

CEPF Final Project Completion Report

Instructions to grantees: please complete all fields, and respond to all questions, below.

Organization Legal Name	Freeland Foundation
Project Title	iTHINK, A Joint Campaign Platform to Tackle Wildlife Consumption
CEPF GEM No.	64071
Date of Report	March 31, 2017

CEPF Hotspot: Indo-Burma

Strategic Direction: 2. Demonstrate innovative responses to illegal trafficking and consumption of wildlife
2.4 Support Campaigns, Social Marketing, Hotlines and Other Long-term Communication Programs to Reduce Consumer Demand for Wildlife and Build Public Support for Wildlife Law Enforcement

Grant Amount: USD 250,000.00

Project Dates: 2014/3/1 - 2017/1/31

1. Implementation Partners for this Project (*list each partner and explain how they were involved in the project*)

Freeland: Freeland managed the project and provided oversight through the grant. Freeland was specifically responsible for compiling reports, organizing workshops, providing feedback and insights to all partners and creating and refining the iTHINK toolkit

Beijing Normal University (BNU): BNU supported the project by raising awareness in China at local universities and online through the Weibo microblogging platform. BNU also engaged Key Opinion Leaders to engage youth and students at universities across Southern China.

Education for Nature-Vietnam (ENV): ENV focused on raising awareness in Vietnam through community outreach programs. ENV supported KOL engagement and worked on policy review with the Vietnamese government.

International Fund for Animal Welfare (IFAW): IFAW focused on securing advertising space and KOL engagement in Southern China.

Conservation Impacts

2. Describe how your project has contributed to the implementation of the CEPF investment strategy set out in the ecosystem profile

Link to CEPF Investment Strategy - How does your project relate to the CEPF investment strategy presented in the Ecosystem Profile? (This document may be found at www.cepf.net) Your

answer should include reference to a specific strategic direction from the relevant ecosystem profile that the project will support.

Unregulated, unsustainable and unreported hunting and trade has driven many animal species in the Indo-Burma hotspot to the verge of extinction, and severely suppressed populations of other species. This was ranked as the top threat during CEPF's consultations in Myanmar and Vietnam and the number one threat overall (CEPF, 2011). The wildlife trade demand, from both domestic and international markets, is often a key factor driving overexploitation. Pangolins and turtles used for meat and in traditional Chinese medicine are the most frequently seen vertebrates seized from illegal traders in most of the countries in the hotspot, leaving most species Endangered or Critically Endangered. Also affected are tiger, bears, rhinos, snakes, geckos, monitor lizards and primates. Therefore, the Ecosystem Profile listed Hunting and Trade of Wildlife as one of the major threats to the biodiversity of Indo-Burma Hotspot.

Both Vietnam and China are major destinations for wildlife products in the region. Our iTHINK campaign engaged local media and developed a long-term communications campaign to reduce demand for wildlife in four major urban cities in the Indo-Burma hotspot, including Hanoi, Guangzhou, Nanning and Kunming. The campaign fully matches CEPF's investment priority 2.4.

3. Summarize the overall results/impact of your project

The CEPF grant allowed for specific contributions to larger, regional efforts to reduce demand for wildlife products in the Indo-Burma hotspot. By building on more than US\$1,000,000 from other donors, this CEPF grant helped support the iTHINK campaign which effectively shifted the mindsets of consumers in both Southern China and Vietnam, inspired conservation activities led by local communities and youth, empowered more than 40 influential opinion leaders to speak out against wildlife consumption and the illegal trade, in addition to creating tools and networks to sustain and expand these efforts in the region. The campaign also increased awareness among the public and the government. Specifically, this CEPF grant provided targeted activities in some of the regions' highest wildlife consumption areas, especially in Southern China and Hanoi, Vietnam. Furthermore, this grant supported dozens of youth and grassroots initiatives empowering future conservations and supported the creation and refinement of the iTHINK toolkit enabling such future conservations to carry on their work with effective tools and lessons learned.

Planned Long-term Impacts - 3+ years (as stated in the approved proposal)

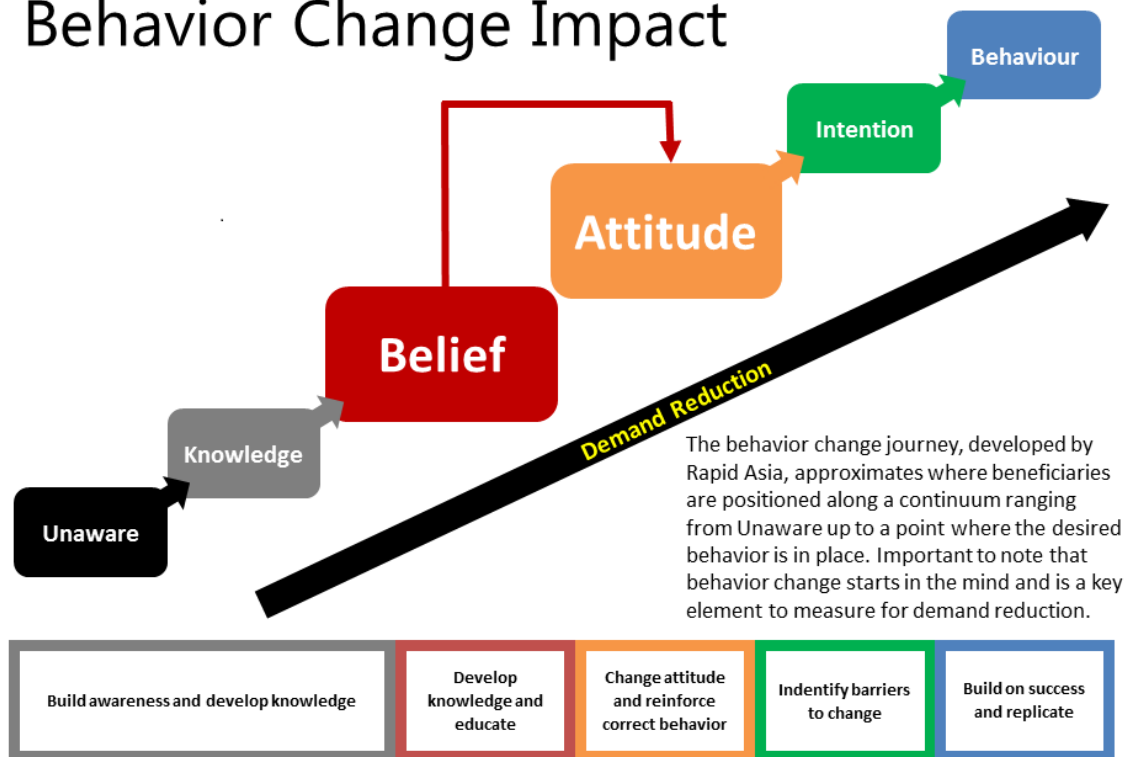
List each long-term impact from Grant Writer proposal

Initiate a downward trend in the consumption and sales of endangered species including tiger, rhino, bear, elephant and pangolin in Vietnam and southern China, focusing on major wildlife trafficking hubs such as Guangzhou, Nanning, Kunming, and Hanoi.

4. Actual progress toward long-term impacts at completion

The results of impact assessments show a clear shift in the mindsets of consumers towards purchasing endangered species and their products.

Behavior Change Impact



One way to measure wildlife consumption is through the mindsets of potential consumers because sales and demand are difficult to track. While these results do not directly show that sales or consumption levels have changed, they clearly show consumers mindsets are shifting, we can correlate to reduced demand among the consumers surveyed. Local governments have made the illegal wildlife trade more of a priority too. In China, the government has announced a plan to phase out the domestic ivory market and has made pledges to tackle wildlife trafficking at high-profile events attracting much media coverage. In Vietnam, the government is revising the national penal code on wildlife crime and recently hosted the third International Wildlife Trade Symposium. While it's difficult to directly relate thesis progress to specific CEPF activities, these encouraging signs clearly show that the level of priority these two governments have placed on the consumption of endangered species is at an all-time high, boosting our confidence in the long-term impacts and potential of this grant. The development of the iTHINK toolkit, which enables grassroots and civil society organizations to replicate and expand the campaign, as well as the development of local and regional volunteer networks, has helped to ensure that the messaging and pressure on consumers and governments can continue beyond the project. The iTHINK global platform for wildlife conservation www.ithink-now.org will continue to serve as an archive for all the tools created under this grant and a launchpad for like-minded campaigns to reduce the demand for wildlife consumption and promote conservation, particularly in Southern China and Southeast Asia. Furthermore, the grant allowed the opportunity to build trust and foster long-term relationships with key government agencies and across non-traditionally conservation-minded individuals in the youth and business sectors in China and Vietnam which will support continued efforts to work closely with these counterparts for future projects and campaigns. For example, Freeland is exploring opportunities to further

engage the private sector to adopt iTHINK awareness activities within internal communications and to incorporate environmental conservation into exiting CSR initiatives.

Planned Short-term Impacts - 1 to 3 years (as stated in the approved proposal)

List each short-term impact from Grant Writer proposal

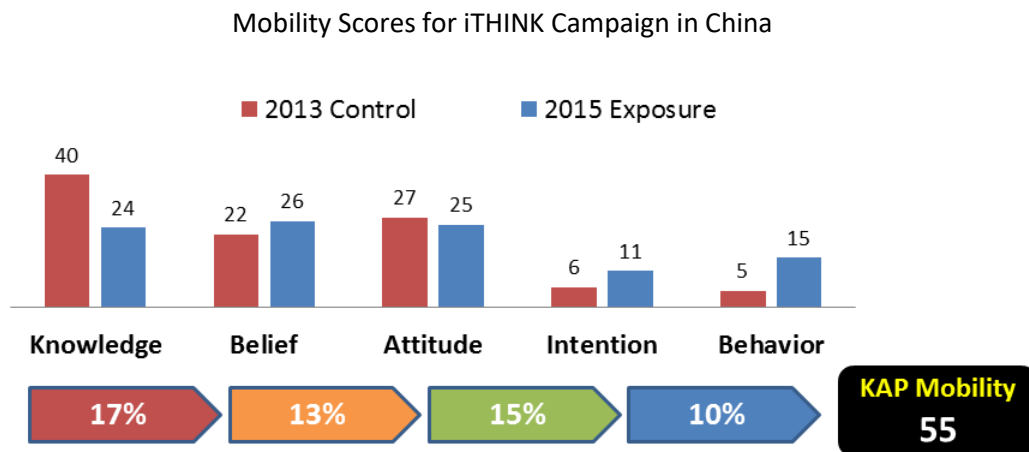
- 1) Increase public awareness of and attitudes that favor endangered species conservation;
- 2) Enhance law and enforcement awareness of illegal wildlife trade in four targeted major cities, leading to increased law enforcement actions;
- 3) Reduce sales and demand for these key species and their derivatives in four targeted major cities in China and Vietnam;
- 4) Apply lessons learned and best practices from pilot cities to other provinces in China and Vietnam.

5. Actual progress toward short-term impacts at completion

The CEPF iTHINK grant made progress towards each of the anticipated short-term impacts. The Project has increased awareness of the issues among the public, government agencies and law enforcement. On the part of consumers, the campaign shifted their attitudes to bring about a downward trend in wildlife consumption patterns. Government agencies have recognized that this is a serious crime and lawmakers have made the issue more of a priority.

1.) In both China and Vietnam, potential consumers that were exposed to campaign messaging moved along the behavior change journey. In China, results from a 2013 control survey showed many urban Chinese had the opportunity to buy ivory and may not be aware of the negative impact such purchases had on elephants. Following exposure to the iTHINK campaign in 2015, 17 percent have shifted from the Knowledge segment into the Belief segment and 13 percent went from Belief to Attitude. In total, 15 percent have shifted into Intention and 10 percent into the Behavior stage. These shifts indicate that the campaign brought about some good impacts that stimulated people to start thinking about the negative consequences associated with buying ivory.

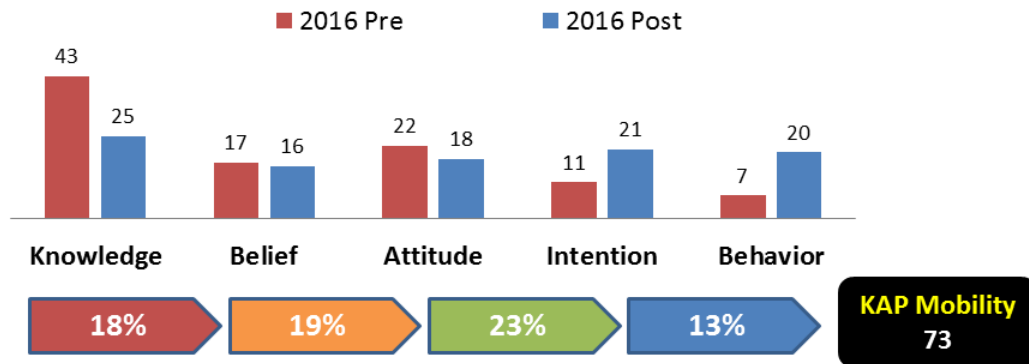
Taking all shifts into account, 55 out of 100 people shifted up one stage in the journey on average after being exposed to the iTHINK campaign.



In Vietnam, the iTHINK campaign significantly shifted the mindsets of those exposed to the key messages, especially when compared with China.

Looking at past buyers of wildlife products in Vietnam, 60% were in the Knowledge and Belief categories following the Pre-Stage control survey. This shows past buyers have very limited knowledge about the adverse effects of buying such products. Following exposure to the campaign, 18% shifted out of the Knowledge segment into the Belief segment and 19% went from Belief to Attitude. A further 23% have shifted into Intention and 13% into the Behavior stage.

Taking all shifts into account, 73 out of 100 people shifted up one stage in the journey on average after being exposed to the iTHINK campaign. Hence, the campaign has had greater impact on past buyers of wildlife.



To increase the awareness of both law enforcement and the public in the target cities of this project, iTHINK PSAs were placed at strategic locations. In China, the PSAs were placed in three major airports in Yunnan, including Kunming international airport, Xishuangbanna airport and Lijiang airport. The PSAs were also placed at 50 bus stops in Nanning, the capital city of Guangxi, and 40 bus stops in Kunming, the capital city of Yunnan. These bus stops were strategically selected as they are near to business centers, local government agencies, schools and traffic hubs.

In Hanoi, the Vietnamese version of the iTHINK campaign targeted different demographics through a careful selection of KOLs, including an airport deputy director, the Youth Union leader, a traditional medicine expert, the U.S. Ambassador Ted Osius, a local celebrity comedian and director, as well as four high-ranking officials, who starred in 10 different PSAs that aired on a major television station, VTV 1, where they were seen by up to 90 million people.

The iTHINK PSAs also featured at a large outdoor event funded by the U.S. Embassy to raise yet more awareness and create word-of-mouth buzz in the nation’s capital. With support from the U.S. Embassy in Vietnam and the USAID-funded ARREST program, the first WildFest, a film competition, awareness-raising event and concert, proved to be another big achievement of the program. Held on November 8, 2015, more than 2,000 people in Hanoi attended what was

Vietnam's largest outdoor wildlife conservation awareness-raising event to date. WildFest capped off a year-long effort called Operation Game Change (OGC) designed to inform the public in Vietnam about crucial issues like the trade in rhino horn driving this species to extinction. OGC successfully brought together partners from key source and consumption countries like the United States, Vietnam and South Africa. The event greatly contributed to overall efforts to raise awareness and the iTHINK impact assessments showed that WildFest amplified the campaigns messaging.

The iTHINK web platform also helped to raise awareness. A 2015 survey showed that the overwhelming majority of people who saw the PSAs would visit the iTHINK website, increasing the chance of the becoming more aware of wildlife trafficking. In Vietnam, that figure was 94%, with 92% saying they would follow the social media platform, share comments (91%) and read stories (90%). In the digital age, this level of engagement is crucial to build and sustain awareness among consumers.

2.) While it is difficult to draw clear comparisons between the amount of awareness raised and the number of law enforcement actions made in the target cities, the statistics available for Southeast Asia have shown that arrests of wildlife traffickers and seizures of contraband have risen to unprecedented levels. The ASEAN-Wildlife Enforcement Network has shown a 10-fold increase in law enforcement actions since the regional body's inception. As part of a broader strategy, the iTHINK campaign also recruited law enforcement officers in both China and Vietnam to star in iTHINK PSAs that were screened on local television and at high-traffic strategic locations, such as airports and busy intersections, showing their commitment to speak out against wildlife trafficking.

3.) While we cannot show that sales have reduced because of campaigns (the lack of places selling products could also imply that the sales have shifted underground or are being done more covertly), the surveys in China and Vietnam do clearly show that the intentions of those exposed to the iTHINK campaign shifted away from buying wildlife products. In China, 10% of the respondents had shifted into the Behavior category while in Vietnam it was 13%. This clearly shows that the campaign has shifted potential consumers of wildlife away from buying such products.

4.) Throughout the project, lessons learned from pilot cities were used to refine the campaign and messaging in other places. One of the most significant changes was the change in the look and feel of the PSAs. The original iTHINK PSAS were found by some to be too gloomy which resulted in them not resonating as well as they might have with the target audience. This assessment proved invaluable. For the next stage of the campaign, the partners refined the video and print ads to lend them a more positive message, with brighter music and most importantly, a major change from black and white to color. Furthermore, all the lessons learned, impact assessments, print and video ads and information gathered on running an iTHINK campaign have been compiled as part of the 2 different versions of the iTHINK toolkit, one in English and one in Thai, which are available for free online.

6. Describe the success or challenges of the project toward achieving its short-term and long-term impacts

Challenges:

Behavior Change is a long journey and while significant funds were acquired for the iTHINK campaign, there is a need to sustain pressure on target areas and populations. It is hoped that the creation and refinement of both the iTHINK website and toolkit, with the input of partners and important stakeholders, that Freeland and other organizations have the tools and lessons learned needed to continue to replicate and expand iTHINK far into the future.

Another challenge was how to quickly adapt the lessons learned from the local findings to adjust and messaging to maximize impact. Freeland worked closely with the third-party assessment firm to funnel these insights quickly to our team and partners which helped to launch refined messaging within a reasonable timeframe.

The project also encountered challenges that come along with multiple partners, in multiple countries and multiple donors. At times, it was difficult to coordinate effectively and quickly, especially when it came to ensuring that branding requirements and sensitivities of various donors were met and that enough approval time for that process was allotted.

Successes:

The project owes a lot of its success to the fact that, in the region, youth and the public are keen to have a voice and speak out. The power of local youth groups and volunteers was instrumental in raising awareness and will sustain efforts to end wildlife consumption in the future because they spoke using their own channels and events. They were encouraged to speak out to their direct peers and many have since joined volunteer networks where they can continue to support conservation beyond this grant.

7. Were there any unexpected impacts (positive or negative)?

One positive impact was the potential of the average person to resonate among their peers. The original PSAs focused on influential figures from a government or celebrity background. While they proved effective, it was very encouraging to see how the iTHINK on the streets videos were very popular among youth and other members of the public. Thus, empowering youth and grassroots NGOs to speak out for conservation will be a future cornerstone of iTHINK.

Working with celebrities and government officials has its challenges. In one case, a KOL that was vetted later turned out to not be as genuine as originally thought. The KOL's PSAs were removed from all platforms, and a section was added to the iTHINK toolkit on choosing the right KOL and the need to do background checks on them.

Project Components and Products/Deliverables**Component 1 (as stated in the approved proposal)**

List each component and product/deliverable from Grant Writer

- 8. Describe the results from Component 1 and each product/deliverable**
- 9. Repeat point 8 above for each Component in your approved proposal**

Component 1. *iTHINK public awareness and education campaign launched in Guangzhou, Nanning and Kunming in southern China, as well as Hanoi in Vietnam.*

Product/Deliverable 1.1: *8-10 Key Opinion Leaders (KOLs) and Key Action Leaders (KALs) are recruited from initial outreach discussions with various partners*

Freeland and our partners exceeded all deliverables for this section and engaged and promoted 24 KOLs and more than 60 KALs in China and Vietnam.

In China, 14 KOLs filmed PSAs:

- 1) Artist and a member of the standing committee of CPPCC Yuan Xikun - <https://youtu.be/FsiL7w0vE-M>
- 2) Media pioneer Sun Mian - <https://youtu.be/DQWEAmER2Rw>
- 3) Actress Wang Luodan - <https://youtu.be/gcHR-EgKMb0>
- 4) Singer Li Yuchun - <https://youtu.be/kWD1pDaXg50>
- 5) Composer and singer Ke Zhaolei <https://youtu.be/uVZiFIQoZqU>
- 6) Businessman Wang Shi - <https://youtu.be/VNL5tZRGOSM>
- 7) Collector and appraiser Zhai Jianmin - <https://youtu.be/Bi6r5sY2mw0>
- 8) President of iFENG Li Ya - <https://youtu.be/RaZiPBtk9BA>
- 10) Zhang Xinsheng Vice-minister Ministry of Education - https://youtu.be/HmSWnWzC_c
- 11) Visual Artist Yuan Xikun - <https://youtu.be/FsiL7w0vE-M>
- 12) U.S. Ambassador to China Max Bacaus - <https://youtu.be/iqLTesTDXoY>
- 12) Rock and roll singer Mr. XIE Zheng - <https://youtu.be/uTh5-ahvzuU>
- 13) Private sector leader Ms. SUN Na - <https://youtu.be/QtRwQ8CFVs>
- 14) Forestry police officer Mr. LI Tianyou - <https://youtu.be/GWlgBqWuQ2s?list=PLoCpbKdJIPNyIFZDjWseJP6qRL6n1WNYV>

In Vietnam, 10 KOLs filmed PSAs:

- 1) CCPE Bui The Duc - <https://youtu.be/As5ciXuApwc>
- 2) Environmental Police Vu Duyen Hai - <https://youtu.be/M5MV83iBg1Y>
- 3) Youth Union Leader Mr. Vu Minh Ly – <https://youtu.be/kewlkzyfZGA>
- 4) Traditional Medicine Specialist Nguyen Hoang Son - <https://youtu.be/sSGRrYjwBCo>
- 5) National Assembly Member – Bui Thi An - <https://youtu.be/26O8vc4qU68>
- 6) Deputy Director of Vietnam Northern Airport Authority Doan Minh Quan - <https://youtu.be/1oSjhLCAHT0>
- 7) U.S. Ambassador to Vietnam – H.E. Ted Osius - <https://youtu.be/zWtuc71fEtc>
- 8) Film Director/Actor Tran Luc - https://youtu.be/Z_G33Z4BkNo
- 9) VTV MC/Actress Minh Ha - <https://youtu.be/OzruW9XozcQ>
- 10) Comedian Vu Tu Long - <https://youtu.be/IQrNuWAJI90>

Key Action Leaders:

MC Anh Tuan encourages the public to protect rhinos

<https://www.youtube.com/watch?v=5kbOaKWKP2Q>

Miss Duong Thuy Linh encourages the public to protect rhinos and other wildlife

<https://www.youtube.com/watch?v=CCDE3Ek0frI>

The iTHINK on the streets PSAs are available at <http://www.ithink-now.org/vi/truyen-hinh-ithink/> and on ENV's website and social media pages.

Product/Deliverable 1.2: *CHINA: 50 printed ads in each city in China - 2 web based ads produced and placed 1 iTHINK weibo launched 5-6 PSAs produced and placed*

In China, IFAW secured placement for printed and video PSAs which ran in 5 airports: Kunming International Airport, Lijiang Airport and Xishuangbanna Airport and Nanning Wuxu International Airport in Guangxi, China.

The PSAs also ran at 50 bus stops in Kunming and 50 bus stops in Nanning.

The iTHINK Weibo account was launched in 2015.

Product/Deliverable 1.3: *VIETNAM: 7-8 print ads for the education wildlife trade exhibit. 4 PSAs produced and placed 8 web-based ads produced and placed*

In Vietnam 10 PSAs were produced featuring KOLs, links to the videos are under section 1. The PSAs were aired on VTV national television potentially reaching millions and also at public events and other high traffic areas.

Between January 2016 and June 2016, ENV and 15 local volunteer clubs carried out 32 wildlife trade exhibits which all featured the problems with the trade and consumption of wildlife and wildlife products in Vietnam. These wildlife trade exhibits were held in universities, public places such as parks, supermarkets, beaches, etc. attracting thousands of visitors.

The exhibits included information boards, educational resources, and a range of hands-on activities such as quizzes and "idea sharing" cards that aim to encourage the public to provide their thoughts or understanding about an issue. From March 2016, iTHINK standees featuring two Vietnamese celebrities, People's Artist Tu Long and TV anchor Minh Ha, were displayed at public events organized by ENV and volunteer clubs in 15 provinces of Vietnam.

ENV conducted more than 90 public awareness events with nearly 23,000 residents pledged not to consume wildlife and wildlife products and shared their ideas on given topics focused on wildlife in general and endangered species including rhino, tiger, pangolin and bear.

Product/Deliverable 1.4: *CHINA: At least 5 public events; 6-8 student events per year (18-24 total); at least 10 messages posted per month on Weibo.*

In China, CEPF iTHINK partners hosted a total of 22 events engaging the public and students. The events were held in Guangzhou, Haikou, Kunming, Nanning and Shenzhen.

Throughout the duration of the grant, social media posts were put on the iTHINK Weibo account, especially during youth outreach events. In total, more than 450 different messages

were posted, receiving more than 300,000 readings, more than 600 reposts and hundreds of comments and likes

Product/Deliverable 1.5: *VIETNAM: 2 public events (1 in year 2014; 1 in year 2015); 120 shares of iTHINK campaign on Facebook, twitter and YouTube.*

Three public event were hosted in Vietnam to launch the iTHINK videos, assess behavior change and awareness efforts in the country, to promote the iTHINK toolkit and to provide a platform for grassroots NGOS to speak out for conservation.

With support from the Vietnam Embassy and ARREST, the first WildFest, a film competition, awareness-raising event and concert was held on November 8, 2015. More than 2,000 people attended what was Vietnam's largest outdoor wildlife conservation event to date. WildFest served as an ideal platform to engage youth and screen the iTHINK videos from Vietnam to the public. Each of the videos were displayed on giant screens at the event. Both ENV and Freeland has booths at the event to engage youth and promote the iTHINK campaign and volunteer networks. The Youth Union was also involved with providing volunteers for the event, some of which continued to engage their peers and promote conservation. One such volunteer created his own grassroots event with support from this CEPF grant, that event is described below.

In early 2016, twenty-five Vietnam-based civil society and government organizations convened in Hanoi and shared lessons learned on what is working and what is not on "behavior change" campaigns aimed at reducing wildlife consumption. Freeland, presented the iTHINK campaign and its results as a case study. Participants demonstrated that significant efforts have been made, targeting different audiences and aimed at saving a variety of species. Participants recognized the need for increased collaboration and cooperation, and the importance of linking demand reduction campaigns to enforcement action.

During the summer of 2016, Freeland helped to support a grassroots outreach event to raise awareness in the lead up to World Environment Day on June 5. The 'Nature Voice Up' public event brought together hundreds of students and local conservation NGOs to add their voices to a chorus of concern about this year's theme: Go Wild for Life: Zero Tolerance for the Illegal Wildlife Trade. More than 25 of the participants recorded iTHINK videos that were given a launching pad into cyberspace through the iTHINK website and social media. The leader of the local University Environment Club, Pham Van Manh, who organized the event said "As our club is small it is really helpful to have such support so that our message can have more impact. We cannot protect the environment alone." Summing up his experiences and the importance of this original web platform, he added, "Individuals have a small voice, but if we speak together our voices are louder and we can change the world." All of the print ads and videos were shared via social media and the iTHINK website and have been added to the supporting documents of this report.

Another success of the event was that Manh was selected by the USAID ARREST Program to feature as a leader of grassroots conservation in a video on behavior change campaigns.

iTHINK Facebook

The iTHINK Facebook was used throughout the project to promote the iTHINK KOL videos and as a platform to support the website and spread messages created by youth and partners using the

iTHINK toolkit. Partners posted on the page more than 150 times reaching more than 80,000 people and received more than 3,000 engagements, (post clicks, likes, comment or shares). The page itself has received more than 2,000 likes.

ENV also posted each new iTHINK video on their YouTube channel and Vietnamese Facebook page which has almost 40,000 followers. ENV shared a total of 23 iTHINK videos on YouTube and re-posted them on the Vietnamese Facebook fan page.

Component 2. *A civil society network with like-minded organizations formed, and iTHINK platform supports their campaigns and strengthen everyone's messages*

In China, twenty-six civil society and government organizations met in Beijing to explore the impact of behavior change campaigns implemented in China in recent years to curb the local consumption of wildlife products. The event also saw the launch of the Chinese iTHINK KOL videos. From the discussions and presentations, success stories emerged. IFAW has enjoyed some notable successes in its campaigns to educate the public about where ivory comes from. Evaluations revealed at the event and shown in detail in the impact assessment which is in this report's supporting documents, showed that the iTHINK campaign penetrated 75 percent of urban China, reducing the target group most likely to purchase ivory from 54 to 26 percent. Participants recognized the need for more collaboration and partnerships that will link demand reduction campaigns to enforcement actions. Such partnerships are proliferating in China: partnerships between the public and private sectors, in-kind support from advertising and media agencies for nongovernmental organizations to spread the word through public service announcements, billboards and social media channels. These kinds of joint ventures are supplying a proactive push at ground level that are causes for optimism in reducing demand among the affluent consumers of China.

In China, iTHINK was introduced to the Save the Wildlife in Trade NGO network during its monthly meetings. Several of the partners from this group and other regional stakeholders formed a small working group to review the iTHINK toolkit and refine it. Version 2.0 of the toolkit was launched in late 2016, more information on this is below in the product 2.2 section.

Product/Deliverable 2.1: *CHINA and VIETNAM: 30 organizations and/or institutions join iTHINK Global Forum (online) CHINA: 20 institutions, organizations schools and/or companies to join the iTHINK partnership (actively participate in events, exhibits, and/or online) VIETNAM: 8 institutions, organizations, schools and/or companies join the iTHINK partnership. (actively participate in events, exhibits, and/or online)*

In China, a total of 37 groups joined iTHINK, including larger NGOs as well as 2 local, grass root NGOs in Shenzhen and 4 NGOs in Guangzhou, 12 student groups in Guangzhou, 4 student groups in Shenzhen and 15 student groups in Kunming.

In Vietnam, an iTHINK network has been established to seek review and refine the toolkit. A total of 7 NGOs and governments agencies have played an active role in the iTHINK campaign and toolkit creation process. Of specific note, the iTHINK campaign and awareness videos were presented to the People's Police Academy. The Academy uses the videos to raise awareness among their cadets who are required to serve their first posting in rural communities. In the first

workshop, more than 1,000 cadets attended. The PPA will continue to use the materials to train cadets and providing long term sustainability of the videos and their messages.

One of the other key organizations that has joined is the Vietnam Youth Union and Freeland has continued to join their events and engage their members. As an example, more than 150 secretaries and deputy secretaries of the Municipal Youth Union, and chairmen and deputy chairmen of Provincial's Youth Union pledged to protect the wildlife of Vietnam at the "Youth for Wildlife Protection" seminar organized by the Central Youth Union of Vietnam and Vietnam National Volunteer Centre. At the event Freeland presented the iTHINK website and campaign. At the end of the conference, in a spirit of solidarity and compassion, the delegates signed an iTHINK wildlife protection pledge, promising not to trade, consume or exploit such animals and to raise more awareness about conserving the country's biodiversity and endangered species. The leader of the Youth Union is an iTHINK KOL and features in one of the video PSAs.

Product/Deliverable 2.2: *iTHINK campaign/platform toolkit developed. CHINA: 15 iTHINK toolkits handed to partner organizations. VIETNAM: 6 toolkits handed to partner organizations.*

Throughout the course of the project, the iTHINK toolkit was reviewed by partners in China, Thailand and Vietnam and continuously refined. A working group was set up with NGOs from each target country and from large to small organizations and both within and outside the partnership of this grant. The 16-organization-strong working group met in late 2016 to review the current toolkit, the iTHINK impact assessments and provide feedback and suggested edits. This resulted in a peer reviewed and comprehensive iTHINK tool. The iTHINK toolkit provides easy to understand guidance on how to implement the iTHINK campaign regardless of experience or budget. It provides a step-by-step guide on implementation and helpful information on the many lessons learned since 2013 when the campaign first launched. During the final stages of the grant, Freeland and our partners worked together to translate the toolkit and it is now available for free online in Chinese, English, Thai and Vietnamese. Each of the language versions of the toolkit come with the banners, logos, impact assessments, the instructional toolkits, PSA videos and printed ads.

In China, the toolkit was handed to 17 partners. In Vietnam, the toolkit was handed to 12 local partners and digital versions were handed to more than 100 participants at the IWT conference in Hanoi in 2016, where Freeland promoted the toolkit and online support platform.

Product/Deliverable 2.3: *CHINA: 2 workshops per year. Implemented by FREELAND. ARREST team shares lessons learned and provides guidance to network partners on implementing their own iTHINK campaign VIETNAM: 6 meetings/phone calls to follow up, provide guidance on implementing toolkit.*

Throughout the grant Freeland worked closely with partners and new organizations to share lessons learned from implementing the iTHINK campaign. In both China and Vietnam, on the job training was provided by the film firm that originally created the PSAs to provide skills and techniques on filming the ads. The studio travelled to Beijing and received a TV crew from Hanoi to Bangkok to teach local crews, and to support the filming in Vietnam of the U.S. Ambassador. Freeland also hosted a stock take workshop where all iTHINK (and ARREST) partners updated each other on progress and lessons learned. The main take away from that workshop was the

success IFAW had in engaging private ad companies to provide free advertising space. This insight provided valuable and, thus, Freeland could secure free and or reduced placement for the iTHINK videos in Thailand and Vietnam.

Freeland worked closely with all the partners during the selection process of the KOLs and the organizing of various events where they were screened.

The results of the impact assessments conducted by Rapid Asia played a crucial role in the ability of Freeland to provide guidance to partners and government agencies that were implementing their own campaigns. The first surveys from Thailand proved very useful in guiding the refine of both the campaigns in China and Vietnam. One specific example was the feedback that some of the original messaging seemed dark and gloomy and that a more positive message might resonate better. Thus, the final three video PSAs in China were produced in color with more positive messaging and the last print PSAs in Vietnam were also in color. The second phase of the campaign also focused on engaging KOLS that were not part of phase I. For example, in phase I in Thailand, the focus was on law enforcement so police features, in Phase II, celebrities with larger followings were chosen to broaden the potential reach of the videos.

Product/Deliverable 2.4: 1 iTHINK Global Forum in local languages (Chinese and Vietnamese) launched as a message distribution mechanism for KOLs, partner activities, and a sounding board.

On March 3, 2016, in celebration of the World Wildlife Day, the iTHINK website, a global forum for wildlife protection, was launched to encourage people to share their opinions and act for conservation. The iTHINK website was designed as a resource for conservationists and the public, guiding them to specific actions they can take or groups they can join to help expand awareness and reduce demand of wildlife products. The website is supported in four different languages: Chinese, English, Thai and Vietnamese. Each of the languages is maintained by one of the partners of this grant, where they each control the content that is posted in their respective location. This has resulted in each of the platforms having content that is relevant to local audiences, while also linking to broader regional efforts to protect the environment.

Component 3.

Mainstreaming wildlife protection within government agendas.

Product/Deliverable 3.1: At least 1 Vietnam roundtable and policy briefing will be held and officers will be encouraged to integrate anti-wildlife trafficking into current agency agendas. Vietnam agencies targeted include the Biodiversity Conservation Agency, Hanoi People's Committee, Communist Party, National Assembly, National Assembly Academy, Ministry of Health, Ministry of Public Security/Environmental Police, Forest Protection Department (FPD), Market Control, Ministry of Education and Ministry of Propaganda.

3.1 modified, approval by Jack Tordoff (June 17, 2014). New deliverable: At least 12 meetings organised with key government agencies in Vietnam aimed at mainstreaming and integrating anti-wildlife trafficking into their current agendas.

Vietnam agencies targeted will include the Biodiversity Conservation Agency, Hanoi People's Committee, Communist Party, National Assembly, National Assembly Academy, Ministry of

Health, Ministry of Public Security/Environmental Police, Forest Protection Department (FPD), Market Control, Ministry of Education and Ministry of Propaganda.

In Vietnam, ENV led efforts to engage the local government agencies tasked with refining the current wildlife law. The two most notable problems with Vietnamese law and policy on wildlife protection in Vietnam are the allowance of commercial farming and trade of endangered species, as recorded in Decree 32/2006/NĐ-CP; and poor implementation of the Penal Code in addressing violations involving endangered species, as listed in Decree 160/2013/NĐ-CP. To address these problems, ENV held several meetings with the Ministry of Agriculture and Rural Development (MARD) and the Ministry of Natural Resources and Environment (MONRE).

With regards to the allowance of commercial farming and trade of endangered species, ENV held a meeting in with MARD to urge them to prohibit commercial farming and trade of endangered species in the latest revision of Decree 32. In the meeting, MARD provided ENV with a document that had been submitted to the government in which MARD listed ENV's concerns. This seems to have had some level of effect as the Government Office has been more cautious in approving the Draft of Decree 32.

To improve the implementation of the Penal Code, ENV had a meeting with the Biodiversity Conservation Agency (BCA) under MONRE to discuss problems in enforcing Decree 160/2013/NĐ-CP, which includes the list of species protected under the Penal Code (D160 species). ENV requested that they provide guidance to local law enforcement agencies in implementing Decree 160/2013/NĐ-CP and the Penal Code while enforcing wildlife crime. ENV also highlighted the other major problems that enforcement agencies have had when working with ENV's Wildlife Crime Unit such as dealing with confiscated D160 species, crimes of Appendix I CITES species and adding administrative punishment for the act of advertising D160 species.

Since 2014, ENV has been working hard for these changes with the Ministry of Natural Resources and the Environment and the Ministry of Agriculture and Rural Development by advising the Penal Code Drafting Committee. The new laws will act as a deterrent to people who want to profit from harming wildlife and destroying the balance of our ecosystems. ENV focused on engaging the government to have the following included in the revised penal code:

1. Crimes against species prioritized for protection MUST be prosecuted regardless of weight, quantity, or value;
2. Illegal possession of wildlife was added as a criminal offense (in the past it was just an administrative punishment);
3. The maximum punishment for wildlife crimes was increased to 15 years in prison (compared to 7 years in the past).

Under the plan of the Ministry of Agriculture and Rural Development (MARD), the first draft of the new Law on Forest Protection and Development (hereinafter referred to as "Law on Forestry") was submitted to the National Assembly at the end of 2016. Recognizing the importance of the Law, ENV has developed a strategy to guarantee that this law will address

ENV's concerns, and ensure that commercial farming and trade of endangered species will not be permitted.

Component 4.

Management of sub-grantees.

Product/Deliverable 4.1: *Quarterly project update reports, semi-annual and annual financial report and narrative report from each sub-grantee due every year of the sub-grantee agreement.*

There were some delays in receiving reports from sub grantees which in some cases delayed the submission of these reports to CEPF. Throughout the grant, Freeland worked closely with sub grants to address these issues and all the required reports were submitted to CEPF.

10. If you did not complete any component or deliverable, how did this affect the overall impact of the project?

All the deliverables were completed under this project.

11. Please describe and submit any tools, products, or methodologies that resulted from this project or contributed to the results

The following is a list of the tools and products that resulted from and supported this project. They are all available for download via this link:

<https://drive.google.com/drive/folders/0BwAlf53yB1PXa2VUV3FfVVZ2N2M?usp=sharing>

iTHINK Video Public Service Announcements

- CN = 12
- TH = 12
- VN = 10

All iTHINK Print Ads (plus logos and templates)

- CN = 17
- TH = 17
- VN = 32

All iTHINK Impact Assessments

- CN = Phase I
- TH =Phase I and Phase II
- VN = Phase I

All iTHINK toolkits – CN, EN, TH and VN

Benefits to Communities

12. Please describe the communities that have benefited from CEPF support

*Please report on the size and characteristics of communities and the benefits that they have received, as a result of CEPF investment. Please provide information for all communities that have benefited **from project start to project completion**.*

Community Name	Community Characteristics								Nature of Socioeconomic Benefit											
	Subsistence economy	Small landowners	Indigenous/ ethnic peoples	Pastoralists / nomadic peoples	Recent migrants	Urban communities	Other*	Size of Community				Increased access to clean water	Increased food security	Increased access to energy	Increased access to public services (e.g. health care, education)	Increased resilience to climate change	Improved land tenure	Improved recognition of traditional knowledge	Improved representation and decision-making in governance forums/structures	Improved access to ecosystem services
								50-250 people	251-500 people	501-1,000 people	Over 1,001 people									

*If you marked "Other" to describe the community characteristic, please explain:

Lessons Learned

13. Describe any lessons learned related to organizational development and capacity building.

As a relatively small organization, Freeland continues to learn organizational development skills during the implementations of grants. During this CEPF grant, Freeland increased its capacity in understanding and responding to the different requirements from one donor to another. Specifically, the contractual obligations for sub grantees and consultants receiving CEPF funds and specific clauses such as anti-fraud and others. Freeland has learned from the auditing process and implemented new procedures and internal safeguards to avoid future confusion with such procedures.

During the grant, Freeland has certain staff turnover that were managing this grant. During the handover process, more detail could have been provided to the replacement staff to ensure a smooth transition. Thus, Freeland has updated its internal handover documents to be more specific about grant management requirements.

14. Describe any lessons learned related to project Design Process (*aspects of the project design that contributed to its success/shortcomings*)

Behavior change is a lengthy process and it has been a challenge to complete everything, assess impact and compile all that information in a timely manner. The experience that has been gained with how to effectively run behavior change efforts (which are highlighted in the toolkit) have proven valuable to future efforts to conserve wildlife.

15. Describe any lesson learned related to project Implementation (*aspects of the project execution that contributed to its success/shortcomings*)

Working with many partners across different countries and cultures meant that sometimes it was difficult to implement the same or similar activity in different regions. However, one advantage to this was having very diverse experiences that contributed to significant inputs in the lessons learned and final iTHINK toolkit.

A major lesson learned was that a successful project needs to allow some level of flexibility and adjustment to project plans with regards to specific deliverables. Originally, only PSA placements at bus stops were planned. However, during project implementation, we encountered the opportunity to place PSAs at three major airports at prices much lower than market prices. To expand the influence of the project to not only residents but also international and domestic travelers, the project plan was adjusted to seize this opportunity. It is estimated that this change exposed at least 4 million travelers to the PSAs during the one month placement period.

One difficulty we noticed is that in trying to keep the toolkit very easy to read and understand, some colloquial phrases were used and caused some confusion among translators, causing delays. However, in the end after close collaboration between partners, the Chinese, English, Thai and Vietnamese versions of the toolkit were all completed.

Freeland learned a lesson from dealing with the special requirements in placing PSAs at airports. The phase I iTHINK PSAs are in black and white. However, some airports require that no advertisement have black background. After internal discussions, the PSAs for that specific airports were edited to have a gray background satisfying the airports' requirement.

Freeland found that there can be potential obstacles when selecting KOLs. While it might seem enticing to select those with celebrity status, it is not always those types of people that resonate best with the public and extensive background studies are required to ensure that KOLs are right for the specific message, but more importantly that they are committed to long term efforts to speak out against wildfire consumption.

16. Describe any other lessons learned relevant to the conservation community

Youth/community voices can be very powerful and there is a growing interest for these demographics to speak out. Whole influential government officials and celebrities can reach many people and raise awareness, the power of the average citizen to create impact and lead messaging for conservation should not be underestimated and in most cases embraced.

Sustainability / Replication

17. Summarize the success or challenges in ensuring the project will be sustained or replicated

The iTHINK campaign support platform was designed from the beginning to be sustained and replicated. The creation of the toolkit will support the sustainability and replication of the project, the videos, the ads, the impact assessment and the toolkit. The website will be sustained to be a platform for these tools and a springboard for future campaigns.

The iTHINK campaign and the toolkit have also continued to garner interest beyond this grant. At a Mekong region workshop held in February, Freeland established informal partnerships with organizations in Cambodia and Lao PDR that are interested in translating the toolkit into their respective languages and implementing the parts of the toolkit that are most relevant to their work. Freeland is committed to sustaining iTHINK and the many lessons learned from the campaign, and this grant will be fed into new, expanded efforts in the lower Mekong to combat wildfire crime, such as the new USAID Wildlife Asia. Freeland has also begun to explore opportunities to expand the campaign support platform in other regions such as Africa and South America.

18. Summarize any unplanned activities that are likely to result in increased sustainability or replicability

Freeland is currently working on expanding the iTHINK campaign support platform to Cambodia and Lao PDR. They are also initial discussion to tailor the platform to support awareness and behavior change activities specifically tailored to social media and combatting online wildlife trade.

Safeguards

19. If not listed as a separate Project Component and described above, summarize the implementation of any required action related to social and environmental safeguards that your project may have triggered

Additional Funding

20. Provide details of any additional funding that supported this project and any funding secured for the project, organization, or the region, as a result of CEPF investment

Donor	Type of Funding*	Amount	Notes
U.S. Agency for International Development (USAID)	Project Co-financing	Approximately 1,300,000-1,750,000	The USIAD funded Asia's Regional Response to Endangered Species Trafficking Program (ARREST) was a 5 year, \$13 million-dollar program. The portion of that grant that went towards creating and implementing the iTHINK Campaign is represented as an approximate figure.
U.S. Fish and Wildlife Service Rhino and Tiger Conservation Fund	Project Co-financing	\$149,200	Grant title: iTHINK: A Campaign to Reduce Asia's Purchases of Endangered Species

** Categorize the type of funding as:*

- A Project Co-Financing (other donors or your organization contribute to the direct costs of this project)*
- B Grantee and Partner Leveraging (other donors contribute to your organization or a partner organization as a direct result of successes with this CEPF funded project)*
- C Regional/Portfolio Leveraging (other donors make large investments in a region because of CEPF investment or successes related to this project)*

Additional Comments/Recommendations

21. Use this space to provide any further comments or recommendations in relation to your project or CEPF

Information Sharing and CEPF Policy

CEPF is committed to transparent operations and to helping civil society groups share experiences, lessons learned, and results. Final project completion reports are made available on our Web site, www.cepf.net, and publicized in our newsletter and other communications.

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