

Request for Quote/Proposal (RFQ/RFP)

Commodity/Service Required:	Consumer Research on Chi III in Vietnam
Type of Procurement:	Subcontract
Type of Contract:	Subcontract
Term of Contract:	August – October 2020
Contract Funding:	AID-468-I-16-00001, TO AID-486-TO-16-00003
This Procurement supports:	USAID Wildlife Asia
Submit Proposal to:	by COB July 6, 2020 to hr@usaidwildlifeasia.org
Date of Issue of RFP:	June 17, 2020
Date Questions from Supplier Due:	June 24, 2020
Date Proposal Due:	July 6, 2020
Approximate Date Purchase Order Issued to Successful Bidder(s):	August 3, 2020

Method of Submittal:	
The research proposal, itemized budget and agency capability statement in English is due by COB July 6, 2020 to hr@usaidwildlifeasia.org	
Respond via e-mail with attached document in MS Word / pdf format. The Bidder/Seller agrees to hold the prices in its offer firm for 60 days from the date specified for the receipt of offers, unless another time is specified in the addendum of the RFP/RFQ.	
Solicitation Number:	RFP-UWA2020-001

Attachments to RFP:

1. Attachment “A” – Commodity Specifications
2. Attachment “B” – Instructions to Bidders/Sellers
3. All PO Terms and Conditions are listed on our website at forth at: <http://www.rti.org/POterms>, http://www.rti.org/files/PO_FAR_Clauses.pdf or for commercial items: http://www.rti.org/files/PO_FAR_Clauses_Commercial_Items.pdf (hereinafter the “Terms”). Supplier’s delivery of products, performance of services, or issuance of invoices in connection with this purchase order establishes Supplier’s agreement to the Terms. The Terms may only be modified in writing signed by both parties.
4. ANNEX I – USAID Wildlife Asia Annual Report (October 2018-September 2019)
5. ANNEX II – USAID Wildlife Asia Quarterly Report (October 2019-December 2019)
6. ANNEX III – USAID Wildlife Asia Quarterly Report (January 2020-March 2020)

All bidders/sellers are responsible to carefully review each attachment and follow any instructions that may be relevant to this procurement.

Attachment A

Commodity Specifications or Statement of Work

Statement of Work

Indicate a description of the activity/service that is expected from the supplier. Provide product specifications or service expectations (both if applicable). Include deliverables, timelines, and any special terms and conditions.

Description of Activity/Service:

**Consumer research to evaluate
the impact of the Chi Initiative Phase III
on target audiences in Vietnam
USAID WILDLIFE ASIA**

Summary

RTI, prime implementing partner of the USAID Wildlife Asia Activity, is currently seeking a research agency to deliver a thorough, systematic, and objective assessment of the impact of the Chi Initiative Phase III (see Background p2) on the knowledge, attitudes, and practices (KAP) of wealthy Vietnamese men aged 35-55 (income of VND 23.5 million per calendar month and above) with regard to rhino horn consumption.

A total budget of no more than USD 20,000 inclusive of 10% Vietnamese Government Value Added Tax/Personal Income Tax is available for the research. Please note that breakdown budget assessment will include consideration of “value for money.”

Interested agencies should propose whichever methodology they believe will be most effective in meeting the research objectives (see Research Objectives p3) within budget. The proposed methodology must be rigorous and statistically robust. The sample size must be large enough to be representative. The data collected must be comparable to the 2018 baseline survey’s findings on rhino horn consumption among target audiences.

The agency is expected to present a summary of the organization's suitability and experience, as well as an itemized breakdown of anticipated costs.

The research proposal, itemized budget and agency capability statement in English is due by COB July 6, 2020 to hr@usaidwildlifeasia.org. A topline report with summary of key findings is due by COB October 7, 2020. The full research report and other deliverables must be submitted by October 31, 2020.

Background

The USAID Wildlife Asia activity is a five-year regional (Southeast Asia and China) project aimed at combating wildlife crime by: reducing consumer demand, strengthening law enforcement, enhancing political commitment, and increasing regional collaboration. The project is focused on four species – elephant, pangolin, rhino and tiger. Launched in August 2016, the project is now on its third year. Activities under the consumer demand reduction component cover China, Vietnam, and Thailand, the

largest consumer markets for illegal wildlife parts and products in Asia.

In order to move from raising awareness to changing practices, demand reduction activities are guided by a social and behavior change communications (SBCC) approach. The SBCC planning process starts from analysis of the behavior of the specific target audience – current and potential consumers - and based on this analysis, appropriate communication strategies are designed and employed to motivate a change in behaviors. Monitoring and evaluation of results are inherent in the SBCC planning process.

In 2018, USAID through the Saving Species project conducted a baseline consumer research study in Vietnam to obtain up-to-date data on demand for rhino horn and other illegal wildlife products. The study featured quantitative and qualitative components. Key findings from this research are:

- Among the urban Vietnamese population, 6% have bought rhino products in the past year
- The buyers of rhino parts and products are skewed towards males and those with middle and higher incomes.
- Among current buyers, 73 percent intend to repeat their purchase in the future, indicating a strong and persistent demand for rhino parts and/or products
- In terms of behavior, they are significantly more likely to be (occasional or regular) travelers vs the general population in the five cities surveyed.
- The Past 12 Months Rhino Buyers associate more attributes with rhinos than the general population do, particularly social and health benefits. Among these attributes, “are worth their price no matter how expensive” and “indicate wealth, power and social status” are seen as highly important and are the main drivers among buyers, i.e. highest derived importance combined with highest ‘performance’ (or agreement with the statement).

The full report can be downloaded [here](#).

These findings have helped shape the third phase of the Chi Initiative (launched 2018) a social marketing program working to reduce consumption of rhino horn among **wealthy urban Vietnamese men aged 35-55 (known within the initiative as Mr L)** – a key user group. In its first two phases, the Chi Initiative pioneered the application of SBCC methodology to demand reduction for rhino horn and forged key partnerships with civil society organizations to reach the Mr L target audience.

During this third phase (Chi III), funded by USAID Wildlife Asia, the initiative expanded outward, strengthening ties to the private sector and forging new connections with government and religious partners to influence target audience behavior. Most of Chi III focused on engaging civil society organizations and government partners in Hanoi, Ho Chi Minh City (HCMC), and Da Nang.

The project, under Chi III, has increased activities with local business associations, such as the Vietnam Chamber of Commerce, Industry and Vietnam Automobile and Transport Authority, and Hanoi Association of Women in Small and Medium Enterprises, by holding business skills workshops integrating messaging against illegal wildlife trade and encouraging member businesses to adopt wildlife-focused corporate social responsibility (CSR) programs, as well as giving them the tools to spread Chi behavior change messages against illegal wildlife consumption throughout their networks.

The Chi III initiative has also partnered with the Vietnam Central Buddhist Association, and sponsored lectures at local pagodas in Hanoi to show that rejecting the products of endangered species is an act of compassion.

The Chi III Initiative has worked towards more robust government policy on illegal wildlife trade and to change consumption behaviors among government officers by partnering with two key government agencies--Vietnam's National Assembly, the highest organ of state power, and the Central Committee for Propaganda and Education.

In addition to its work with private and government partners, the Chi Initiative has been countering rhino horn consumption by displaying behavior change public service announcements (PSAs) online, at events, and in public spaces, with a focus on addressing health- and business-driven consumption motivations.

This SOW is for a research agency to plan and implement a rapid evaluation research to determine the impact of Chi III in changing attitudes, intention to use, actual use and social acceptability of rhino horn among those targeted by the above activities.

Note: More information on the Chi III Initiative and its target audience and activities can be found in the annexes. Annex I features the Vietnam section of USAID Wildlife Asia's Annual Report (October 2018–December 2019), while Annexes II and III contain the Vietnam sections of the USAID Wildlife Asia Quarterly Reports from October - December 2019 and January - March 2020, respectively.

Research objectives

USAID Wildlife Asia has specific indicators to measure the impact of its demand reduction activities. This rapid evaluation research will be considered a monitoring evaluation of the Chi III Initiative. The specific objectives of this research are to:

1. Determine what percentage of the target audience has desired attitudes, ie. the percentage of respondents that disagree with the following statements:
Rhino horn helps build business relationships.
Rhino horn indicates wealth, power, and social status.
Rhino horn provides a feeling of belonging to a social group.
Rhino horn enhances sexual ability.
Rhino horn is a symbol of masculinity.
2. Determine what percentage of the target audience perceives buying or using rhino horn to be socially unacceptable
3. Determine what percentage of the target audience intends to buy/use rhino horn in the future
4. Determine what percentage the target audience has bought or used rhino horn in the past 12 months
5. Correlate changes on the above (numbers 1-4) with exposure to the Chi campaign

Geographic focus of the research will be Hanoi, HCMC and Da Nang. The research sample will comprise those with similar characteristics as the Chi III target audience – those with income of VND 23.5 million per calendar month and above, 80 percent male and 20 percent female.

Scope of Work of Research Agency

USAID Wildlife Asia, through RTI, is seeking a research agency to assess the results of Phase III of the Chi Initiative. The specific tasks are:

1. ***Prepare and submit a research proposal that will accomplish the objectives as per above research objectives, timeline of research activities, an itemized budget and statement of agency capability for the research task.*** The agency will select and justify the appropriate research methodology/ies (quantitative and/or qualitative) to be employed. The research proposal will be approved by RTI and USAID Wildlife Asia.
2. ***Once the research proposal is approved, prepare relevant research instruments and other documents necessary for submission to the RTI Review Board.*** Since this research will be funded under the RTI subcontract of USAID Wildlife Asia, the research proposal needs RTI approval.
3. ***Implement the research study according to plan (as per # 2 above). This task will include, among others:***
 - Recruitment of eligible respondents
 - Organization of logistics for data collection (funding for logistics will be part of the proposal response to this SOW)
 - Data collection based on the approved methodology and instruments (funding for data collection will be part of the proposal response to this SOW)
 - Analysis of data
 - Formatting and cleaning of the quantitative dataset
 - As applicable, documentation and summary of qualitative data in English
 - Preparation and submission of topline report
 - Preparation of full research report in English and Vietnamese in PPT
 - Preparation and submission of full research report in word
 - Presentation of findings to USAID Wildlife Asia

It is expected that research findings will be available by October 31, 2020.

Product or Service Expectations (both if applicable):

Based on the above tasks, deliverables for submission to RTI/USAID Wildlife Asia include::

- Research protocol (English),
- Questionnaire, other research instruments and materials (English and Vietnamese)
- Formatted and cleaned quantitative data set
- Frequency distribution tables in excel format
- As applicable, documentation and summary (including relevant quotes) of qualitative data in English

- Topline report in PPT format (English and Vietnamese)
- Full research report in PPT (English and Vietnamese) and in word (English).

Deliverables, Timelines, Special Terms and Conditions:

Qualifications of the Research Agency

The agency to be selected must meet the following requirements:

- At least 8 years' experience in planning and managing knowledge, attitudes, practices (KAP) research studies in environment, conservation, health, and related fields. Experience in wildlife demand reduction research is a plus.
- Have the ability to recruit eligible respondents and organize logistics for data collection in Vietnam
- Able to read, speak and write fluently in Vietnamese and English
- Experience in writing research reports in English
- Ability to work in collaboration with the USAID Wildlife Asia Demand Reduction team in Hanoi and in Bangkok
- Knowledge of evaluation policies of USAID and/or other donors desired

Submission Requirements

1. Research proposal in English to meet objectives listed above
2. Company profile outlining relevant experience
3. Detailed budget in Excel (not to exceed USD 20,000 inclusive of 10% Vietnamese Government Value Added Tax/Personal Income Tax). The budget will include level of effort, logistics and all costs related to implementing the research.
4. Resumés/CVs of project staff
5. Copy/ies of 1-2 most recent research report(s)

Deliverables:

All research deliverables will be submitted to RTI/USAID Wildlife Asia. These will include:

- Research protocol (English),
- Questionnaire, other research instruments and materials (English and Vietnamese)
- Formatted and cleaned quantitative data set
- Frequency distribution tables in excel format
- As applicable, documentation and summary (including relevant quotes) of qualitative data in English
- Topline report in PPT format (English and Vietnamese)
- Full research report in PPT (English and Vietnamese) and in word (English)

If you have any further questions on the SOW and other matters, please email hr@usaidwildlifeasia.org by **COB June 24, 2020**

Timeline for submission and delivery	
MILESTONE	By COB
SUBMISSION OF QUESTIONS BY INTERESTED AGENCIES	June 24, 2020
RESPONSE TO QUESTIONS BY AGENCIES	June 29, 2020
SUBMISSION OF PROPOSAL TO RTI	July 6, 2020
AGENCY SELECTED	July 20, 2020
CONTRACT ISSUANCE	August 3, 2020
MEETING: USAID WILDLIFE ASIA VIETNAM TEAM AND AGENCY SELECTED	August 4, 2020
SUBMISSION OF TOPLINE REPORT	October 7, 2020
SUBMISSION OF FULL RESEARCH REPORT AND OTHER DELIVERABLES	October 31, 2020

Pricing

Item #	Quantity to be Purchased	Description of Preferred Commodity or Services Specifications	Unit of Measure	Unit Fixed Price (Each)	Total Fixed Price (Each)	Lead Time Availability (Number of Days)
1						
2						
3						
Total Value						

***) Notes:** The pricing table and budget line item are sample for a guidance for the vendor to develop the budget proposal. Vendors are allowed to add the budget line item as necessary.

By signing this attachment, the bidder confirms he has a complete understanding of the specifications and fully intends to deliver items that comply with the above listed specifications.

Signature:

Title:

Date:

Attachment “B” Instructions to Bidders/Sellers

1. **Procurement Narrative Description:** The Buyer (RTI) intends to purchase commodities and/or services identified in Attachment A. The Buyer intends to purchase the quantities (for commodities) and/or services (based on deliverables identified in a Statement of Work). The term of the Ordering Agreement shall be from Award Date to the Delivery date of the Offeror unless extended by mutual agreement of the parties. The Buyer intends to award to a single “approved” supplier based on conformance to the listed specifications, the ability to service this contract, and selling price. We reserve the right to award to more than one bidder. If an Ordering Agreement is established as a result of this RFQ/RFP, supplier understands that quantities indicated in the specifications (Attachment A) are an estimate only and RTI does not guarantee the purchase quantity of any item listed.
2. **Procuring Activity:** This procurement will be made by **Research Triangle Institute (RTI International)**, located at

3040 E. Cornwallis Road, PO Box 12194, Research Triangle Park, NC 27709-2194, USA.
Tel: +1.919.541.6000 Fax: +1.919.541.5985
www.rti.org

(insert full address of the office)

who has a purchase requirement in support of a project funded by

United States Agency for International Development

(insert client’s name)

RTI shall award the initial quantities and/or services and any option quantities (if exercised by RTI) to Seller by a properly executed Purchase Order as set forth within the terms of this properly executed agreement.

3. **Proposal Requirements.** All Sellers will submit a quote/proposal which contains offers for all items and options included in this RFQ/RFP. All information presented in the Sellers quote/proposal will be considered during RTI’s evaluation. Failure to submit the information required in this RFQ/RFP may result in Seller’s offer being deemed non-responsive. Sellers are responsible for submitting offers, and any modifications, revisions, or withdrawals, so as to reach RTI’s office designated in the RFQ/RFP by the time and date specified in the RFQ/RFP. Any offer, modification, revision, or withdrawal of an offer received at the RTI office designated in the RFQ/RFP after the exact time specified for receipt of offers is “late” and may not be considered at the discretion of the RTI Procurement Officer. The Seller’s proposal shall include the following:
 - (a) The solicitation number:
 - (b) The date and time submitted:
 - (c) The name, address, and telephone number of the seller (bidder) and authorized signature of same:
 - (d) Validity period of Quote:
 - (e) A technical description of the items being offered in sufficient detail to evaluate compliance with the requirements in the solicitation. This may include product literature, or other documents, if necessary.

- (f) If RTI informs Seller that the Commodity is intended for export and the Commodity is not classified for export under Export Classification Control Number (ECCN) “EAR99” of the U.S. Department of Commerce Export Administration Regulations (EAR), then Seller must provide RTI the correct ECCN and the name of Seller’s representative responsible for Trade Compliance who can confirm the export classification.
 - (g) Lead Time Availability of the Commodity/Service.
 - (h) Terms of warranty describing what and how the warranties will be serviced.
 - (i) Special pricing instructions: Price and any discount terms or special requirements or terms (special note: pricing must include guaranteed firm fixed prices for items requested.
 - (j) Payment address or instructions (if different from mailing address)
 - (k) Acknowledgment of solicitation amendments (if any)
 - (l) Past performance information, when included as an evaluation factor, to include recent and relevant contracts for the same or similar items and other references (including points of contact with telephone numbers, and other relevant information)
 - (m) **Special Note:** *The Seller, by his response to this RFQ/RFP and accompanying signatures, confirms that the terms and conditions associated with this RFQ/RFP document have been agreed to and all of its attachments have been carefully read and understood and all related questions answered.*
4. **Forms:** Sellers (potential bidders or suppliers) must record their pricing utilizing the format found on Attachment “A”. Sellers must sign the single hardcopy submitted and send to address listed on the cover page of this RFQ/RFP.
5. **Questions Concerning the Procurement.** All questions in regards to this RFQ/RFP to be directed to

Operations and Procurement Manager

(insert name of procurement officer)

at this email address:

hr@usaidwildlifeasia.org

(insert email address of the procurement officer).

The cut-off date for questions is *(insert date)*.

June 24, 2020

6. **Notifications and Deliveries:** Time is of the essence for this procurement. Seller shall deliver the items or services no later than the dates set forth in the contract that will be agreed by both parties as a result of this RFQ/RFP. The Seller shall immediately contact the Buyer’s Procurement Officer if the specifications, availability, or the delivery schedule(s) changes. Exceptional delays will result in financial penalties being imposed of Seller.

7. **Documentation:** The following documents will be required for payment for each item:
 - (a) A detailed invoice listing Purchase Order Number, Bank information with wiring instructions (when applicable)
 - (b) Packing List
 - (c) All relevant product/service documentation (manuals, warranty doc, certificate of analysis, etc.)
8. **Payment Terms:** Refer to RTI purchase order terms and conditions found in www.rti.org/poterms, <http://www.rti.org/POterms>, http://www.rti.org/files/PO_FAR_Clauses.pdf, or http://www.rti.org/files/PO_FAR_Clauses_Commercial_Items.pdf. Payment can be made via wire transfer or other acceptable form. Sellers may propose alternative payment terms and they will be considered in the evaluation process.
9. **Alternative Proposals:** Sellers are permitted to offer “alternatives” should they not be able to meet the listed requirements. Any alternative proposals shall still satisfy the minimum requirements set forth in Attachment A Specifications.
10. **Inspection Process:** Each item shall be inspected prior to final acceptance of the item. All significant discrepancies, shortages, and/or faults must be satisfactorily corrected and satisfactorily documented prior to delivery and release of payment.
11. **Evaluation and Award Process:** The RTI Procurement Officer will award an agreement contract resulting from this solicitation to the responsible Seller (bidder) whose offer conforms to the RFQ/RFP will be most advantageous to RTI, price and other factors considered. The award will be made to the Seller representing the **best value** to the project and to RTI. For the purpose of this RFQ/RFP, price, delivery, technical and past performance are of equal importance for the purposes of evaluating, and selecting the “best value” awardee. RTI intends to evaluate offers and award an Agreement without discussions with Sellers. Therefore, the Seller’s initial offer should contain the Seller’s best terms from a price and technical standpoint. However, RTI reserves the right to conduct discussions if later determined by the RTI Procurement Officer to be necessary.

The evaluation factors will be comprised of the following criteria:

- (a) **PRICE.** Lowest evaluated ceiling price (inclusive of option quantities) .
- (b) **DELIVERY.** Seller provides the most advantageous delivery schedule.
- (c) **TECHNICAL.** Items/Services shall satisfy or exceed the specifications described in RFQ/RFP Attachment A.
- (d) **PAST PERFORMANCE** - Seller can demonstrate his/her capability and resources to provide the items/services requested in this solicitation in a timely and responsive manner.
- (e) **OTHER EVALUATION CRITERIA.**

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12. **Award Notice.** A written notice of award or acceptance of an offer, mailed or otherwise furnished to the successful supplier within the time acceptance specified in the offer, shall result in a binding contract without further action by either party.
13. **Validity of Offer.** This RFP in no way obligates RTI to make an award, nor does it commit RTI to pay any costs incurred by the Seller in the preparation and submission of a proposal or amendments to a proposal. Your proposal shall be considered valid for _____ days after submission.

14. **Representations and Certifications.** Winning suppliers under a US Federal Contract are required to complete and sign as part of your offer RTI Representations and Certifications for values over \$10,000.
15. **Anti- Kick Back Act of 1986.** Anti-Kickback Act of 1986 as referenced in FAR 52.203-7 is hereby incorporated into this Request for Proposal as a condition of acceptance. If you have reasonable grounds to believe that a violation, as described in Paragraph (b) of FAR 52.203-7 may have occurred, you should report this suspected violation to the RTI's Ethics Hotline at 1-877-212-7220 or by sending an e-mail to ethics@rti.org. You may report a suspected violation anonymously.

Acceptance:

Seller agrees, as evidenced by signature below, that the seller's completed and signed solicitation, seller's proposal including all required submissions and the negotiated terms contained herein, constitute the entire agreement for the services described herein.

By: *(Seller Company Name)*

Signature: _____

Title:

Date:

ANNEX I – USAID Wildlife Asia Annual Report (October 2018-September 2019)

Task 1.3 Reduce consumer demand in Vietnam

1.3.1 Encourage civil society organizations (CSOs) and their members to reduce demand for rhino horn

The Vietnam team successfully engaged Vietnam Chamber of Commerce and Industry (VCCI), VCCI Da Nang Branch Office (VCCI Da Nang), Vietnam Automobile and Transportation Association (VATA), and the Vietnam Central Buddhist Association (VCBA) to combat illegal wildlife trafficking under official cooperative agreements. These partners demonstrated leadership in Year 3 by working with USAID Wildlife Asia to develop SBCC messaging and toolkits, and design interactive demand reduction activities. The scope of work for the Hanoi Women Association of Small and Medium Enterprises (HAWASME), a newly identified CSO partner, is currently being developed and will take place in Year 4.

1.3.1.1 Update Chi SBCC materials

In Year 3, the Vietnam team worked with partners from government and the private sector and behavior change experts to develop and update Chi-themed SBCC toolkits designed to trigger and sustain changes in behavior among target audiences against the consumption of illegal wildlife products.

1.3.1.1.1 Publish 2 updated Chi creative images, 1 Chi dedicated website and 1 social media fan page

The team is collaborating with local creative agency Intelligentmedia on the development of Chi Phase III concepts and messaging. The selected concepts address two priority target behaviors that were identified in USAID Saving Species baseline research (<https://bit.ly/2WDQu7w>):

- Global integration and luxury - This concept addresses the ambition of Mr. L (the consumer archetype, a businessman in Vietnam) to advance his business on the global stage and satisfy his penchant for luxury goods.
- Health - This concept addresses Mr. L's use of rhino horn to improve his health, especially to enhance his sexual performance.

Campaign taglines, key visuals, and proposed key influencers are undergoing revisions based on discussions with communications experts and VCCI master trainers. The Chi microsite went live after its design layout was approved by USAID in August 2019.

1.3.1.1.2 Publish 1,000 copies of an updated Chi Phase III CSR guide; another 1 dedicated SBCC toolkit in Vietnamese; at least 5 additional SBCC promotional materials

The Chi CSR guide includes content that advises Vietnamese businesses on how to integrate wildlife protection into their CSR policies for sustainable growth. The CSR guide and Chi merchandise (standees, banners, key chains, T-shirts, USB sticks, notebooks, pillows, bags, and posters) were finalized and approved in August and will be produced and distributed in Year 4.

1.3.1.1.3 Produce Chi III viral video clip

The Chi III video clip will be released in Year 4.

1.3.1.2 Work with both new and existing CSO partners to foster a zero-tolerance stance on wildlife consumption among their members and support activities relating to the initiative

USAID Wildlife Asia's work with VCCI, VCCI Da Nang, VATA, and VCBA has included collaborating with business leaders from champion organizations that have agreed to embed wildlife protection into their company policies on corporate social responsibility (CSR), human resources, risk management, and more. The team has created and disseminated CSR and SBCC toolkits, and companies have registered to disseminate Chi messaging or make public statements. Sixteen influencers, change agents, and thought leaders have signed-up to promote zero tolerance towards illegal wildlife consumption and support the Chi Initiative. This, as well as other channels for SBCC messaging will continue and be carried out during Year 4.

1.3.1.2.1 Organize three capacity-building or CSR workshops with a focus on risk management and anti-money laundering

This Activity was completed in Year 3. Details of the three workshops are as follows:

On November 23-24, 2018, USAID Wildlife Asia and VCCI-Da Nang conducted a two-day leadership training workshop on SBCC techniques and the integration of wildlife protection into CSR policy in Quy Nhon City, Binh Dinh province. Thirty-five participants from 20 business associations in central Vietnam pledged to actively combat illegal wildlife consumption. They also developed and shared their action plans to integrate wildlife protection into CSR activities for 2019.

On April 19-21, 2019, USAID Wildlife Asia and VCCI organized a two-day training of trainer workshop on sustainable business development in Buon Ma Thuot City, Dak Lak province. The workshop attracted 28 master trainers, consultants, and experts to discuss updates on the changing context of illegal wildlife consumption in Vietnam and the region. Participants developed an action plan for echo trainings integrating wildlife protection into the master trainers' own training activities in FY2019. At present, the master trainers have conducted a total of 48 echo trainings, reaching 2,255 businesspeople to further disseminate SBCC messaging.

On June 27, 2019, USAID Wildlife Asia and VATA organized a capacity-building workshop on risk management and wildlife-related CSR for 80 transport leaders, managers, and driver team leaders from 40 leading transport companies. The workshop provided specialist CSR training for transport companies with an emphasis on combating wildlife crime and reducing demand for illegal wildlife consumption. Topics included legislation governing the transport of wildlife products, updated data on wildlife consumption, and tips on risk management. Participants signed pledges not to consume or transport illegal wildlife or illegal wildlife products, and five leading transport companies pledged to make public zero-tolerance statements on wildlife crime or display SBCC messaging at their offices.

1.3.1.2.2 Organize two interactive, high-profile networking events with CSO partners

The two events were organized in partnership with VCCI and VCCI Da Nang and aim to inspire Vietnamese business leaders to become Chi Champions and spread behavior change messaging. The first event, on September 27, 2019 in Hanoi, was a half-day interactive business seminar on wealth creation and sustainable business growth. Over 100 business leaders and senior officers exchanged their views on sustainable business growth in Vietnam, international best practices, wealth creation initiatives, and CSR policies that integrate wildlife protection. USAID Wildlife Asia, VCCI Da Nang, and provincial leaders are discussing ideas for the second high-profile event, which is planned for October 2019.

1.3.1.2.3 Empower and provide resources to three CSOs to disseminate Chi messages among 10,000 members of their own communities to increase SBCC/Chi outreach

In partnership with VCCI (Hanoi)

In November 2018, USAID Wildlife Asia together with VCCI organized a series of workshops in Hanoi, Hai Duong City, and Quang Ninh province. The events introduced the Activity to the business community, providing in-depth knowledge and strategies for risk management, business development, and enhancing competitiveness by integrating wildlife protection into CSR policy.

In August 2019, USAID Wildlife Asia and VCCI kicked off a three-day Business Strategy and Market Access workshop for SMEs in Nam Dinh. The workshop provided guidance on effective business planning for increased market access, including how taking a stand against wildlife crime can help differentiate SMEs from competitors.

On September 27, 2019, USAID Wildlife Asia partnered with VCCI to organize a half-day interactive business seminar for member enterprises on CWT-focused CSR and wealth creation for sustainable business development in Hanoi. The event engaged 104 business leaders and senior officials to exchange views on sustainable business growth in Vietnam and learn about how the adoption of anti-trafficking measures can benefit their companies.

As of September 2019, VCCI master trainers have organized 55 echo trainings to further the dissemination of SBCC messaging and distribution of Chi promotion materials to the business community nationwide. To date under Chi phase III implementation, 2,667 businesspeople (1,160 men and 1,507 women) from various business sectors have been engaged with Chi messaging.

In partnership with VCCI Da Nang

In March 2019, USAID Wildlife Asia partnered with VCCI Da Nang on the organization of its one-day Annual Members Meeting in Da Nang city. Approximately 335 businesspeople and leaders attended the meeting from six central provinces, which are under VCCI Da Nang's scope of management. The Activity supported a half-day session on CSR strategies incorporating wildlife protection, SBCC, the promotion of an "illegal wildlife-free" lifestyle, and Chi messaging. Chi-themed SBCC toolkits and promotional materials were distributed to participants.

In September 2019, USAID Wildlife Asia and VCCI Da Nang kicked off a series of integrated training sessions to build capacity and engage the business sector in the central region of Vietnam to combat illegal wildlife trade and support the Chi campaign by adopting wildlife-focused CSR policies.

- The first integrated training session was held on September 14, 2019 and 35 general managers of high-end hotels in Hoi An and Da Nang City attended. During this training, participants learned about the collaboration in Thailand with the Minor Group to produce a video targeting tourist staying in Anantara hotels.
- The second training session on September 27, 2019 was for 32 human resource managers in Hoi An.
- The third training session will be for local CEOs on October 4, 2019.

In partnership with VATA

On June 28, 2019, USAID Wildlife Asia partnered with VATA on its a half-day Annual Members Meeting, which was attended by around 120 participants, including VATA leaders, provincial associations and representatives of transport companies. Mr. Nguyen Ngoc Thang, Environmental Specialist, Environment and Social Development Office, USAID/Vietnam gave opening remarks which emphasized the important role of CSO partners, such as VATA, in leading social mobilization to stop illegal wildlife consumption in Vietnam. USAID Wildlife Asia gave a presentation on CSR strategies and SBCC activities. VATA leaders

integrated Chi messaging into speeches and documents, and VATA members received a training curriculum featuring wildlife protection content to use as a guideline for their business operations.

1.3.1.3 Recruit 20 influencers, change agents, and thought leaders to promote zero tolerance towards illegal wildlife consumption and supporting the new initiative

USAID Wildlife Asia successfully recruited 16 champions in Year 3. They are:

1. Ms. Nguyen Thi Nga, Vice Chief of Office, Scientific Committee for Party Organizations, Central Committee for Propaganda and Education (CCPE)
2. Ms. Truong Thi Kim Anh, Deputy Director, VCCI Da Nang
3. Mr. Doan Quoc Tam, Secretariat of Vietnam E-commerce Association (VECOM)
4. Mr. Nguyen Van Quyen, Chairman, VATA
5. Mr. Pham Hoang Tien, Director, Small and Medium Enterprise Promotion Center, VCCI
6. Ms. Le Thi Thu Thuy, Deputy Director, Small and Medium Enterprise Promotion Center, VCCI
7. Ms. Pham Thi Huong Giang, Director, Center Women and Development
8. Mr. Tran Phuoc Tuan, President - Construction Contractor Association of Central Region of Vietnam
9. Mr. Que Ngoc Hai, Defender, Captain of U23 Vietnam National Football Team
10. Mr. Do Xuan Hoa, Vice Chairman, VATA
11. Mr. Nguyen Tien Vinh, Chairman, Thai Nguyen Provincial Automobile Transport Association.
12. Mr. Le Xuan Long, Director, Thanh Hoa Automobile Transport JSC.
13. Venerable Thich Thanh Huan, Standing Member of the Ruling Committee, Vice Chairman of Office I, VCBA Abbot of Phap Van Pagoda
14. Mr. Pham Dinh Toan, Member of the National Assembly, Vice Chairman of the National Assembly Office
15. Mr. Nguyen Manh Cuong, Member of the National Assembly, Vice Chairman of the Legal Committee of the National Assembly
16. Ms. Nguyen Thi Le Thuy, Member of the National Assembly, Standing Member of the Committee on Science, Technology and Environment of the National Assembly
17. Ms. Nguyen Thi Bich Ngoc, Deputy Director of Hung Think Company
18. Mr. Pham Thanh Giang, Deputy Director of Aki Education Company

1.3.1.4 Work with the Vietnam Central Buddhist Association and at least three pagodas or temples to disassociate spiritual beliefs from the use of illegal wildlife products

In Year 3, USAID Wildlife Asia partnered with the Vietnam Central Buddhist Association (VCBA) to use SBCC messaging to disassociate spiritual beliefs from the consumption of illegal wildlife products. These messages were imbedded in lectures given by the Venerable Thich Thanh Huan, abbot of Phap Van Pagoda, and Venerable Dam Thich Lan, abbot of Bo De Pagoda, in two events. The lectures reached more than 400 Buddhists and non-Buddhists, the majority of whom (88%) were businesspeople and government officials.

From the first event, held at Phap Van Pagoda on 14 July 2019, pre- and post-event event surveys and interviews revealed positive changes in respondents' insights on wildlife issues and their intentions to purchase, consume and/or gift illegal wildlife products. Only 3% of the 170 respondents continued to believe that rhino horn would bring owners fortune and happiness (compared with 32% before the event), while 37.1% reported that using/buying or gifting illegal wildlife products would mitigate good blessings (compared with 2.9% before the event). Survey results from the second event at Bo De Pagoda (29 September 2019) will be available in the next report.

One of the key outcomes of the event was that it opened the door to the establishment of a Wildlife Protection Group at the pagoda to fight against illegal wildlife consumption in Year 4. The group is expected to take a lead in co-designing and conducting SBCC wildlife protection activities with USAID Wildlife Asia. Ideas for activities to follow the interactive events will be held with leaders of VCBA, the pagoda, and the Wildlife Protection Group. In Year 4, VCBA and the pagoda are committed to leveraging the cost for the follow-up activities.

1.3.1.4.1 Organize two events to promote and engage zero-tolerance messaging for Buddhist businessmen and government officials

The first event took place at Phap Van Pagoda on July 14, 2019 for nearly 200 attendees, most of whom were businesspeople. A survey conducted at the venue before the event found that only 17.6 percent of the participants would commit to not buying, using, or gifting illegal wildlife products or be involved in the trade of endangered wildlife species. After the event, that number rose to 70.6 percent. Following the event, behavior change and CWT messaging were embedded in Phap Van Pagoda's lectures. To date, the Venerable Thich Thanh Huan, abbot of Phap Van Pagoda, Deputy Head of VCBA, has delivered behavior change and CWT lectures to more than 400 participants at five events and worship sessions.

The second interactive event took place at Bo De Pagoda on September 29, 2019 in Hanoi. The activity integrated SBCC messaging to 196 Buddhists and non-Buddhists through Chi Champions (the Venerable Thich Thanh Huan, abbot of Phap Van pagoda, and the Venerable Dam Thich Lan, abbot of Bo De pagoda), who linked the rejection of illegal wildlife products to personal morality.

1.3.1.5 Engage Vietnamese members of the Community of Practice to exchange creative ideas for reducing demand for illegal wildlife products

Five Chi Champions with leadership roles at VCCI, Vietnam E-commerce Association, and National Center for Health Education and Communication, and 28 VCCI master trainers shared their insights and recommendations on the development of Chi III creative concepts, messaging, and key visuals.

The champions agreed on the selected concepts: health and global business integration. However, some adjustments were recommended on the messengers. Many attendees were concerned about the use of a football player as a messenger as his young age wouldn't connect with target audiences. It was decided that using a businessman as the messenger would be more resonant. Many VCCI master trainers recommended using photos of recognizable businesspeople delivering remarks at a conference for the business integration concept. Though we have opted instead to use a model for the concept visual.

For the health concept, attendees preferred images of an actual Mr. L – a successful businessman – running rather than the football player, this idea has been integrated into the visual also.

The insight from our local champions, taken together with comments from international social behavior change experts, was used to refine the visuals for finalization.

1.3.1.5.1 Engage in monthly Changing Demand webinar series

The USAID-funded Wildlife TRAPS project supported the webinar series, now a quarterly event. Information regarding consumer research finalized in Vietnam under the Saving Species initiative was shared through a webinar for Community of Practice members on March 27, 2019, available [here](#).

1.3.1.5.2 Contribute three articles on www.changewildlifeconsumers.org sharing experience and lessons learned with the SBCC Community of Practice (COP)

Currently two resources were published under USAID funding via the Wildlife TRAPS initiative, here:

1. <https://www.changewildlifeconsumers.org/toolkit/choosing-the-right-messenger/>

2. <https://www.changewildlifeconsumers.org/toolkit/designing-effective-messages/>

The remaining articles will be published on the COP website in the first quarter of Year 4.

1.3.1.5.3 Host one face-to-face member meeting

On March 25, 2019, the team hosted a face-to-face meeting to provide updates on Chi Phase III progress and to exchange suggestions on developing Chi Phase III key campaign visuals. The event gathered 18 participants including some of the world's most prominent SBCC experts and representatives of key CSO partners. Experts shared their insights and recommendations on the proposed Chi key visuals. Feedback from local experts, together with comments from international social behavior change experts, helped to refine the visuals.

1.3.2 Work with Vietnamese government partners to reduce demand for rhino horn

USAID Wildlife Asia secured partnerships with the Office of the National Assembly and the Central Committee for Propaganda and Education (CCPE), two high-ranking government entities.

1.3.2.1 Organize two capacity-building workshops for government officials in collaboration with the Central Committee for Propaganda and Education (CCPE) and the MOH

The CCPE is an advisory body of the Central Committee, the entity with the greatest authority within the Communist Party of Vietnam, elected by the Party National Congress. The CCPE advises the Party on politics, ideology, guidelines, and policies in the fields of propaganda, press, publishing, culture, arts, science, technology, education and training, and certain social fields. It is an umbrella agency, governing all information, press and media, and other communications that are sent out to the public and government. The CCPE is therefore a key change agent. In Year 3, the Activity obtained buy-in from the CCPE and it has agreed to host two integrated capacity-building workshops in November and December 2019 and a third workshop for government leaders in December 2019 or January 2020. CCPE will also embed SBCC content for wildlife protection into its National Propagandist conference for propaganda unit leaders from around the country in early 2020.

1.3.2.2 Organize three high-profile events for political leaders to seek their interest and action on CWT

On July 26, 2019, the first half-day high-level dialogue had the goal of informing, developing, and implementing more effective demand reduction campaigns and programs through evidence-based discussions with government leaders. The event brought together 47 participants, including NA members and senior officials/representatives of other government agencies, such as the Committee of Science, Technology, and Environment, the Ministry of Agriculture and Rural Development, the Ministry of Natural Resources and Environment, and the Forest Protection Department. The participants were encouraged to provide a set of comprehensive, effective recommendations to address wildlife crime in Vietnam to be documented for NA members. The dialogue created a forum where NA members, representatives of related Ministries, branches, and experts could discuss wildlife-related issues, including demand reduction approaches and efforts, as well as SBCC toolkits and guidance. The team is discussing topics for the remaining two events, likely in November 2019 and March 2020.

1.3.2.3 Design one joint communication initiative to integrate behavior change aspects into current Vietnamese public messaging

In Year 3, under separate funding from Save the Rhino International, TRAFFIC and the CCPE engaged leaders and senior government officials working for the Party in central/provincial government agencies to participate in a consumer survey on rhino horn consumption. Survey findings will be used as a

baseline and will provide the Vietnam team with guidance on co-designing SBCC interventions with the CCPE and other government agencies to change the consumption habits of this target group.

Possible ideas for the SBCC initiative include: the organization of a high-level event with leaders of the Communist Party, high-ranking government officials, and senior leaders from government agencies at both national and provincial levels; the placement of SBCC visuals/messages in government offices; and publishing an article and Chi messaging in the Health Bulletin, which is for high-level government leaders.

1.3.3.1 Identify success factors, lessons learned & share insights and research findings through CITES CoP and other mechanisms

On June 5, 2019, TRAFFIC team members working on SBCC commemorated World Environment Day by delivering a paper that was awarded “Highly Commended” status at the [World Social Marketing Conference \(WSMC\)](#) in Edinburgh, UK. The paper, *Chi Initiative – A social marketing approach to reduce the demand for rhino horn in Vietnam* and accompanying presentation highlighted that communications aiming to raise awareness of the plight of a species alone do not necessarily resonate with the most prolific group of consumers in Vietnam. This illustration of the so-called “Intention-Behavior” or “Value-Action Gap,” featured prominently across many of the presentations made at WSMC. Additionally, findings that the Chi target audience is primarily informed by the views and beliefs of their families and social networks, rather than by the chemical composition of rhino horn or concerns about the threat of extinction of a species, were consistent with other case studies, and reinforced the importance of social marketing and behavioral science approaches to achieving real and rapid change.

TRAFFIC delivered a demand reduction-themed side event at the 18th Conference of the Parties to CITES (which included insights from USAID Wildlife Asia), on August 17, 2019 entitled *Towards Demand Reduction Guidance for CITES Parties*. This featured contributions from panelists in the CITES Secretariat, as well as China, Thailand, the US and Vietnam, with the Head of Delegation for the latter, Ms. Ha Thi Tuyet Nga, providing her perspectives on the importance of a social and behavior change approach and highlighting TRAFFIC’s work. The Parties formally adopted a Decision outlining a process for the development of guidance to support CITES Parties implementing the demand reduction resolution (Resolution Conf. 17.4), which will now move forward with TRAFFIC’s engagement.

1.3.3.2 Online and physical market survey (fully funded by Saving Species).

From May to July 2019, TRAFFIC conducted its second physical market survey funded through the USAID Saving Species activity. An online survey was conducted in June. Surveyors looked for parts and products for sale from the three Saving Species target species—elephants, rhinos, and pangolins. Preliminary results point to a shift from physical to online trade. Surveyors observed ivory in all 11 physical market locations and a small amount of pangolin scales in one location. The survey also found pangolin meat offered in two restaurants. No rhino horn was observed.

Results from market and consumer surveys will serve as collected evidences to reflect and evaluate the success of Behavior change efforts thus conclude how the project supports to achieve an evidenced reduction in the number of self-reported purchases of rhino horn by 2020.

1.3.3.3 Evaluation of Chi Initiative on KAP of target audiences (fully funded by Saving Species).

USAID Wildlife Asia attended a workshop which disseminated the results from the Research Study on Consumer Demand for Elephant, Rhino and Pangolin Parts and Products in Vietnam ([download](#)) conducted by the USAID Saving Species on November 8, 2019 in Hanoi. The Activity is using data from this research as baseline indicators for the Chi Initiative Phase III.

I.3.3.4 TRAFFIC working team travel to at least one domestic or international meetings/conference and at least two project internal technical meetings to present the SBCC work under USAID Wildlife Asia (with support from Saving Species and Wildlife TRAPS).

The Vietnam team traveled to Thailand to attend the USAID Wildlife Asia Year 4 work-planning meeting on July 16-19, 2019.

Task I.4 Strengthen knowledge sharing and regional networks for SBCC in wildlife demand reduction

USAID Wildlife Asia contributed to several knowledge sharing events, including the following:

- A panel on the “Role of Tourism in Illegal Wildlife Trade and Poaching” during the above-cited conference in March 2019, focusing on how USAID Wildlife Asia is leveraging the airline and hotel industry to support demand reduction activities in Thailand.
- In March 2019, the Objective I Lead presented the results of the Digital Deterrence campaign at the two-day IWT Demand Reduction Consortium and Workshop in Hanoi, Vietnam.
- On March 27, 2019, in collaboration with Globescan and USAID Saving Species, a one-hour webinar to present comparative results of the 2018 consumer research studies conducted in China, Thailand, and Vietnam. The webinar presented findings on consumer profiles, consumption drivers and concerns, and purchase channels for the four targeted species products. A total of 272 people registered for the webinar and more than 130 attended.
- On May 23, 2019, the Objective I Lead with the media agency, Trends Digital, presented the Digital Deterrence Campaign Phase I strategy and results during a webinar organized by the USAID CWT Learning Group. Around 50 participants attended from various USAID offices worldwide and from other conservation NGOs.
- Another webinar on digital demand reduction interventions for the World Bank Global Wildlife Program was conducted on September 1, 2019. There were a total 68 attendees for this webinar.

ANNEX II – USAID Wildlife Asia Quarterly Report (October 2019-December 2019)

Task 1.3 Reduce consumer demand in Vietnam

1.3.1 Encourage civil society organizations (CSOs) and their members to reduce demand for rhino horn

Three subcontracts between the Activity and three CSO partners—Vietnam Chamber of Commerce and Industry (VCCI), VCCI Da Nang Branch Office (VCCI Da Nang), Vietnam Automobile and Transportation Association (VATA)—ended in December 2019. Considering this, the Vietnam team organized various meetings with the leaders of these CSOs to extend collaboration from January to the end of May 2020, the expected end date of the Vietnam buy-in. The Objective I Team Lead reviewed the scope of work for new subcontracts with VCCI and VCCI Da Nang, which will be signed once the procurement process is finalized.

A new subcontract with the Hanoi Women Association of Small and Medium Enterprises (HAWASME), a newly identified CSO partner in Year 4, is in process.

The outputs of various events, trainings, and communications work in Year 4 with VATA and the Vietnam Central Buddhist Association (VCBA) set foundations for the Vietnam team to carry out follow-up activities with the two CSO partners in the quarter. Details for the follow-up can be viewed below.

1.3.1.1 Update Chi SBCC materials

Two PSAs for Chi Phase III were launched on December 18. These new PSAs take into account the emerging changes in rhino horn consumption based on the 2018 USAID Saving Species consumer research. The first PSA emphasizes the fact that strength and stamina do not come from consuming wildlife products, but instead are the direct results of work and perseverance. The second PSA highlights the incompatibility of wildlife consumption with international business practices. It stresses the risks, including the loss of prestige and reputation, of using, buying, or gifting illegal wildlife products such as rhino horn.

The event was well attended by the media. USAID representative, Ms. Christine Gandomi, USAID Vietnam Deputy Director Program Office, delivered the opening remarks, and Mr. Craig Kirkpatrick, USAID Regional Wildlife Conservation Adviser for Asia, provided closing remarks. A number of news reports on the event were disseminated including Viet Nam News, the English Language, daily as well as local press.

1.3.1.1.1 Publish 2 updated Chi creative images, 1 Chi dedicated website and 1 social media fan page

As described above, two Chi PSAs with the themes of “Global Integration and Luxury” and “Health” were launched. These were submitted to USAID for review and approved in December 2019.

The Chi microsite and Chi fan page went live after their design layouts were approved by USAID in August 2019. To date, 13 articles have been posted on the microsite and shared on the fanpage. A report on performance of the site will be available in the next quarter.

1.3.1.1.2 Publish 1,000 copies of an updated Chi Phase III CSR guide; another 1 dedicated SBCC toolkit in Vietnamese; at least 5 additional SBCC promotional materials

The updated Chi Corporate Social Responsibility (CSR) Guidebook was submitted to USAID for approval on November 27.

Production of Chi campaign collaterals (standees, banners, key chains, T-shirts, USB sticks, notebooks, pillows, bags, and posters) was completed. The team has already handed these materials to CSO partners, VCCI master trainers, and business champions. These materials will provide further support to their dissemination of Chi messaging within their social networks.

1.3.1.1.3 Produce Chi III video

The storyboard for Chi III video developed in collaboration with Dentsu Redder, the project's subcontracted creative agency, was submitted to USAID for approval in November 11, 2019 along with the two key visuals/PSAs. Production of the video is planned for the next quarter.

1.3.1.2 Work with both new and existing CSO partners to foster a zero-tolerance stance on wildlife consumption among their members and support activities relating to the initiative

In this quarter, USAID Wildlife Asia worked with its CSO partners to continue carrying out CWT and SBCC events for businesspeople and enterprises. This included follow-up actions on the commitments/pledges made by business members at various trainings, workshops, and high-profile events conducted with CSO partners in Year 3. Success stories about the work of Chi Champions (both individuals and institutions) to disseminate Chi messaging will be developed to share with the public and with the Community of Practice.

1.3.1.2.1 Organize three capacity-building or CSR workshops with a focus on risk management and anti-money laundering

On October 17-19, USAID Wildlife Asia partnered with VCCI to organize a three-day training on human resource management in Bac Giang province. The event attracted 54 representatives from small and medium enterprises (SMEs) to learn about human resources management through adopting CSR policies that integrate wildlife protection. Trainees were also provided with SBCC knowledge and tools to empower their actions against the illegal consumption of wildlife parts and products.

On October 19, USAID Wildlife Asia, VCCI Da Nang, and its partner Da Nang CEOs Club held a half-day training session on business strategy and wildlife-focused CSR for 34 chief executive officers and senior officials from tourism and hospitality companies. At the end of the training, all participants signed a pledge to never consume illegal wildlife products and committed to apply the SBCC strategies that they had learned to promote Chi in their social networks.

1.3.1.2.2 Organize two interactive, high-profile networking events with CSO partners

On December 14, USAID Wildlife Asia partnered with VCCI Da Nang to conduct another half-day interactive business event on wildlife-focused CSR for 150 business leaders and CEOs. The event outputs included the sign-up of two key business leaders to become Chi champions and to foster a change in social norms regarding illegal consumption of wildlife among its members.

I.3.1.2.3 Empower and provide resources to three CSOs to disseminate Chi messages among 10,000 members of their own community to increase SBCC/Chi outreach

In partnership with VCCI

Starting this quarter, the Vietnam team worked with VCCI to initiate follow-up actions on the commitments/pledges made by business members at various trainings, workshops, and high-profile events conducted in Year 3. To date, 18 enterprises engaged in the construction, tourism, transport, information and technology, handicraft, and fashion sectors voluntarily carried out their own activities to disseminate Chi messaging to their business networks. Results from these efforts include the following: one company integrated CWT into their CSR policy for 2020-2021, leaders of two companies made public statements to support the Chi Initiative, Chi standees are now placed in the office premises of six companies, and one company integrated Chi messaging into their website.

During this quarter, VCCI master trainers have conducted 20 echo trainings to distribute Chi messaging and promotional materials to the business community nationwide. This increases the total number of trainings since April 2019 to 75. As of December 2019, under Chi phase III implementation, 1,405 businesspeople (including 664 women) from various business sectors were exposed to Chi messaging.

In partnership with VCCI Da Nang

By December 2019, nearly 100 enterprises that participated in various trainings and events hosted by VCCI Da Nang over the past 12 months have pledged to stop consuming illegal wildlife products and would consider adopting wildlife protection in their company CSR policies. Six influential business leaders signed up to become Chi champions and initiate talks on Chi and wildlife protection to their staff, colleagues, and social network. USAID Wildlife Asia provided a large number of Chi-branded campaign materials, CSR training documents, and tailor-made Chi CSR presentations to support the champions to fulfill their duties and to reach an additional 9,000 businesspeople and partners in the central region of Vietnam.

In partnership with VATA

In this quarter, VATA successfully coached and convinced three members including Thai Nguyen Automobile Transport Association, VN Express JSC, and Thanh Hoa Automobile Transport Association to officially incorporate the Code of Conduct into their company policies and to urge staff to never consume illegal wildlife products. These companies voluntarily conducted echo trainings to implement CWT-focused codes of conduct for their staff and partners. The company leaders supported the placement of Chi standees, banners, and posters on their passenger buses, bus stations, and office premises.

VATA also commenced the mass dissemination of Chi posters and Chi campaign materials including:

- The six-month display of Chi-themed A3-sized posters on 300 passenger cars and trucks in six cities: Hanoi, Ho Chi Minh City, Can Tho, Vinh, Thanh Hoa, and Hue
- The six-month placement of Chi standees and banners in open areas of six bus stations in six cities: Hanoi, Ho Chi Minh City, Can Tho, Nghe An, Thanh Hoa, and Thua Thien Hue

VATA estimated that these placements reached an estimated 1.2 million people per month, including 600,000 passengers using public transport.

I.3.1.3 Recruit 20 influencers, change agents, and thought leaders to promote zero tolerance towards illegal wildlife consumption and supporting the new initiative

USAID Wildlife Asia recruited seven new champions (in addition to the eighteen champions reported in FY19):

1. Mr. Phan Van Sang, Director, ITSUPRO Investment and Development JSC
2. Ms. Nguyen Thi Thu Hang, Deputy Director, Life Co. Ltd.
3. Ms. Jenny Pham Nguyen, General Manager, Sea Lavie Resort, Da Nang
4. Mr. Pham Ba Hoa, General Manager, Stella Maris Beach Resort, Da Nang
5. Ms. Huynh Thi Minh, Human Resource Manager, Golden Pearl Hoi An Resort
6. Ms. Le Thi Be Phuong, Human Resource Manager, Almanity Hoi An Wellness Resort
7. Ms. Ha Thi Dieu Vien, Human Resource Manager, Silksense Hoi An River Resort

These champions are influential members or leaders of their organizations which are part of the Vietnam Chamber of Commerce and Industry network. They have committed to be active change agents within their organizational and personal networks to promote a wildlife-products free lifestyle.

I.3.1.4 Work with the Vietnam Central Buddhist Association and at least three pagodas or temples to disassociate spiritual beliefs from the use of illegal wildlife products

To follow up results from the events held with the Bo De Pagoda and Phap Van Pagoda in the previous quarters, the Vietnam team regularly met with VCBA to continue discussions on embedding wildlife protection and Chi messaging in these pagodas' lectures. Venerable Thich Thanh Huan, Abbot of Phap Van Pagoda, delivered three lectures that embedded Chi messaging. In December, Venerable Dam Thich Lan, Abbot of Bo De Pagoda, organized a vegetarian meal and lecture event to disseminate Chi messaging. Each pagoda designated their focal points to coordinate with the Vietnam team on wildlife protection activities being implemented by VCBA and its pagoda members.

I.3.1.5 Engage Vietnamese members of the Community of Practice to exchange creative ideas for reducing demand for illegal wildlife products

Success stories on actions by Chi Champions (both individual or institutional) to disseminate Chi messaging will be documented and developed to share with the public via the project website and on the Community of Practice in the coming quarter. The Vietnam team is currently mapping out a plan of action for this activity and is liaising with key partners to collect all needed information.

I.3.1.5.2 Contribute three articles on www.changewildlifeconsumers.org sharing experience and lessons learned with the SBCC Community of Practice

The Vietnam team has been discussing with our key government partners, the National Assembly and Central Committee for Propaganda and Education, to feature their Chi work in the final article on lessons learned. The article will be published in the next quarter.

I.3.1.5.3 Host one face-to-face member meeting

This was implemented in Year 3.

I.3.2 Work with Vietnamese government partners to reduce demand for rhino horn

I.3.2.1 Organize two capacity building workshops for government officials in collaboration with the Central Committee for Propaganda and Education (CCPE) and the Ministry of Health

For the two remaining events, which will reflect the pending discussions of policymakers from the July event, discussions were initiated with the CCPE. However, since they are not familiar with the USAID procurement process, more effort and time were needed to obtain their commitment. They agreed to collaborate with USAID Wildlife Asia starting in January 2020.

The National Assembly (NA) held its annual meeting from October to mid-November 2019. This was a closed-door meeting during which the NA did not engage in any external communication. Considering this, the NA was not able to review USAID Wildlife Asia's proposal to host succeeding events in time.

In November, the NA finally approved the organization of two events, which are scheduled for January and March 2020, respectively.

I.3.2.3 Design one joint communication initiative to integrate behavior change aspects into current Vietnamese public messaging

The CCPE agreed to collaborate with the USAID Wildlife Asia to deliver the following communication activities starting from January to April 2020 including:

Display of Chi-themed visuals/messaging in office premises and/or appropriate locations in 16-18 Central Party and government working places, with exposure to over 1,000 CPV members, government leaders, officials, and public servants

Compile a thematic article featuring behavior change aspects to advocate for wildlife protection. This paper will be:

- Presented at the CCPE Annual Review Meeting which is tentatively organized for January 2020 for over 200 representatives of the central, provincial, and city committees for propaganda and education nationwide. The meeting agenda will highlight the achievements of the national propaganda activities in 2019 and develop the 2020 annual workplan. Wildlife protection will be included as a priority in the propaganda industry's strategy and action plan in 2020 and the following years.
- Integrated into *Health Magazine*, a specialized publication on health information, which will be distributed to senior party and government leaders. Integrated SBCC messaging in this special health edition will reaffirm that no scientific evidence is available to support the idea that wildlife parts and products, including rhino horn and pangolin scales, are a proven treatment for fatal diseases such as cancer. Such efforts will encourage leaders to address these particular problems, especially by refusing gifts of endangered, precious, and rare wildlife parts and products.

I.3.3 Monitoring, Evaluation and Learning (MEL)

I.3.3.1 Identify success factors and lessons learned, and share insights and research findings through CITES CoP and other mechanisms

TRAFFIC staff, with funding from other sources, attended CITES CoP 18 in August 2019 and presented results of a consultant's report comparing demand reduction strategies from among the Parties to

CITES and suggesting a path forward understanding lessons learned from SBCC and social marketing approaches. The consultant's report was adopted in CoP18 (Doc. 20).

1.3.3.2 Online and physical market survey (fully funded by Saving Species).

Biannual physical market surveys and annual online market surveys were conducted under the Saving Species project and shared with USAID Wildlife Asia. This supports data collection to measure changes in the availability of targeted wildlife products in the physical and virtual markets in Vietnam (for the indicator 3.3.2 of the USAID Monitoring, Evaluation & Learning plan), as well as to design and tailor SBCC interventions for demand reduction.

1.3.3.3 Evaluation of Chi Initiative on KAP of target audiences (fully funded by Saving Species)

TRAFFIC discussed with the Objective I Team Lead and the Monitoring and Evaluation Specialist to wait for USAID Saving Species' end-project consumer survey planned in March 2021 to assess the impact of Chi Phase III in order to streamline efforts and save resources. The planned USAID Saving Species research will sample a cross-section of the urban population of Vietnam. However, the Chi target audience is a sub-set of the sample. A firmer plan for the evaluation process will be discussed and presented in the next quarter.

1.3.3.4 TRAFFIC working team travel to at least one domestic or international meeting/conference and at least two project internal technical meetings to present the SBCC work under USAID Wildlife Asia (with support from Saving Species and Wildlife TRAPS).

TRAFFIC Vietnam Director of Office Sarah Ferguson traveled to attend USAID's CWT Learning Event in Bangkok on November 20-23, 2019.

ANNEX III – USAID Wildlife Asia Quarterly Report (January 2020-March 2020)

Task 1.3 Reduce consumer demand in Vietnam

TRAFFIC was granted a no-cost extension to implement Vietnam activities until September 30, 2019.

1.3.1 Encourage civil society organizations (CSOs) and their members to reduce demand for rhino horn

In February, the Activity signed subcontracts with three CSO partners: Vietnam Chamber of Commerce and Industry (VCCI), VCCI Da Nang Branch Office (VCCI Da Nang), and Hanoi Women Association of Small and Medium Enterprises (HAWASME).

1.3.1.1 Update Chi SBCC materials

After the official release on December 18, 2019 the two Chi III PSAs were integrated into the Chi CSR Guidebook, Chi standees, and the Chi microsite and fan page. These were given to CSO partners to be shared within their networks.

1.3.1.1.1 Publish 2 updated Chi creative images, 1 Chi dedicated website and 1 social media fan page

Over 13 articles were posted in the [Chi microsite](#), which went live in August 2019. As this writing, the site was visited around 54,000 times and the [Chi fan page](#) accessed by nearly 6,000 viewers per post.

1.3.1.1.2 Publish 1,000 copies of an updated Chi Phase III CSR guide; another 1 dedicated SBCC toolkit in Vietnamese; at least 5 additional SBCC promotional materials

The team provided the final approved Chi CSR guides to key CSO partners for distribution to their business networks.

1.3.1.1.3 Produce Chi III video

The pretest of the video on December 27, 2019 revealed that the storyboard is relevant and believable to the Chi target audiences. There were recommendations to improve the storyline and visuals. The team developed a revised storyboard which will be submitted to USAID by the end of the reporting quarter. Production is expected to take place in April.

1.3.1.2 Work with both new and existing CSO partners to foster a zero-tolerance stance on wildlife consumption among their members and support activities relating to the initiative

1.3.1.2.1 Organize three capacity-building or CSR workshops with a focus on risk management and anti-money laundering

Three workshops/events planned this quarter were postponed due to the COVID-19 outbreak: the HAWASME workshop on March 20; VCCI Workshop on March 26; and VCCI Training of Trainers workshop on March 27-28.

1.3.1.2.3 Empower and provide resources to three CSOs to disseminate Chi messages among 10,000 members of their own community to increase SBCC/Chi outreach

In partnership with VCCI

The Vietnam team held meetings with VCCI and its business network to discuss workplan activities. The team leveraged the support of VCCI and (VTA) Travel, a leading tourism enterprise, to disseminate Chi messaging to its business networks. VTA's leaders pledged to integrate CWT into the company's code of conduct and display Chi materials in their offices.

In partnership with VCCI Da Nang

In January, the Activity, through VCCI Da Nang, secured commitment from the Da Nang City People's Committee to place the Chi III PSAs in strategic locations in Da Nang City including the International Airport's departure and arrival terminals for six months. The launch for all placements planned for March was postponed due to COVID-19 and is expected to commence in April.

1.3.1.3 Recruit 20 influencers, change agents, and thought leaders to promote zero tolerance towards illegal wildlife consumption and supporting the new initiative

The Vietnam team continued working to mobilize the 18 recruited government and private sector champions to promote a wildlife-products free lifestyle among their networks.

1.3.1.4 Work with the Vietnam Central Buddhist Association (VCBA) and at least three pagodas or temples to disassociate spiritual beliefs from the use of illegal wildlife products

The new Chi III promotional materials were delivered to the VCBA and Phap Van and Bo De pagodas for dissemination and integration in pagoda lectures.

1.3.1.5 Engage Vietnamese members of the Community of Practice to exchange creative ideas for reducing demand for illegal wildlife products

No activities were implemented due to the COVID-19 pandemic.

1.3.1.5.2 Contribute three articles on www.changewildlifeconsumers.org sharing experiences and lessons learned with the SBCC Community of Practice

The National Assembly (NA) *Handbook on Wildlife Conservation Policy*, a landmark outcome of the first high-level dialogue last July 26, was published as a reference for parliamentarians, policymakers, and other partners on wildlife conservation policy, including demand reduction. The English translation of the handbook is being reviewed internally and is planned to be uploaded on the USAID Wildlife Asia website.

I.3.2 Work with Vietnamese government partners to reduce demand for rhino horn

I.3.2.1 Organize two capacity building workshops for government officials in collaboration with the Central Committee for Propaganda and Education (CCPE)

Two capacity-building workshops for CCPE leaders, senior officials and partners working in provincial and city committees set for February and March were postponed due to COVID-19. New dates will be set in the next quarter.

I.3.2.2 Organize three high-profile events for political leaders to gain interest and action on CWT (e.g. side event at the National Assembly's Annual Communist Party Meeting)

The second of three high-level dialogues planned for March was postponed due to COVID-19.

I.3.2.3 Design one joint communication initiative to integrate behavior change aspects into current Vietnamese public messaging

The team continued discussions with CCPE leaders to display the Chi SBCC messaging/visuals in the Central Party and Government office premises. The placements originally scheduled for January to April were postponed due to COVID-19 and will be rescheduled for May to June 2020.

I.3.3.1 Identify success factors and lessons learned, and share insights and research findings through CITES CoP and other mechanisms

Details will be shared in the next reporting period.

I.3.3.2 Online and physical market survey (fully funded by Saving Species).

Data collection for the survey was postponed because of safety concerns due to COVID-19.

I.3.3.3 Evaluation of Chi Initiative on KAP of target audiences (fully funded by Saving Species)

No Vietnam buy-in funds are available for this activity. To streamline efforts and save resources, the Chi III evaluation is planned as part of the USAID Saving Species evaluation research in March 2021.

I.3.3.4 TRAFFIC working team travel to at least one domestic or international meeting/conference and at least two project internal technical meetings to present the SBCC work under USAID Wildlife Asia (with support from Saving Species and Wildlife TRAPS).

Details will be shared in the next reporting period.