

SCOPE OF WORK

CONDUCT OF META-ANALYSIS OF SOCIAL AND BEHAVIOR CHANGE COMMUNICATION (SBCC) CAMPAIGNS ON IVORY, PANGOLIN, RHINO AND TIGER PARTS AND PRODUCTS USAID REDUCING DEMAND FOR WILDLIFE

RTI International/Reducing Demand for Wildlife is soliciting the services of a consultant to conduct a Meta-analysis of regional (Southeast Asian) SBCC demand reduction campaigns to capture and disseminate campaign results and impacts, lessons learned, and best practices, as well as identify priorities and opportunities for synergy and joint action. A synthesis of insights and lessons learned from the implementation of the USAID Wildlife Asia campaigns and of data from the USAID Wildlife Asia Monitoring Surveys in China, Thailand and Vietnam will be included in this meta-analysis.

I. Background

USAID Reducing Demand for Wildlife

USAID Reducing Demand for Wildlife (RDW) is an 18-month Activity funded by the Bangkok-based United States Regional Development Mission for Asia (USAID RDMA) to combat illegal transnational wildlife trade in Southeast Asia and China. The Activity has two main objectives: 1) Reduce demand through social and behavior change communication (SBCC) campaigns; and 2) Reduce supply through rational, comprehensive regulatory enforcement systems.

The Activity is implemented by RTI International as prime contractor in partnership with FHI 360, WildAid and the International Fund for Animal Welfare (IFAW). The Activity builds on the accomplishments of USAID Wildlife Asia in effectively reducing demand for elephant, pangolin, rhino, and tiger products through pioneering SBCC campaigns in China, Thailand, and Vietnam, and in supporting regional bodies like the Association of Southeast Asian Nations (ASEAN) to strengthen regulatory and enforcement frameworks to reduce supply of these wildlife products.

USAID Wildlife Asia Social and Behavior Change Communication (SBCC) for Demand Reduction

USAID Wildlife Asia pioneered the use of social and behavior change communication (SBCC) as an approach to reduce demand for ivory, pangolin, rhino and tiger products in China, Thailand, and Vietnam. Social and Behavior change communication (SBCC) is an approach that applies research and behavioral theory to change individual behaviors and social norms. SBCC uses a systematic five-step planning process that includes: 1) analyzing the situation and target audiences; 2) focusing and designing strategies; 3) developing messages and materials; 4) implementing and monitoring; and 5) evaluating and replanning. This SBCC process is documented in the SBCC Demand Reduction Handbook, 2019 <https://www.usaidwildlifeasia.org/resources/tools/sbcc-guidebook/view>

USAID Wildlife Asia first conducted a Situation Analysis of demand reduction campaigns, consumer research studies and other demand reduction activities in 2017 covering ivory, pangolin, rhino and tiger parts and products <https://www.usaidwildlifeasia.org/resources/reports/inbox/what-drives-demand-for-wildlife/view>. Based on findings from this Situation Analysis, USAID Wildlife Asia commissioned

consumer research studies in 2018 China and Thailand to determine the incidence of wildlife product use, socio-demographic characteristics of current and likely consumers, their attitudes, beliefs, perceived social norms, past purchase and future purchase intent. Reports of these 2018 consumer research studies are in the following links.

https://www.usaidwildlifeasia.org/resources/reports/inbox/usaid_china_wildlife-demand-reduction_english_presentation_june12_2018_final.pdf/view.

https://www.usaidwildlifeasia.org/resources/reports/inbox/final_20180605_thailandformativeresearchivorytiger_eng.pdf/view.

Findings from these research studies were used to develop and implement social and behavior change (SBCC) campaigns to reduce consumer demand in China and Thailand. In 2018, USAID Wildlife Asia entered into an agreement with USAID Vietnam and TRAFFIC to implement the third phase of the Chi campaign in Vietnam to reduce demand for rhino horn products.

Monitoring Surveys of USAID Wildlife Asia SBCC demand reduction in China, Thailand, and Vietnam from 2019 to 2021 provided evidence that these campaigns have improved desired attitudes, reduced intention to buy ivory, pangolin, rhino and tiger products by 50%, and social acceptability of buying wildlife products by 30% among consumer segments targeted (reports available with RDW).

2. USAID Reducing Demand for Wildlife SBCC Activities

To further reduce demand, RDW, under **Task 1.1.**, will continue these successful USAID Wildlife Asia SBCC campaigns. This includes one campaign in China targeting gifters of ivory, pangolin, rhino, and tiger products, and three campaign in Thailand targeting users of ivory products driven by ivory's perceived beauty, users of ivory and tiger products driven by beliefs in these products' power to bring good luck and prevent harm, and potential online buyers of ivory and tiger products. RDW will develop and test an aligned Wildlife-Free Traveler campaign to reduce demand for ivory and other wildlife products among Chinese travelling outside Mainland China. It will design a new/adapted campaign to reduce demand for wild meat in Thailand that may be replicated regionally

Under **Task 1.2.**, RDW Task will refine and promote SBCC demand reduction campaigns for wider adoption and promote SBCC as a pillar of Counter Wildlife Trafficking (CWT) at the regional (Southeast Asian) level. Monitoring Surveys conducted in China, Thailand, and Vietnam to evaluate the USAID Wildlife Asia demand reduction campaigns cited above, provided strong evidence of these campaigns' success in improving desired attitudes, reducing social acceptability and decreasing purchase intent among current and likely consumers targeted by these campaigns. Findings from these surveys have been disseminated among CWT stakeholders from government, NGOs and the private sector through various webinars and meetings.

To expand the evidence that will bolster the case for the use of SBCC in demand reduction, RDW will need to cast a wider net. A Meta-analysis of other demand reduction campaigns applying behavior change approaches, including USAID Wildlife Asia campaigns, will be undertaken. Findings will be used to determine and review impacts, results, lessons learned, best practices and identify opportunities and synergies for joint action among countries in the region.

The Meta-analysis will cover campaigns implemented from 2017 to the present to reduce demand for elephant, pangolin, rhino and tiger parts and products with focus on the ASEAN member countries (Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar Philippines, Singapore, Thailand, Vietnam) and

China. USAID Wildlife Asia's Situation Analysis cited above covered demand reduction and awareness raising campaigns prior to 2017. Additionally, since 2017, a number of CWT donors and organizations have been adopting behavior change approaches (social and behavior change communication, social marketing, etc.) in their demand reduction campaigns in these afore-mentioned countries.

3. Meta-analysis of SBCC Campaigns

3.1. Objectives

3.1.1. Collect and summarize information on campaigns launched to reduce consumer demand for ivory, pangolin, rhino and tiger products implemented by various agencies (government, NGOs, private sector) from 2017 to the present in ASEAN member states (AMS) and China. Information will include: Baseline or pre-campaign research studies/key findings and how data were used in the planning the campaign; Campaign planning process followed; Selection of target audience(s); Campaign objectives/targets; Campaign strategies; Development and pretesting of messages, messengers and materials/results; Dissemination (traditional or media, interpersonal, etc.) planning and implementation, including duration; Results of dissemination monitoring (e.g. reach, engagement); Adaptive management actions taken based on monitoring results, if any; Campaign impact evaluation research and findings (e.g., audience recall/exposure, attitudes, changes in attitudes, beliefs, social norms, purchase intent, past purchase).

3.1.2. Review and analyze the above data to determine:

- Campaigns that were effective in reaching their specific campaign objectives, how effectiveness vs. objectives was measured, what were the success factors for campaign effectiveness e.g., use of research evidence to determine target audience, drivers, messaging, messengers, materials, media planning; appropriate pretesting of messages and materials; attention to campaign monitoring and timely adaptive management; high frequency of reach/recall achieved (target audience saturation); effective use of channels e.g. social media in tandem with face-to-face (social mobilization); partnerships with government and other organizations; aligned messaging with other campaigns: etc.
- Campaigns that were not effective in achieving their campaign objectives and reasons for this e.g., lack of sufficient target audience research; non-resonance of messaging or messengers among the target audience; lack of pretesting, dissemination implementation insufficient (too short duration, limited channel mix, etc.); lack of support from government, etc.

3.1.3. Draw insights and conclusions regarding impact of campaigns, success factors, and lessons learned to establish best practices in planning, implementation, and evaluation.

3.1.4. Make recommendations for more effective planning, implementation, and evaluation of future demand reduction campaigns in the region.

3.1.5 Identify and make recommendations on priorities and synergies for joint actions for ASEAN.

3.2. Data Collection Methods

In order to meet the above objectives, the consultant will:

3.2.1. Gather and summarize information on demand reduction campaigns, research studies related to these campaigns, other relevant documents from various sources (published material, grey literature, organizational websites, news articles, etc.)

3.2.2. Interview key informants from organizations that have implemented identified demand reduction campaigns to provide more in-depth information and gather insights on the areas of investigation defined in 3.1.2, 3.1.3, 3.1.4 and 3.1.5 above

3.2.3. Review and analyze the data gathered from the above to accomplish the objectives under 3.1.2.

4. Consultant Deliverables and Submission Deadlines

The Meta-analysis is expected to be completed **by July 15, 2022 with submission of a Final Report** in word format and **summary report in PPT**. Research findings will be disseminated in two webinars – one for USAID, other donors, stakeholder NGOs and private sector partners, and the other for ASEAN. Prior to the Final Report, the consultant will prepare and submit the following for milestone deliverables approval:

4.1. **Work Plan** defining how consultant will proceed to implement the SOW including identification of key informants and timeline (Note: RTI will help facilitate actual interviews of key informants selected) – one week after signing of contract **o/a March 15, 2022**

4.2. **Monthly progress report** of accomplishments – **March 30 and April 30**

4.3. **Analytical framework and outline of the report** – **April 30**

4.4. **Draft Report** in word format and summary of campaigns in tabular format (sample from summary of reports cited Situation Analysis) – **June 15**

4.5. **Final Report** incorporating comments from RDW and USAID in word and **summary of Final Report in PPT** – **July 15**

4.6. Oral presentation of Report in two 1-2 hour webinars, virtual or face-to-face meetings - **July/August 2022**

Note: The consultant is also expected to send an email to the designated RDW Supervisor at the end of each week outlining the key progress of his/her work and any issues/challenges encountered (in bullet form).

5. Consultant Qualifications

- Master's degree or its international equivalent in communication, social marketing, or a related field; experience with CWT, biodiversity and/or conservation programs in the Southeast Asian region an advantage
- Understanding of and expertise in social and behavior change communication and similar behavior change approaches

- At least 5 years of experience supporting and managing communication programs in a development field in Southeast Asia with some experience in demand reduction campaigns
- Familiarity with ASEAN
- Knowledge and understanding of research methods including pretesting
- Logical and analytical thinker
- Excellent English verbal and written communication skills
- Demonstrated ability to write reports and analytical documents in English
- Excellent people skills, and ability to conduct interviews
- Ability to set priorities and meet deadlines

6. Level of Effort (LOE) and Supervisor

The LOE is 45 working days from March to July 15 and an additional 2 days for the participation in webinars in July/August. The Consultant will be supervised by the RDW Objective 1 Lead or her designated representative.

7. Documents Required for Application:

- Updated CV
- Written statement (4-5 paragraphs) of why Applicant is suitable for the assignment and availability for the consultancy
- Three references
- Your daily rate in USD

8. Application Deadline: February 11, 2022

Note: Only short-listed candidates will be interviewed. Short-listed candidates will be required to submit 2 writing samples of similar reports prepared.

9. Submission instructions

- Submit your applications to kcorpuz@rti.org by the application deadline
- Subject heading: “Application for SBCC Meta Analysis”