

Final Evaluation Report

| Your Details | |
|---------------------|---|
| Full Name | Dang Vu Hoai Nam |
| Project Title | Using choice experiments and the theory of planned behaviour to reveal best options for reducing demand for rhino horn in Vietnam |
| Application ID | 28360-1 |
| Grant Amount | £5,000 |
| Email Address | dvhn@ifro.ku.dk |
| Date of this Report | 20 th September 2020 |

1. Indicate the level of achievement of the project's original objectives and include any relevant comments on factors affecting this.

| Objective | Not achieved | Partially achieved | Fully achieved | Comments |
|--|--------------|--------------------|----------------|---|
| Data collected from interviews with 800 rhino horn consumers | | | | The data were collected for three different studies, of which two have been published. |
| Study results published in international scientific journals | | | | Two publications in People and Nature Journal (British Ecological Society) and Human Dimensions of Wildlife |
| Results disseminated to the public | | | | Results disseminated in online newspapers and social networks (Twitter, Facebook, LinkedIn) |

2. Please explain any unforeseen difficulties that arose during the project and how these were tackled.

Two main challenges arose during the project:

First, the data collection team encountered a lot of difficulties in identifying and approaching rhino horn consumers. Not many people have used rhino horn. Most users are middle-aged and very wealthy individuals who often take senior positions in the government or private companies or are self-employed. In general, these individuals do not want to participate in our studies due to the illegal nature of their behaviour and they are not motivated by any indirect benefits (e.g., conservation of rhino) or small gifts. They often agree to participate in interviews because they value the relationship with the enumerators. Eight enumerators/research assistants have been recruited but five dismissed because of limited access to rhino horn consumers although these enumerators have much experience in data collection. Structured interviews require exceptional interpersonal and interviewing skills as respondents often raise questions and have extensive talks over the topic.

To overcome this challenge, the project lead has conducted interviews and provided intensive, on-the-job training to enumerators. For instance, enumerators were accompanied by the project lead in their first 5-10 interviews. The project lead has also established a network of key informants who have access to many potential respondents. These key informants are business owners, former traders of wildlife products, managers or heads of sports clubs, etc. No interviews could be conducted without good relationships with respondents.

Second, the COVID19 pandemic has led to lockdowns and hesitation amongst rhino horn consumers when being approached. Our data collection was slowed down significantly as a result. During lockdowns, no interviews could be conducted. Enumerators tried to use Zoom and mobile phone for interviewing, but this only worked

on some respondents. Despite these challenges more than 800 interviews have been completed, which is considered sufficient for significant and representative results.

3. Briefly describe the three most important outcomes of your project.

We have interviewed more than 800 rhino horn consumers. Our three most important outcomes include two publications in international scientific journals and one manuscript being prepared for publication. Results of these studies have been disseminated widely to policymakers, conservation organisations, and the public.

- Outcome 1: The first research article titled "*Reference group influences and campaign exposure effects on rhino horn demand: Qualitative insights from Vietnam*" has been published in People and Nature journal (British Ecological Society)
<https://besjournals.onlinelibrary.wiley.com/doi/10.1002/pan3.10121>
- Outcome 2: The second paper titled "*Evidence or delusion: A critique of contemporary rhino horn demand reduction campaigns*" has been published in Human Dimensions of Wildlife.
<https://www.tandfonline.com/doi/full/10.1080/10871209.2020.1818896>
- Outcome 3: Dissemination of results, for example
<https://www.britishecologicalsociety.org/rhino-horn-consumers-in-vietnam-do-not-trust-demand-reduction-campaigns/>
<https://relationalthinkingblog.com/2020/07/13/plain-language-summary-who-has-the-most-influence-on-vietnamese-consumers-decision-to-buy-or-use-rhino-horn/>
<https://rhinoreview.org/rhino-horn-consumers-in-vietnam-do-not-trust-demand-reduction-campaigns/>
<https://www.miragenews.com/rhino-horn-consumers-in-vietnam-do-not-trust-demand-reduction-campaigns/>

4. Briefly describe the involvement of local communities and how they have benefitted from the project.

We have provided training for local research assistants to conduct interviews with rhino horn consumers. These individuals will play an important part in future studies on the consumption of illegal wildlife products in Vietnam. We also provided rhino horn consumers with information about legal sanctions after interviews as a direct way to raise their awareness and reduce demand.

5. Are there any plans to continue this work?

We plan to publish two more research articles. The third manuscript based on choice experiments has been prepared for submission to the journal Ecological Economics. We will subsequently meet with representatives from the Vietnam CITES Management Authority and conservation organisations to provide more insights and recommendations for improving policies and demand reduction strategies.

6. How do you plan to share the results of your work with others?

Our study results have been published in international scientific journals and disseminated widely to policymakers, conservation organisations, and the public as mentioned above.

7. Timescale: Over what period was the grant used? How does this compare to the anticipated or actual length of the project?

The grant was used from October 2019 to September 2020, corresponding to the projected timeline. The data collection was extended to 8 months due to the pandemic outbreak. However, some results of the project were published much earlier than expected.

8. Budget: Provide a breakdown of budgeted versus actual expenditure and the reasons for any differences. All figures should be in £ sterling, indicating the local exchange rate used. It is important that you retain the management accounts and all paid invoices relating to the project for at least 2 years as these may be required for inspection at our discretion.

| Item | Budgeted Amount | Actual Amount | Difference | Comments |
|--|-----------------|---------------|------------|------------------------|
| Purchase of 2 tablets for data collection | 1,000 | 1,003 | +3 | Samsung Galaxy Tab |
| Remuneration for local research assistants | 4,000 | 3,997 | -3 | 3 assistants recruited |
| Total | 5,000 | 5,000 | | |

9. Looking ahead, what do you feel are the important next steps?

After the publication of two more research articles, a lot of insights about rhino horn consumers will have been developed. It is critical that these results are disseminated to policy makers and conservation organisations to facilitate use of the projects results. We plan to organise meetings with the Vietnam CITES Management Authority and representatives from relevant organisations to provide inputs for policymaking and the design of demand reduction strategies.

Given the successful application of our state-of-the-art research methods and a database of high income consumers who have expressed their willingness to participate in future studies, we will expand our research into the consumption of other illegal wildlife products that could be associated with zoonotic diseases transfer to assist developing recommendations to prevent and control the outbreak of epidemics and pandemics such as SARS or COVID19 in the future.

10. Did you use The Rufford Foundation logo in any materials produced in relation to this project? Did the Foundation receive any publicity during the course of your work?

The Rufford Foundation logo was displayed in presentations in an international conference and in three national workshops. We have acknowledged support from the Rufford Foundation in all publications, online news, and social networks.

11. Please provide a full list of all the members of your team and briefly what was their role in the project.

The project involved PhD fellow **Dang Vu Hoai Nam**, **Professor Jette Bredahl Jacobsen**, and **Associate Professor Martin Reinhardt Nielsen**. Dang Vu Hoai Nam is the project lead, conceiving the research ideas, recruiting and training local research assistants, coordinating the fieldwork, conducting interviews, analysing the collected data, and writing manuscripts for publication in international journals. Professor Jette Bredahl Jacobsen and Associate Professor Martin Reinhardt Nielsen helped design the choice experiments, contributed to research protocols, questionnaires, edited and provided comments on manuscripts, and provided support and mentoring for the PhD fellow during the project. Three local research assistants, Nguyen Dinh Phong, Nguyen Duc Tho, Pham Hai Binh, conducted interviews with rhino horn consumers.

12. Any other comments?

We will develop and submit an application to The Rufford Foundation to extend our project to include further wildlife products and exploit the database of consumers who has agreed to participate in future studies as indicated above. We have already conducted an add-on project assessing demand for tiger bone glue using this building on this sample and using the infrastructure of the current project. Specifically, we will explore how the COVID-19 pandemic has influenced demand for wildlife products and what factors influence compliance with existing legislation and ongoing efforts to restrict or close wildlife markets associated with the pandemic. Our question to The Rufford Foundation is whether the foundation would prefer that our project extension focuses on our current project on rhino horn alone or the foundation would like to see that we use this project to extent the scope to other wildlife products in a new application for a large grant describing this project in details. Please let us know. We value your contribution.