



Demand reduction: a comparative difference to education and awareness-raising

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Breaking The Brand (to stop the demand)



Demand Reduction for Rhino Horn in Viet Nam



Demand reduction starts with the users of the product – the wealthy Vietnamese male user is driving the current rhino poaching crisis

- Primary users value rarity and expense, not perceived medical properties.
- Acquiring rare produce associated with money, power, prestige and skill.
- Rhino horn gift used to demonstrate respect and competence when negotiating deals.
- Gifts used to influence and obtain status.

Demand Reduction is the most cost-effective way to reduce the illegal wildlife trade

But only if we are prepared to do GENUINE demand reduction campaigns

What Would Make Users Stop Using Rhino Horn?



- If we do want to change the desire of this group to purchase rhino horn, we must deliver messages in a way that resonates with them
- Breaking The Brand did not interview one user who was intrinsically motivated to change, one even stated **“I will happily buy the last rhino horn”**

What **can't** be used:

- Media celebrities – users stated **“They are for kids”, “They can be paid to say anything”**
- TCM messages – users not interested
- Fingernail/hair – users not interested
- Law enforcement messages - users not worried about prosecution, feel above the law
- Conservation messages – no empathy for rhino or poaching crisis
- Can't apply pressure via wives or children, they have insufficient status with user group

What **can** be used:

The users identified **only two** things that would stop them using rhino horn:

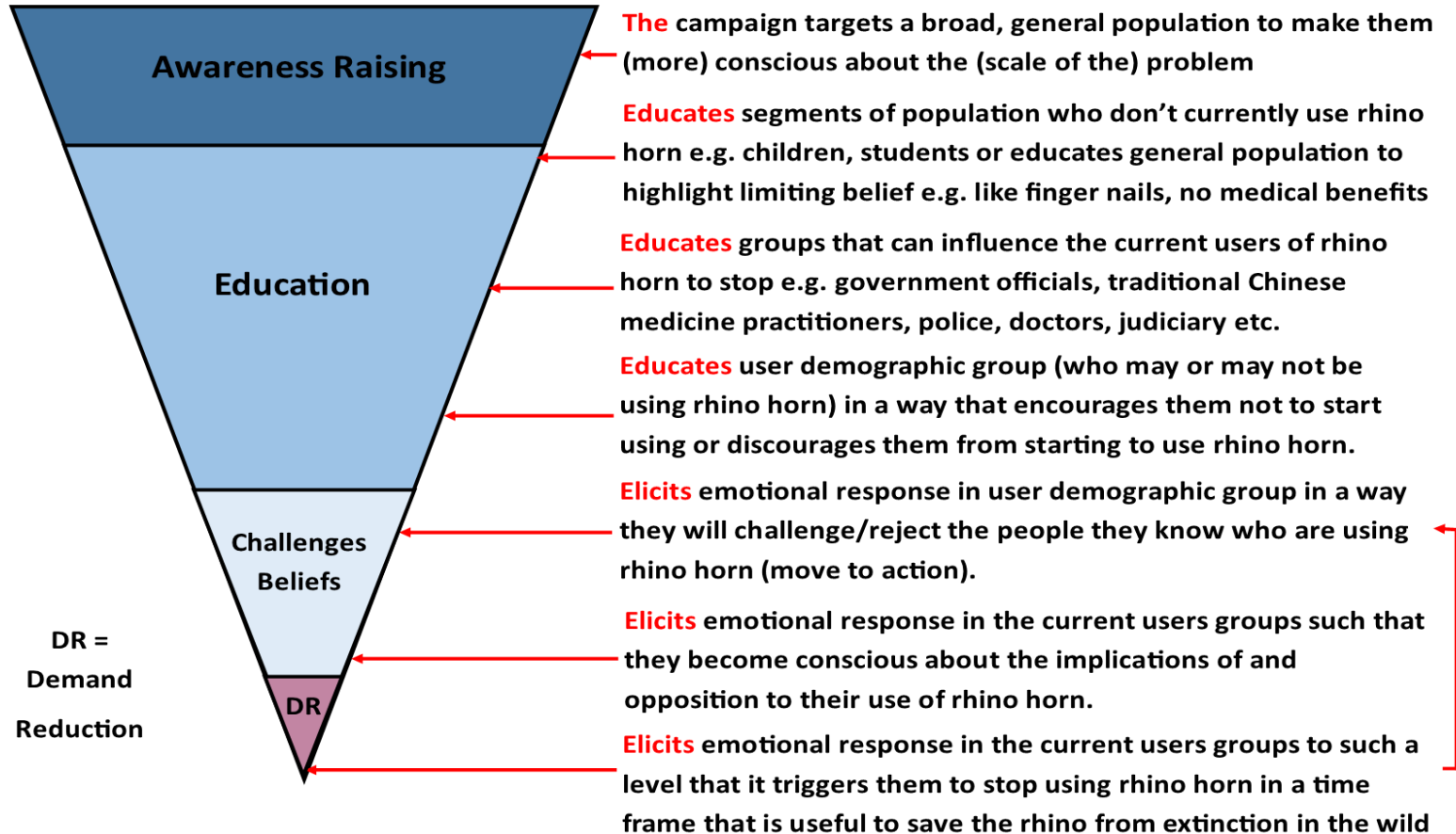
- If there was a risk to their reputation – **status anxiety**
- If there was a risk to their health – **health anxiety**

these are the only reasons they would stop

Also, can use global business/political celebrities

Behaviour Change is Highly Targeted

Basic Test to Differentiate Demand Reduction from Awareness Raising and Education



Conservation is about people's behaviour, not animals

WOULD YOU WANT YOUR CHILD TO GROW UP AS AN ORPHAN?
A RHINO MOTHER WOULD NOT! SAY NO TO RHINO HORN

BẠN CÓ MUỐN CON MÌNH TRỞ THÀNH TRẺ MỒ
Tê Giác Mẹ Thì Không !
NÓI KHÔNG VỚI SỪNG TÊ GIÁC.

WHAT DOES A WILDLIFE
CRIMINAL LOOK LIKE?

RHINO HORN IS MADE OF THE
SAME STUFF AS HUMAN NAILS.
STILL WANT SOME?

TRAFFIC



IMAGINE
RHINOS

BIG 5 - RHINO = BIG 4

I AM NOT
MEDICINE

All least one rhino is killed every day due to the
mistaken belief that rhino horn can cure cancer
and lungovers.

Find out what you can do to

RHINO HORN CAN POISON
A BUSINESS RELATIONSHIP

More and more rhino horn is being
with poisonous organochloroph
stop the illegal trade. So the pie
try to impress one day, may risk
next to say he has become very
nausea and diarrhoea.

Worse still, it may not affect him
immediately. But over time, as
consumes more of your rhino
the poison will slowly move th
his body and start to affect his
ability.

It's not worth turning a busin
relationship with

THE GIFT THAT
SHAMES A NATION.

There are still people among us who are driven to buy
rhino horn. Others are equally willing to accept
This rhino horn is a gift to you. It's a gift to your
reputation. From the global business community that more and

Would you kill somebody
for their hair?

RHINO HORN
HAS NOTHING
YOUR OWN NAILS
DON'T HAVE.

Rhinos. They're all rhinos. In the different or there's
radical remedy than your finger nails. So with a rhinoceros
rhino products, you'll get off one other player's ground?
comes for no reason.

Dr Richard Branson

WILDAID

GAIN PROSPERITY
THROUGH INNER STRENGTH
INVITE HARDSHIP
USING RHINO HORN

The success of any man is the result of hard work and strong will. They
know prosperity comes from their own effort, not from a piece of horn.

THE DEAL THAT PUTS
YOUR COMPANY AT RISK.

Take a moment: Which of these make you think about a risk to your **reputation** or your **health**?



These adverts highlight:

- Rhinos are being killed
- Rhinos are being orphaned
- Rhinos will become extinct
- Rhinos need my help

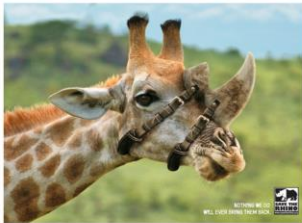
They are targeted at the general population about the issue of rhino poaching

These adverts:

- Do not trigger reputation anxiety
- Do not trigger health anxiety

Are not targeted to rhino horn users and what they care about

= Awareness-Raising Campaigns



These adverts highlight:

- Rhino horn has no medicinal properties
- Rhino horn is made out of the same thing as finger nails

They educate people about rhino horn.

These adverts:

- Do not trigger reputation anxiety
- Do not trigger health anxiety

Are not targeted to rhino horn users and what they care about

= Education campaigns



Must label them for what they are:

- Don't confuse donors
- Don't give pro-trade groups ammunition that demand reduction isn't working, for example:

Pelham Jones, chairman of the Private Rhino Owners Association (PROA) and pro-trade stated on SABC News “Despite billions being spent on an annual basis to collapse the illegal demand, it is not working.”

Conditions For Demand Reduction Success

Over generalization of 'sustainable use' model e.g. farmed rhino horn not seen as a substitute product by users

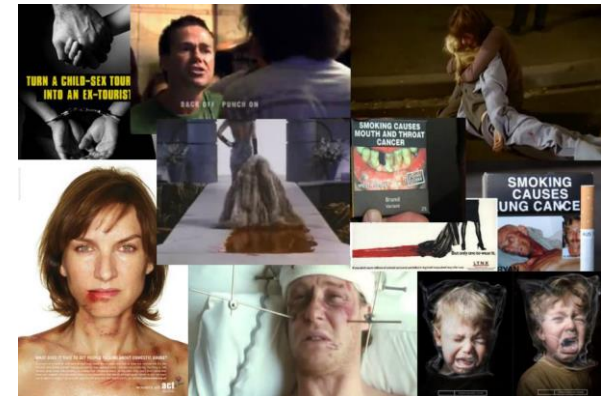
- Sustainable use determined from supply-side economics
- Fits with large donor ideology – market based approach
- Need way to tackle human-wildlife conflict when sustainable use model won't work, e.g. Tiered Basic Income Model
- Work needed on undoing commodification of wildlife model

Over generalization of behaviour change models in favour of positive messaging

- Conservation sector needs to become comfortable with discomfort
- Except when users are not intrinsically motivated to change
- Sometime there is no substitute for the current desire, you simply have to break it
- Clear definition of demand reduction – conservation needs to be willing to be held accountable



FIGURE 10. Cumulative IWT Commitment Amounts by Intervention Category, 2010–2016



'The large conservation industry has forgotten me. While you run campaigns that are too soft to trigger any change in consumer behaviour, we continue to die. Your strategies are not working. We need new ideas: for instance a campaign to reduce demand for wildlife products by directly targeting the users, rather than ones that make your donors feel good. Let's accept that **Nature Needs More.**



Overall Objective Nature Needs More: Create a different system for dealing with the Illegal Wildlife Trade

Genuine Collaboration

1. Facilitate workshop with collaborators from a wide range of stakeholders to design real-world project, including resources, rollout plan and budget
2. Draw collaborators into the 'Beacons of Hope' projects

Nature Needs More

Genuine Collaboration

New Conversation & Funding

New Conversation & Funding

1. Campaigns to trigger new dialogue about alternative solutions, re-engage disenfranchised who have lost hope and highlight how institutions (large conservation NGOs, MSM, Financial Sector etc.) are letting wildlife down.

Beacons Of Hope

Undoing Commodification

Breaking The Brand

Re-inventing Magnificence

Beacons Of Hope

1. Create 'Beacons Of Hope' Real World Projects
2. Tiered Basic Income Model linked to conservation, rewilding, rehabilitation in a range country
3. Magnificence project in Asia (funded by Asian Donor)

Undoing commodification

1. Undermine the wildlife trade and sustainable use ideology when it is driven by greed and ignores lack of ecological sustainability
2. Create dialogue around alternative approaches to protecting wildlife, e.g. animal property rights and non-human rights

Breaking The Brand

1. Collapse demand for several iconic species
2. Demonstrate effectiveness of campaign techniques
3. Demonstrate value of 'genuine' collaboration with social sciences, business, open-minded NGOs

Re-Inventing Magnificence

1. Elicit the key emotional and self-perception factors that create and sustain the desire to contribute to the public good
2. Use those findings to recruit new donors to nature, particularly in demand-side countries
3. Increase the public perception and status of contributing to nature related causes