

## **Stakeholder Engagement Plan**

**April 21, 2021**

**CEPF Grant CEPF-11183**

**TRAFFIC International**

**Reducing wildlife trafficking across logistics supply chains and online platforms**

**China and Vietnam**

## **Grant Summary**

1. Grantee organization: TRAFFIC International
2. Grant title: Reducing wildlife trafficking across logistics supply chains and online platforms
3. Grant number: LOI CEPF-11183
4. Grant amount (US dollars): 225,000
5. Proposed dates of grant: July 1, 2021-June 30, 2023
6. Countries or territories where project will be undertaken: China and Vietnam
7. Date of preparation of this document: 21 April, 2021
8. **Introduction:** This section will briefly describe the project including design elements and potential social and environmental issues. Where possible, include maps of the project site and surrounding area.

Trafficked wildlife typically travels great distances from source to market, making this a logistics and transport-intensive crime, and often trans-national. It not only threatens a wide range of animal and plant species, but can increase interactions between wild animals and humans, increasing zoonotic disease risks. The rapid expansion of transport networks and online trade provides increasingly fluid trade vectors connecting source, transit and end-market countries, which are often thousands of kilometres apart. Traffickers are intimately dependent on these legitimate transportation/logistics service providers and commercial trade routes to illegally move wildlife and their products from source to consumer countries, including China and Vietnam. Transport and e-commerce companies themselves can become unwittingly engaged in criminal activity by unknowingly transporting or facilitating trade in illegal wildlife, exposing themselves to a wide range of risks, including damage to reputation, legal repercussions, and health and safety.

Tracking illegal wildlife products along the complexity of supply chains is a challenging endeavour and concerted efforts are needed to stop it. To reduce illegal wildlife trade (IWT) and mitigate zoonotic disease risks, this project focuses on logistics supply chains across the borders of China and Vietnam, generating collective actions by logistics companies, online platforms and cooperative efforts with government agencies and NGOs.

The specific locations of this project include Guangxi and Yunnan Provinces in China, and Quang Ning, Lang Son and Lao Cai provinces in Vietnam, which share land and sea borders. The species to be covered in this project are all protected wild animals, but includes a particular focus on mammals and birds, taxa which pose the greatest potential risk of zoonoses, especially when being transported in unsanitary conditions. The logistics companies included in this project include shipping and airline companies, postal delivery and courier firms.

The project activities will build on TRAFFIC's existing achievements, which are described in 'Organisational strengths', and will ensure coordination with similar initiatives, including leveraging the high-level commitments of the members of the United for Wildlife Transport Taskforce to amplify our scope and reach, and building on demand reduction work (e.g. behaviour change work funded by Defra to reduce demand for tiger products in Vietnam), and on work with major internet companies to reduce online IWT (e.g. through TRAFFIC's joint-leadership of the Coalition to End Wildlife Trafficking Online. TRAFFIC has the relationships and the materials in place and ready for wide roll-out; CEPF funding will enable these to be expanded and embedded in private-sector practice in China and Vietnam. This will provide a model for adaptation and uptake in other countries.

9. **Summary of Previous Stakeholder Engagement Activities:** If the grantee has undertaken any activities to date, including information disclosure and/or consultation, provide the following details:
- Type of information disclosed, in what form (e.g., oral, brochure, reports, posters, radio, etc.), and how it was disseminated;
  - The locations and dates of any meetings undertaken to date;
  - Individuals, groups, and/or organizations that have been consulted;
  - Key issues discussed and key concerns raised;
  - Grantee response to issues raised, including any commitments or follow-up actions; and
  - Process undertaken for documenting these activities and reporting back to stakeholders.

TRAFFIC has been working closely with identified stakeholders to reduce wildlife trafficking across logistics supply chains and online platforms, and will continue to work closely with partners and interested parties as the project progresses, to encourage sustainability and national and CSO buy-in, as described in our proposal. This includes:

- On 7 March 2018, 21 tech companies from North America, Asia, Europe, and Africa came together as the first-ever global Coalition to End Wildlife Trafficking Online, aiming to render online platforms and apps inoperable for wildlife traffickers to trade in endangered and threatened species (<https://www.traffic.org/news/leading-tech-companies-unite-to-stop-wildlife-traffickers/>). By now, this Coalition has 37 members, including 21 from China and one from Vietnam.
- Engagement with the courier sector over the last decade in China includes organizing six training workshops from 2011 to 2019 for more than 300 participants from local courier and logistics companies in Yunnan and Guangxi Province.
- Collaboration with IFAW and WCS to launch a border communication event in 2019 in Hekou ports in China bordering Vietnam, to educate the passengers not to carry endangered species products across borders, and logistics companies not to be involved in transporting illegal wildlife products.
- In March 2019 TRAFFIC has trained over 70 managers from DHL eCommerce, DHL Express and DHL forwarding in Shanghai and Shenzhen.
- Since 2015, TRAFFIC has cooperated with Green Eyes to implement an ivory trade survey in the UK (2015-2016) and Japan (2017-2018), and domestic rosewood (2018-2019) and other endangered species surveys (2015-2020).
- TRAFFIC has been working with CWCA for more than 20 years, including joint market survey for pet, ivory and pangolin scale, facilitation of the Coalition to End Wildlife Trafficking in China and signing event for 14 leading logistics companies, and demand reduction campaigns.
- TRAFFIC and CEA have collaborated effectively since 2015, when they co-organised an event on World Wildlife Day to motivate courier companies to make a Zero Tolerance commitment to IWT. Subsequently, TRAFFIC supported CEA to produce communications materials for courier companies in dealing with illegal wildlife trade, distributed to companies across China. TRAFFIC has delivered joint training events in June 2019, with more than 100 participants from 11 local logistics companies; and in May 2019 to facilitate the signing of a Voluntary Code of Practice to Refuse Delivery of Illegal Wildlife and Products Thereof for 14 leading courier and logistics companies.
- The Wildlife Disease Control Division was consulted during this proposal development and agreed to provide technical guidance on how to control zoonotic disease along the support chain, and help coordinate the bilateral and multi-sector dialogue to mitigate the zoonotic disease risk.
- TRAFFIC has a history of collaboration with China Customs, through assisting enforcement capacity building; providing technical support; and facilitating communications. In March 2019, TRAFFIC and China Customs jointly organized the “Combating Smuggling of Endangered

Species Asia-Africa” workshop which provided a platform for 12 countries including Vietnam to enhance their collaboration on international law enforcement on IWT.

- In Vietnam, VATA has been a partner of TRAFFIC since 2015, and has cooperatively organized events and workshops aimed at reducing demand and raising awareness in the transport sector. TRAFFIC developed a partnership agreement with VATA in 2017, to identify entry points for discussions around zero tolerance to illegal wildlife use among transport workers.
- VECOM has a history of working with TRAFFIC in Vietnam and has worked jointly to reduce cybercrime, including as a member of the international Coalition to End Wildlife Trafficking Online. Events with VATA and VECOM and transport industry staff are outlined in the project concept.
- TRAFFIC has also partnered with DHL eCommerce and DHL Express in 2017 and 2018 to build capacity of approximately 40 DHL managers in Hanoi and Ho Chi Minh to improve integrity of the company’s supply chain against wildlife trafficking.
- In Vietnam, MARD is a long-term partner, but DAH is a new partner for TRAFFIC. TRAFFIC is a part of the Pandemic Prevention Task Force (PPTF) with the DAH, and has met to discuss zoonotic disease vector and amplification points, such as the transport sector.
- TRAFFIC has discussed the proposal with the Vietnam CITES MA and its relevance to CITES decisions. We have a constructive relationship and work jointly on wildlife trade monitoring, training, information and analysis.
- In Vietnam, TRAFFIC also consulted with The General Department of Customs, which has expressed support for TRAFFIC’s intention to work to tighten methods of transboundary criminality, especially within the transport industry.

**10. Project Stakeholders:** This section will list the key stakeholder groups who will be informed and consulted about the project. These should include persons or groups who:

- Are directly and/or indirectly affected by the project or have “interests” in the project that determine them as stakeholders; and
- Have the potential to influence project outcomes (examples of potential stakeholders are affected communities, local organizations, non-governmental organizations (NGOs) and government authorities. Stakeholders can also include politicians, companies, labor unions, academics, religious groups, national social and environmental public sector agencies, and the media).

See table below Q12.

**11. Stakeholder Engagement Program:** This section will summarize the purpose and goals of the program. Briefly describe what information will be disclosed, in what formats, and the types of methods that will be used to communicate this information to each of the identified groups of stakeholders. Methods used may vary according to target audience, for example:

- Newspapers, posters, radio, television;
- Information centers and exhibitions or other visual displays; and
- Brochures, leaflets, posters, non-technical summary documents and reports.

See table below Q12.

**12. Consultation methods:** This section will describe the methods that will be used to consult with each of the stakeholder groups identified in previous sections. Methods used may vary according to target audience, for example:

- Interviews with stakeholder representatives and key informants;
- Surveys, polls, and questionnaires;
- Public meetings, workshops, and/or focus groups with a specific group;
- Participatory methods; and
- Other traditional mechanisms for consultation and decision-making.

Project stakeholders (Q10)	Stakeholder Engagement Program (Q11)	Consultation methods (Q12)
<b>China</b>		
-Green Eyes	They are supporting TRAFFIC to deliver the project. Face-to-face and virtual meetings	Participatory methods; regular meetings
-China Wildlife Conservation Association	They are supporting TRAFFIC to deliver the project. Face-to-face and virtual meetings	Participatory methods, regular meetings
-China Express Association (CEA)	Meetings and workshops to identify and engage members for Alliance, integrate behaviour change approaches, and promote CSR policy for zero tolerance to IWT, risk-profiling methodologies to identify at-risk customers and locations for CEA members in Guangxi and Yunan; briefing papers and infographics of survey findings, in person and virtual events, as well as online information published to raise awareness of reporting portal; training sessions to support continued learning.	Regular meetings; questionnaires; workshops; participatory methods
- Wildlife Disease Control Division, Wildlife Conservation Department of China's National Forestry and Grassland Administration	Brief papers of survey findings; meetings to share information about zoonotic transfer and disease risks in transport	Regular meetings; workshops; participatory methods
- China Customs	Survey findings to generate the trans-boundary law enforcement actions with Vietnam Customs	Regular meetings; workshops; participatory methods
<b>Vietnam</b>		
- Vietnam Automobile Transport Association (VATA)	Meetings and workshops to identify and engage members for Alliance, integrate behaviour change approaches, and promote CSR policy for zero tolerance to IWT, risk-profiling methodologies to identify at-risk customers and locations for VATA members; briefing papers and infographics of survey findings, events and online information published to raise awareness of reporting portal; training sessions to support continued learning	Regular meetings; workshops; participatory methods
- Vietnam Chamber of Commerce and Industry (VCCI)	Meetings and workshops to disseminate project findings and information sharing, brief papers of survey findings.	Regular meetings; workshops; participatory methods
- Vietnam Ministry of Agriculture and Rural	Meetings to share information about zoonotic transfer and disease risks in transport	Regular meetings; workshops; participatory

Development Department of Animal Health		methods
- Vietnam CITES Management Authority	Brief papers of survey findings	Other traditional mechanisms for consultation and decision-making
- Vietnam General Department of Customs	Survey findings to generate the trans-boundary law enforcement actions with China Custom	Other traditional mechanisms for consultation and decision-making
<b>Global/regional</b>		
Coalition to End Wildlife Trafficking online	Survey findings to generate the follow-up of Coalition members against IWT in their platforms; meetings and workshops to increase the awareness against wildlife trafficking online; digital messaging	Other traditional mechanisms for consultation and decision-making

13. **Other Engagement Activities:** This section will describe any other engagement activities that will be undertaken, including participatory processes, joint decision-making, and/or partnerships undertaken with local communities, NGOs, or other project stakeholders. Examples include benefit-sharing programs, community development initiatives, resettlement and development programs, and/or training and microfinance programs.

TRAFFIC offices in China and Vietnam will continue to engage stakeholders in both governments of on a wide range of activities related to tackling IWT, covering issues such as demand reduction, legislative improvements, capacity building, etc. For example, funded by Wildlife Disease Control Division of NFGA, TRAFFIC China is conducting an analysis of laws and regulations related to the prevention and control of the spread of zoonotic diseases in wildlife trade in major foreign countries including Vietnam, and the analysis results will be regarded as a good reference for this CEPF project as well. TRAFFIC is also collaborating with China Customs to develop a nation-wide demand reduction campaign along borders and the behavior change message will be deployed at ports where international trade is normalized. We will also work with civil society stakeholders as needed to deliver our work programme: TRAFFIC is working with China Wildlife Conservation Association to conduct a joint pet trade survey in Shanghai, Beijing and Guangzhou, and on online platforms as well. The survey results can inform delivery of this project. In Vietnam, TRAFFIC behaviour change work (such as demand reduction for tiger products, and engagement with decision-makers) can help strengthen our understanding of how to engage these diverse stakeholder groups.

In terms of engagement with the private sector stakeholders of the project, TRAFFIC has an ongoing programme of work with the Coalition to End Wildlife Trafficking Online, to address wildlife trafficking online. We also monitor online trade in both countries, and feed information back to private and public sector stakeholders. In terms of work with courier companies in these countries, this CEPF proposal will be the principal source of funds, but TRAFFIC will seek funding from other sources to broaden engagement beyond the work funded through this grant.

14. **Timetable:** This section will provide a schedule outlining dates and locations when various stakeholder engagement activities, including consultation, disclosure, and partnerships will take place and the date by which such activities will be incorporated into project design

Activity description	Implementation time after project signature							
	Year 1				Year 2			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
<b>Component 1 Updated characteristics/ typologies of IWT through logistics and courier services</b>								
1.1.1 <i>Yearly Physical and online market surveys (Yunnan and Guangxi in China, Quang Ning, Lang Son and Lao Cai provinces in Vietnam)</i>		■		■		■		■
1.1.2 <i>Share survey findings with government stakeholders</i>		■		■		■		■
1.1.3 <i>Develop risk profiling methodologies</i>	■	■						
1.1.4 <i>Collect and analyse seizure and prosecution information</i>	■	■	■	■	■	■	■	■
<b>Component 2 Logistics companies equipped with tools to prevent and detect wildlife trafficking</b>								
2.1.1 <i>2-Day in-person Stakeholder Dialogue in Guangxi, China</i>			■					
2.2.1 <i>Develop TOT Module</i>	■	■	■					
2.3.1 <i>Companies pilot TOT modules</i>			■	■				
2.4.1 <i>Two Annual in person training workshops in China (Yunnan and Guangxi) and Vietnam (Quang Ning and Lao Cai)</i>		■				■		
2.5.1 <i>Alliance of logistic companies formed in Guangxi, China</i>		■	■					
2.5.2 <i>Provide Alliance companies with updated global and regional trade trend data, training materials, policy guidelines</i>			■	■	■	■	■	■
2.6.1 <i>Support members of Alliance to develop company-wide action plans</i>			■	■	■	■	■	■
<b>Component 3 Engage and equip public and private sectors to deal with IWT and zoonotic threats</b>								
3.1.1 <i>Annual bilateral virtual meetings for online, logistics, and government stakeholders</i>		■			■			
<b>Component 4 Behaviour Change Campaign</b>								
4.1.1 <i>Online behaviour change messaging</i>			■	■	■	■	■	■
4.2.1 <i>Post Campaign evaluation</i>								■
<i>Monitoring of stakeholder engagement, in line with CEPF best practice</i>	■	■	■	■	■	■	■	■

15. **Resources and Responsibilities:** This section will indicate what staff and resources will be devoted to managing and implementing the Stakeholder Engagement Plan. Who within the project team will be responsible for carrying out these activities? What budget has been allocated toward these activities?

General responsibilities related to stakeholder engagement:

Jing Chen, Overall project manager, 24 days in total (20% of her staff time)

Nga Thuy Bui, Programme Manager in Vietnam Office, Demand reduction (40% of her project time)

16. **Grievance mechanism:** All projects that trigger a safeguard must provide local communities and other relevant stakeholders with a means to raise a grievance with the grantee, the relevant Regional Implementation Team, or the CEPF Secretariat.

This grievance mechanism must include, at a minimum, the following elements.

- Email and telephone contact information for the grantee organization.
- Email and telephone contact information for the CEPF Regional Implementation Team.
- The email of the CEPF Executive Director: [cepfexecutive@conservation.org](mailto:cepfexecutive@conservation.org)
- A statement describing how you will inform stakeholders of the objectives of the project and the existence of the grievance mechanism (e.g., posters, signboards, public notices, public announcements, use of local languages).
- You should include the following text, exactly, in any grievance mechanism: “We will share all grievances – and a proposed response – with the Regional Implementation Team and the CEPF Grant Director within 15 days. If the claimant is not satisfied following the response, they may submit the grievance directly to the CEPF Executive Director at [cepfexecutive@conservation.org](mailto:cepfexecutive@conservation.org) or by surface mail.”

Following the guidance above, describe the grievance mechanism that you will use.

Grievance Mechanism

Contacts:

TRAFFIC International

Email: [traffic@traffic.org](mailto:traffic@traffic.org)

David Attenborough Building, Pembroke Street, Cambridge, CB2 3QZ

Tel: 0044 1223 277427

CEPF Regional Implementation Team:

IUCN Asia Regional Office,

63 Sukhumvit Soi 39, Wattana, Bangkok 10110, Thailand

Email: [CEPF-Indoburma@iucn.org](mailto:CEPF-Indoburma@iucn.org)

Tel: +66 2 662 4029; Fax: +66 2 662 4389.

CEPF Executive Director: [cepfexecutive@conservation.org](mailto:cepfexecutive@conservation.org)

TRAFFIC will communicate its grievance mechanism specific to this project to stakeholders in local language via email/social media platforms ensuring a means for stakeholders to report any grievances or incidents of concern in local language confidentially.

We will share all grievances – and a proposed response – with the Regional Implementation Team and the CEPF Grant Director within 15 days. If the claimant is not satisfied following the response, they may



submit the grievance directly to the CEPF Executive Director at [cepfexecutive@conservation.org](mailto:cepfexecutive@conservation.org) or by surface mail.

In the project the safeguard triggered is “health and safety of project staff and staff associated with the project”. Risks are mitigated in the Health and Safety Plan attached to this proposal.

TRAFFIC has a Safeguarding Statement on its website which enables the general public to report any concerns regarding safeguarding or submit an incident report. TRAFFIC’s website is translated into local languages in both China and Vietnam.

Internally, TRAFFIC has a clear grievance process with defined channels of communication and responsibility starting with individual staff members up to the Board level. TRAFFIC International is bound by the laws of the UK in respect of conduct both at home and abroad. This includes implementing and enforcing effective systems including maintenance of a serious incidents register and reporting to the appropriate authorities. TRAFFIC is committed to protecting against retaliation those staff members who report what they reasonably and in good faith believe to be ethical misconduct in accordance with TRAFFIC’s Whistle blowing policy (2019). The policy describes the process for the disclosure of wrongdoings that are in the public interest and misconduct that is illegal, unethical or against the organisations ethos as detailed in TRAFFIC’s codes of conduct.

In addition, as a UK-based organisation, TRAFFIC International is subject to the UK’s Public Interest Disclosure Act 1998 (PIDA) which is designed to protect staff and other workers who disclose genuine concerns, which seem to involve unlawful conduct or financial malpractice, from victimization.

**17. Monitoring and Reporting:** This section will describe any plans to involve project stakeholders (including affected communities) or third-party monitors in the monitoring of project impacts and mitigation programs. Describe how and when the results of stakeholder engagement activities will be reported back to affected stakeholders as well as broader stakeholder groups.

TRAFFIC will feedback the results of stakeholder engagement to stakeholders in various ways, for example, sharing the survey findings of Activity 1.1 with relevant online, logistics and government stakeholders in China and Vietnam, and consolidating them into briefing papers. TRAFFIC will convene regular dialogues of the Alliance for logistics companies to share lessons learned and best practice. The post-campaign evaluation of engaging online and logistics industries, will be done by an external evaluator, with results shared with project stakeholders.

TRAFFIC will engage stakeholders in monitoring project impacts, as shown in the table below.

<b>Impact (within grant timeframe)</b>	<b>Stakeholder engagement</b>
By end of project, targeted logistics and courier services have taken direct action to tackle illegal wildlife trade between China and Vietnam assessed through post-training workshop survey, as evidenced by an increase of at least 50% in suspicious reports related to wildlife crime by the targeted companies, through the online reporting system, compared to the beginning of this project. These reports will successfully generate at least one trans-boundary law	Close communication with companies directly and through the Alliance and Coalition, and via bodies such as VATA, CEA, will enable TRAFFIC to gather the information needed to monitor this impact.

enforcement collaboration.	
<p>An Alliance to End Wildlife Trafficking is established for logistics companies, which by 2023, includes at least 10 Chinese and 10 Vietnamese logistics companies who participate in at least two Alliance activities by the end of the project.</p> <p>By end of project, at least 50% of 14 logistics companies in China that signed the Voluntary Code of Practice take at least 2 individual actions to combat IWT within their business capacity.</p>	As with the Coalition, company members of the Alliance will report to TRAFFIC on their implementation of activities
By 2023, there is increased capacity to tackle illegal wildlife transportation across borders between China and Vietnam, evidenced by at least 80% of participants who respond to post-activity surveys, among targeted logistics companies and among participants in bilateral virtual meetings.	Logistics companies and public sector participants in meetings will take part in surveys to track this impact
By end of project, the TOT module will be endorsed by China Express Association and Vietnam Automobile Transport Association, all the members of the Alliance learn the TOT Module.	CEA, VATA and Alliance members will share this information with TRAFFIC
By end of project, at least 100,000 logistics industry employees and 1 million customers in total are reached by online behaviour change messaging jointly with members of the Coalition and the Alliance in China and Vietnam	Logistics companies will share information on the reach of the messaging