



Combating Wildlife Crime through Awareness-Raising

Experiences from the UNDP-WildAid
‘Join Our Team! Defend Our Wildlife’
Campaign”

REPORT WILDLIFE CRIME IN TANZANIA TO 0800 110 032



WILDAID

Authors: Tamara Tschentscher and Andrea Egan

Editors: Marion (Maz) Robertson and Simon Denyer

Design by: Michael Lusaba

Cover photos (front and back): WildAid (campaign photos), TRAFFIC (ivory/rhino horn photos)

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Abstract

Implementing a successful illegal wildlife trade (IWT) awareness campaign requires careful consideration of the problem, vision, target audience, messaging, design, and campaign products and channels. Under the UNDP-GEF-USAID project “Reducing Maritime Trafficking of Wildlife between Africa and Asia”, a specific problem was identified: port workers being targeted by criminal networks involved in illegal wildlife trade. To address this, an IWT awareness campaign – known as the **‘Join Our Team! Defend Our Wildlife’** campaign – was developed and launched in collaboration with WildAid, targeting workers along the cargo transport supply chain in Dar es Salaam, Zanzibar, and Mombasa seaports, as well as Kampala dry port and its associated inland container depots (ICDs). The campaign sought to harness the prevalent regional passion for football and tap into its influential power of team spirit to raise awareness, **instil a sense of pride and collective responsibility for safeguarding the natural heritage, and encourage active participation in combating wildlife crime**. The target audiences included port stakeholders, young individuals working or residing in affected areas, and those connected to port workers. By engaging international football stars from each country as campaign ambassadors, the campaign aimed to raise awareness, change attitudes, and foster a sense of responsibility in protecting Africa’s natural heritage. This case study discusses the importance of effective messaging, strategic messengers, and visual identity to deliver impactful campaign materials based on the experience of the ‘Join Our Team! Defend Our Wildlife’ campaign, sharing key lessons and practical recommendations for stakeholders who are planning similar initiatives.

Acknowledgements

It is important to note that it was key to partner with **WildAid** – an organisation with vast experience in designing and implementing awareness and behaviour change campaigns – to undertake this initiative in close collaboration with UNDP. Such campaigns are highly complex and time-consuming and require a skilled team with experts on the ground. WildAid’s expertise and pre-existing network were essential in transforming this vision into action and making this campaign a success.

The campaign team would like to thank the Global Environment Facility (GEF) and the United States Agency for International Development (USAID), which made this campaign possible through their funding. Our gratitude further extends to key partners, particularly the governments and law enforcement agencies in Kenya, Tanzania and Uganda, private sector companies and associations engaged in international shipping, and the NGO Focused Conservation Solutions (FCS) for their invaluable support to the campaign.



Background

1.1 Threats to Wildlife Populations

Human activities now pose a greater threat to species extinction than ever before, with approximately 25% of assessed animal and plant groups facing the risk of extinction. This equates to **around 1 million species on the brink of extinction**, necessitating urgent action to address the drivers of biodiversity loss.¹

Habitat loss has long been the principal threat to protected wildlife, compounded by climate change, pressures from unsustainable hunting, human-wildlife conflict, and poaching for the local and global wildlife trade. Over the past decade, **illegal capture and killing have significantly contributed to population declines of threatened species.**

Wildlife crime is a grave problem with profound consequences for animals, the environment, and livelihoods. It encompasses poaching, trafficking, and the illicit trade of wildlife products (e.g., ivory and rhino horns). This illegal trade not only harms animals directly, but also depletes natural resources and ecosystems. Estimated to be worth between US\$7–\$23 billion annually, the illegal wildlife trade is a highly lucrative and pervasive criminal activity that continues to grow at a rate of 5%–7% per year.²

1.2 Why Campaigns are Crucial in Combating Illegal Wildlife Trade

The illegal wildlife trade (IWT) poses a significant threat to species, conservation efforts, and the environment. Broadly targeted campaigns are vital in raising public awareness, educating individuals, and mobilising support against wildlife crime and behavioural change.

The significance of campaigns in countering wildlife crime cannot be overstated. They provide a cost-effective addition to existing enforcement actions, considering the complexities and high costs associated with enforcement alone.³

"Conservation may best be achieved not through strengthened enforcement alone, but also by accounting for perpetrator knowledge, motives, and perceptions of risk, as well as enforcement biases towards certain taxa and types of perpetrators. Strategic modifications might help ensure that enforcement actions are both more effective and equitable."⁴

To ensure effective and equitable outcomes, campaigns should consider factors such as perpetrator knowledge, motives, risk perceptions, and enforcement biases.

1 Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES). Media Release Issued 6 May 2019. Summary for Policymakers, Full Report, and additional resources available at <https://ipbes.net/global-assessment>

2 UNEP-UNICRI. (2018). The state of knowledge of crimes that have serious impacts on the environment. Retrieved from <https://wedocs.unep.org/handle/20.500.11822/25713>

3 Paudel, Kumar, Gary R. Potter, and Jacob Phelps. "Conservation enforcement: Insights from people incarcerated for wildlife crimes in Nepal." *Conservation Science and Practice* 2.2 (2020): e137.

4 Ibid.



Public Education: Campaigns educate the public about the severity of IWT and its impact on wildlife, ecosystems, and communities. They provide information on the illegal trade, its drivers, and the consequences of purchasing illegal wildlife products. This empowers individuals to protect wildlife and make informed choices as responsible consumers.



Attitude and Behaviour Change: Campaigns raise awareness and transform attitudes towards wildlife trade. They reduce demand for illegal wildlife products and promote more responsible modes of consumption. Moreover, campaigns increase support for conservation efforts and encourage reporting of wildlife crime.

Understanding Rules, Risks, and Consequences: Awareness campaigns on IWT enforcement enhance deterrence effects.

They inform the public about enforcement impacts, including social consequences. This improves the efficiency of enforcement efforts while mitigating negative effects on marginalised communities.



Key reasons why IWT campaigns are vital in driving behavioural change and increasing awareness

Promoting Policy Change: Campaigns advocate for policy reforms, such as stronger penalties for wildlife crime, improved enforcement, and alternative livelihoods for local communities. Public awareness and support drive policy changes, making campaigns instrumental in raising awareness and mobilising public backing.



Mobilising Action: IWT campaigns bring together stakeholders, including government agencies, conservation organisations, law enforcement, and the private sector. They serve as platforms for dialogue, information exchange, and collaborative action against wildlife crime.



By educating the public and specific target groups, changing attitudes and behaviour, mobilising action, and promoting policy change, IWT campaigns contribute significantly to wildlife, ecosystem, and community protection. Understanding the impacts of wildlife crime and past interventions guides prioritisation for effective campaigns.



1.3 Key Considerations When Planning to Implement an IWT Awareness Campaign



Planning an effective campaign to combat IWT involves careful consideration of key elements and factors:



Public Awareness: Raise public awareness about the severity of the issue, emphasising the impact on wildlife and the importance of conservation efforts.



Enforcement and Legislation: Engage in enforcement of existing laws and advocate for stronger legislation and penalties to deter illegal traders.



Collaboration: Foster collaboration among government agencies, conservation organisations, law enforcement, and the private sector.



Timing: Strategically plan campaign timing to coincide with events or occasions that maximise audience reach and engagement.



Intelligence Gathering: Utilise intelligence gathering techniques to identify and track illegal traders and networks.



Long-term Strategy: Implement a comprehensive long-term strategy, including ongoing monitoring, evaluation, and necessary adjustments for sustained impact.



Cultural Sensitivity: Respect cultural differences to avoid confrontation and insensitivity by collaborating with local communities and considering cultural perspectives.



Technology: Harness technology such as GPS tracking, drones, and digital mapping to monitor wildlife trade and uncover trade routes.



Education and Livelihoods: Focus on education and the development of sustainable livelihood options for local communities to reduce demand for illegal wildlife products.

By addressing these critical elements and considerations, we can work towards ending this global problem and protecting our planet's wildlife for generations to come.

Planning a Campaign

Planning an IWT awareness campaign requires careful consideration of the problem, vision, target audience to determine effective campaign messaging, design, materials, and distribution channels.

This section explains the vision and concept behind the 'Join Our Team! Defend Our Wildlife' campaign, the identified target audience, and the objectives that aim to raise awareness, instil pride, and promote active participation in combating wildlife crime.

2.1 Problem Identification

The illegal wildlife trade is a highly lucrative global crime, ranking among the top five illicit trades worldwide. It is estimated to be worth US\$7–\$23 billion annually, with projected 5%–7% annual growth.⁵ The **majority of illegal wildlife goods, accounting for 70–90% by volume, are trafficked via sea routes in containerised cargo due to lower interception and arrest risks.**

Under the UNDP-GEF-USAID “Reducing Maritime Trafficking of Wildlife between Africa and Asia” project, implemented by UNDP as part of the Global Wildlife Program (GWP), a specific problem was identified: port workers, crucial in the cargo transport supply chain, are targeted by criminal networks for involvement in IWT. In response, an IWT awareness campaign (the 'Join Our Team! Defend Our Wildlife' campaign) was developed

and launched in collaboration with WildAid, targeting workers along the international cargo transport supply chain involving Dar es Salaam, Zanzibar⁶ and Mombasa seaports, and Kampala dry port, which comprises nearly 200 inland container depots (ICDs).

To address the threat of wildlife trafficking by sea, the 38-country GEF-financed, World Bank-led Global Wildlife Program (GWP) launched the UNDP-implemented US\$4 million partnership initiative “*Reducing Maritime Trafficking of Wildlife between Africa and Asia*” (UNDP-GEF project) in 2018, with additional funding from the United States Agency for International Development (USAID). The project supports a variety of activities at Mombasa, Dar es Salaam and Zanzibar seaports as well as Kampala dry port to strengthen capacity of law enforcement agencies and coordination with the private sector to prevent, detect and intercept wildlife trafficking through the ports. It further aims to strengthen cooperation between ports in Africa and Asia, including through coordination and knowledge exchange with GWP national projects.



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⁵ UNEP-UNICRI. (2018). The state of knowledge of crimes that have serious impacts on the environment. Retrieved from <https://wedocs.unep.org/handle/20.500.11822/25713>

⁶ The campaign was expanded to include the port of Zanzibar based on a request from the Tanzania Ports Authority (TPA).

To address the threat of wildlife trafficking by sea, the 38-country GEF-financed, World Bank-led GWP launched the UNDP-implemented US\$4 million partnership initiative “Reducing Maritime Trafficking of Wildlife between Africa and Asia” (UNDP-GEF project) in 2018, with additional funding from the USAID.



2.2 Vision and Concept

The vision for this UNDP-GEF-USAID 'Join Our Team! Defend Our Wildlife' campaign was based on the shared understanding that to prevent the potential for subversion by criminal networks trafficking African wildlife, port workers need to be appropriately incentivised (in the same vein as Payment for Ecosystem Services [PES] schemes), or otherwise intrinsically share project motivations to interdict IWT.

Recognising the influence of football and the passion it evokes in the target region, the campaign strategically targeted port workers and younger generations as future environmental custodians. **Leveraging the popularity of football, the campaign aimed to awaken a sense of pride and heritage among the target audiences** by utilising endorsements from football idols, especially those associated with Premier League clubs and teams with regional roots.

Drawing from the successful experiences of AfricaGoal⁷ and WildAid campaigns, the campaign sought to engage football talents as partners to effectively communicate sensitive topics and promote messages that inspire people.



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The objectives of the campaign were to:



- 1 **Increase awareness about wildlife crime, its impact on local livelihoods, ecosystems, safety, security, and the economy** among primary and secondary target audiences. This includes educating cargo shipping supply chain workers about the penalties associated with engaging in or aiding wildlife crime.
- 2 **Foster a sense of pride and responsibility** among the target audience in **protecting their country's natural heritage and securing future livelihoods** for their children.
- 3 **Encourage the reporting of illegal wildlife trade-related activities** to relevant authorities.

By achieving these objectives, the campaign aimed to enhance awareness, promote a sense of ownership, and encourage active participation in combating wildlife crime to safeguard Africa's unique ecosystems and iconic species.

2.3 Target Audience

The 'Join Our Team! Defend Our Wildlife' campaign primarily focused on engaging **general workers at ports who were vulnerable to involvement in IWT**. These workers were identified as the key audience for campaign efforts. Specifically, the campaign targeted workers along the cargo transport supply chains associated with the Mombasa and Dar es Salaam seaports, as well as Kampala dry port and 15 high-risk inland container depots (ICDs).

The campaign concept identified the following target audiences:

- 1 Workers below management positions at port stakeholder organisations, including:
 - Port authorities
 - Revenue authorities
 - Business associations (shipping lines, freight forwarders, ICDs, container freight stations, truckers)
 - Shipping and logistics companies
- 2 General population residing in areas affected by poaching and wildlife trafficking, particularly younger generations.

Through demographic analysis of the target ports, the primary target audience was identified as men aged 18 to 45 working in law enforcement agencies, customs, and other roles that can become involved in facilitating wildlife crime. These individuals were also assessed as likely to be football fans. The secondary target audience included a broader population, including women and youths, to extend the campaign's reach and impact, encouraging the reporting of wildlife crime and **creating a broad sense of being part of a team to protect each country's natural heritage among both primary and secondary target audiences**.

By targeting these specific audience segments, the campaign aimed to effectively raise awareness, change attitudes, and encourage active participation in combating wildlife crime among port workers and the wider community.

⁷ Carried out during several Fifa World Cups since 2006 and harnessing the enthusiasm for football to open a dialogue about sensitive topics, this HIV/Aids awareness campaign project travelled through Eastern and Southern Africa, combining awareness sessions with targeted materials for youths and adults as well as on-site testing centers with public screenings of tournament matches, games, and quizzes. Website: <http://africagol.com/>.

Designing a Campaign

Designing an impactful campaign requires careful development of messaging, strategy, partnerships, and visual identity.

This section explores the multi-tiered messaging approach, the selection of campaign ambassadors, and the significance of partnerships with stakeholders. Additionally, it examines how a distinct visual identity can make the campaign stand out amidst other initiatives, thereby capturing the attention and support of the target audience.

3.1 Messaging

The 'Join Our Team! Defend Our Wildlife' campaign aimed to deliver powerful messages on the positive impact of wildlife on ecosystems and livelihoods, and the detrimental impacts of the illegal wildlife trade. The strategy involved **appealing to the desire for a better future, emphasising the consequences of wildlife crime**. Authenticity and cultural congruence were prioritised over traditional marketing techniques, ensuring messages resonated with the target audience. This approach involved **incorporating the language, subtext, and social rituals⁸ that resonate with the target audience, fostering a sense of trust and familiarity**.

Scoping assessments revealed a lack of understanding of 'wildlife crime', requiring messaging to address this knowledge gap by providing information on why IWT is considered a crime, particularly highlighting its association with organised crime.

The campaign employed a three-tiered approach:



Tier 1

Pan-African appeal with international stars focusing on **generic wildlife trafficking** to create broad awareness of the issue.

Tier 2

East Africa-specific messages on **local impacts and penalties**, with local stars from the East African region

HELP TANZANIA TACKLE WILDLIFE CRIME

Wildlife is an essential part of our heritage, identity and economy. It is the responsibility of all of us to help protect it.

Tier 3

Port-worker-specific materials with technical details, such as penalties for wildlife crime in each country, guidance on what to look out for, and how to report tips, all of which were distributed exclusively at ports.

LOOK OUT FOR SMUGGLERS OF ENDANGERED WILDLIFE PRODUCTS

Tourism accounts for 17% of GDP and provides 1.5 million jobs. Criminals involved in the illegal wildlife trade are robbing us of our natural heritage, undermining our tourism industry, threatening our families' jobs, and stealing from all of us.



LOOK OUT FOR SMUGGLERS OF ENDANGERED WILDLIFE PRODUCTS

Wildlife crime costs the country of revenue and deprives people of jobs and incomes, while fueling corruption and undermining their underpins society for everyone.



AS A CARDO SECTOR WORKER, WHAT SHOULD I BE LOOKING OUT FOR?



PENALTIES FOR BREAKING THE LAW CAN BE SEVERE.

- Killing, possessing, transferring, transporting, buying or selling a protected animal species without a permit is punishable by up to life imprisonment, a fine of up to 200,000 shillings, or both.
- Anyone who aids or abets those who are not law-abiding is also liable. Aiding and abetting includes encouraging someone to commit a crime, providing assistance or information to someone committing a crime, and going or taking before to facilitate a crime.

⁸ In this context, watching football together is a common activity that brings people together on a regular basis, and often involves wearing team/national colours.

By employing this multi-tiered messaging strategy, the campaign aimed to effectively raise awareness, educate the target audience, and inspire action against wildlife crime, considering both the cultural context and the specific information needs of the port workers and the wider community.

3.2 Strategy to Deliver Campaign Messages

When delivering campaign messages, selecting the right messengers as campaign ambassadors is also a key consideration. The messenger plays a vital role in establishing credibility, relatability, and resonance with the target audience, enhancing the effectiveness of the campaign's messaging strategies towards influencing perceptions, attitudes, and behaviours.

Creative branding and visual identity strategies, understanding audience information consumption habits, and aligning the campaign with relevant events can further optimise message delivery and impact.

An exemplary case is AfricaGoal's HIV awareness campaign, during three FIFA World Cup tournaments between 2006–2014, which successfully conveyed sensitive messages across Eastern and Southern Africa through an inspiring medium and using the momentum of enthusiasm for this event. The 'Join Our Team! Defend Our Wildlife' campaign had planned to leverage the media presence and international popularity of the Africa Cup of Nations in January 2022 as an opportunity for outreach and engagement.

3.3 Partners

Partnerships with campaign ambassadors and stakeholders such as government agencies were essential for bringing this campaign to life and effectively delivering messaging to target audiences.

Recruiting suitable campaign ambassadors was crucial for the success of the 'Join Our Team! Defend Our Wildlife' campaign. The aim was to **leverage the local enthusiasm for football**, especially the affinity for Premier League clubs and teams in East Africa, to raise awareness about poaching and wildlife trafficking. Football stars, preferably with ties to the target regions, were identified as optimal representatives, along with national players from each target country.

Over several months, more than 25 players were individually approached, considering their commitment to social and environmental causes. While some high-level Premier League players initially expressed interest, cost constraints and communication challenges via managers hindered most partnerships.

However, partnerships with players from target countries were successfully established, mainly through personal connections and driven by their dedication to protecting their home countries' natural heritage.



Acquiring celebrity ambassadors, particularly from sports clubs, can be time-consuming, requiring a 3–6-month investment for such initiatives.

Given that the primary target locations were government facilities and employees at ports, **close coordination with relevant government authorities was essential**. Official letters were sent to request meetings, secure buy-in, and establish collaboration. Statistics used in campaign materials were carefully vetted by government stakeholders.

Additionally, targeted outreach activities, including **personal interactions and relationship-building** with members of the private sector among target audiences, played a vital role in obtaining their participation and support in displaying campaign materials.



Campaign ambassador pitch document with banner mock-up. ©WildAid

3.4 Visual Identity

Creating a distinct visual identity allows a campaign to stand out among other campaigns in the target region. An analysis of existing campaigns in terms of image and illustration style should be conducted to identify unique opportunities and assess common characteristics of successful campaign materials.

To resonate with the target audience, it may be possible to incorporate a visual identity and colour scheme that they can relate to. In the case of the 'Join Our Team! Defend Our Wildlife' campaign, the team decided to use the country flag colours that are also present on the national football players' kits. This approach aimed to **establish a strong connection between the campaign and national pride**, leveraging the passion and loyalty associated with football.

By utilising familiar visual elements and colours that evoke a sense of identity, a campaign can effectively **capture the attention and engagement of the target audience in a crowded landscape of campaigns.**



Implementing a Campaign

Implementing an IWT awareness campaign involves a strategic approach that utilises various materials and platforms to effectively deliver the campaign messages to the target audiences.

This section outlines the key elements involved in implementing the 'Join Our Team! Defend Our Wildlife' campaign, including the development of campaign materials, distribution channels, the call to action, branding considerations, and the rollout of the campaign.

4.1 Campaign Materials

Implementing an IWT awareness campaign involves utilising a range of materials to effectively deliver the campaign message to the target audience. These materials can include posters, brochures, flyers, billboards, social media posts, and videos. The **design of these materials should be visually appealing and convey the message in a concise and clear manner.**

In addition to visual materials, the campaign may also require educational resources such as handbooks and guides that provide detailed information about the illegal wildlife trade, its impact on biodiversity, and ways to combat it. It is helpful to establish a website or social media platform where people can access more campaign information, get involved, and share their experiences and ideas.



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During the campaign development phase, **extensive research was conducted in each country to understand how information is consumed by different segments of the target audience** at the ports. This involved assessing the use of smartphones versus legacy cell phones, preferred newspapers and radio channels, popular languages, and internal communication practices.

A comprehensive portfolio of campaign materials was developed, including designs of four country-specific **posters**, four **billboards**, and two **stickers**, along with a **trifold leaflet** for each target country. Additionally, campaign **videos** were produced in English and Swahili, featuring both regional and local clips with campaign ambassadors, tailored for their respective home countries. Depending on whether they were intended to be screened regionally or locally, each video contained end slides with either a general call to action or information on a local reporting hotline. Three **radio adverts** were created for each location, with campaign ambassadors identifying themselves to enhance credibility and connection with the audience.



The successful implementation of an illegal wildlife trade awareness campaign relies on utilising a diverse range of materials and platforms to effectively reach the target audience, as well as engaging as large and broad an audience as possible.

4.2 Distribution Channels

To ensure a successful illegal wildlife trade awareness campaign, effective distribution channels are crucial. Partnerships with government agencies, non-profit organisations, and local communities play a key role in distributing campaign materials and spreading the message through their networks and channels.

Social media platforms, like Facebook, Twitter, and Instagram, are important channels to reach a wide audience and engage with in real-time. **Social media also facilitates the creation of online communities and encourages user-generated content**, which can further amplify the campaign's message.

Events such as workshops, seminars, and public talks/lectures are additional potential distribution channels for messaging that provides direct engagement with the target audience. These events offer opportunities to educate individuals about the impacts of the illegal wildlife trade and foster a deeper understanding of the issue. For campaigns targeting youths as the primary audience, materials such as postcards, stickers, and badges can be placed at youth centres – or alternatively in locations frequented by parents to take home to their children.



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Effective distribution relies on utilising a combination of channels that are engaging for and tailored to the target audience. For the 'Join Our Team! Defend Our Wildlife' campaign, apart from targeting the wider public through media and social media, specific campaign materials were designed to target port staff at key traffic points leading to the ports:

- **Larger banners and billboards were strategically placed along cargo transport arteries** to reach individuals (such as truckers and commuting port workers) who may be approached or bribed for compliance and support in wildlife trafficking.
- **Posters and leaflets were distributed at ports, shipping companies, and freight forwarders**, targeting office-based workers who have more time to engage with detailed information.
- The campaign also utilised **photo and video messages on various social media platforms** like YouTube, Instagram, and Facebook, reaching diverse stakeholder groups based on their social, demographic, and interest profiles.
- **Radio and TV broadcasts were employed to further expand the campaign's reach.**

The campaign team worked diligently to establish **partnerships with various media actors and partners, enabling cost-effective screening of campaign videos through multiple channels**, including newspaper apps and minibus screens, to maximise reach.

While it is ideal to implement campaigns over longer durations and periodically reintroduce materials for a stronger impact, the campaign duration depends on the available budget and time constraints.

In this case, the campaign was implemented over a three-month period in each location due to timing and budget limitations. However, the team actively promoted the campaign approach to stakeholders and other actors in wildlife conservation to inspire replication and/or the implementation of similar campaigns.

4.3 Call to Action

While some campaigns may have as their main objective awareness-raising among target groups, **the aim of campaigns is generally to affect a certain behaviour change.** The 'Join Our Team! Defend Our Wildlife' campaign not only aimed to prevent indifference to – or even complicity with – wildlife crime-related activities, but it also endeavoured to **strengthen a reporting culture by inspiring a sense of responsibility to protect the country's natural heritage.** This was undertaken through the inclusion of a call to action to report suspicious behaviour that might have a nexus with wildlife crime.



©Tamara Tschentscher



In an IWT awareness campaign, the call to action plays a crucial role in inspiring the audience to act and support the campaign's goals. When developing the call to action, there are several key considerations to keep in mind:

- 1 Clarity and specificity:** The call to action should be clear and specific, clearly stating the desired action and how it can be taken. Whether it's signing a petition, donating, or sharing the campaign message on social media, clarity is essential.
- 2 Achievability and pragmatism:** The call to action should be achievable and realistic for the audience. Realistic expectations should be set, and the necessary tools and resources should be provided to facilitate action. For example, if the call to action involves donating, clear instructions should be provided on how to donate and how the funds will be utilised.
- 3 Compelling:** The call to action should be compelling, motivating the audience to act. Emphasising the urgency of the issue and highlighting the potential impact of their actions on wildlife conservation, biodiversity, tourism, and the economy can be powerful motivators.



To determine the most effective approach for the call to action, **research and assessment of the reporting culture and existing hotlines in each target country are essential.**

Factors such as the level of trust in existing hotlines, safety concerns, preferred reporting methods (phone, SMS, or app-based engagement or websites), and compensation for valid tips should be considered. The 'Join Our Team! Defend Our Wildlife' campaign team assessed the technological means of target groups in each country to determine whether phone or web/app reporting would be more successful. For this campaign, reporting online was quickly ruled out as an option, since the primary target group was more likely to use a phone hotline. Any options that did not guarantee anonymity of callers or confidence that action will be taken by designated national agencies were ruled out as well.

During its in-depth research, the campaign team realised the **varying conditions in each country necessitated tailored approaches.** In Kenya, the existing Directorate of Criminal Investigations (DCI) hotline was used due to its established success and public trust. In Tanzania, the Tanzania Ports Authority (TPA) hotline was advertised, focusing on anonymous tip-offs related to ports and collaborating with other authorities. In Uganda, a new toll-free and anonymous wildlife crime reporting hotline was established in partnership with the Uganda Wildlife Authority (UWA). Each approach had its advantages and disadvantages, depending on the specific context.

By carefully considering these factors and tailoring the call to action to the specific context and target audience, an illegal wildlife trade awareness campaign can effectively inspire action and contribute to the protection of wildlife and a country's natural heritage.



Building relationships with government agencies and relevant stakeholders is crucial for consensus on mandates, roles, and the modus operandi for responding to anonymous tips. This **multi-agency approach ensures coordination and effective handling of reported crimes.**

It is important to **allocate sufficient time for planning and implementation** when deciding to use an existing hotline or establish a new one. Meetings, agreements with government agencies, technical aspects, and addressing challenges can take several months. Establishing trust in a new hotline will take even longer and require extensive marketing and communication of its use, action and success.

To ensure the safety of those reporting crimes, anonymity and thorough vetting of tips are essential. If setting up a new hotline, using introductory content that identifies the purpose of the hotline can help filter out stray calls. Additionally, considering monetary rewards for valid tip-offs, if common in the target country, can enhance the effectiveness of the call to action.

4.4 Branding

When it comes to branding in an awareness campaign, there are several important factors to consider. In this campaign, targeting government workers and involving government institutions, it was crucial to have strong government backing and prominently display relevant logos. However, listing every partner on each campaign material may not be practical or effective. It can be overwhelming for the audience and take up valuable space that could be used for messaging. Additionally, some agency logos may raise suspicion, requiring additional meetings to explain the campaign's purpose.

Balancing recognition of partners with the campaign's messaging is a topic worth discussing within the team. **It is crucial to strike the right balance between branding and messaging to preserve trust and engagement with the target audience.**



Alternative methods of recognising partners included honouring their involvement during the campaign's launch event and ensuring their visibility in communications such as press releases. This acknowledges their support without overcrowding the campaign materials.

4.5 Rollout

The timing of an IWT awareness campaign is influenced by factors such as the target audience, geographic location, and relevant events. Aligning the campaign with peak tourist seasons, local festivals, or significant events can maximise engagement.

External factors like government policies and international agreements also play a role. For example, the timing of a campaign focused on the ivory trade may be influenced by the timing of relevant international conferences or decisions related to the Convention on International Trade in Endangered Species (CITES).

For example, in the 'Join Our Team! Defend Our Wildlife' campaign, the timing was carefully decided upon to coincide with a major football tournament popular in (East) Africa to reach the broadest audience possible. However, due to the complexity of this campaign approach and different challenges in each country, the campaign could not be launched during the Africa Cup of Nations (AFCON) as was originally intended.

Launch events with high-level speakers were held in Dar es Salaam and Kampala to amplify media attention. In Uganda, the half-day launch event had notable attendees such as the State Minister of Tourism, Wildlife and Antiquities and the US Ambassador. [Videos promoting the campaign](#) were created and shared through the WildAid website and social media to generate further interest.

Distribution of campaign materials was crucial, and close coordination with local stakeholders was vital. **Partnerships were formed with private sector**

associations and local organisations for distribution at ports and key border crossings. Additionally, the non-governmental organisation Focused Conservation Solutions (FCS) secured further funding to scale targeted materials such as posters, leaflets, and stickers to be distributed at two key border crossings between Uganda and Kenya, as well as two inland container depots (ICDs) in Kenya.

Overall, the rollout of the campaign successfully utilised several channels and achieved substantial reach and engagement among the target audience.



Results, Impact and Sustainability

This section delves into the outcomes, influence, and long-term viability of the 'Join Our Team! Defend Our Wildlife' campaign. The evaluation findings demonstrate a considerable increase in knowledge and awareness among both port workers and non-port workers, as well as a notable positive shift in reporting wildlife crime and fostering a sense of national pride. The campaign's success can be attributed to the crucial role played by partnerships in expanding its reach and impact. Plans for further upscaling of the campaign are already in motion, demonstrating a commitment to its long-term sustainability and the ongoing fight against illegal wildlife trade.



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5.1 Results

The campaign achieved significant results across multiple channels:

Print materials



33,000

copies of **posters, stickers, and leaflets** were distributed at three maritime ports and 18 inland container depots.

Billboards



28 printed billboards were installed, and **digital** billboards displayed campaign materials **68,040** times.

TV



Videos were broadcast on TV in Tanzania and Uganda. A TV station in Uganda provided a bonus talk show appearance to the Uganda Wildlife Authority.

Video materials



Four campaign videos in English and Swahili were produced for each country, generating **15 million impressions** and **1.6**

million engagements.

WildAid channels alone recorded **1.5 million video views, 48,500 likes, 780 shares, and 373 comments.**

Screens in public transport



Videos were screened on **270** upcountry buses in Tanzania and Uganda, and on the commuter train network in Kampala, Uganda.

Radio materials



Radio adverts were aired on multiple stations in Mombasa, Dar es Salaam, and Kampala, with a total of **770 airings.**

Website



The campaign was launched on the WildAid Africa website, with dedicated pages for each country, and recorded approximately **2,000 click-throughs** from WildAid social media.

The campaign's reach extended to an estimated **9,000-11,000 port workers** across the target countries through print materials and billboards. Additionally, the campaign achieved a **high engagement rate of 11% on social media**, which compares favourably with a typical range of $\approx 1-5\%$ for similar campaigns.

5.2 Measuring Campaign Impact

Measuring the impact of an IWT awareness campaign is crucial in order to evaluate effectiveness and identify areas for improvement. Methods include tracking social media analytics and website traffic, conducting surveys and focus groups, and monitoring key indicators such as seized wildlife products and changes in public perceptions. Where feasible, this can be optimally coupled with longitudinal impact evaluations to understand contribution to longer-term behaviour change.

For the 'Join Our Team! Defend Our Wildlife' campaign, an independent monitoring and evaluation expert designed the approach, including a theory of change and indicator framework. Scoping missions and a pre-campaign online survey informed campaign messaging. A mixed methods approach was used for post-campaign evaluation, employing the following tools:

- Telephone survey (n=1,536)⁹
- Semi-structured stakeholder interviews (n=26)
- Social media analytics
- Internal validation workshop

Post-campaign evaluation results:



The campaign materials resulted in **increased knowledge and awareness about illegal wildlife trade (IWT)** for **97%** of polled port-workers and **86%** of non-port workers.



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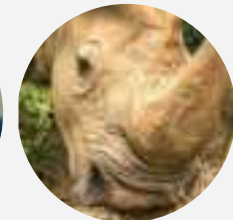
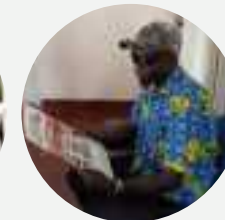


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Additionally, **97%** of port-workers said they are now **more likely to report wildlife crime**, and **99%** expressed an **increased sense of pride in their country's wildlife**.

Stakeholder interviews and a high **social media engagement rate of 11%** – compared to an average of 1-5% engagement rate for similar campaigns – confirmed the campaign's effectiveness in reaching and resonating with the target audience.



Photos (left to right): ©TRAFFIC, ©WildAid, ©Tamara Tschentscher

⁹ The post-campaign survey involved computer-assisted telephone interviews with port workers and a control group of non-port workers.

Measuring the campaign's impact is fundamental for understanding effectiveness and making improvements, but limited time and budgetary constraints post-implementation often restrict the depth of assessment.

A key recommendation from the 'Join Our Team! Defend Our Wildlife' campaign evaluation stressed the importance of longitudinal impact evaluations to assess sustained behavioural change over a longer period.

5.3 Sustainability and Opportunities for Scaling Up

Partnerships have played a critical role in ensuring the sustainability and scalability of the 'Join Our Team! Defend Our Wildlife' campaign. Focused Conservation Solutions (FCS) led on forming a partnership with the DCI to promote its reporting hotline through the campaign and ensure effective investigation of wildlife crime. Additional funding obtained by FCS further allowed for the production and distribution of campaign materials at key border crossings and inland container depots in Kenya and Uganda to scale impact and cover critical cargo transport transit nodes.

In Uganda, the campaign has received exceptional uptake and positive feedback, leading to opportunities for scaling up. Uganda Revenue Authority (URA) committed to displaying campaign materials through their channels, including public-facing screens and webinars for customers. Uganda Wildlife Authority (UWA) expressed interest in expanding the campaign to other border crossings with neighbouring countries, such as DR Congo, Rwanda, South Sudan, and Tanzania.

WildAid is expanding the campaign in 2023 and beyond to include vulnerable border points in Uganda and target additional audiences in law enforcement.

Efforts are underway to facilitate knowledge exchange

between UWA and the successful reporting hotline unit of the DCI. This aims to **foster a reporting culture in Uganda and ensure the effective operation of the newly established hotline.**

In Tanzania, the campaign has received a positive response from both public and private sector partners. Initially targeting the port of Dar es Salaam, the campaign was expanded to include the port of Zanzibar

based on a request from the Tanzania Ports Authority (TPA).

Established partnerships and positive feedback provide a strong foundation for the sustainability and growth of the campaign, enabling efforts to combat illegal wildlife trade to reach wider audiences and contribute to long-term impact.



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United Nations Development Programme (UNDP)
One United Nations Plaza
New York, NY 100017
www.undp.org

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