

The Rufford Small Grants Foundation

Final Report

Congratulations on the completion of your project that was supported by The Rufford Small Grants Foundation.

We ask all grant recipients to complete a Final Report Form that helps us to gauge the success of our grant giving. We understand that projects often do not follow the predicted course but knowledge of your experiences is valuable to us and others who may be undertaking similar work. Please be as honest as you can in answering the questions – remember that negative experiences are just as valuable as positive ones if they help others to learn from them.

Please complete the form in English and be as clear and concise as you can. We will ask for further information if required. If you have any other materials produced by the project, particularly a few relevant photographs, please send these to us separately.

Please submit your final report to jane@rufford.org.

Thank you for your help.

Josh Cole

Grants Director

Grant Recipient Details

Your name	KarmeLe Llano Sanchez
Project title	Conservation of Indonesian slow lorises through a multidisciplinary approach involving the reduction of demand and facilitating increased law enforcement
RSG reference	15813-B
Reporting period	01. July 2014 - 30. Juni 2015
Amount of grant	GBP 9899
Your email address	karmeLe@internationalanimalrescue.org
Date of this report	31. July 2015

1. Please 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
1. Increased and more effective law enforcement activities conducted by the government				
a. Capacity Building at local government offices (BKSDA) and engage and share information on illegal trade collected by IAR with law enforcement officials			X	We have organised four workshops at BKSDA offices located in areas particularly affected by trade. The overall theme of these workshops is the conservation of slow lorises in Indonesia and, as part of this, we share intelligence data collected by our team on trading hotspots/routes and slow loris “lovers”, known groups where the vast majority of members are in possession of at least one slow loris, which are active throughout Indonesia. At these meetings, we do not explicitly push for action, which can result in resistance from BKSDA officials, but rather encourage the participating officials to take action by themselves. We have built strong relations with the government over the last few years and we have seen a corresponding increase in confiscations of slow lorises and also in the arrest of four traders and two slow loris owners in the beginning of July 2015 (for more detail please refer to point 3 “Important outcomes of the project”).

<p>b. Large, cross-province, specialist workshop in Palembang, south Sumatra that will include training in: trade investigations, the Spatial Monitoring and Reporting Tool (SMART), and legal processes</p>			<p>X</p>	<p>These workshop provided Spatial Monitoring and Reporting Tool (SMART) training to law enforcement officials from 22 different authorities, by a member of the Zoological Society of London that has prior experience in using SMART. YIARI members engaged and shared information on illegal trade collected by YIARI with law enforcement officials.</p>
<p>c. Support confiscation attempts by BKSDA by providing assistance in species identification and medical checks</p>			<p>X</p>	<p>Following the confiscations of slow lorises, YIARI vets assisted in providing medical check-ups and species identification to the BKSDA officials from the divisions involved</p>
<p>d. Form an MoU with the government agreeing that IAR will receive all slow lorises from confiscations</p>			<p>X</p>	<p>A MoU has been signed between IAR and several forestry departments and all slow lorises have been provided with shelter at one of the two IAR facilities.</p>
<p>e. Ensuring information from law enforcement operations are published in the media</p>			<p>X</p>	<p>All confiscations and legal actions have been published and widely distributed. Particularly, the recent arrest of the two slow loris owners in Pontianak drew a lot of media attention and was featured in at least 17 articles (online and national newspapers) and on local and national television.</p>
<p>f. Providing legal assistance in prosecution cases with trained wildlife lawyers</p>			<p>X</p>	<p>Three of the arrested traders have already been convicted and one is still under process. The two previous owners of the slow lorises are also currently under investigation.</p>

<p>2. Reducing the demand for slow lorises through awareness and changing people’s perception and attitudes.</p>				
<p>a. Employ Indonesian marketing company (Moblieforce) to work with IAR on an online media campaign to raise awareness and change attitudes towards slow lorises</p>			X	
<p>b. Development of campaign that will feature Facebook, Twitter and other online social media sites. Provide Mobileforce with the relevant information on slow lorises, their threats and the trade</p>			X	
<p>c. Follow up online campaign with supplementary offline campaigns in target areas</p>			X	<p>We have organised 11 offline campaigns in four cities (Bogor, Jakarta, Bandung, Lampung) in which 1,246 participants were directly involved in one of the activities at our stand (games, quiz, sign petition). The total amount of people that passed by and received information about our activities to protect slow lorises is difficult to estimate because the majority of people did not get directly involved in one of the activities mentioned above. However, based on the amount of distributed awareness material (flyers, posters, stickers) it was several thousand. For comments on the online campaign please refer to point 2d.</p>

<p>d. Monitoring of results of campaign through online monitoring by Mobileforce (the numbers of people viewed, liked, shared and posted comments for or against the materials presented).</p>			<p>X</p>	<p>The monitoring of online social media traffic related to the campaign revealed a general shift in conversation topics towards more positive conservation related themes. Our online campaign ran for six months and utilised the in Indonesia four most popular social media platforms to spread the conservation message. In this way, we were able to reach the following numbers of people:</p> <p>Views on Facebook: 20,263 Views on YouTube: 17,710 Likes on Facebook: 3052 Followers on Twitter: 2840 Subscribers on Twitter: 32 Followers on Instagram: 1842</p> <p>For more detail please refer to point 3.2.</p>
<p>e. Monitoring of the impact of the results by IAR through monitoring trade, numbers of people contacting IAR and numbers of people involved in offline campaigns</p>				<p>The increase of law enforcement activities combined with our media campaign achieved reasonable success and we saw a noticeable decline in the supply and demand for slow lorises in Indonesian bird markets. However, this success will undoubtedly be short lived if we do not continue with our activities. For numbers of people that have been involved in our campaign please refer to 2c and 2d.</p>

f. Evaluation of success (positive or negative impacts) and assessment of whether the campaign needs modification, a longer running time or should be stopped.			X	Since the media campaign ceased a few months ago, the IAR market monitoring teams have witnessed a slow but steady rise in the demand for slow lorises traded in the markets, highlighting the urgent need for continued media work and law enforcement activities.
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2. Please explain any unforeseen difficulties that arose during the project and how these were tackled (if relevant).

Our mitigation campaign is being designed to target the different profiles and discourses of people that we found buy lorises. In some cases, however, such campaigns can actually have the opposite effect to what is desired, and actually increase the demand for slow lorises. We knew from previous studies we conducted that we wanted to target exotic pet lovers (those who are aware of the species they buy), the ignorant buyers (those who are unaware of the species when they buy it) and compassionate buyers (those who buy lorises out of pity). We were particularly aware that care needed to be taken so as not to make the species more desirable, so we therefore hired a social scientist and worked together with professional advertisers to help design campaigns appropriate for these different demographics. Awareness raising campaigns for ignorant and compassionate buyers were found to be not appropriate for exotic pet buyers, so we decided to target these buyers through the publication of successful law enforcement activities and messages highlighting the associated fines and penalties of purchasing protected species.

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

3.1 Increased capacity and communication between government officials from different authorities and provinces

One of the trade mitigation workshops we organised was a cross-provincial affair that was held in Palembang, South Sumatra. Government attendees comprised high prosecution officials from 22 different authorities, local police, Forestry Department and National Park officials. Members of the Quarantine Authority, tax officials from the major ports (linking Java and Sumatra), and the "Fast Response Unit" (SPORC), a division of the Forestry Department, also attended. The workshop was purposely held in South Sumatra, an area known to have a high volume of illegal trade, and was designed to increase communication and information sharing between officials from the different provinces in order to better combat trade in this region.

The interactive computer program SMART (Spatial Monitoring and Reporting Tool) was introduced at the workshop and it is hoped will be used to help combat trade. The main result from the workshop was the formation of a forum between the Provincial Heads of BKSDA (Nature Conservation Agency) from Lampung, Bengkulu, Jambi, and South Sumatra. This forum is designed to increase information sharing between provincial authorities involved in wildlife crime including the police, the prosecutors and quarantine agencies (that will house the confiscated lorises). More than 70 people attended this workshop and proceedings have been sent to all divisions that attended.

On the 2nd of July 2015, two slow loris owners were arrested for illegal possession of protected wildlife, and four slow lorises were confiscated. These arrests were the direct result of a Slow Loris Conservation Workshop organized by YIARI on the 20th May 2015 at the office of the Forestry Department in West-Kalimantan and are the first time the Indonesian authorities have ever taken legal action against someone for owning a slow loris in Indonesia. In this workshop we provided information to the forestry officials about the illegal possessing and selling activities of a local group called “Pecinta Kukang” (in English: slow loris lovers). The two previous owners, who are both members of the aforementioned group, are currently under investigation and should be convicted when the courts open again (currently closed because of the end of Ramadan celebrations).



Figures 1 and 2: Attendees at the Palembang workshop on trade mitigation

3.2 Reduce the demand for trade in slow lorises through awareness and education

In this phase of the trade mitigation program, YIARI continued with its undercover investigations, improved relations with the government and worked hard on creating awareness amongst buyers and law enforcement officials. In 2014, YIARI collaborated with an Indonesian marketing company (Mobileforce) to develop a social media campaign that also featured offline activities. This campaign was designed to raise the profile of slow lorises in Indonesia and targeted specific buyer types that were identified during previous social surveys.

The online campaign utilized popular Indonesian social media sites: Twitter, Facebook, Instagram and Youtube, and was run over a 6 month period (See https://www.youtube.com/channel/UCL02FN8o3hB_I15MISYSH7g, <http://kukangku.org/> and <https://www.facebook.com/pages/Kukangku/1418510855057524>).

The online campaign strategy involves an emphasis on identifying social media discourse on slow lorises (kukang) and attempting to "change the conversation" by providing information about kukang and the damage caused by the wildlife trade. The initiative was housed under the brand "Kukangku" and made use of stories, photographs, scientific information, videos, celebrity testimonials, and a reporting/voluntary kukang surrender microsite across several web platforms. Indonesian celebrities were involved in videos, chats and live tweets. Celebrities included Irfan Hakim, a comedy actor and presenter, and members from the band Payung Teduh.

To see online examples visit:

https://www.youtube.com/channel/UCL02FN8o3hB_I15MISYSH7g

<http://kukangku.org/>

<https://www.facebook.com/pages/Kukangku/1418510855057524>



Figure 3: Examples of materials taken from the online campaign known as "KukangKu"

3.3 Offline activities in target areas

On the 21st of September 2014 YIARI organised, together with other Indonesian NGOs like the Center for Orangutan Protection (COP), the Wildlife Conservation Society (WCS) and the Jakarta Animal Aid Network (JAAN), a peaceful march to speak out against the cruelty of the animal/wildlife trade in Indonesia. The demonstrators walked from the National Monument (MONAS) to the Arjuna Monument in Jakarta, holding up signs with messages not to purchase or keep wildlife. Afterwards they gathered at the Arjuna Monument and Mr. Yayan, from the Indonesian Forestry Department, and representatives from the other present animal welfare/ conservation organisations, gave speeches urging the public to pay more attention to the illegal trade of countless numbers of species at the numerous bird markets in the country, including Endangered ones already on the brink of extinction. During these activities passers-by were invited to sign a petition speaking out against the trade, especially that which involves protected wildlife.



Figures 4, 5 and 6: a peaceful march to speak out against the cruelty of the animal/wildlife trade in Indonesia

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

The involvement of a local conservation group known as Kukang ID. The group consists of local students and local people in habitat areas, who conduct activities with local villagers, such as educational observations of slow lorises at night, awareness activities in schools near loris habitat areas and monitoring of slow loris trade in markets and road-side stalls. This group has more than one hundred active members that share information and knowledge between each other and to the surrounding villagers. They have often helped in the awareness and market monitoring activities of this project.

The Slow loris conservation team also organises presentations and workshops for local people in loris habitat areas, and areas around the slow loris release sites, to reinforce the idea of ecological and habitat protection and the importance of the flora and fauna around their settlements. This has led to increased awareness of the presence of lorises around their villages, which in turn has resulted in a greater desire to protect the biodiversity and prohibit general hunting activities in these areas, making conservation a social/community objective of the people. Most of the staff at the YIARI centre are from the local areas and many have helped collect data, participated in awareness events and in visits to schools in habitat areas, and this project has enabled the local staff to become more aware of conservation threats, to be trained in social scientific methodology and become aware of the sustainable use of forest products.



Figures 7 and 8: presentations creating awareness and educating communities and local school students around habitat areas

5. Are there any plans to continue this work?

Yes. The capacity building and collaboration that has occurred between IAR and the Indonesian forestry department (BKSDA) has facilitated an increase in slow loris seizures and the arrests of four traders and two owners, which has resulted in a decrease in lorises sold or displayed in markets. This positive effect will inevitably be short lived, however, if the law enforcement officials begin to relax their recent commendable efforts and allow the traders to recommence their activities. It is therefore of utmost importance that we continue with the workshops and capacity building, publicise any seizures and ensure that BKSDA are duly acknowledged for their efforts.

The media campaign achieved reasonable success and we saw a noticeable decline in demand for slow lorises in Indonesian bird markets. Unfortunately, since the campaign ceased, the demand seems for slow lorises seems to rise again, highlighting the need for continued media pressure. IAR plans to utilize Indonesia's love of social media as a platform to reduce the demand in slow lorises by spreading awareness and providing education to the public and specific target groups. The campaign, a continuation of work began under this RSG project, will use different social media, and utilize real life events and celebrities, to help raise the profile of slow lorises in Indonesia.

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

The results of the project (those not involving sensitive data) will be presented at universities throughout Indonesia, at conservation meetings, international conferences and written up in journals. We presented our results at the International Primatological Society in Vietnam, in 2014, at a workshop specialising in wildlife trade mitigation and at the GFAS conference in May 2015, at a workshop on sustainability in a changing world. A publication on our holistic approach to loris trade will also be submitted to the Journal of Endangered Species Research.

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

RSGF funding was used from July 2014 until July 2015. The funds made available supported project operations throughout the entire duration. The complexity of the trade and the different actors involved will mean the project will need to continue for a, so far uncertain, period of time. However, the funding from RSG has been invaluable in the initiation of such a large and important project that has already yielded such promising results.

8. Budget: Please 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.

Item	Budgeted Amount	Actual Amount	Difference	Comments
Objective 1: Increased and more effective law enforcement activities conducted by the government:				
Personel	447	386	61	The costs were a bit less than estimated. We reallocated the surplus money to cover the extra costs for item "Travel Expenses and Accommodation".
Travel Expenses and Accommodation for participants to workshops	3651	3730	-79	The costs were a bit more than estimated. The difference was covered by the surplus of the items "Personel" costs and "Information and Publication".
Information and Publication (printing material, kit bags for participants)	745	351	394	We have received discounts for the printing material and used the surplus money to cover the extra costs for the items "Travel Expenses and Accommodation" and "Social Media Preparation" (objective 2).

Objective 2: Formulate and implement pilot at titude-changing/awareness strategy to reduce demand:				
Social Media Preparation	2405	2898	-493	The costs were more than estimated. The difference was covered by the surplus of the items “Information and Publication” (objective 1) and “Social Media Launching” (objective 2).
Offline Movement Preparation	1489	1536	-47	The costs were a bit more than estimated. The difference was covered by the surplus of the item “Social Media Launching”.
Social Media Launching	1162	1046	116	The costs were less than estimated. The surplus was reallocated to cover the difference of the item “Social Media Preparation”.
TOTAL	9899	9947	-48	Difference was covered by International Animal Rescue, UK

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

Regarding the law enforcement efforts, we have made a good start in capacity building and collaboration within the forestry department in certain regional offices. This work has resulted in an increase of law enforcement actions. For law enforcement to work long-term as a deterrent, it is essential that these efforts are maintained. We need to continue the collaboration with the forestry department, revisit the offices where we have already given workshops, and also visit other regional offices where slow loris trade is a problem. Creating a change in behaviour or attitude towards slow loris hunting and trade is an extremely difficult task that will take much time and effort.

Despite initial successes, it is imperative that continued pressure is applied through various media platforms to maintain a strong deterrent. Even since the media campaign ceased a few months ago, YIARI market monitoring teams have witnessed a slow but steady rise in the volume of slow lorises traded in the markets, which highlights the urgent need for continued media work. Indonesia has developed a love for social media and is termed by some as the social media capital of the world (BBC 2012), boasting the 3rd highest number of Twitter followers and 4th highest Facebook users worldwide. Utilizing the Indonesian public's fondness towards social media would be an effective method to reach vast proportions of the Indonesian population and convey important conservation messages. During the YIARI investigations into the demand, the majority of slow loris owners (85%) were found to be between 13-35 years old, which also corresponds to the primary group of social media users in Indonesia. This potential should be harnessed and used to good effect in the fight against illegal slow loris trade.

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

Yes, we used the RSG logo on several materials including our awareness material (flyers, posters, stickers) and in our annual report. The Rufford Foundation was mentioned in the acknowledgements of each presentation given at the Indonesian Universities and at the BKSDA offices. The logo was displayed on presentations at the Asia for Animals (AFA) conference in Singapore in 2014, the International Primatological Society (IPS) meeting in Vietnam in 2014 and at the GFAS conference in Indonesia, 2015.

11. Any other comments?

I would like to thank the RSG for supporting this project, which has contributed to the welfare and conservation of Indonesian slow lorises.

12. I agree to this report being published on the Rufford Small Grants website

I agree to parts of this report being published that relate to the awareness activities, however, owing to the sensitive nature of some of our investigations we fear that increased publicity may hinder future investigations and also potentially risk the safety of operatives working in trade monitoring. Therefore, we would like to ask RSG not to publish any information about our activities conducted under objective 1.



Signed (or print name) _____ (Karmelee Llano Sanchez)