

Promising results from Phase One of the Chi Initiative

Viet Nam was identified as a key consumer and trafficking country for rhino horn in 2012, yet the poaching crisis has continued to escalate. This might lead some people to ask what is being done and whether it is working. We are only now at the point where we are able to start evaluating the impact of some of the behaviour-change efforts.

Susie Offord-Woolley | Managing Director



ALL IMAGES TRAFFIC

reach, i.e. to achieve the desired behaviour, the target audience should be exposed to the Chi messaging at least three times. Partnerships with Vietnamese civil society organisations (CSOs) were shown to have had the largest impact on the success of Chi's effective reach. There is also evidence of altered attitudes among the main consumer groups, with 64% of survey participants saying they would recommend that colleagues, peers, family and friends do not consume rhino horn. This is a way of assessing the extent to which the respondents are attitudinally prepared to recommend not consuming rhino horn, to their peers, colleagues, family, friends, etc. and a sign that Chi's 'mixed methods' approach is achieving resonance, not just reach. The report showed a significant decline in self-reported rhino horn from 27.5% in 2014 to 7% in 2017, with other research also showing a steady decline in reported consumption. However, the briefing paper notes that this does not correlate with a reduction in the amount of rhino horn being trafficked in Viet Nam and may be a demonstration of the increased law enforcement effort, with consumers being more aware that rhino horn is illegal. TRAFFIC in Viet Nam is now in Phase Two of the Chi Initiative and will continue to evaluate the impact on consumers' attitudes and behaviours.

Stopping the demand for rhino horn by consumers is a vital tool aimed at tackling the trafficking and consumption of rhino horn; however, it will take time before we can see the impact on poaching. We need a 'twin-track' approach to tackling this crime: one track focusing on strong law enforcement and the other delivering strong, tailored behaviour-change messaging issued by those influential with consumer groups and other target audiences. If both of these approaches are delivered effectively, we will start to see the impacts on trafficking and eventually on rhino poaching itself.

For more details about the Chi initiative and results please see <http://bit.ly/2yWh6or>

In 2013, TRAFFIC in Viet Nam, the wildlife trade monitoring network and a partner of Save the Rhino, had commissioned research into rhino horn consumers. The research gave insights into the most prolific consumer: named Mr L, he is typically a wealthy urban male who cares about his health and prefers natural products.

He enjoys being seen as a leader at work, within his community and amongst his friends. Importantly, he doesn't care about the extinction of rhinos; their horn is a luxury good to be exploited. He uses rhino horn to show off his status and wealth to peers and superiors in his networks.

These insights, alongside other research, helped to develop an initial phase of the Chi initiative, an 18-month marketing campaign funded by Save the Rhino and the UK government's Illegal Wildlife Trade Challenge Fund. A key focus of the campaign was to establish strong partnerships and disseminate messages and materials through TRAFFIC's existing networks. By December 2016, Chi had reached two million of the target demographic group.

On 22 September 2017, TRAFFIC released a briefing paper outlining initial survey results for the Chi initiative. It explains that for the initiative to have an effective



Top: Chi Event with VCCI Da Nang

Below: Events at golf clubs and similar venues alongside poster campaigns have reached two million of the target demographic since the start of the Chi campaign

