



DEMAND REDUCTION

KEY RESULTS

- USAID Wildlife Asia conducted **11 Demand Reduction campaigns** in Thailand, Vietnam, and China.
- The proportion of consumers who intend to buy wildlife products in Thailand, Vietnam, and China has **decreased by half** since 2018.
- The social acceptability of buying and using wildlife products has been **reduced by a third** in Thailand, Vietnam, and China since 2018.
- Demand reduction is now recognized as a key component of counter wildlife trafficking and conservation in Thailand, Vietnam and China.
- The campaigns have leveraged over **\$17.7 million** from partners including the private sector.
- A total of **363 government and NGO officials have been trained** in using social and behavior change communication (SBCC) for demand reduction.

KEY MATERIALS AND TOOLS

- *Social and Behavior Change Communication (SBCC) Demand Reduction Guidebook (2020)*
- *Corporate Social Responsibility (CSR) Guidebook (2020)*

HOW DOES THE PROGRAM WORK?

USAID Wildlife Asia implements an innovative and evidence-based SBCC approach to change practices and build new social norms around the use of wildlife products. Activities include targeted behavior change campaigns and partnering with influential organizations and wildlife champions to help amplify demand reduction messages.



Beautiful Without Ivory video playing on loop outside a major Bangkok mall
Photo: USAID Wildlife Asia

Surging demand, high prices, and lucrative profits from wildlife products are driving the drastic decline in species such as elephants, rhinos, tigers, and pangolins. It has also caused spillover zoonotic diseases like COVID-19. Growing regional wealth has increased the demand for wildlife products among consumers. Desire for these products is driven by status, beliefs that these products bring good luck and prevent harm, and perceived medicinal benefits and esthetic value.

USAID WILDLIFE ASIA DEMAND REDUCTION ACTIVITIES

USAID Wildlife Asia works with its network of partners to reduce consumer demand through campaigns and activities that apply the SBCC approach. This approach counters consumption drivers through a systematic process that is based on consumer research and social and behavioral theory. In 2018, the program completed a comprehensive consumer research study on the demand for ivory, pangolin, rhino, and tiger products in China and Thailand. Findings from this groundbreaking research were used to identify the socio-demographic characteristics of current and potential consumers of each of these products, along with the drivers underlying their desire for, and perceived barriers against, using these products. The findings were also used to plan targeted demand reduction campaigns that address the specific drivers of demand for wildlife products. The development of campaign messages and materials followed an evidence-based process of pretesting to determine the appeal, comprehension, believability, and resonance among the specific consumer groups targeted.

HOW ARE EFFORTS BEING INSTITUTIONALIZED?

Through its strategic partners, USAID Wildlife Asia ensures that SBCC in demand reduction programming is being sustained. The

KEY RESEARCH

- *What Drives Demand for Wildlife? A Situation Analysis of Consumer Demand for Wildlife Parts and Products in China, Thailand, and Vietnam based on a Literature Review (2017)*
- *Consumer Demand for Wildlife Products in Thailand: A Mixed Methods Research Study (2018)*
- *Research Study on Consumer Demand for Elephant, Pangolin, Rhino, and Tiger Parts and Products in China (2018)*
- *A Rapid Monitoring Survey of SBCC Campaigns to Reduce Demand for Tiger and Ivory Parts and Products in Thailand (2020)*
- *A Rapid Monitoring Survey of the Chi III SBCC Campaign to Reduce Demand for Rhino Horn Parts and Products in Vietnam (2021)*
- *A Rapid Monitoring Survey of SBCC Campaigns to Reduce Demand for Elephant Ivory, Pangolin, Rhino Horn and Tiger Parts and Products in China (2021)*

All of these materials are available at:

<https://www.usaidwildlifeasia.org/resources/consumer-demand-reduction>

“I threw away my ivory pendant immediately when the abbot of our pagoda said that owning wildlife products is an act of indirect killing. I can’t afford to lose my blessings, regardless of how much I paid for it.”

– Mr. Nguyen Duc Lap, Hanoi



Image from the No Ivory No Tiger Amulets campaign video

program conducted SBCC demand reduction training workshops for its partners in Thailand, Vietnam, and China, and these partners are now applying SBCC in their activities. The *SBCC Demand Reduction Guidebook* is available online to guide partners in planning, implementing, and evaluating the demand reduction activities.

- In Thailand, the International Network of Engaged Buddhists (INEB) has been active in countering spiritual beliefs about wildlife products bringing good luck and preventing harm. Spiritual leaders have committed to addressing these issues in their dharma and interactions with followers.
- In Vietnam, private sector partners are carrying on communication activities to promote wildlife protection. Government partners like the National Assembly and Central Committee for Propaganda and Education have issued policy guidelines that will strengthen demand reduction efforts in government activities.
- In China, partners continue to promote messaging from demand reduction campaigns in their regular activities and events.

WHO DOES THE PROGRAM WORK WITH?

China

- Beijing Tong Tu Enterprises Development Co., Ltd. (Tong Tu)
- Beijing Yisheng Cultural Communications Co., Ltd. (Yisheng)

Thailand

- Department of National Parks, Wildlife and Plant Conservation (DNP)
- WildAid
- Golden Triangle Asian Elephant Foundation (GTAEF)
- International Network of Engaged Buddhists (INEB)

Vietnam

- National Assembly
- Central Committee for Propaganda and Education (CCPE)
- People’s Committee of Da Nang City
- Vietnam Chamber of Commerce and Industry (VCCI)
- Vietnam Automobile Transportation Association (VATA)
- Hanoi Women’s Association of Small and Medium Enterprises (HAWASME)
- Vietnam Central Buddhist Association (VCBA)

ABOUT USAID WILDLIFE ASIA

USAID Wildlife Asia is a five-year (2016-2021), US\$24.5 million, regional counter wildlife trafficking (CWT) initiative addressing the illegal trade in pangolins, tigers, elephants, and rhinos in Southeast Asia (Cambodia, Lao People’s Democratic Republic, Thailand, and Vietnam) and China. The project aims to reduce consumer demand for wildlife parts and products, strengthen law enforcement, enhance legal and political commitment, and support regional collaboration to reduce wildlife crime.

<https://www.usaidwildlifeasia.org>