

**Request for Proposals to:
Develop and Implement a Behaviour Change Initiative to
Reduce the Demand for Ivory and Tiger Products**

1. Background

TRAFFIC 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 to help ensure that wildlife trade is not a threat to the conservation of nature. Unsustainable consumer demand for wildlife products is a leading cause for the threats facing many species across the world. TRAFFIC has been at the forefront of innovation within the field of Social and Behavioural Change (SBC) initiatives, running various projects with relevant stakeholders targeting specific consumers of a variety of threatened wildlife.

TRAFFIC is a partner in the project “Combatting Illegal Wildlife Trade in Thailand, focusing on Ivory, Rhino Horn, Tiger and Pangolins”, funded by the Global Environment Facility (GEF) and managed by UNDP. As part of the project, TRAFFIC will implement a Social and Behavior Change (SBC) initiative to reduce the demand in Thailand for elephant ivory and tiger products for spiritual reasons (eg amulets, small carvings). TRAFFIC is seeking proposals from creative agencies to develop and implement this initiative. The new initiative should build upon and not duplicate the themes of previous “best practice” initiatives in Thailand to reduce the demand for these products, including initiatives by USAID Wildlife Asia.

Global consumer demand for ivory and tiger parts is a major driver of poaching and the consequent decline in numbers of these species. In Thailand, trade in ivory items is illegal unless they are from domesticated elephants, whilst all trade in tiger products is illegal.

USAID Wildlife Asia conducted research on Consumer Demand for Ivory and Tiger Products in Thailand in 2018¹. The research included both qualitative (focus group discussions and in-depth interviews with users of ivory and tiger products) and quantitative phases (n=1,000 general population plus a booster of n=550 consumers of ivory and tiger products). The key findings of the research included:

Ivory:

- The incidence of ivory product use among the Thai population is only 2%. Only 10% of the population perceive the trade as acceptable, whilst 68% perceive it as unacceptable.
- The target audience for demand reduction activities is relatively small and focused – only 3% say they will buy ivory in future, and 90% probably/definitely won't buy. 4 out of 10 intenders already own items of ivory.
- Many consumers are not familiar with the law and whether it applies to all ivory (small and big pieces, sourced domestically or imported). Although most ivory purchases are illegal, unless sourced from a domesticated animal that died of natural causes, and all purchases of tiger products are illegal, there are still 3% of consumers who intend to purchase ivory in future. Research indicates that illegality is not an effective deterrent for consumers who still intend to buy, partly because there are relatively few seizures and prosecutions, and so legal awareness messaging to intenders is unlikely to be impactful.
- Consumers are primarily 30-49 years old, business owners and merchants, AB income groups.
- Ivory is believed to provide protection and enhance one's power and popularity. These beliefs are passed from family members, obtained through internet searches and online discussions and articles. Those purchasing ivory items usually conduct online research and then purchase mostly from jewellery stores, amulet markets/temples, from family/friends and in large bazaars.
- The biggest reason for purchasing ivory is because of supernatural/spiritual benefits (brings luck, provides protection, enhances power, good for health).
- The key barriers to purchase reported in the research are animal welfare concerns followed by the threat of penalties. However previous initiatives which focused on cruelty to animals have not achieved the desired impact and proposals should not focus only on this barrier. Concerns when buying ivory include authenticity (most cannot identify genuine ivory) and that the item

¹ Consumer Demand for Ivory and Tiger Products in Thailand in 2018: <https://bit.ly/2NDUPsr>

could be cursed (especially if the elephant was killed deliberately for the ivory rather than died of natural causes.)

- The most popular format to own is accessories/jewellery followed by amulets and spiritual items (eg small carvings). Ivory accessories are considered to have aesthetic value (beautiful texture, white and shiny) and possess power (provide protection, positive influence). Rings are the most popular items because they are more affordable. Ivory amulets are considered to be a spiritual anchor, make the owner feel more lucky, confident and safe. Users believe that ivory products have a positive influence in their lives.

Tiger:

- The incidence of tiger product use among the adult urban Thai population is only 1%. Only 7% think that purchasing tiger products is acceptable, 71% say it is unacceptable.
- 3% say they will probably/definitely buy tiger products in future.
- Most consumers are not sure if the trade is illegal and whether the law applies to all sizes of products and to items that have been owned for a long time.
- Purchasers are primarily 30-49 years old, males, business owners and merchants, AB income groups.
- Respondents believe that tigers are all about power and strength, they are mysterious and elusive, they have a dark aura, and the souls of these great beasts live on in their parts. Tiger parts are believed to provide protection from physical harm (eg car accidents) and from supernatural harm (eg dark spirits in unfamiliar places). Amulets made from wild tigers are preferred to those from captive animals because they are perceived as more powerful.
- Key barriers to future purchase are tiger cruelty and extinction, the law/penalties, and the risk of buying fake products. However, as stated above in relation to ivory, the proposal should not be linked with animal welfare or biodiversity.
- The majority of tiger products are spiritual items and amulets. They are sometimes purchased as an investment.
- Amulets are purchased online, for example in Facebook groups related to amulets and also offline at amulet markets, temples, and fairs, although they are not usually on display.

The social norms around these products are evolving. Increasingly, users and intenders agree that more people have stopped buying ivory and tiger products and are more careful about buying or owning these products. They consider that using these products may give the image of being ignorant about the wildlife crisis, and think it is increasingly unacceptable among celebrities and influential members of Thai society.

There have been several awareness building and behaviour change campaigns² in Thailand to reduce demand for ivory and tiger products, as summarised in the Situation Analysis prepared by TRAFFIC as part of this project. Overall awareness of ivory campaigns is 54% among ivory purchase intenders and 32% among tiger purchasers/users.

Using insights from the 2018 research, in early 2020 USAID Wildlife Asia implemented SBC initiatives³ to reduce the demand for these products by targeting spiritual beliefs in the power of ivory and tiger products to bring luck and/or prevent harm. The objectives of the initiative are to reduce the perceived benefits (provide protection, bring good luck and fortune) and increase the concerns about buying (spiritual power if unfounded, association with cruelty and extinction). The intention was also to increase the social unacceptability of buying and owning these products. Additional campaigns were implemented to reduce the demand for ivory jewellery associated with its use for beauty.

After the campaigns, evaluation research⁴ was commissioned by USAID Wildlife Asia in July 2020 among consumers with the demographic characteristics of ivory/tiger purchasers/users.

² USAID Wildlife Asia's Demand Reduction Resources: <https://bit.ly/3dJwYIR>

³ No Ivory No Tiger Amulets Campaign Poster <https://bit.ly/2MeXvw0>, USAID Partners with Buddhist Leaders to Counter Beliefs that Drive Demand for Wildlife Products in Thailand: <https://bit.ly/3k8dCbq>, Workshop for Spiritual Leaders on Reducing Demand for Wildlife Products Training Report: <https://bit.ly/3pHyzuw>, Popular Actor-Director Campaigns Against Use of Tiger Skins and Fangs as Amulets in Thailand: <https://bit.ly/3alwsmh>

⁴ USAID presents impact of Thailand's spiritual beliefs SBCC campaign to the CWT Global Collaborative Learning Group: <https://bit.ly/3bmChVu>

The research showed that:

- The belief that ivory can bring good luck declined from 86% to 54%, and for tigers from 62% to 49%. The perception that ivory/tiger products provide protection also fell to 48% and 52% respectively. Meanwhile the perceived concerns that the spiritual power is unfounded increased to about 48% for both ivory and tiger products, and that the products are associated with cruelty increased to about 78%. Intention to buy among the respondents declined but is still 37% and 31% for ivory and tiger products respectively. Therefore, although the campaigns had some impact, additional initiatives are required to further reduce demand for these products.
- Messages relating to the illegality of buying the products do not resonate with the target, instead SBC initiatives which address the underlying motivations and increase the deterrents to purchase are more effective in changing attitudes and behaviours.
- Additional social mobilisation efforts to build social norms around the unacceptability of the products can also resonate with the target.
- The use of celebrities increased the impact of the messages.
- The most effective communication channels in achieving recall were online (Facebook, Google Ads, Instagram) followed by less-targeted offline channels (including newspapers, magazines, billboards, bus shelter and sidewalk ads, amulet magazines and tuk tuk ads).

2. Initiative Objective

The objective of this initiative is to build upon the achievements of previous initiatives to address the underlying motivations of consumers to buy and use ivory and tiger products for spiritual reasons, to change their behaviour, and thereby reduce demand for these products in Thailand.

3. Target Audience

The target audience for this campaign are 30-49 years old males and females, married with kids, relatively well educated, affluent AB income group, business owners and merchants and may also be government officers.

4. Creative Considerations

The proposal should be engaging and resonate with the target audience and should address their underlying motivations to purchase and use ivory and tiger products for spiritual reasons. Proposals should:

- Focus on what people **should do rather than not do, and** not just the conservation reasons why.
- Not imply that those who purchase these products are “wrong”, but perhaps instead **emphasise that it is no longer socially acceptable** to purchase, gift or own these products.
- Use shock tactics and highlight negative consequences only **carefully (if at all)**.
- Highlight **tangible, personal, short-term rewards**, rather than long-term biodiversity gains.
- **Propose alternatives** through which the underlying motivations can be fulfilled and consider including **imagery of the target audience already doing / enjoying** the alternative desired behaviour, perhaps providing clear examples of the actions others have taken so that laggards can see how they may catch-up.
- Avoid implying the negative behaviour is **already a social norm** / pervasive and widespread.

5. Communication Channels

The target audience is a small proportion of the total population and so mass public campaigns are not appropriate. It is proposed to reach and engage with them primarily through online channels, including where possible by precision targeting in social media and other online platforms such as Facebook, Google Ads, Line, YouTube, Tik Tok, and Instagram. Additional supporting offline media may be considered, including a launch event and outdoor posters in relevant locations. Furthermore, existing professional platforms and gatherings of business leaders and/or merchants can also be considered.

6. Budget

The indicative budget for the development and production of materials including creative strategy, key visuals and messages is USD 30,000. The budget for dissemination and evaluation of the initiative will be around USD 50,000 – 70,000.

7. Draft Timeline

1-19 March:	Call for proposals from Creative Agencies
22 – 26 March:	Proposal selection and announcement by TRAFFIC evaluation committee for the activity.
29 March–2 April:	Contractual arrangement
5 April:	Project kick-off meeting with TRAFFIC
6 April – 31 May:	Production of deliverables including key visuals and messages and dissemination plan pre-testing and approval from TRAFFIC/UNDP/DNP
5 June:	Initiative launch
Late August:	Report on initiative results

8. Next Step

As part of responding to this RFP, offerors are required to develop and submit the following deliverables and a cost proposal:

1. Creative strategy and plan for a Social and Behaviour Change initiative that addresses the underlying motivations of the target audience to buy ivory and tiger products for spiritual reasons so that increasing numbers reject the products. The proposal should take existing research into consideration. As part of the development process the agency should arrange to pre-test the creative proposals and adapt them accordingly to ensure that they are optimized.
2. Examples of initial key visuals, messaging and communication assets, including a call-to-action. Final initiative materials will follow branding guidelines of TRAFFIC, UNDP, GEF and DNP (details to be provided), and will be in Thai, English subtitles will be added when appropriate.
3. Draft multi-media summary dissemination plan (primarily online but may also include specific offline media) including engagement plan for KOLs who are considered credible and aspirational by the target audience.
4. Summary of how the initiative will be evaluated.

The proposal should also include:

1. Suitability for the work including an example of relevant past work
2. Draft budget (using the budget summary template in Annex 1)
3. Proposed timeline
4. CVs of Key Personnel
5. Proof of Incorporation

And send by 19 March 2021 via email to Katie Mabbutt, Project Support Officer TRAFFIC

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For more information on TRAFFIC visit www.traffic.org

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Annex I

Budget summary template

Budget Item	Unit	No. of units	Unit Value (USD)	Total Cost (USD)
Personnel				
				-
				-
				-
				-
Personnel sub-total				-
Travel & Subsistence				
				-
				-
				-
Travel & Subsistence sub-total				-
Other Direct Costs				
				-
				-
				-
Other Direct Costs sub-total				-
TOTAL				-