

**TRAFFIC call for Expressions of Interest:**

**Consultant for Work to Engage the Chinese Community in Southern Africa in Efforts to Eradicate the Use of and Trade in Illegal Wildlife Products**

<b>TITLE:</b>	<b>Consultant for Work to Engage the Chinese Community in Southern Africa in Efforts to Eradicate the Use of and Trade in Illegal Wildlife Products</b>
<b>LOCATION:</b>	Southern Africa
<b>ANTICIPATED ENGAGEMENT:</b>	All outputs should be completed by end June 2020
<b>REPORTS TO:</b>	TRAFFIC Southern Africa Programme Coordinator

**OVERVIEW**

TRAFFIC works to ensure that trade in wild animals and plants is not a threat to the conservation of nature. As part of this work, TRAFFIC engages with multiple stakeholders, including Chinese communities and companies in Africa. Since 2014, TRAFFIC has organised 15 workshops in collaboration with WWF targeting Chinese communities and businesses in 13 different countries in Africa. The objective of the workshops was to build awareness of the issues around the illegal wildlife trade and to encourage Chinese communities and businesses to commit to reject the unsustainable and illegal use of and trade in wildlife products. However, there has not been any systematic analysis of the impact of these workshops. Building on the previous work, TRAFFIC plans to conduct a pre-feasibility study to better understand the role of Chinese communities and business in Southern Africa in the use of and trade in wildlife and wildlife products and to identify options to effectively engage them as agents of change.

**Terms of Reference**

1. Compile available published and grey literature on ethnic Chinese living and/or working in Southern Africa associated with or pertinent to the use of and illegal trade in wild fauna and flora and their products;
2. Consolidate information from previous China-led awareness-raising workshops in Africa on the use of and trade in wildlife and wildlife products;
3. Conduct methodologically sound stakeholder assessments through dialogue amongst the target audience - the ethnic Chinese communities and businesses in selected countries in Southern Africa (likely: Botswana, Namibia, South Africa, Zambia, and Zimbabwe) regarding their sustained conservation commitments regarding the use of and trade in wildlife products to reduce the demand and consumption of threatened and illegal wildlife and wildlife products;
4. Identify potential champions for collaboration amongst the aforementioned stakeholders;
5. Work with TRAFFIC China Team members to provide guidance on how to best engage the Chinese communities and businesses in these countries to become agents of change with regard to the sustainable and legal use of and trade in wildlife and wildlife products;
6. Provide recommendations for the design of future initiatives reaching out to Chinese business leaders and other citizens in Southern Africa, building on the work that has already happened to date (for instance specifically targeted and up-scaled engagements, media outreach and messaging, awareness raising workshops, dialogue formats) targeting Chinese decision makers

in selected countries (for example, Chinese government officials, Chinese-African trade associations, Chinese-African chambers of commerce, embassies, and Chinese businesses);

7. Describe the direct investment needed for such initiatives (e.g. media production costs, airtime, printing, dissemination, etc. in the form of a pre-feasibility study) to provide a suitable legacy; and,
8. Compile this information into a report following internal TRAFFIC guidelines, which can be shared as a key component of a pre-feasibility study with technical and financial cooperation partners of Germany's Development Co-operation sector as well as with other partners.

## OUTPUTS

A report guiding future efforts to engage Chinese communities and businesses in Southern Africa in efforts to combat wildlife trafficking, including an assessment of their potential for sustained conservation commitments, potential priority and champion stakeholders and investment needs identified. The report shall inform:

- Future investors on engagement with the Chinese community in Southern Africa to achieve the above aims;
- Further discussion and processes, including potentially a Workshop in China with key stakeholders (such as business leaders and government Embassy officials).

## BUDGET

USD20K, including travel

## NEXT STEP

Please prepare and send via email a proposal (less than 4 pages) providing information on:

- Your proposed approach to the development of these deliverables
- Your suitability for the work including an example of past relevant work or publication
- Detailed budget with justification

**By 28 February 2020:**

Markus Burgener, Programme Coordinator: [markus.burgener@traffic.org](mailto:markus.burgener@traffic.org)