

2nd INTERNATIONAL CONFERENCE:

“Revisiting Efforts to Reduce Demand for Illegal Wildlife Products: Showcasing Best Practice in Behavioral Change”

28th & 29th and (optional training day) 30th November 2018,
[Southeast Asia Center \(SEAC Space\)](#), Bangkok, Thailand

SUMMARY AGENDA

Objectives “Provide Inspiration; Catalyze Innovation; Increase Interaction”

1. To showcase best practices from Social and Behavioral Change Communication (SBCC) application, to catalyze innovation, fresh ideas and pioneering approaches to invigorate current Demand Reduction strategies and interventions for conservation impact
2. To stimulate SBCC Community of Practice exchanges of skills, experience and knowledge, to amplify efforts around enhanced coordination, including potentially establishing Working Groups on key topics

Session structure: Overview



REFLECT & REVIEW

- Taking Stock
- Deepening our influence around key themes and opportunities for innovation
- Session A: 'Analysis'- Deep Dive Working Groups



REFRESH & REINVIGORATE

- Community Carousel
- Strategy Surgery
- Partner Perspectives
- Innovations from other spheres of Behavioural Science



REFINE & RENEW

- Session B: 'Action' - Deep Dive Working Groups
- Masterclass or flexible time for meetings
- Refined Resources: Renew your Enthusiasm!

When	What	Who	Session Overview
Wednesday 28th November			
8.30 – 9.00	Registration Day 1		
9.00 – 9.20	Welcome & Introductions	TRAFFIC USAID CITES Secretariat Facilitator	Formal welcome and opening Interactive introductions
REFLECT AND REVIEW			
9.20– 9.45	Setting the scene	TRAFFIC	Introducing the background context of the Conference and an overview of the CITES workshop held the previous day
9.45 –10.30	Taking Stock <ul style="list-style-type: none"> • Collective Review of Progress: Community perspectives, updates and reflections on learning since 1st International Conference • Presentation: Sharing of research evidence into success factors, lessons learned and insights 	Facilitator Gayle Burgess (TRAFFIC)	Interactive reflection on progress made in reducing demand for illegal products through behavior change and presentation on research evidence on success factors and lessons learned
10.30 –11.00	<i>Refreshment break and networking</i>		
11.00 –12.30	Deepening Our Influence An introduction to the Working Group themes and the Masterclass themes	Working Group Leads Master Class Leads Facilitator	A series of rapid overview “Pecha Kucha” presentations to introduce following sessions (Deep Dive Working Groups and Masterclasses) to enable participants to select which is the best fit for them
12.30 –13.30	<i>Lunch</i>		
13.30–14.00	<i>Overview: Upgraded</i> www.changewildlifeconsumers.org	Keaw Kongwanarat (TRAFFIC)	Presentation and Interactive discussion
14.00–15.30	Session A: ‘Analysis’ - Deep Dive Working Groups <ul style="list-style-type: none"> • Reducing the Effort Required to Reduce Demand: Identifying ‘Catalyst’ and ‘Gateway’ 	Sameer Deshpande & Gayle Burgess	See Delegate Pack for more details

When	What	Who	Session Overview
	Behaviors <ul style="list-style-type: none"> • Characterizing the Attitude – Action Gap in Conservation, and Identifying What Can be Done • Strengthening DR Impact Measurement through a New Methodology • SBCC: Which of the three? When to Advocate, Mobilize or Change 	Sara Eppel & Toby Park Jamie Walsh & Sonya Vogt Eleanora DeGuzman & Megan Hill	
15.30 –16.00	<i>Refreshment break and networking</i>		
REFRESH & REINVIGORATE			
16.00 –17.00	Community Carousel specific themes include; Humane Education, DR for Pangolins in VN, Behaviour Change Strategies for Government Agencies	Various SBCC Community of Practice members	A space for members to share specific updates and presentations with others in a roundtable rotational format
17.00 – 18.00	Strategy Surgery – Discuss your challenges with an expert!	Expert Advisors	A space for participants to meet experts 1:1 to seek advice on specific challenges in changing behaviour
19.30	Welcome Reception @ El Mercado (see Logistics note for more info)		

Thursday 29th November			
8.45 – 9.00	Registration Day 2		
9.00 – 9.30	Partner perspectives <ul style="list-style-type: none"> • Vietnam E-commerce Association • Vietnam Chamber for Commerce and Industry – Da Nang Branch • Central Committee for Propaganda and Education, VN • China CITES • IFAW • Qyer 	Facilitator and Panel members	An informal overview from Partners on their perspectives on highlights from the previous day of the Conference and recommendations for honing-in on Day 2.
9.30 – 10.30	Innovations from other spheres of behavioural science		Presentation on defining psychological characteristics

When	What	Who	Session Overview
	Title: Corrupt, Illegal and Selfish Behaviours: What can Behavioural Insights Offer? (Live Streamed)	Toby Park, BIT	of corruption, cheating and selfish behaviour. Including audience discussion. More in Delegate Pack
10.30–11.00	<i>Refreshment break and networking</i>		
REFINE & RENEW			
11.00–12.00	Session B: 'Action' - Deep Dive Working Groups (As for Day 1)	As per previous day	Session will focus on identifying actions based on specific group theme
12.00–13:00	Masterclass on Consumer research Masterclass on Script development using behavioral science Masterclass on 'Big Picture' SBCC	Eugene Kritski Kriss Barker (PMC) Naysan Sahba (UNEP)	See overview of Master Class and Master Class Lead Bios Where needed participants can also use this session for other networking meetings
13.00– 14.00	<i>Lunch</i>		
14.00–15.00	Presentations from Deep Dive Working Groups & Plenary discussion	Nominated representatives from each group	Space to share Deep Dive Working Group outputs and to discuss any further ideas
15.00–16.00	Behavior Change Decision Tree SBCC Course: Modules for the 'MOOC'	Jamie Walsh MOOC contractor	
16.00– 16.30	<i>Refreshment break and networking</i>		
16.30 –17.00	Bringing it together and confirming next steps, competition results, wrap up, closing / evaluation	Facilitator TRAFFIC Team	Distilling key outcomes of the conference and personal commitments of participants.
18.30	Networking reception @ Modena by Fraser hotel		

Friday 30th November			
ALL DAY	Fast Track for Social Marketing	Flinch Marketing	Summaries in the Delegate Pack
ALL DAY	Social and Behavioral Change Communications	FHI 360	Summaries in the Delegate Pack
ALL DAY	UN Environment: IWT Communications Handbook	UN Environment	Summaries in the Delegate Pack

More about the SBCC Community of Practice /

All Conference presentations, research materials, reports will be loaded on:

www.changewildlifeconsumers.org

Reading List:

Various TRAFFIC/CITES DR engagements:

<https://cites.org/sites/default/files/eng/com/sc/69/inf/E-SC69-Inf-37.pdf>

<https://cites.org/sites/default/files/eng/com/sc/70/E-SC70-16.pdf>

Research analysis on strategies to change illegal wildlife product consumer behavior

<https://www.traffic.org/publications/reports/reducing-demand-for-illegal-wildlife-products/>

SBCC M&E 'Good practice guidelines'

<https://www.traffic.org/site/assets/files/1851/sbcc-me-good-practice-guidelines-2018.pdf>

Messengers briefing paper /Expert Roundtable

<https://www.traffic.org/news/mitigating-the-markets-for-illegal-wildlife-products-experts-review-effective-demand-reduction-messengers-and-messaging/>

Paper 'Powers of Persuasion'

[http://www.oecd.org/officialdocuments/publicdisplaydocumentpdf/?cote=GOV/PGC/HLRF/TFCIT/RD\(2017\)11&docLanguage=En](http://www.oecd.org/officialdocuments/publicdisplaydocumentpdf/?cote=GOV/PGC/HLRF/TFCIT/RD(2017)11&docLanguage=En)

Proceedings of the 1st Int. Behavior Change Conference, Hong Kong 2016 ([video clip](#))

http://www.trafficj.org/publication/16_Changing_Behaviour_to_Reduce_Demand_for_Illegal.pdf

Any queries, please contact;

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