

**Stakeholder Engagement Plan**

**19<sup>th</sup> April 2021**

**CEPF Grant Indo-Burma**

**International Fund for Animal Welfare**

***Counter Wildlife Crime in China's Southwest Border Region***

**China**

## **Grant Summary**

1. International Fund for Animal Welfare
2. Counter Wildlife Crime in China's Southwest Border Region
3. CEPF-111897
4. US\$ 224,999
5. 1<sup>st</sup> July 2021
6. China
7. 20<sup>th</sup> April 2021

8. **Introduction:** This section will briefly describe the project including design elements and potential social and environmental issues. Where possible, include maps of the project site and surrounding area.

The China Southwest border region, particularly Guangxi and Yunnan provinces which share a border with Myanmar, Laos and Vietnam, remains the most critical hub facilitating illegal wildlife trade among China and other counties of Indo-Burma region. Despite the fact that extensive effort has been made in both strengthening enforcement in the region and promoting relevant laws and regulations in the border region, further effort need to be made to strengthen regulation of logistics companies and increase engagement and capacity of Chinese domestic NGOs to report on illegal wildlife trade online and offline. In addition, sustained and more effective measures to change consumer behavior is also needed.

9. **Summary of Previous Stakeholder Engagement Activities:** If the grantee has undertaken any activities to date, including information disclosure and/or consultation, provide the following details:
  - Type of information disclosed, in what form (e.g., oral, brochure, reports, posters, radio, etc.), and how it was disseminated;
  - The locations and dates of any meetings undertaken to date;
  - Individuals, groups, and/or organizations that have been consulted;
  - Key issues discussed and key concerns raised;
  - Grantee response to issues raised, including any commitments or follow-up actions; and
  - Process undertaken for documenting these activities and reporting back to stakeholders.
  1. IFAW had a meeting with Deputy Director General Ziming WAN of Wildlife Conservation Department of National Forestry and Grassland Administration on 25<sup>th</sup> March in Beijing to discuss about activities related to engagement of logistics companies. IFAW presented a draft plan for the proposed work and received NFGA's general support. NFGA also shared the plan with China Wildlife Conservation Association and suggested IFAW to engage CWCA in developing educational materials for logistics companies. IFAW had a follow up call with CWCA and tentatively confirmed their willingness for collaboration. NFGA indicated that based on their previous experience working with State Post Bureau they are optimistic in engaging SPB in the proposed activities.
  2. IFAW had in-person meeting on 14<sup>th</sup> April in Jiangmen, Guangdong and several calls with Anti-Smuggling Bureau (ASB) of China customs to discuss about jointly conducting law promotion campaign at border region. IFAW gave a general introduction of key findings of joint research with Institute of Psychology of Chinese Academy of Science and expressed hope to incorporate relevant research findings into designing of campaign message. ASB expressed their willingness for collaboration.
  3. IFAW had in-person meeting with Institute of Psychology (IoP) of Chinese Academy of Science on 7<sup>th</sup> April in Beijing to discuss about jointly designing behavior change campaign message incorporating behavior psychology. IFAW introduced the proposed activities in the grant and how IFAW would like to work together with IoP and internet platforms to conduct targeted

promotion by combining demographic and sociographic information of target audience. IoP and IFAW reached agreement in working together to design the camping in later half of this year.

4. IFAW had in-person meeting with Douyin on 20<sup>th</sup> April in Beijing in discussing jointly conducting user education campaign on Douyin. IFAW introduced the idea of combining demographic and sociographic information of target audience to reach target audience with precision. Douyin expressed interest in supporting IFAW with Douyin's technology and promotional resources in a joint initiative.

**10. Project Stakeholders:** This section will list the key stakeholder groups who will be informed and consulted about the project. These should include persons or groups who:

- Are directly and/or indirectly affected by the project or have “interests” in the project that determine them as stakeholders; and
- Have the potential to influence project outcomes (examples of potential stakeholders are affected communities, local organizations, non-governmental organizations (NGOs) and government authorities. Stakeholders can also include politicians, companies, labor unions, academics, religious groups, national social and environmental public sector agencies, and the media).
  - Wildlife Conservation Department of National Forestry and Grassland Administration (NFGA)
  - International Cooperation Center of NFGA
  - Anti-Smuggling Bureau of General Administration of China Customs
  - State Post Bureau
  - Institute of Psychology of Chinese Academy of Science
  - Douyin (internet company that IFAW will work with in joint behavior change campaign)
  - SF Express (one of the largest logistics companies in China)
  - Xishuangbanna Tropical Rainforest Conservation Association
  - Shenzhen iConserve Eco-Technology Co., Ltd.
  - Domestic CSOs and volunteer groups

**11. Stakeholder Engagement Program:** This section will summarize the purpose and goals of the program. Briefly describe what information will be disclosed, in what formats, and the types of methods that will be used to communicate this information to each of the identified groups of stakeholders. Methods used may vary according to target audience, for example:

- Newspapers, posters, radio, television;
- Information centers and exhibitions or other visual displays; and
- Brochures, leaflets, posters, non-technical summary documents and reports.

**12. Consultation methods:** This section will describe the methods that will be used to consult with each of the stakeholder groups identified in previous sections. Methods used may vary according to target audience, for example:

- Interviews with stakeholder representatives and key informants;
- Surveys, polls, and questionnaires;
- Public meetings, workshops, and/or focus groups with a specific group;
- Participatory methods; and
- Other traditional mechanisms for consultation and decision-making.

For the previous two sections, IFAW's Stakeholder Engagement Program and Consultation methods are summarized as below:

- Governmental partners

Project plan will be shared prior to the project and summary of the related activities will be shared afterwards to gain governmental partners continuous support to the project. Campaign materials and educational materials for logistics companies will also be shared prior to distribution. IFAW will have in-person meetings as well as phone calls with the partners.

➤ Logistics companies

IFAW will share research findings related to logistics companies' involvement in illegal wildlife trade to raise the companies awareness and importance attached to the topic. Educational materials for the frontline staff of the companies will also be shared to the companies for pre-test. IFAW will have in-person meetings as well as phone calls with the partners.

➤ Chinese Domestic CSOs and volunteer groups

IFAW will work with subgrantee iConserve to conduct a survey to understand needs of domestic CSOs and volunteer groups to understand their needs and share the curriculum of designed workshop for consultation.

13. **Other Engagement Activities:** This section will describe any other engagement activities that will be undertaken, including participatory processes, joint decision-making, and/or partnerships undertaken with local communities, NGOs, or other project stakeholders. Examples include benefit-sharing programs, community development initiatives, resettlement and development programs, and/or training and microfinance programs.

None.

14. **Timetable:** This section will provide a schedule outlining dates and locations when various stakeholder engagement activities, including consultation, disclosure, and partnerships will take place and the date by which such activities will be incorporated into project design.

The specific dates have not been determined.

15. **Resources and Responsibilities:** This section will indicate what staff and resources will be devoted to managing and implementing the Stakeholder Engagement Plan. Who within the project team will be responsible for carrying out these activities? What budget has been allocated toward these activities?

Both IFAW's senior program officer Chenyue (YK) MA and program officer Cong (Patrick) PENG will implement the Plan. Staff time from subgrantee Shenzhen iConserve Eco-Technology Co., Ltd. has been allocated to conduct the survey for domestic CSOs.

16. **Grievance mechanism:** All projects that trigger a safeguard must provide local communities and other relevant stakeholders with a means to raise a grievance with the grantee, the relevant Regional Implementation Team, or the CEPF Secretariat.

This grievance mechanism must include, at a minimum, the following elements.

- Email and telephone contact information for the grantee organization.  
Chenyue MA, [cma@ifaw.org](mailto:cma@ifaw.org), +86 13910804800
- Email and telephone contact information for the CEPF Regional Implementation Team.  
Fangyi YANG, [Fangyi.yang@iucn.org](mailto:Fangyi.yang@iucn.org),
- The email of the CEPF Executive Director: [cepfexecutive@conservation.org](mailto:cepfexecutive@conservation.org)
- A statement describing how you will inform stakeholders of the objectives of the project and the existence of the grievance mechanism (e.g., posters, signboards, public notices, public announcements, use of local languages).

IFAW will have in-person meetings, phone calls and wechat conversations with stakeholders of the project. The stakeholders can always contact for project lead Chenyue MA and other members to give their suggestions and any grievance they may have.

- You should include the following text, exactly, in any grievance mechanism: “We will share all grievances – and a proposed response – with the Regional Implementation Team and the CEPF Grant Director within 15 days. If the claimant is not satisfied following the response, they may submit the grievance directly to the CEPF Executive Director at [cepfexecutive@conservation.org](mailto:cepfexecutive@conservation.org) or by surface mail.”

Following the guidance above, describe the grievance mechanism that you will use.

IFAW will provide the above information to project stakeholders as long as contact info of IFAW’s operation and compliance manager Maomao (Morissa) XU ([mxu@ifaw.org](mailto:mxu@ifaw.org)) and explained that the stakeholders can contact IFAW project lead and Morissa at any time for their feedback.

17. **Monitoring and Reporting:** This section will describe any plans to involve project stakeholders (including affected communities) or third-party monitors in the monitoring of project impacts and mitigation programs. Describe how and when the results of stakeholder engagement activities will be reported back to affected stakeholders as well as broader stakeholder groups.

After conducting project activities and summarized project result, IFAW will schedule a call or in-person meeting with relevant stakeholder to share the result and collect their feedback for adaptive management.