**; for example, government officials responsible for legislation may benefit from a focus on the “Advocacy” component initially; those with a communications mandate, may benefit from a focus on Social Mobilisation and Advocacy components.

GENERAL OBSERVATIONS

- ✓ **Alter target audience’s perception on the real value of wildlife products** based on specific segmentation of consumers.
- ✓ **Provide stories and/or offer valuable substitute** of wildlife products (not a TCM substitute).
- ✓ **Tactics could include Recruit KOLs to change mindsets of audiences**; and use platforms such as Baidu, including a Pop-up warning note when searching for ivory.

NEXT STEPS:

Workshop participants suggested the addition of more information about each of the three domains of Advocacy; Social Mobilisation and Behaviour Change Communication; in online resources, including tailored materials for the needs of specific Community of Practice members

Participants representing tech and ecommerce providers in China committed to the following actions:

- ✓ **Tencent:** Recruit KOLs to change mindsets of audiences
- ✓ **Baidu:** Pop up warning note when searching for ivory

Information and research gaps

- ✓ **Having access to case studies that demonstrate successful interventions** in other fields of application, such as pro-health, analysing the most effective mix of strategies and the factors influencing which are most influential, when and why.
- ✓ **More information about which campaigns and aspects of research findings**, demand reduction practitioners are focusing on, so that a co-ordinated approach to delivering against all three strategic approaches within an SBCC frame are applied overall.
- ✓ **TRAFFIC will collate examples of this where these exist**, and will also explore commissioning research to expand the current body of evidence around which SBCC tactics and strategies to apply where, why and when.

DEEP DIVE 4

MEASURING THE TRICKY THINGS

STRENGTHENING DEMAND REDUCTION MEASUREMENT THROUGH NEW METHODOLOGIES

JAMES WALSH AND SONJA VOGT

Two of the challenges in measuring impact in behaviour change: whether you're measuring what you think you're measuring, and whether you're causing what you hope you're causing.

Measuring the outcome of an intervention is tricky for two reasons. First, it may be logistically impossible to directly observe the behaviour, for instance because it is illegal or simply not observable ex-post. Second, it might be hard to rely on interview or self-reported data – for example, if it is culturally sensitive. Likewise, when evaluating the success of an intervention, we want to know that it causes behavioural change—not just that it is correlated with it.

To compensate for these potential pitfalls this Working Group explored methods relevant to improving demand reduction impact measurement, looking at how to go beyond consumer research studies in order to understand concepts such as causal effect and measuring illicit attitudes, beliefs, and behaviours. It built on discussion from the 2016 “Changing Behaviour to Reduce Demand for Illegal Wildlife Products” Conference in Hong Kong, as well as the SBCC M&E Good Practice Guidelines, and provided a foundation from which to build in the development of a new DR Impact Measurement Methodology under the Asia Wildlife Enforcement and Demand Management project.

WHY SHOULD WE STUDY EFFECTIVE MEASUREMENT?

What should we be looking to?

- ✓ **Get the basics right: building in evaluation, checking ethics, targeting**
- ✓ **Look for opportunities to observe real behaviours**
- ✓ **Making our data open source, and building on shared measurement methods**
- ✓ **Regular evaluation rather than once-off**
- ✓ **Categorising our data and knowing its limitations**



AUDIT
Studies using
“mystery shoppers”



ONLINE
and administrative
sources



OBSERVATIONAL
data



SOCIAL NORMS
measuring social norms
using Vignette Studies



**UNMATCHED COUNT
TECHNIQUE**
to measure illicit behaviours



DATA COLLECTION
And privacy to measure
illicit preferences



IMPLICIT ATTITUDES
Measured using implicit
association test

7 Strategies for measuring the tricky things

GROUP DISCUSSION AND KEY TAKEAWAYS

Capturing baseline data is essential, and self-reporting is an easy way to obtain it. But self-reporting comes with intrinsic problems and new approaches are needed to clean the data that comes from it. Data with a fine-grained level of resolution gives a richer description than bigger quantitative projects. A move towards more observational data is needed in behavioural research - there are many prototypes and examples to follow already. Regular evaluations are needed, not just one-offs. Circumstances change, as do behaviours.

OUTPUTS AND NEXT STEPS

The following discussion points were raised by the group:

- ✓ **There is a major need for evaluation to be embedded in intervention design from the beginning.**
- ✓ **As a first step, all projects that have a learning and evaluation component should have a baseline.**
- ✓ **Data that comes from self-reported measures may not be reliable, and new approaches to measuring behaviours are necessary to advance the community of practice's understanding of trends in demand and the effectiveness of demand reduction efforts.**
- ✓ **Behavioural and observational measures to data collection were noted as a promising new way to measure demand behaviours.**
- ✓ **Data should be kept open source to enable teams to build shared approaches to measurement.**
- ✓ **Evaluations should be frequent and build upon one another rather than be treated as one-off events.**
- ✓ **It was noted that that all research methods have limitations, which should be taken into account when exploring options.**

Information and research gaps

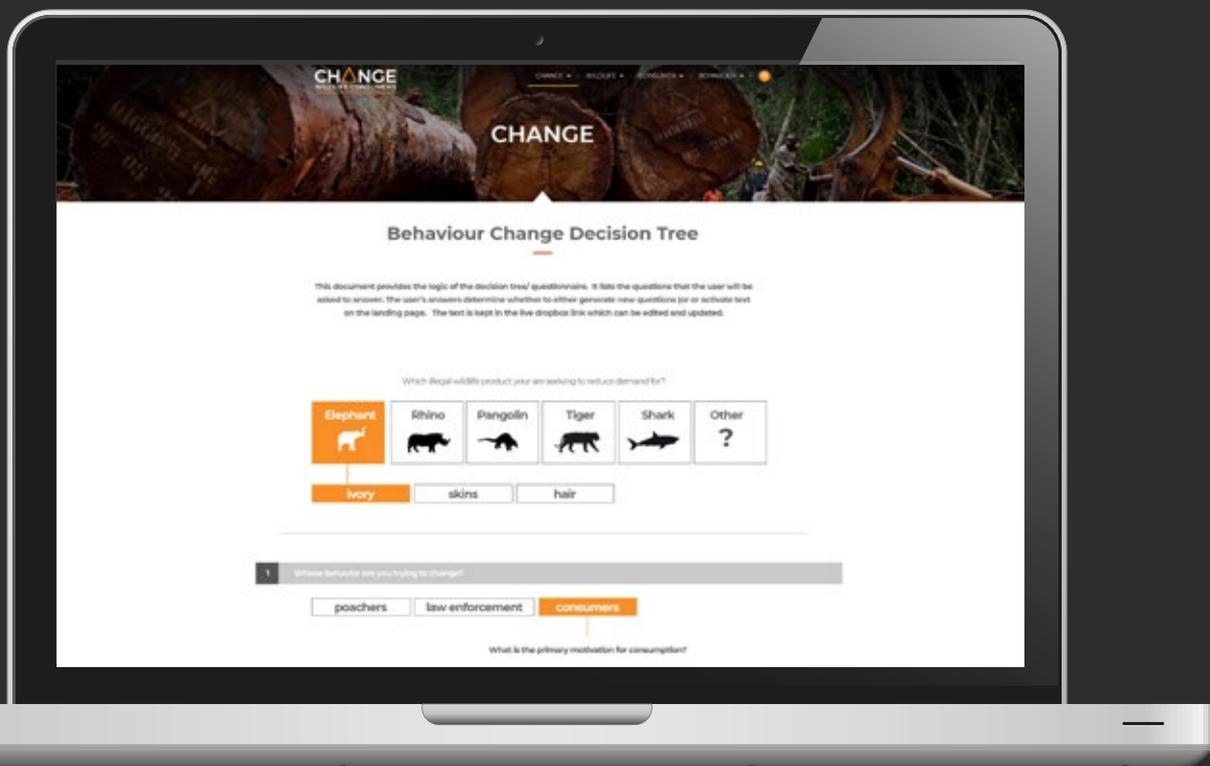
- ✓ **When evaluating the success of an intervention**, we want to know that it causes behavioural change—not just that it is correlated with it.
- ✓ **To establish whether an intervention causes behavioural change**, we must imagine what happened if the intervention had never taken place
- ✓ Additional work to build on discussion in this group will be taken forward through efforts to **propose new approaches to demand reduction impact measurement**, with a focus on additional indicators and strengthened methods. TRAFFIC will share updates from this work with the Community of Practice, keep an eye on www.changewildlifeconsumers.org.



REFINE & REVIEW

DECISION TREE + E-COURSE

An update on some exciting tools that TRAFFIC has commissioned to support the SBCC Community of Practice was provided to participants. Feedback and direct inputs were collected and will be reflected as much as possible into the work to finalise these products.



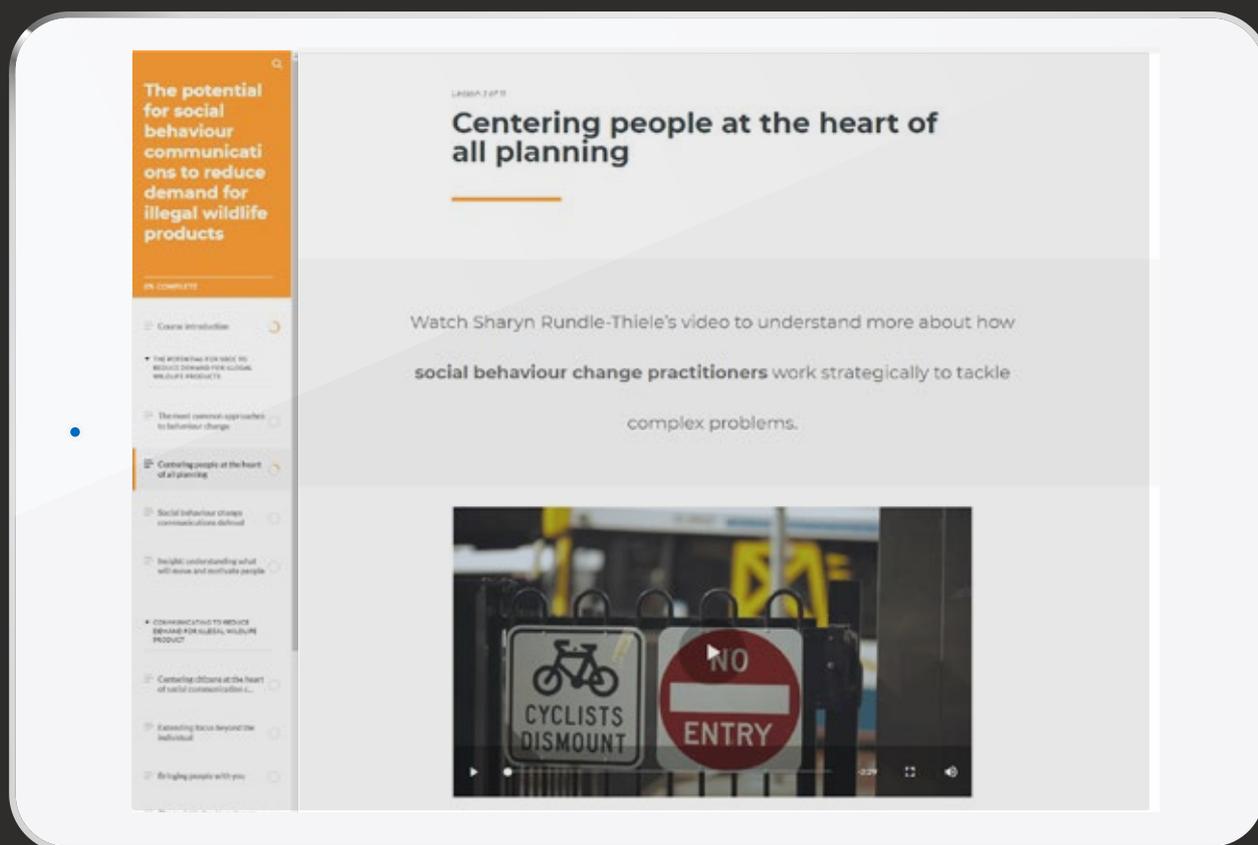
BEHAVIOUR CHANGE DECISION TREE

HOW TO DEAL WITH THE PROBLEM OF INFORMATION OVERLOAD?

The Behaviour Change Decision Tree will be a simple series of steps, grouped under six main categories that will provide useful and easy to access information to advise practitioners in the development phase of SBCC interventions.

The categories: Target Group, Target Behaviour, Consumption Context, Target Motivation, Intervention Context, and Target Frequency were identified as the core variables people will consider when designing a behavioural strategy. This decision tree is concerned with tailoring information to peoples'

needs, targeting and segmenting information to allow for clear and seamless access. From the user perspective, the tree will be broken down into these six categories, with additional potential subcategories breaking sections down further. Each link will ask questions to narrow down the type and focus of the information the practitioner is looking for. The output will be a landing page, a summary of sources and resources, and guidance on the most appropriate strategy to take. The Tree will be developed online and accessible via www.changewildlifeconsumers.org



BEHAVIOUR CHANGE E-COURSE

The free online course, being developed in collaboration with the Griffith University School of Social Marketing, will have digestible modules, including video presentations and lessons, alongside additional research materials and the opportunity to engage with an expert lecturer. The courses will be devised through a 5-week strategy that will include:

1. **The potential for SBCC to reduce Demand for Illegal Wildlife Products**
2. **Designing Messaging for Impact: Framing, Priming, and Timing**
3. **Selecting Messengers for Impact, Character, Content, Connections**
4. **Identifying Mechanisms for Impact: Behaviour Change Decision Tree**
5. **Informing Processes and Assessing Change for Adaptive Management**

The course's seminars will contain a mix of filmed content, case studies, recommended methodologies, academic literature, and steps on developing a strategic intervention.

The e-Course will be launched in late 2019 via www.changewildlifeconsumers.org

ADDITIONAL TRAINING DAY

Following the two main days of the Conference some extra opportunities were created for participants to acquire new knowledge and share experiences. This supported the further development of the Community of Practice around Social Marketing and SBCC approaches. Three free-of-charge day long courses were delivered.

FAST TRACK TO SOCIAL MARKETING

STEVE MENZIES, FLINCH MARKETING

What is social marketing? Social marketing is the systematic application of proven marketing strategies to bring about behavioural change for social good. The principles of commercial marketing apply to social marketing too.

During this 1-day training course participants worked together in teams to complete a range of exercises based on successful case studies from around the world. After this training the participants gained an overview of social marketing do's and don'ts, including how to:

- ✓ **Define behavioural objectives;**
- ✓ **Segment the target audience;**
- ✓ **Apply behavioural theories;**
- ✓ **Generate audience insights;**
- ✓ **Design integrated interventions and;**
- ✓ **Commission and manage suppliers.**

SOCIAL AND BEHAVIOUR CHANGE COMMUNICATIONS

MATT AVERY, FHI360, PAKPRIM ORANOP NA AYUTHAYA AND NORA DEGUZMAN, USAID WILDLIFE ASIA

This one-day training took participants on an interactive journey that explored insights and discussions around "What is SBCC and its key characteristics?"

A participatory session on key theories on why people change behaviour used video clips and group discussions on a Fantastic Beasts case study.

A session on Monitoring and Evaluation (M&E), using a group exercise, deepened participants' understanding of behaviour change indicators and simple measurement methodologies.

The training was capped by a discussion on the challenges in applying SBCC to campaigns to reduce consumer demand for illegal wildlife parts/products and conservation.

UN ENVIRONMENT: ITW COMMUNICATIONS HANDBOOK

SEAN SOUTHEY, PCI MEDIA, AND CO-LEAD: LISA ROLLS, UN ENVIRONMENT

The training took participants through the UN Environment's Illegal Trade on Wildlife and Forest Products Communication Handbook. The Handbook is a step-by-step tool for national communication planners to develop communication interventions aimed at preventing and reducing demand for illegal wildlife and forest products. This tool should help design national communication for development (C4D) strategies through advocacy, social mobilisation, and behaviour change communications to form a comprehensive multi-year programme.

- ✓ **Piloting experience in Vietnam and Malawi: outcomes and lessons learned.**
- ✓ **The ACADA model step-by-step and the 3 communication strategies. The WildforLife campaign as case study.**
- ✓ **Toolkit: Handbook, facilitators guide and digital resources.**
- ✓ **What are the main challenges for governments? How stakeholder engagement (civil society and private sector) on communication can help to overcome these challenges.**



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BRINGING IT TOGETHER AND NEXT STEPS

This Conference was lauded as the largest in the sector to date, bringing together over 100 participants from 60 organisations in 21 countries, to share new insights, evidence and experience in applying behavioural science best practice for conservation impact.

The Agenda had attempted to break new ground in advancing dialogue, partnerships and understanding, around some key lines of enquiry for Community members, including

the “Deep-Dive Working Group” themes which formed the backbone of deliberation and debate around: Catalyst and Gateway Behaviours; the Value Action Gap; SBCC Strategic Approaches, and: Impact Measurement.

While the event evaluation reinforced that many Community questions were answered and inspiration and knowledge shared, several new opportunities for research and collaborative action were also identified. Examples included:

- ✓ Identifying the **triggers for/quantifying the scale of, the disconnect between what people say but then do;**
- ✓ Crystallising the “small frictions” that might be applied to **disrupt purchase pathways and catalyse responsible consumption;**
- ✓ **Preparing behavioural journey maps**, to understand when to most efficiently achieve behaviour change by targeting relevant catalyst and gateway behaviours, rather than those more habitual and routine/ established, and thus ‘sticky’ or hard to change;
- ✓ Building capacity around the strategies that can be applied within an SBCC framework specifically, through resources such as **Intervention Design Toolkits, additional training, and access to local experts**, who can offer culturally specific advice and insights;
- ✓ **Continuing the dialogue around how to improve our impact measurement approaches**, both in terms of strengthened methods that can increase confidence around causal inference and the integrity of self-reported data, but also potentially new indicators against which such data can be triangulated, to provide an objective set of insights in demand reduction impact alongside that more opinion based.



TRAFFIC is now progressing next steps around these themes, as well as various other threads arising from the Conference discussion. Opportunities through which to develop services and resources more targeted to the two main audiences within the Community (those designing demand reduction interventions, and those implementing them) are also being explored.

The Conference evaluation reinforced the invigorating community spirit and active participation brought by all delegates to all sessions, and emphasised the importance of ongoing Conferences such as this. More than 90% of respondents reported that the event had achieved their objectives, was useful / applicable to their own work, and had inspired them to act and to champion behavioural change approaches.

TRAFFIC looks forward to working with all Community of Practice members to progress next steps and track impact arising from this accordingly.

CONFERENCE MATERIALS

All of the Conference materials are publicly available on www.changewildlifeconsumers.org including:

- ✓ **Speaker biographies, participant feedback and delegate list;**
- ✓ **Deep Dive introductory and workshop presentations;**
- ✓ **Deepening our Influence presentations and recordings;**
- ✓ **Masterclass notes and presentations.**

All resources and PPT's shared at the Conference are available on the Wildlife Consumer Behaviour Change Toolkit here: <https://www.changewildlifeconsumers.org/event/2nd-international-conference-behavior-change-conference>.

TRAFFIC looks forward to working with all Community of Practice members to progress next steps and track impact arising from this accordingly.

All enquiries should be directed to TRAFFIC Consumer Behavioural Change Co-ordinator Gayle Burgess at gayle.burgess@traffic.org.

INSPIRING, ENCOURAGING, AND SECURING COMMITMENT

WANDER MEIJER, DIRECTOR, ASIA PACIFIC, GLOBESCAN

"Thanks a lot inviting me to the conference this week. It was one of the best and most inspiring conferences I visited in recent years (and before...): I learned a lot, contributed a bit, met old friends. made new contacts, and further developed some ideas."

KRISS BARKER, VICE PRESIDENT INTERNATIONAL PROGRAMS, POPULATION MEDIA CENTRE

"Thanks again for inviting me to participate in this excellent meeting. I learned so much!"

LISA ROLLS, HEAD OF WILDLIFE COMMUNICATIONS AND AMBASSADOR RELATIONS, UN ENVIRONMENT:

"Thanks again Gayle for the amazing hard work you and your entire team undertook to create such a fantastic workshop with incredible people! We really enjoyed it"

JAMIE WALSH, POST-DOCTORAL RESEARCHER AND FORMER WORLD BANK EMBED UNIT MEMBER, EDITORIAL TEAM OF THE 2015 WDR: "MIND, SOCIETY AND BEHAVIOUR"

"This is just a short note to convey my sincere thanks to each of you for including us in the event. I know that organising an event of that size – bringing together stakeholders with such diverse backgrounds – was an enormous undertaking, and you did such a good job."

SONJA VOGT, PROF. AND CHAIR IN SUSTAINABLE SOCIAL DEVELOPMENT, UNIVERSITY OF BERN

"I just wanted to thank you again for inviting me to the workshop. I found the level of commitment in the community really inspiring. I learned a lot about the serious challenges of tackling illegal wildlife trade behaviour ..."

LIU YUAN, COMMUNICATIONS OFFICER, CITES SECRETARIAT

"Thank you again for your excellent support to the CITES workshop. And congratulations for your very successful conference! Well done."

YANNICK VAN HIERDEN, MARKETING OFFICER, GRIFFITH UNIVERSITY

"I must say you have pulled off a fantastic event, well done!"

STEVE MENZIES, DIRECTOR, FLINCH MARKETING

"I just wanted to say a big thanks again for inviting me to participate in the conference. It was fantastic to see you again and to see what you've achieved with the group. I met some great people who are doing lots of very interesting work".

JEDSADA TAWEEKAN, FORMERLY USAID RDMA

"Great job in organising the event! Congratulations!"

LIEN TRAN THI KIM, GIZ, VN

"Thank you very much for your sharing these useful documents. It was a great chance for me to be there, to meet new people in the topic, to share and to network. Look forward to the next meeting."

MAI TRAN, SAVE VIETNAM'S WILDLIFE

"The conference is an absolutely wonderful experience for me. I have learned a lot from the three full-day activities. My deepest thank to the organising Team, to TRAFFIC and everyone! I will keep reviewing lessons and materials that have been uploaded on the website, which I also shared with my team back home."

we, the CITE Secretariat, will do our best to make sure the tools & theory of behaviour change are built into national strategies & action plans of the world's governments, i.e. the parties to

Develop a BC journey map for rhino horn users in current-wet Vietnam.

Write up a case study on SBCC - social mobilization - in action - highlighting best practices and links to resources

DEVELOP MEDIA HANDBOOK ON INVESTIGATIVE REPORT ON WILDLIFE TRAFFICKING

I commit to use what I've learned as I roll out BCC campaigns + trainings for our partners back home + share w/ colleagues

Make a good script!

Lobby the For China's

Seek + Build Connection and Engage Thai SOP Opera producers to

in keeping / updating on my knowledge strategic and BCC strategies the right & und truth measures in BCC

will do our best to make sure the tools & theory of behaviour change are built into national strategies & action plans of the world's governments, i.e. the parties to

Develop a BC journey map for rhino horn users in current-wet Vietnam.

Change myself first

This workshop is very useful and I got I will bring it and to share with my friend and try to be the same

DEVELOP MEDIA HANDBOOK ON INVESTIGATIVE REPORT ON WILDLIFE TRAFFICKING

I commit to use what I've learned as I roll out BCC campaigns + trainings for our partners back home + share w/ colleagues

links to best practices and resources

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ACKNOWLEDGEMENTS

This Conference and Proceedings were made possible with support from the American people delivered through the U.S. Agency for International Development (USAID) through the Wildlife Trafficking Response, Assessment, and Priority Setting (Wildlife TRAPS) project. The contents are the responsibility of TRAFFIC and do not necessarily reflect the opinion of USAID or the U.S. Government.

This report was made possible with additional contributions from the German Partnership project, implemented by GIZ on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) and the German Federal Ministry for Environment, Nature Conservation and Nuclear Safety (BMU); and the Asia Wildlife Enforcement and Demand Management project, funded by the European Union.







TRAFFIC, the wildlife trade monitoring network, is a leading non-governmental organisation working globally on trade in wild animals and plants in the context of both biodiversity conservation and sustainable development.

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