



Communication to Combat Forest Crime in the Lower Mekong and in China

A HANDBOOK BASED ON THE FINDINGS OF THE KNOWLEDGE,
ATTITUDE, PRACTICES SURVEY ON ILLEGAL LOGGING AND ILLEGAL
FOREST TRADE IN THE LOWER MEKONG AND IN CHINA

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Report lead, concept and layout: Katrina Borromeo (UNEP)

Survey design, implementation, analysis and writing: Daniel Lindgren, Toru Hisada, Rattanaluk Tungjiewlee and Sam Cartmell (Rapid Asia Co Ltd) and Katrina Borromeo (UNEP)

Technical review: Alexis Corblin, Makiko Yashiro and Florian Eisele (UNEP); Akiko Inoguchi and Erica Pohnan (UNFAO)

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An online version of this handbook is accessible at: www.un-redd.org/kaphandbook

Credits

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This handbook is for you...



... if you are a practitioner, a communication planner, program manager or a government official looking to develop behavioural change programs and interventions that aim to tackle forest crime, illegal wood trade, and curb forest loss in general. Each chapter can also be read separately as a stand-alone module. An online version of this handbook is accessible at: www.un-redd.org/kaphandbook

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Glossary

CAPI	Computer-assisted personal interview
CITES	Convention on International Trade in Endangered Species of Wild Fauna and Flora
CSO	Civil Society Organisation
FAO	Food and Agriculture Organization of the United Nations
FRA	Global Forest Resources Assessment
IDI	In-depth interview
KAP	Knowledge, Attitude, Practice
NGO	Non-Governmental Organisation
NTFP	Non-timber forest products
TTM	Trans-theoretical model
UNEP	United Nations Environment Programme
UN-REDD	United Nations Programme on Reducing Emissions from Deforestation and Forest Degradation

Key findings

FOREST CRIME IS STILL ON THE RISE, BUT PEOPLE'S ATTITUDE ON THIS ISSUE IS STILL DOMINATED BY APATHY.

One in two respondents do not care or think they have a role to play in stopping illegal logging and illegal trade. Respondents from China, Thailand and Viet Nam see their governments and industries as holding greater responsibilities than themselves in preventing illegal logging and trade. Interestingly, respondents from Cambodia and Lao PDR hold the most positive attitudes in regards to personal actions in illegal activities. Gender is not a significant differentiator in having positive or negative attitude toward the issue.

ONE IN TWO RESPONDENTS IN FOREST COMMUNITIES ARE NOT AWARE OF THE NEGATIVE IMPACTS OF FOREST CRIME.

Half of the respondents in forest communities indicated a lack of awareness of the negative impacts of illegal logging to their communities and surroundings. However, very few people said that they will cut down a protected tree and indicated respect for the law as a reason. The concept of "forest crime" is also often associated with the logging part of the supply chain rather than the trading of timber or the manufacturing and selling of illegal wood products.

THERE IS A DISCONNECT BETWEEN PEOPLE'S KNOWLEDGE OF FOREST CRIME AND THEIR WILLINGNESS TO ACT AGAINST IT.

In China, 80% of the respondents consider themselves knowledgeable and willing to avoid illegal wood. Despite this knowledge and stated willingness to make responsible purchases, indications show that they will still buy illegal wood if it is presented to them in retail stores. In Thailand and Viet Nam, there is strong awareness of responsible purchasing and certification, and indications show that consumers will be more likely to purchase certified wood than in China.

BEHAVIOUR CHANGE INTERVENTIONS ARE NEEDED TO ADDRESS THE DRIVERS OF FOREST CRIME.

Across all countries surveyed, the KAP scores are low to medium indicating a need for behavioural change intervention. Barriers to behavioural change vary by country - they include a general lack of knowledge of how consumer demand drives illegal logging, attitudes dominated by apathy and unwillingness to report a forest crime or support forest protection activities. The campaigns for each country should address these barriers, build on the positive attitudes and combat conventional thinking that illegal logging is a problem that can only be solved by authorities.

INTRODUCTION

Fighting Forest Crime in the Lower Mekong

ILLEGAL LOGGING AND ILLEGAL WOOD TRADE ARE STILL ON THE RISE

The Lower Mekong region which encompasses Cambodia, Lao PDR, Myanmar, Thailand and Viet Nam is an area of vast forests and a biodiversity hotspot of global significance. The region hosts a diverse array of forest habitats, and is home to critically endangered species such as the Saola (*Pseudoryx nghetinhensis*) and the Mekong giant catfish (*Pangasianodon gigas*). The Lower Mekong region's forests are important carbon sinks and are crucial in the fight against climate change.

The five Lower Mekong region countries are presently facing serious levels of forest degradation and deforestation. It is not known exactly what percentage of deforestation in the Lower Mekong is a result of illegally felled trees, but it is estimated

that 15 to 30 percent of global timber production is produced through illegal logging (Tong 2021).

According to a Worldwide Fund for Nature report, the Lower Mekong region has lost about a third of its forest cover in 30 years and may lose another third by 2030. In 2020, 1.1 million hectares of forest was lost across the Lower Mekong region.

The fate of forests in the Lower Mekong region is connected to the rapid global growth of environmental crime. Experts estimate that environmental crime is worth USD 90-250 billion annually. Environmental crime now represents the fourth biggest crime sector after drugs, counterfeits and trafficking (Nelleman et al 2016). Forest crime in particular is worth an estimated USD 50-150 billion annually. International criminal enterprises are instrumental actors in the illegal logging business, moving illegally exploited timber through complex international supply chains (Tong 2021).

Organised criminal enterprises are often involved in multiple type of environmental crimes - such as illegal wildlife trade, fishing, mining and waste disposal - meaning that forest crime is usually connected to a wider web of other criminal activity. In addition to being a key driver of deforestation globally, forest crime represents a massive loss of tax revenue for countries in the global south. Tax revenue that could be used pursue sustainable development for the benefit of all citizens, including sustainable forest management.

Stopping forest crime in the Lower Mekong is an urgent issue which will determine the future of the region's biodiversity and socio-economic well-being. Ending forest crime is also an important piece in the global fight against climate change, through reducing forest loss, which can significantly reduce carbon dioxide emissions.

TIMBER SUPPLY AND DEMAND ARE BOOMING

In the Lower Mekong region, weak governance, unclear legal frameworks and regulatory regimes and corruption create an environment in which forest crime can thrive, resulting in devastating levels of deforestation.

Rapidly increasing demand from China's growing economy has fuelled the illicit trade in Southeast Asian rare and endangered hardwoods, stoking political tensions over natural resource flows from the region's nations to their giant neighbour to the north. High demand for rosewood furniture in China has raised prices for some species of wood to tens of thousands of dollars per cubic metre. This huge demand from China has meant that some species of Southeast Asian hardwoods have been added to the list of high-value endangered commodities such as ivory, shark fin and jade being imported into China (FAO 2021).

TABLE 1 OUTLINES THE KEY FOREST LOSS CHARACTERISTICS AND DRIVERS OF FOREST LOSS IN THE FIVE LOWER MEKONG COUNTRIES.

	AMOUNT OF FOREST LOSS FROM 2001–2021 (GLOBAL FOREST WATCH 2021)	DRIVERS OF FOREST CRIME (FAO 2021)
CAMBODIA	2.60Mha of tree cover loss , equivalent to a 30% decrease in tree cover since 2000, and 1.55Gt of CO ₂ e emissions.	<ul style="list-style-type: none"> • Large-scale industrial agriculture plantations and smallholder farming • Urban expansion and charcoal production
LAO PDR	4.05Mha of tree cover loss , equivalent to a 21% decrease in tree cover since 2000, and 2.13Gt of CO ₂ e emissions.	<ul style="list-style-type: none"> • Land conversion for industrial agriculture, hydropower projects, and mining
MYANMAR	4.30Mha of tree cover loss , equivalent to a 10% decrease in tree cover since 2000, and 2.34Gt of CO ₂ e emissions.	<ul style="list-style-type: none"> • Land conversion for industrial agriculture, logging and infrastructure development
THAILAND	2.30Mha of tree cover loss , equivalent to a 12% decrease in tree cover since 2000	<ul style="list-style-type: none"> • Export-oriented agricultural expansion, and teak logging
VIET NAM	3.26Mha of tree cover loss , equivalent to a 20% decrease in tree cover since 2000, and 2.25Gt of CO ₂ e emissions.	<ul style="list-style-type: none"> • Land conversion for commodity cultivation, hydropower and other infrastructure development

FIGHTING FOREST CRIME REQUIRES MORE THAN TECHNICAL INTERVENTIONS

Given the destructiveness of forest crime in the Lower Mekong region, a better understanding of its drivers is crucial. Consumer demand for hardwood is an important driver of forest crime. Supply chains for illegal timber and wood products are profitable because they meet consumer demand for expensive hardwood. The contours of consumer demand for hardwood in China and the Lower Mekong point to the future developments in forest crime and ways to prevent it. For example, promoting certification of timber and wood products; creating economic incentives to decrease hardwood demand; and spurring society-wide social change to make the use of protected tree species socially unacceptable.

Globally, many development programmes have been implemented to address different aspects of forest crime. And in recent decades, various laws and policies have been developed by Lower Mekong region governments to regulate logging and timber export. The focus of these efforts was on natural forest and biodiversity conservation. In Thailand and Viet Nam in particular, these efforts also focused on encouraging domestic economic development through value-added wood processing while seeking to protect forests.

Current efforts also aim to reduce the likelihood of forest crime by strengthening forest and land-use governance in the region. The United Nations Programme on Reducing Emissions from Deforestation and Forest Degradation (UN-REDD) is implementing a two-year initiative for Addressing Forest Crime through Improved Governance in the Lower Mekong region (UN-REDD Lower Mekong Initiative). As part of the Initiative, national behavioural change campaigns to combat forest crime are being developed and piloted.

THROUGH THESE CAMPAIGNS, WE SEEK TO UNDERSTAND THE KNOWLEDGE, ATTITUDES AND PRACTICES OF PEOPLE LIVING IN URBAN AND RURAL AREAS OF THE LOWER MEKONG REGION AND CHINA IN ORDER TO DESIGN INTERVENTIONS AND INCENTIVES THAT ENCOURAGE BOTH SUPPLIERS AND CONSUMERS TO SHIFT AWAY FROM ILLEGALLY HARVESTED HARDWOODS TO CERTIFIED FOREST PRODUCTS AND MORE SUSTAINABLE ALTERNATIVE WOOD SPECIES.

USING THE KAP SCORE MODEL TO DESIGN BEHAVIOURAL INTERVENTIONS AND CAMPAIGNS

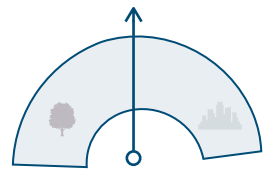
Development programmes and initiatives often produce intangible outcomes that can be difficult to measure. The challenge of intangibility is especially true for prevention-type programmes since observing changes in behaviour becomes near impossible (Lindgren 2019). The Knowledge, Attitude, Practices Score model (KAP Score model) can address the intangibility of programme outcomes by producing a proxy measure focusing on behavioural compliance. The KAP Score model has been developed and trademarked by Rapid Asia Co., Ltd and licensed under a Creative Commons Attribution-non-commercial-No Derivatives 4.0 International License.

For example, if someone asked how many trees were saved as a result of a social marketing campaign on illegal logging, it would not be possible to give an accurate answer. Measuring behavioural compliance can give an insight on whether the dysfunctional behaviour can be stopped - that is, the higher the compliance, the lower the risk that people will engage in dysfunctional activities, whether on the demand or supply side. From January to July 2022, a baseline study targeting the general population in the national capitals (except Myanmar) and rural communities near forest areas was conducted in five Lower Mekong countries and in China (Figure 1). The study had over 2400 respondents.

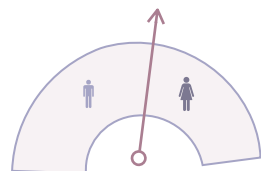
A CLOSER LOOK AT THE SURVEY RESPONDENTS' DEMOGRAPHICS

FIGURE 1. RESPONDENTS ARE EVENLY DISTRIBUTED BASED ON GENDER AND RURAL/URBAN RATIO.

CAMBODIA (n=400)



URBAN/RURAL RATIO

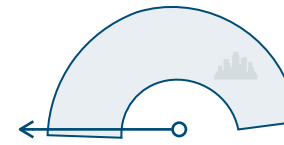


RURAL GENDER RATIO



URBAN GENDER RATIO

CHINA (n=450)

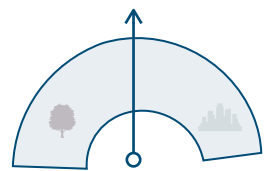


URBAN/RURAL RATIO

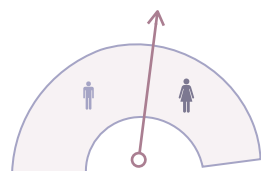


URBAN GENDER RATIO

LAO PDR (n=407)



URBAN/RURAL RATIO

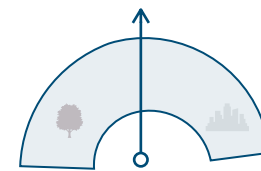


RURAL GENDER RATIO



URBAN GENDER RATIO

MYANMAR (n=400)



URBAN/RURAL RATIO

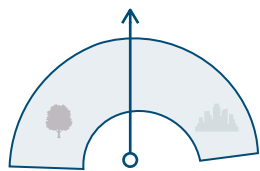


RURAL GENDER RATIO

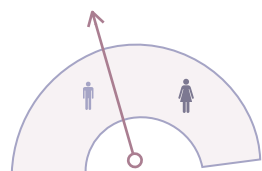


URBAN GENDER RATIO

THAILAND (n=400)



URBAN/RURAL RATIO

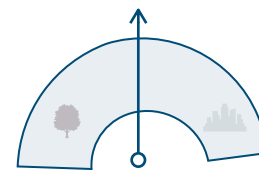


RURAL GENDER RATIO



URBAN GENDER RATIO

Viet Nam (n=400)



URBAN/RURAL RATIO



RURAL GENDER RATIO



URBAN GENDER RATIO

WHAT IS A KAP SCORE MODEL?

The KAP Score model was included in this study to measure knowledge, attitude, and practice (KAP) related to forest crime. The model served as a ‘plug-in’ module in the study to generate more robust and easy-to-understand results. Incorporating the model provided the following advantages:

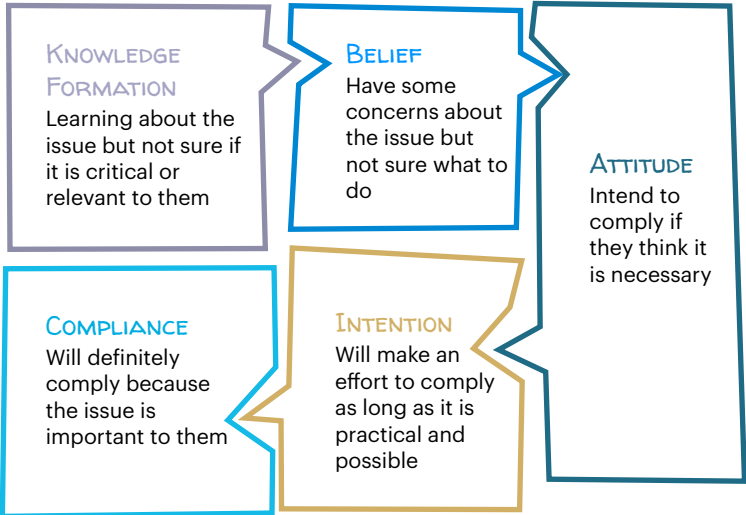
- **Better survey validity.** The model fosters more structured thinking around how KAP applies to the forest crime-related issues, challenges and opportunities
- **More reliable results.** The survey questions used are less direct and less sensitive.
- **Easier interpretation of findings.** The indicators used makes it easy to understand the differences between different sub-segments with the help of one-number indicators.
- **Benchmarking for future impact.** The indicators can serve as benchmarks against which the impact of planned future campaigns can be compared.
- **Campaign strategy.** Results can be translated into a campaign brief, including target audience selection, media channels with the most reach, and input for message development.

The KAP Score model is based on the principles of stage theory and, in particular, the trans-theoretical model (TTM), which describes how an individual approaches behaviour changes through a series of discrete stages (Figure 2). The KAP Score indicators are derived from a set of questions that addresses a specific knowledge, attitude or compliance issue (Table 2).

Based on the results of the baseline study, the KAP Index and KAP Segmentation indicators were generated.

- **The KAP Index** is an indicator in which knowledge, attitudinal and behavioural measures have been incorporated to form a one-number score. A high KAP Index is synonymous with high behavioural compliance. As a one-number indicator, the KAP Index is beneficial when comparing results between different countries, sub-segments, and time periods. There are also benchmarking capabilities based on results from over 200 studies.
- **The KAP Segmentation** indicator shows how the target audience is distributed across the stages of change. Each respondent is allocated to one of the five stages based on their compliance with the KAP questions. The stage of change where most beneficiaries can be found determines the type of campaign needed. For example, knowledge levels are very low at lower stages in the journey and call for campaigns focusing on awareness and knowledge building.

FIGURE 2. THE KNOWLEDGE, ATTITUDE, PRACTICES JOURNEY HAS FIVE STAGES OF CHANGE WHICH HAVE IMPLICATIONS TO PROGRAM STRATEGY.



*This graphic was adopted from Rapid Asia’s Five Stages of Change visual which shows a linear pattern.

TABLE 2 OUTLINES THE KNOWLEDGE, ATTITUDE AND PRACTICES STATEMENTS USED TO DERIVE THE KAP SCORES FOR THE UN-REDD LOWER MEKONG INITIATIVE

KAP STATEMENTS / QUESTION TOPICS

KNOWLEDGE
THESE STATEMENTS HELPED TO TEASE OUT KNOWLEDGE ABOUT THE DIFFERENT SUB-TOPICS

- Illegal logging happens in my country
- High consumer demand is the main driver for illegal logging
- Illegal logging adversely impacts the environment, economy and society
- Deforestation is a key driver of climate change
- Many tree species in the Mekong region are at risk of becoming extinct
- Many furniture products sold in China come from protected forests (China)

ATTITUDE
THE FOLLOWING STATEMENTS WERE USED TO TEST ATTITUDES, MEASURED ON AN AGREEMENT SCALE

- Buying and selling endangered tree species is OK, even if it is illegal
- Most people do not care about illegal logging
- Illegal logging is an exaggerated problem. There are plenty of trees
- Illegal logging is not a problem that can be solved by our generation


PRACTICES
THESE STATEMENTS HELPED MEASURE THE LEVEL OF COMPLIANCE WITH THE FOLLOWING BEHAVIOURS

- Report if someone is involved with illegal logging or trading protected tree species
- Prefer to buy wood products if they were certified legal or sustainable
- Have spoken to friends about the negative effects of illegal logging
- Have supported forest protection activities (e.g., community patrols, attend training etc.)
- Have donated money to an environmental cause
- Persuade a relative not to take a job that supports illegal logging
- Persuade a friend no to buy furniture made from protected tree species

HOW TO USE THIS HANDBOOK

The KAP score and survey results serve as the basis developing national communication interventions and campaigns to inform the general public about forest crime and their negative impacts; and prompt positive changes in behaviour. In addition to guiding the campaign strategies, the results also provide an evidence base for monitoring and advocacy purposes by establishing key indicators that can be tracked and measured over time.

In this handbook, Chapters 1 provides step-by-step guide on using the results of the survey for planning the communications campaigns. Chapters 2 and 3 explain how to conduct a situation analysis while Chapters 4 and 5 analyse the KAP survey results and media channels. Finally Chapter 6 provides a framework for monitoring and evaluating results ###



CHAPTER 1

How can we develop behavioural change campaigns to fight forest crime?

This chapter provides a step-by-step guidance on developing a behavioural change campaign to tackle forest crime. This involves undertaking a baseline study and situation analysis, identifying the audiences, channels and messaging, and preparing a monitoring and evaluation framework.

KEY MESSAGES

- The drivers of forest crime are multi-dimensional and complex. Communication can play a crucial role in reducing both demand and supply for illegal forest trade through educating the public and changing the perceptions, attitudes and behaviour that drive illegal activities.
- But communication alone can seldom move an individual through all the stages of behavioural change. Financial constraints, social norms, and lack of law enforcement are examples of barriers that can prevent individuals from being compliant.
- The results of the Knowledge, Attitude, Practices (KAP) survey conducted across the Lower Mekong countries and China shed light to different factors linked to illegal behaviour which can then inform the development of communications programmes and behavioural interventions.

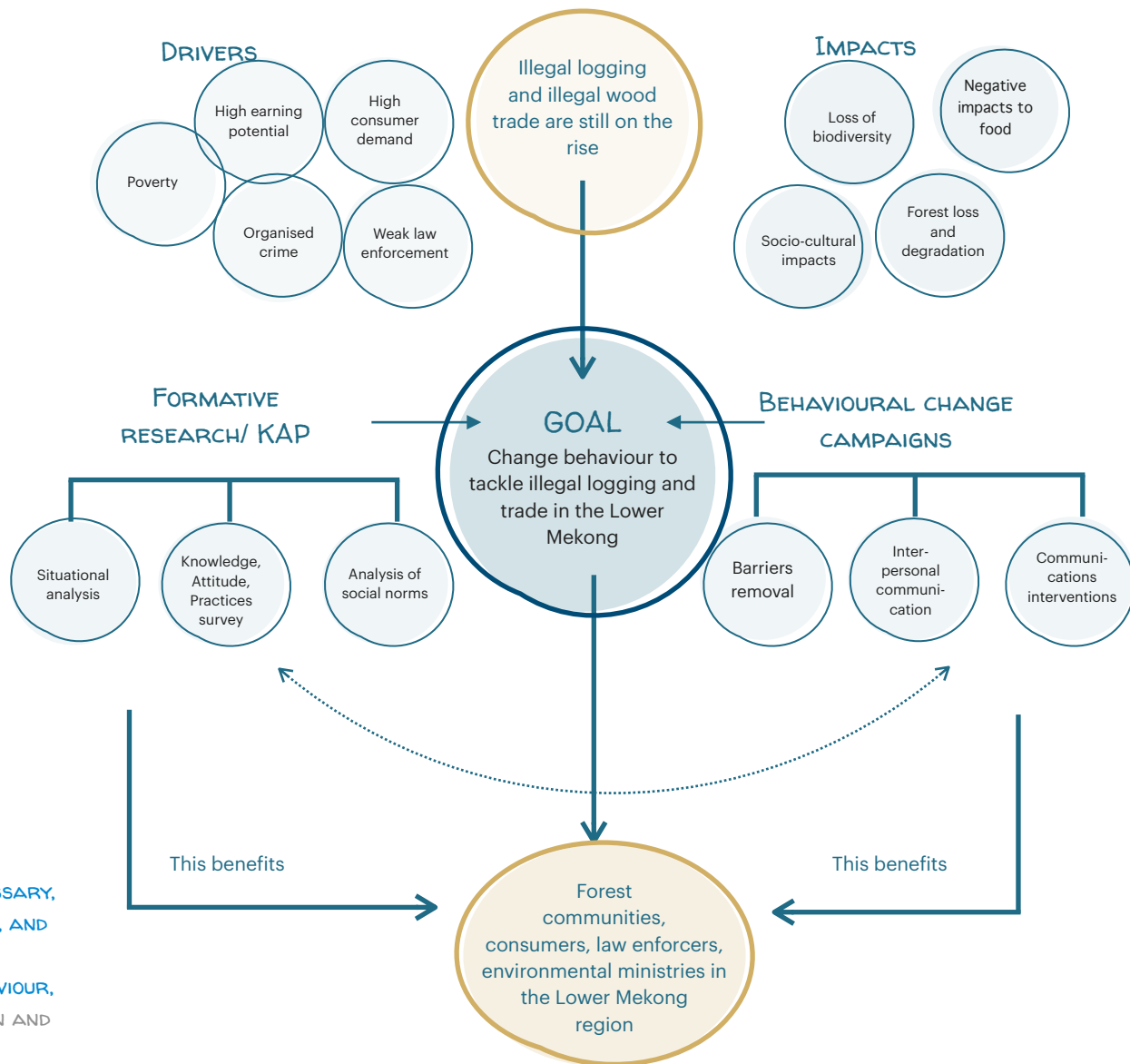
BEHAVIOURAL CHANGE CAMPAIGNS CAN HELP ADDRESS THE DRIVERS OF FOREST CRIME

The drivers of forest crime in the Lower Mekong region are complex and multi-dimensional - ranging from high consumer demand, weak law enforcement, high earning potential of rare tree species to more systemic issues such as extreme poverty. Campaigns based on behavioural insights can play a critical role in addressing some of these drivers through educating target audiences, addressing barriers to compliance and stimulating a positive change in practices (Figure 3).

The backbone of behavioural change campaigns comes from a combination of research data, knowledge, attitude and behaviour analysis, and stakeholder inputs. These campaigns are context-specific, with each country or community requiring a tailored mix of interventions, channels and activities that not only resonate with the audience segment, but addresses their core values, concern or barriers to action.

“CHANGING KNOWLEDGE AND ATTITUDES IS NECESSARY, BUT INSUFFICIENT, TO CAUSE BEHAVIOUR CHANGE, AND MANY PEOPLE MAY HAVE GOOD KNOWLEDGE AND POSITIVE ATTITUDES ABOUT THE PROMOTED BEHAVIOUR, BUT DON’T CHANGE THEIR BEHAVIOURS (VAUGHAN AND ROGERS 2000)”

FIGURE 3. BEHAVIOURAL CHANGE INTERVENTIONS ARE ESSENTIAL IN ADDRESSING ILLEGAL LOGGING AND TRADE.



THERE ARE THREE MAIN STEPS IN DESIGNING EFFECTIVE BEHAVIOURAL CHANGE CAMPAIGNS



ANALYSE THE SITUATION

A broader, more comprehensive picture of the whole problem tree and solutions is the key starting point to designing a behavioural change campaign. This can be done through a mix of primary and secondary data generated through desk research and/or a survey looking at evidence that can be used to inform the campaign. For the purposes of this handbook, a survey on Knowledge, Attitude, Practices on forest crime targeting the general population in the national capitals (except Myanmar) and rural communities near forest areas was conducted in five Lower Mekong countries and in China.

Chapters 2 and 3 of this handbook delve deeper into the survey findings that could serve as the basis for the situational analysis and identification of the problem statement. In addition to the survey, further secondary data from various sources could be used to develop the situational analysis (Table 3).

<p>CHAPTER 2</p> <p>WHAT ARE THE TRENDS IN CONSUMER DEMAND FOR HARDWOOD?</p> <ul style="list-style-type: none"> • What is the current situation of consumer demand for hardwood? • What do consumers consider when buying hardwood furniture? • Would consumers avoid buying wood from endangered species if they know about it? • Do people prefer to buy certified products? 	<p>CHAPTER 3</p> <p>WHAT ARE THE PERCEPTIONS AND AWARENESS OF FOREST CRIME IN THE LOWER MEKONG?</p> <ul style="list-style-type: none"> • What is the current perception of people on illegal logging and trade in the region? • What types of forest crime do people consider severe? • To what extent do people think that illegal logging is contributing to other issues around deforestation and biodiversity loss?
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TABLE 3 OUTLINES THE STRUCTURE OF THE SITUATIONAL ANALYSIS.

INFORMATION TO BE INCLUDED	POTENTIAL SOURCES
<ul style="list-style-type: none"> ✓ Country-specific description of the illegal logging and trade problem ✓ National level goals and objectives for addressing illegal logging and trade, with descriptions of national responses ✓ Contributions of government, UN agencies, donors, NGOs, other major initiatives and the private sector. Include program achievements, constraints, lessons learned and challenges. ✓ Relevant data and statistics on the national scope of the problem: number of people involved in illegal logging and trade, number of species impacted, volume of trade, number of arrests, etc. ✓ Recent trends on demand and supply of illegally traded wood ✓ Known perceptions and awareness on illegal logging of specific segments of the population or parts of the country where problem is most prevalent. 	<ul style="list-style-type: none"> • KAP survey results • International Tropical Timber Trade Association • Global Forest Resources Assessment database • Convention on International Trade in Endangered Species of Wild Fauna and Flora • Available government and NGO data • IUCN Red List and Threat classifications • Local knowledge

STEP

2

DESIGN THE INTERVENTION

There are often barriers that stop people from adopting the desired behaviours. It is important for programme planners to identify these barriers during the data gathering and research stage so they could introduce barrier removal strategies as part of the communications campaigns or similar initiatives. For example, if there are no quick and easy ways to report illegal logging, the campaign could partner with an agency to try to create or simplify the reporting processes. If the problem is on lack of awareness of consumers on more sustainable wood choices, the campaign could partner with local influencers or furniture sellers to promote different wood options. The KAP survey results presented in Chapters 4 and 5 can provide insights on the level of knowledge, attitude, and behavioural compliance of the target population, as well as identify the barriers and the communications channels that can be used to influence them.

CHAPTER 4

WHAT DO THE COUNTRIES' KAP SCORES TELL US?

- Are people aware of forest crime, their drivers and their negative impact?
- To what extent do people care about the issue?
- Are people acting in a way that contributes to the problem or helps fight against it?

CHAPTER 5

WHICH MEDIA CHANNELS ARE MOST EFFECTIVE IN INFLUENCING PERCEPTIONS OF FOREST CRIME?

- What are communication channels available for reaching the target audience?
- To what extent can the campaigns rely on more cost-effective social media strategies?
- What news channels do people trust?
- Who are the potential influencers?

The next two tables show examples on how to identify behavioural change outcomes, and media channels to use based on the results of the KAP survey.

TABLE 4 PROVIDES AN EXAMPLE OF A COMMUNICATIONS INTERVENTION TO ACHIEVE BEHAVIOURAL CHANGE.

PROBLEM STATEMENT	BEHAVIOURAL CHANGE OUTCOME	BEHAVIOR TO PROMOTE	ATTITUDE TO PROMOTE	KNOWLEDGE TO PROMOTE	BARRIERS TO CHANGE	FACTORS ENCOURAGING IDEAL BEHAVIOUR, OVERCOMING BARRIERS	COMMUNICATIONS INTERVENTION
The rising demand of hardwood from traders in Thailand and Viet Nam has resulted in increase of illegal logging and trade in Lao PDR, but such activities are not being reported.	By XX date, there will be a % increase in number of illegal logging and trade incidents reported to arresting agencies by patrol officers in the border areas.	Communities and local border officer stay aware of and attentive to forest crime happening in their area. Secondly, they immediately report heard/seen crime to arresting agency.	Communities no longer perceive that illegally logging hardwood such as Rosewood is not a serious crime, and has no negative impacts.	Community members know that logging and trading hardwood is illegal and the risks and penalties.	Low number and/or visibility of prosecutions. Logging not seen as unacceptable. Low income	Community influencers that could model good behaviour Rewarding good behaviour Support from authorities	Speaker system across the borders to inform the public about forest crime and encourage them to report the crime

TABLE 5 PROVIDES AN EXAMPLE OF A COMMUNICATIONS CAMPAIGN PLAN.

DESIRED OUTPUT	TARGET AUDIENCE	MESSAGE CONCEPT	MESSAGE APPEAL	MESSAGE DELIVERY/ IMAGES	CHANNELS	TIMELINE	BUDGET
Immediately report heard/seen crime to arresting agency.	Border communities Patrol officers Women's groups Local business owners	If you hear or see something illegal, then report it. It's your duty as an active member of this community. If the community is safer, then your business will improve. Reporting is safe and easy to do.	Peer-to-peer Empowering	Friendly announcement	Printed materials State owned media Radio and speakers	Three months	XX USD

STEP

3

MONITOR AND EVALUATE

The final step is to develop a monitoring and evaluation framework detailing how to measure impact and outcomes as well as the Key Performance Indicators of the campaign. In order to measure change over time in indicators, it is usually necessary to conduct baseline research to measure the indicators before the program, and then again later during and/or after, the communication program has been implemented. Chapter 6 elaborates on this framework and the baseline indicators for behavioural change campaigns that can be tracked and benchmarked over time.

CHAPTER 6

HOW DO WE KNOW IF WE ARE SUCCESSFUL IN OUR INTERVENTIONS?

- Did behavioural change take place? How do we know if the change is a result of our interventions?
- How can we develop a monitoring and evaluation framework?
- What baseline indicators can be used to track progress over time?

TABLE 6 PROVIDES AN EXAMPLE OF A MONITORING AND EVALUATION PLAN.

OBJECTIVE	KNOWLEDGE INDICATOR	ATTITUDE INDICATOR	BEHAVIOR INDICATOR	IMPACT
By XX date, there will be a % increase in number of illegal logging and trade incidents reported to arresting agencies by patrol officers in the border areas.	Increase in knowledge on protected tree species Increased knowledge on reporting mechanisms Increase in knowledge on links between illegal logging and forest loss	Change in attitude to the question "If someone in your area steals wood tomorrow, what would you say the chances are that they will be caught and punished for the act? Would you say it is very unlikely, unlikely, likely, or very likely?"	Higher willingness to stop illegal logging Higher willingness to report illegal logging	Number of calls to agency to report illegal loggers per month tracked over time. Number of arrests per month tracked over time. Number of volunteer rangers that patrol the forest area Forest cover percentage

CONCLUSION

This chapter looked into the steps needed for developing behavioural change campaigns, starting from gathering primary and secondary data on knowledge, attitude and behaviour, to designing context-specific interventions, to monitoring and evaluating the changes over time. The next chapters will delve deeper into the results of the KAP survey that will inform the development of the behavioural change campaigns and interventions ###.



TABLE 7 PROVIDES A SAMPLE OUTLINE OF A CAMPAIGN PLAN.

SAMPLE OUTLINE OF A CAMPAIGN PLAN	CHAPTER GUIDE
I. Introduction <ul style="list-style-type: none"> Short overview of the plan 	
II. Situation Analysis <ul style="list-style-type: none"> Problem statement Current trends, data, evidence providing context to the problem statement Identification/segmentation of key audiences 	CHAPTER 2 CHAPTER 3
III. Behavioural Change Campaign Plan <ul style="list-style-type: none"> Analysis of knowledge, attitudes and practices of target audiences Identification of behavioural change outcomes, barriers to action and communication intervention Campaign plan including messages, audiences, channels, timeline and budget 	CHAPTER 4 CHAPTER 5
IV. Expected outcomes <ul style="list-style-type: none"> Indicators to track and monitor effectiveness of campaigns over time 	CHAPTER 6

CHAPTER 2

What are the trends in consumer demand for timber?

This chapter looks at consumer demand for hardwood furniture using survey data on actual and planned purchasing behaviour, and consumer awareness and understanding of the concept of responsible purchasing.

KEY MESSAGES

- Chinese respondents reported plans to purchase more hardwood furniture in the future, indicating that the demand is still growing. Thailand and Viet Nam have lower levels of demand compared to China, but survey data points to the possibility that they will become significant hardwood consumers in the future.
- There is a disconnect between consumer knowledge and concern with forest crime. Over 80 percent of Chinese respondents were familiar with the concept of “responsible purchasing” (compared with 20 to 40 percent in the Lower Mekong countries). Yet the survey found that Chinese respondents will still buy illegal wood if it is presented to them in retail stores, while respondents in Thailand and Viet Nam will be more likely to act based on their knowledge of responsible purchasing.
- While Rosewood and Teak remain the most popular hardwood species, other hardwoods such as Mahogany and Oak are important species being used for furniture production in Lower Mekong countries. This indicates that when the most popular hardwood species become over-harvested and difficult to find, alternative hardwood species such as Mahogany and Oak could become more widely exploited in the Lower Mekong region.
- To some extent, the survey found that respondents in China, Thailand and Viet Nam hold the perspective that stopping illegal logging is not an issue they are responsible for. Government and industry are seen as holding greater responsibility than respondents in preventing illegal logging.

PURCHASING BEHAVIOUR

CHINESE RESPONDENTS ARE THE LEADING PURCHASERS OF HARDWOOD FURNITURE

Respondents in China are the major purchasers of hardwood furniture among the six countries studied. In China, 76 percent of respondents reported purchasing hardwood furniture in the past two years (Figure 4).

The two other countries where respondents reported a significant level of hardwood furniture purchases were Viet Nam (29 percent) and Thailand (40 percent), indicating the existence of viable hardwood furniture markets which should be monitored. In China, Viet Nam and Thailand the vast majority of demand for hardwood furniture is from urban areas.

The respondents in the other three Lower Mekong region countries reported negligible levels of hardwood furniture purchases over the past two years: Cambodia at seven percent, Myanmar at five percent and Lao PDR at two percent. Because of this, the bulk of the analysis on purchasing behaviour in this Chapter focuses on China, Thailand and Viet Nam.

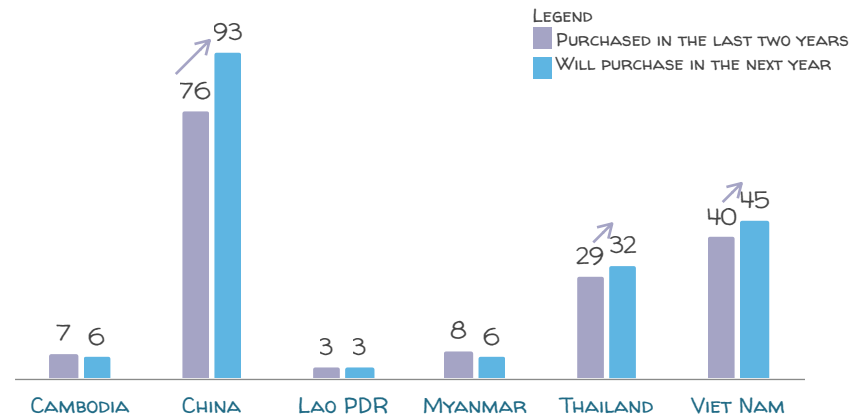
DEMAND FOR HARDWOOD FURNITURE IS GROWING

The demand trend for hardwood furniture was estimated by comparing the percentage of respondents who purchased hardwood furniture in the past two years with the percentage who plan to make purchases in the next year.

The survey points to a growing demand trend in China, as well as in Thailand and Viet Nam but to a lesser degree. In China the survey found a 17 percent growth in demand for hardwood furniture. The vast majority of demand for hardwood in China is from urban areas.

Viet Nam and Thailand had five percent and three percent growth in demand respectively. Stable but low demand was found in Cambodia, Lao PDR and Myanmar.

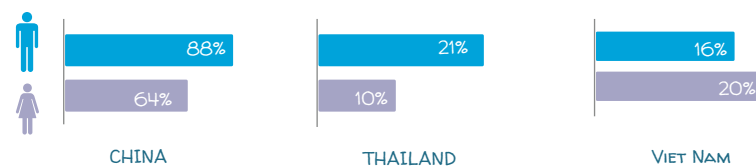
FIGURE 4. IN THE NEXT YEAR, DEMAND FOR HARDWOOD FURNITURE WILL INCREASE IN MOST COUNTRIES ESPECIALLY CHINA.



GENDER CAN INFLUENCE PURCHASING BEHAVIOUR IN SOME COUNTRIES

Zooming in on the extent to which demographic characteristics are relevant to purchasing behaviour, the study found that gender is a factor which differs by country. Age did not seem to be a particularly significant factor related to purchasing behaviour, although people in the 30 to 39 age group were the mostly likely to purchase hardwood furniture in China, Viet Nam and Thailand. This is likely due to the fact that people in this age group are at the peak of their career and can afford to purchase hardwood furniture, and are in the stage of life when they need to set-up new family households.

FIGURE 5. MALE RESPONDENTS ARE MORE LIKELY TO BUY HARDWOOD FURNITURE IN THAILAND AND CHINA COMPARED WITH VIET NAM.



In China and Thailand, male respondents are more likely to purchase hardwood furniture (88 percent male versus 64 percent female in China, and 21 percent male versus 10 percent female in Thailand). In Viet Nam it is the female who are more likely to purchase hardwood furniture (20 percent female versus 16 percent male). It should be noted though that in most cases, decisions to purchase hardwood furniture are discussed at the household level.

FURNITURE STORES ARE THE MAIN SUPPLIERS OF HARDWOOD FURNITURE, BUT E-COMMERCE IS TAKING AN INCREASING MARKET SHARE

The places where people purchase hardwood furniture were similar across the six target countries, but there were some notable differences. In China, the majority of respondents identified traditional furniture stores (67 percent) and modern furniture stores such as in shopping malls (64 percent) as the top places they have purchased hardwood furniture. Similar purchasing patterns were found in Viet Nam and Thailand (Figure 6). The survey found that internet purchases of hardwood furniture were small but notable. As the market share of e-commerce businesses continues to grow globally (Ethical Trading Initiative 2022), this is an area of hardwood sales to watch. Respondents in Thailand and Viet Nam reported higher levels of online hardwood furniture purchases than in China.

FIGURE 6. PEOPLE BUY THEIR FURNITURE FROM TRADITIONAL AND MODERN FURNITURE STORES.

MADE TO ORDER	OPEN AIR MARKET	TRADITIONAL STORES	INTERNET
SECOND HAND FURNITURE STORES	ANTIQUE SHOPS		AUCTION
MODERN FURNITURE STORES			OTHERS

ROSEWOOD, TEAK, MAHOGANY AND OAK ARE THE MOST POPULAR SPECIES OF HARDWOOD FURNITURE

The survey found that there are clear preferences among respondents for Rosewood and Teak as well as Mahogany and Oak. Several in-depth interview respondents from China mentioned that Rosewood furniture has certain desirable characteristics which account for its popularity. Several in-depth interview respondents from China mentioned that Rosewood furniture has collectible value and an artistic feel.

There was some variation in hardwood preferences within China and the Lower Mekong countries. This is significant as it may point to specific species “next up” to become hyper-exploited for domestic and export markets. For example, as Rosewood has been over-harvested and becomes difficult to find and expensive, alternative species such as Oak, Mahogany and Agarwood (Eaglewood) may become the new widely-exploited tree species in the Lower Mekong region. As prices rise for certain hardwood species, it may be difficult for local people to resist the temptation of the monetary value.

“SOME PEOPLE CANNOT RESIST THE TEMPTATION OF THE VALUE OF TAU TREE (APITONG) WHICH IS ALMOST 20 MILLION VND (900 USD) PER CUBIC METER (M3).”
(MALE RESPONDENT, URBAN CHINA)

RESPONDENTS LIST CERTIFICATION AND AVOIDING ILLEGAL TREE SPECIES AMONG THEIR TOP INFLUENCERS WHEN BUYING HARDWOOD

In China and across the Lower Mekong countries, style and design and quality were reported as the main influencers on consumer’s decisions around purchasing hardwood furniture (Figure 7).

FIGURE 7. QUALITY, STYLE AND PRICE ARE THE MAIN CONSIDERATIONS WHEN BUYING HARDWOOD FURNITURE FOR ALL RESPONDENTS.



"WHEN BUYING ROSEWOOD FURNITURE, I CONSIDER THE STYLE, BEAUTY AND THE QUALITY. IF THE FURNITURE MEETS ALL THESE REQUIREMENTS, I DEFINITELY BUY THEM."

(FEMALE RESPONDENT, URBAN CHINA)

Forest crime related influencers such as avoiding illegal tree species and certification were secondary influencers, alongside price. Some interviewees reported that their considerations when purchasing hardwood furniture are shifting to be more environmentally sensitive. In Viet Nam and Thailand, survey respondents reported giving a greater importance to forest crime related influencers such as certification and avoiding illegal trees species than the respondents in China. This indicates that respondents in Viet Nam and Thailand would likely be more open to messaging around preventing forest crime through supply chain measures.

Notably, the survey found that "recommendation" was not considered an important influencer of hardwood purchasing behaviour in any of the three countries.

"ENVIRONMENTAL PROTECTION AND HEALTH ARE THINGS I CONSIDERED WHEN PURCHASING HARDWOOD FURNITURE. IN THE PAST, PEOPLE WERE MOST CONCERNED ABOUT PRICE, NEGLECTING THE IMPACT OF FURNITURE ON PEOPLE'S HEALTH AND SAFETY."

(MALE RESPONDENT, URBAN CHINA)

HARDWOOD ALTERNATIVES SUCH AS RUBBERWOOD AND COMPOSITE WOOD PRODUCTS ARE ALREADY POPULAR AMONG RESPONDENTS

In addition to hardwood furniture, respondents in China, Viet Nam and Thailand are buying furniture constructed from other species of wood and composite wood products. In China, Rubberwood furniture is more popular than Rosewood (66 percent of respondents report purchasing Rubberwood versus 61 percent for Rosewood). Reflecting on the influencers section above, this is likely due to a combination of multiple factors including cheaper price, eye-catching design, as well as China's new ban on imports of illegal wood.

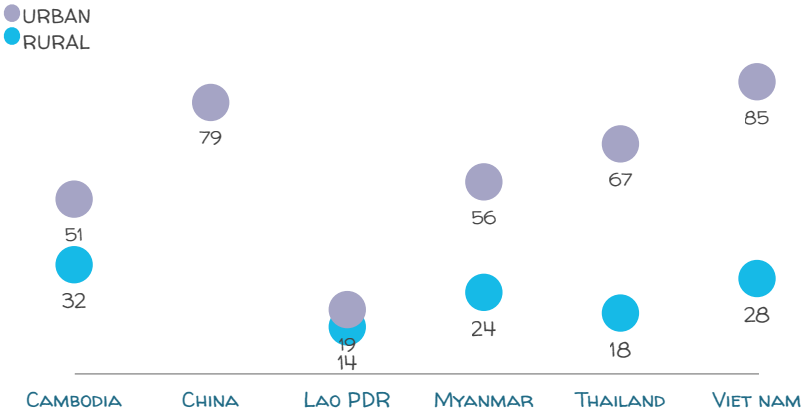
In Viet Nam, Myanmar and Cambodia composite wood products (particle board and plywood) are popular alternatives to solid timber. Respondents in Thailand report preferences for sawn wood and Rubberwood, and to a lesser extent composite wood products. In Lao PDR, 83 percent of respondents reported a preference for non-hardwood furniture made from solid timber, if available in the market. As these hardwood alternatives are already popular with respondents, they are likely to be open to choosing alternatives to hardwoods more often in the future with the right incentives.

RESPONSIBLE PURCHASING

RESPONSIBLE PURCHASING IS WELL KNOWN AMONG URBAN RESPONDENTS AND YOUNG PEOPLE

In all countries, young people reported greater awareness of the concept of responsible purchasing. Urban residents reported greater awareness of the concept than rural residents, regardless of their age. This is good news as it indicates that in urban areas where there is higher demand for hardwood, there is also a greater awareness of responsible purchasing.

FIGURE 8. URBAN RESIDENTS SHOW GREATER AWARENESS OF 'RESPONSIBLE PURCHASING':



Over 80 percent of Chinese respondents were familiar with the concept of “responsible purchasing” (compared with 20 to 40 percent in the Lower Mekong countries). Despite this knowledge and stated willingness to make responsible purchases (and a new Chinese law, Article 65, banning the import of illegal timber), the survey found that Chinese respondents will still buy illegal wood if it is presented to them in retail stores. However, China’s imports of high-risk hardwoods remained significant, and respondents may be misled into thinking they are buying responsibly.

FIGURE 9. YOUNG PEOPLE ACROSS ALL COUNTRIES ARE MORE AWARE OF 'RESPONSIBLE PURCHASING':

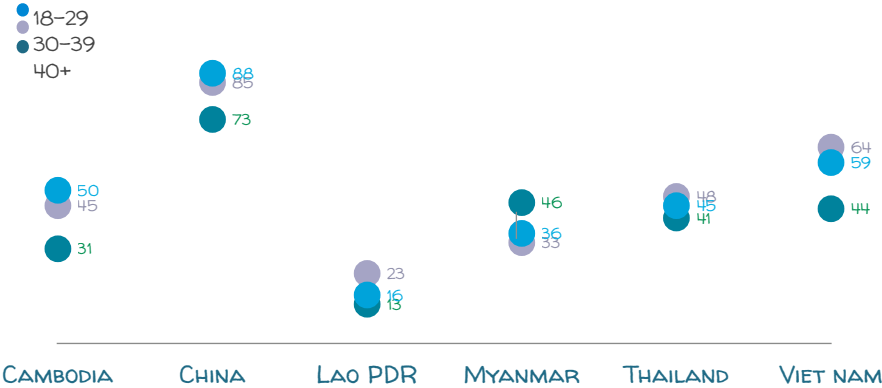
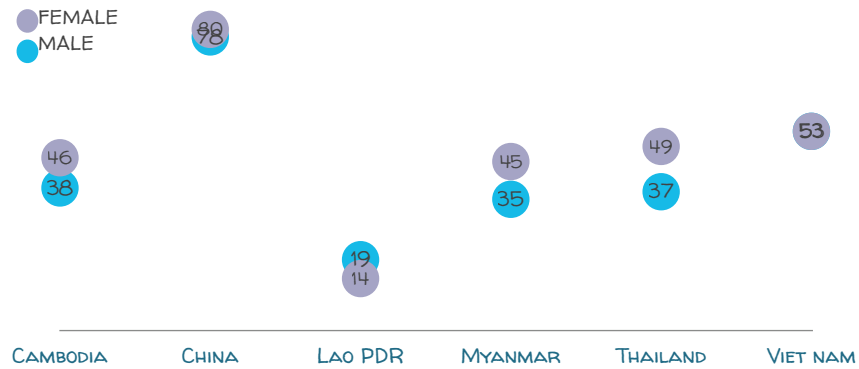


FIGURE 10. GENDER DID NOT APPEAR TO BE A SIGNIFICANT DIFFERENTIATOR FOR AWARENESS ON 'RESPONSIBLE PURCHASING':



Gender did not appear to be a significant differentiator for awareness of responsible purchasing in any target country, but there were some notable differences across countries (Figure 10). In Cambodia, China, Myanmar and Thailand, male respondents were more likely to be aware of the concept of responsible purchasing. In Lao PDR, female respondents were more likely to be aware of the concept. In Viet Nam, women and men reported awareness at equal levels.

RESPONDENTS' UNDERSTANDING OF RESPONSIBLE PURCHASING IS FOCUSED ON SUPPLY CHAIN FACTORS

The survey found that in all countries people associate responsible purchasing with 'certified or legal products,' 'not from protected trees' and 'zero deforestation' at relatively high levels. This indicates that there is solid understanding of the concept of responsible purchasing as it relates to forests and wood products.

"CERTIFICATION IS VERY GOOD. IT IS CONVENIENT, AND IT INCREASES THE CONFIDENCE OF RESPONDENTS TO PURCHASE."
(FEMALE RESPONDENT, CHINA)

Retailers being transparent' also has a relatively high association across all countries. Indicating that consumers see the ethics of retailers as playing an important role in enabling consumers to practice responsible purchasing.

"I THINK THERE ARE MANY STAKEHOLDERS WHO ARE RESPONSIBLE FOR CONSUMERS PRACTISING RESPONSIBLE PURCHASING. ONE OF THEM IS MERCHANTS (RETAILERS)."
(MALE RESPONDENT, CHINA)

These findings show that the common understanding of the concept of responsible purchasing is focused more on the supply chain (logging and retail) rather than consumer demand.

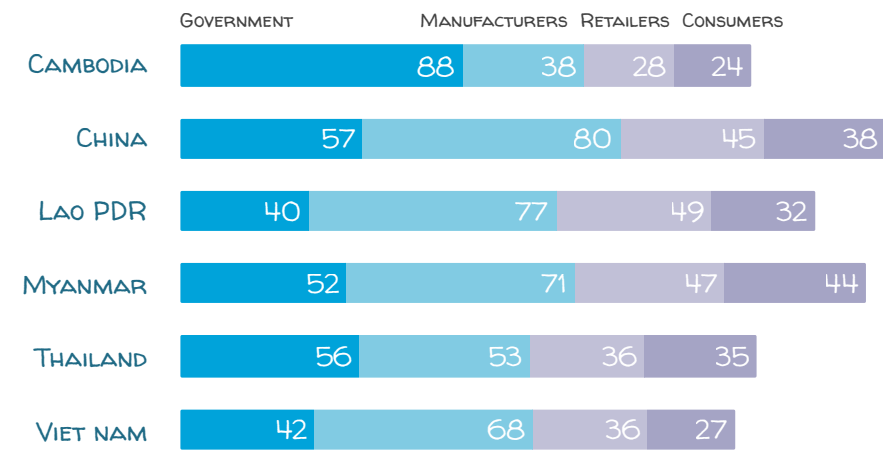
WHAT IS RESPONSIBLE PURCHASING?
Responsible purchasing refers to purchasing in a way that enables positive change at the supplier level so that every part of the supply chain benefits. It requires a trusting, direct and honest relationship where both parties are able to negotiate and share risks equally, and a purchaser who is committed to supporting human rights within the supply base (Ethical Trade Initiative 2022).

RESPONDENTS SEE GOVERNMENT ENFORCEMENT AND SUPPLY CHAIN ETHICS AS MORE IMPORTANT THAN CONSUMER DEMAND FOR THE PREVENTION OF FOREST CRIME

In all countries, people feel that it is mainly the government and manufacturers who are the levers for making drastic changes in purchasing behaviour, and for ensuring that responsible purchasing happens, followed by retailers and lastly consumers (Figure 11).

This finding is also significant as it signals that people in China and the Lower Mekong do not necessarily see the role of consumer demand for hardwood products as a driver of illegal logging and forest crime. A typical understanding of responsible purchasing is that it directly relates to consumer behaviour, but the survey data indicates that the understanding of the concept in China and the Lower Mekong region is more nuanced and includes structural factors.

FIGURE 11. MAJORITY OF THE RESPONDENTS BELIEVE THAT GOVERNMENT AND MANUFACTURERS ARE KEY TO ENSURING RESPONSIBLE PURCHASING.



The respondents identified governments as one of the main stakeholders responsible for ensuring responsible purchasing happens; especially in Cambodia (88 percent), China (57 percent), Thailand (56 percent) and Myanmar (52 percent).

This finding was also reflected in the qualitative responses, wherein the respondents highlighted the governments’ responsibility in both the enforcement of laws prohibiting forest crime as well as in breaking the linkages between authorities and the actors perpetrating illegal logging. This could indicate that there is a lack of willingness to take personal responsibility on the issue of forest crime, but it may also indicate that some people may feel defeatist and that they are unable to have impact on forest crime as individuals.

The study also found that respondents do not necessarily make a connection between their purchasing behaviour and the market actors supplying illegally harvested wood. If they do not place themselves in the picture when thinking about the overall supply chain for illegally harvested wood, they likely do not see the role that they can play in preventing forest crime.

“THE LOCAL AUTHORITIES SHOULD TAKE ACTION TO STRENGTHEN THE LAW AND NOT ALLOW MERCHANTS OR TRADERS TO CONTINUE TO DO ILLEGAL LOGGING.”
(MALE RESPONDENT, URBAN CAMBODIA)

CONSUMERS IN CHINA REPORT PRACTICING RESPONSIBLE PURCHASING OF WOOD FURNITURE, INCLUDING OF CERTIFIED PRODUCTS

While majority of respondents in all countries reported practicing responsible purchasing in one or more specific consumer sectors over the past year, only people in China (77 percent), Viet Nam (26 percent) and Thailand (23 percent) reported practicing responsible purchasing of wood furniture at significant levels. The respondents were found to be familiar with certified products, with a small but significant number reporting the purchase of a “product with environmentally friendly certification” (49 percent in China, 30 percent in Viet Nam, and 31 percent in Thailand).

It should be noted though that national forest certification systems are available only in a China, Viet Nam, Thailand and Myanmar, and of these only China’s has been in existence for some time. This indicates that the very few consumers in Lao PDR, Cambodia and Myanmar that purchase certified products may have more to do with availability of such option than their willingness or understanding of the matter.

TABLE 8. ABOUT A THIRD OF RESPONDENTS IN CHINA, THAILAND AND VIET NAM ARE FAMILIAR WITH ‘ENVIRONMENTALLY FRIENDLY CERTIFICATION’.*

	CAMBODIA	CHINA	LAO PDR	MYANMAR	THAILAND	VIET NAM
DID RESEARCH ON A PRODUCE BEFORE BUYING BOUGHT	81	45	37	41	56	49
ENVIRONMENTALLY FRIENDLY PRODUCT	43	42	11	13	26	36
BOUGHT FROM A BRAND THAT PROMOTES THE ENVIRONMENT	25	51	7	9	26	27
ASKED WHERE THE PRODUCT CAME FROM	72	45	33	36	35	61
TOOK ADVICE FROM FRIENDS	37	34	40	43	27	43
PRODUCT WITH ENVIRONMENTALLY FRIENDLY CERTIFICATION	13	49	11	13	31	30
BOUGHT FROM A LOCAL PRODUCER	28	16	45	30	34	28
BOUGHT RECYCLED OR UPCYCLE PRODUCT	20	14	1	10	17	15

*numbers are in percentages

CONCLUSION
This chapter outlined the purchasing behaviours of urban respondents for hardwood furniture, highlighting a growing demand and a widespread misunderstanding of the role of consumer demand as a drivers of forest crime. The next chapter will examine the perspectives of people in both urban and rural areas who have a different relationship to forest crime, not as consumers but as potential perpetrators or influencers.

CHAPTER 3

What are the perceptions and awareness of forest crime in the Lower Mekong?

This chapter looks at the ways that rural communities across the Lower Mekong region depend on forests, their current forest practices and their perceptions and awareness of illegal logging and illegal forest trade.

KEY MESSAGES

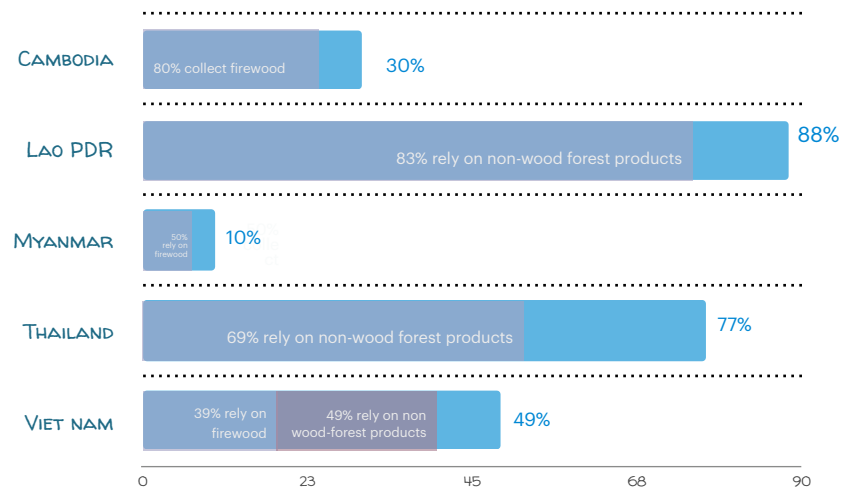
- In rural communities across the Lower Mekong region, people report that their livelihoods are dependent on the forests; mainly for firewood and non-timber forest products. People are aware of logging and deforestation, but most respondents reported that they are not involved (although in some cases they may be consciously avoiding acknowledging their own involvement). Many respondents used the term illegal logging, indicating that they are aware of and have respect for the law, and would likely follow it if current loopholes were closed.
- The illegality of illegal logging was one of the most prevalent reasons given for not doing it, alongside the awareness that illegal logging is damaging to the natural environment. Very few people reported that they would be likely to cut down a protected tree.
- The survey findings also show that in the Lower Mekong region the concept of “illegal” is often associated with the logging part of the supply chain rather than the trading and manufacturing of illegally sourced wood. The term “illegal logging” itself may be a factor contributing to this perception, as the framing highlights that the illegal loggers are the bad guys not the traders, manufacturers or wood product retailers.

LOCAL PEOPLE DEPEND ON THE FORESTS FOR THEIR LIVELIHOODS

In many parts of the Lower Mekong, local people depend on the forests for their livelihoods. Forests provide people with firewood for cooking and timber for constructing their houses. Non-timber forest products provide local people with food, medicine, and small-scale income generation opportunities.

“PEOPLE MOSTLY RELY ON THE FOREST FOR FOOD CONSUMPTION. THEY COLLECT PLANTS AND HUNT SOME ANIMALS (THAT ARE NOT CONSERVED) TO COOK AND EAT. THESE INCLUDE MUSHROOMS, BAMBOO SHOOTS, RATS, AND SQUIRRELS.
(FEMALE RESPONDENT, RURAL LAO PDR)

FIGURE 12. ABOUT 80% OF RURAL COMMUNITIES IN THAILAND AND LAO PDR DEPEND ON FORESTS*



*SMALL SAMPLE SIZE

Among the survey respondents reporting dependence on the forest, the main types of dependency were for the collection of firewood and non-wood forest products. Dependence on the forest as a source of firewood is particularly high in Cambodia. Dependence on non-timber forest products is high in Lao PDR, Thailand, and Viet Nam. Rural residents reporting dependence on the forest included both male and female at equal levels. Relatively low levels of dependence in Myanmar could be due to the fact the communities surveyed were not living near forest areas for security reasons.

RURAL PEOPLE HAVE A GOOD KNOWLEDGE OF COMMON TREE SPECIES INCLUDING VALUABLE ONES

People from rural areas reported good knowledge of a wide range of common tree species. Notably, Oak was only well known in Viet Nam. Regarding which species of tree produced valuable wood, the top species names given were Rosewood, Teak and Agarwood (Eaglewood). No respondents mentioned Ebony, which is a hardwood with global demand. Notably, a much wider variety of different tree species in addition to the ones popular for export were reported by rural residents.

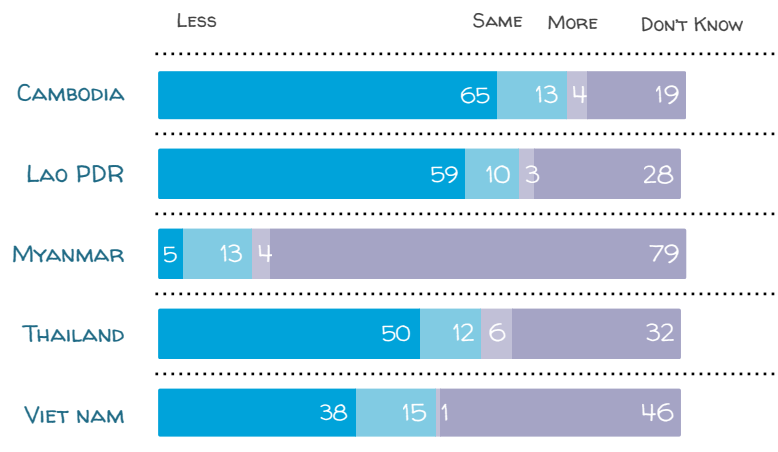
RURAL PEOPLE PERCEIVE A DECLINE IN ILLEGAL TRADING OF WOOD OVER PAST THREE YEARS

The overwhelming perception among rural residents is that illegal timber trade has been in decline over the past three years. In Cambodia, Lao PDR, Thailand and Viet Nam respondents reported a decline in the trade based on their own observations.

“IF IT WAS IN THE PAST, I HAVE SEEN IT WHEN I ENTERED THE FOREST. I SAW LAO PEOPLE CUTTING DOWN TREES AND SMUGGLING. YET, IT IS NOT SEEN COMMONLY ANYMORE.”
 (MALE RESPONDENT, RURAL LAO PDR)

In Myanmar, where illegal logging is said to have increased in the past years, the majority of respondents reported not knowing whether illegal timber trade had increased or declined in the past three years. Many rural respondents in Viet Nam, Thailand and Lao PDR also reported they did not know. This is significant as it indicates that just because people live near forests they are not necessarily aware of what is happening in the forest.

FIGURE 13. PEOPLE IN CAMBODIA, LAO PDR AND THAILAND PERCEIVE THAT THERE ARE LESS CASES OF ILLEGAL WOOD TRADING IN THE LAST THREE YEARS.



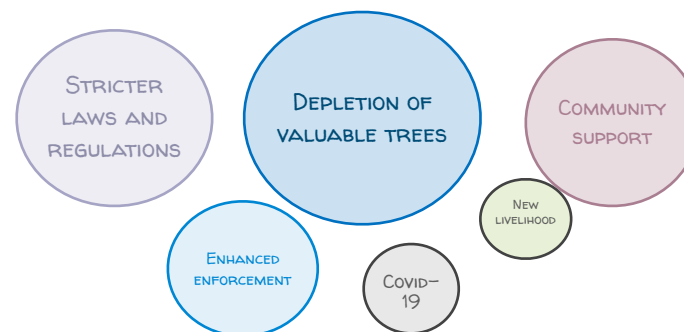
DECLINE IN ILLEGAL TIMBER TRADE IS LARGELY DUE TO THE DEPLETION OF VALUABLE TREES AND STRICTER REGULATIONS.

In all countries except Viet Nam, the main reason respondents attributed to the decline in illegal timber trade was that there are fewer trees now. Respondents in most countries also mentioned that the decline in trade was related to tighter regulations and difficulty in getting permission to cut trees, especially in Cambodia and Lao PDR. In Thailand and Myanmar, the protection of trees by rangers was reported as an important factor in the decline of illegal timber trade.

“CUTTING DOWN TREES IS NOT COMMON ANYMORE, THERE ARE NO TREES LEFT IN OUR COMMUNITY”
 (FEMALE RESPONDENT, RURAL THAILAND)

Community support was reported to be an important factor for the decline in trade in tree species in all five countries. In Viet Nam people reported “community support” as the most important factor. COVID-19 was not found to be a major reason for the decline in trade of tree species. Only respondents in Viet Nam identified the pandemic as a reason for the decline.

FIGURE 14. DEPLETION OF VALUABLE TREES IS SEEN AS ONE OF THE MAIN REASONS FOR THE DECLINE OF WOOD TRADE.



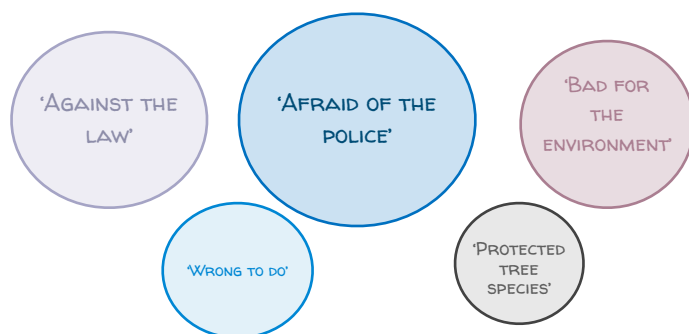
ILLEGALITY AND STRICTER ENFORCEMENT ARE AMONG THE TOP REASONS FOR NOT CUTTING DOWN PROTECTED TREES

The top reasons given by rural respondents why they would not fell a protected tree were related to illegality and enforcement. The vast majority of respondents in Cambodia, Lao PDR, Thailand Viet Nam reported “afraid of police” as a major reason why they would not fell a protected tree. This reported awareness of illegality and potential consequences for breaking laws prohibiting felling protected trees indicates that many local people are aware of and have respect for the law. The illegality of illegal logging was one of the most prevalent reasons given for not doing it.

“I WILL REPORT IT TO THE RANGERS BECAUSE IT IS ILLEGAL.”
(MALE RESPONDENT, RURAL VIET NAM)

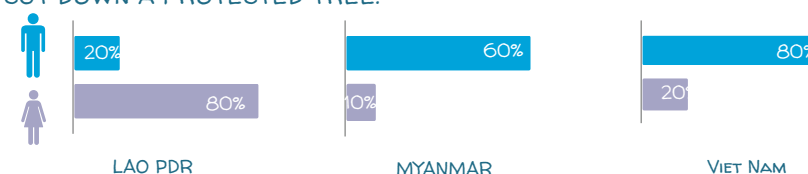
The awareness and concern that illegal logging is damaging to the natural environment was prevalent, although not universal across the Lower Mekong countries. Respondents in Cambodia, Lao PDR, Thailand and Viet Nam reported “bad for the environment” as one of the least important reasons for not felling a protected tree. Only respondents in Myanmar reported “bad for the environment” at high levels. Some respondents reported that they would not cut down a protected tree because they are happy with what they already have (Figure 15).

FIGURE 15. STRICTER ENFORCEMENT IS A TOP REASON FOR NOT FELLING PROTECTED TREES.



There were also some gendered aspects seen in the data on the likelihood of respondents to cut down protected trees. In Lao PDR, female respondents reported they were likely to cut down a protected tree at levels four times that of male respondents. In Myanmar and Viet Nam, male respondents reported their likelihood to cut down a protected tree at higher levels than female respondents (Figure 16).

FIGURE 16. IN LAO PDR, FEMALE RESPONDENTS ARE MORE LIKELY TO CUT DOWN A PROTECTED TREE.



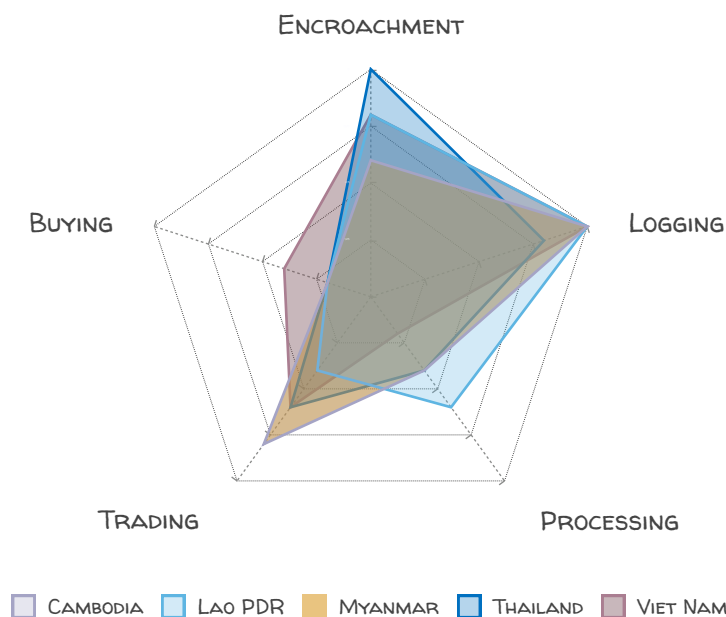
FOREST CRIME IS CONSISTENTLY ASSOCIATED WITH FOREST ENCROACHMENTS AND LOGGING RATHER THAN THE SELLING OF ILLEGAL WOOD

When discussing the severity of forest crime, respondents in all countries more strongly associated it with activities at the forest level such as logging of protected tree species, logging in protected areas and encroaching on forests (Figure 17). It should be noted that forest encroachments is a sensitive and complex issue as this also touches on access to land and land tenure especially for local and indigenous communities.

These findings highlight that in the Lower Mekong region the concept of “illegal” is often associated with the logging aspects of the supply chain rather than the trading of timber or the manufacturing and selling of wood products.

The term “illegal logging” itself may be a factor contributing to this perception; the framing highlights that the illegal loggers are the bad guys not the traders, manufacturers or wood product retailers.

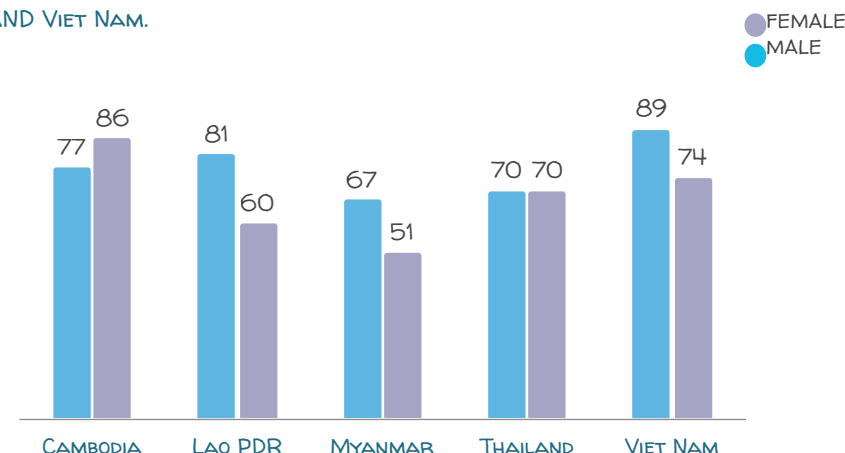
FIGURE 17. LOGGING IS MORE CLOSELY ASSOCIATED WITH FOREST CRIME, FOLLOWED BY ENCROACHMENT.



AWARENESS OF ILLEGAL LOGGING HIGH IN ALL COUNTRIES, GREATER FAMILIARITY HIGHEST IN VIET NAM

The majority of respondents from all five Lower Mekong countries reported having heard about illegal logging (Figure 15). In Lao PDR, Myanmar and Viet Nam men reported greater awareness of illegal logging than women. In Thailand, men and women reported awareness at equal levels. In Cambodia, women reported a greater awareness.

FIGURE 18. MALE RESPONDENTS REPORTED GREATER AWARENESS OF ILLEGAL LOGGING THAN FEMALE RESPONDENTS IN LAO PDR, MYANMAR AND VIET NAM.



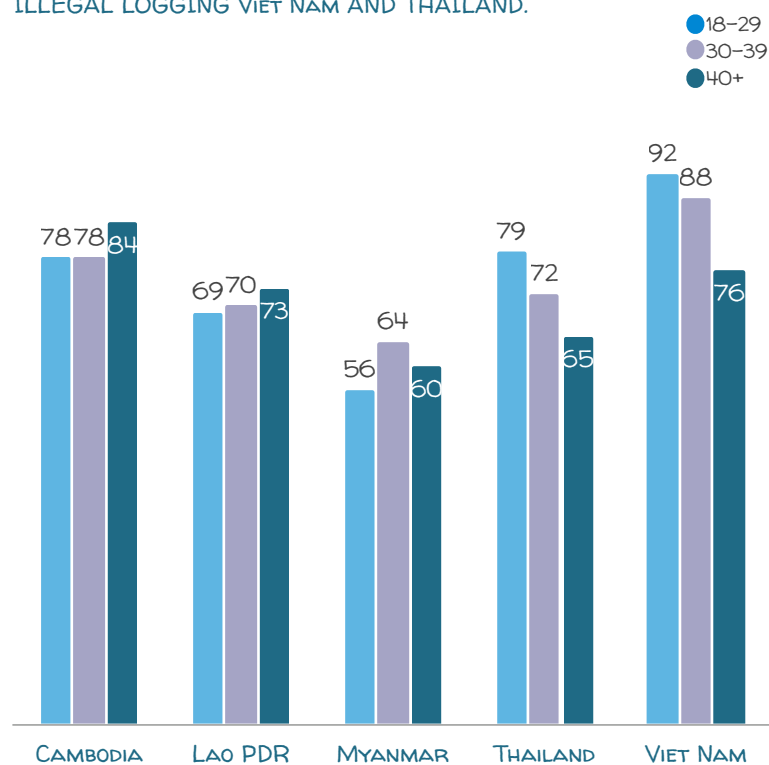
WHAT IS ‘ILLEGAL’ TRADE?

Wildlife and forest product trade laws vary from species to species, as well as country to country. Trade of some species may be legal in one country and illegal in another. “In addition, international trade legality is determined by international conventions and mechanisms such as the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), which relies on the input of member countries, or parties.” (FAO 2007).

Verifying the origin and legality of CITES-listed timber species is at the core of the CITES trade processes. This is done in each country by national CITES Management Authorities who assess exports containing CITES species and issue what is called Legal Acquisition Findings (LAF) when an export consignment is found to be satisfactory. This is to ensure that the product was sourced and obtained in accordance with relevant laws and regulations throughout the value chain (Camarena and Inoguchi 2021).

In Viet Nam and Thailand, younger people reported greater awareness of illegal logging, especially those aged 18 to 29. In Cambodia and Lao PDR, people over 40 reported greater awareness. In Myanmar, people aged 30 to 39 reported greater awareness. Notably, in Viet Nam a quarter of respondent reported being “familiar” with illegal logging. This is likely due to the fairly widespread mobilisation on the issue at the community level through community action groups.

FIGURE 19. YOUNG PEOPLE REPORTED GREATER AWARENESS OF ILLEGAL LOGGING VIET NAM AND THAILAND.



NEWS AND MEDIA PLAY A ROLE IN SHAPING THE AWARENESS OF PEOPLE ON ILLEGAL LOGGING

Regarding the sources of awareness on illegal logging, respondents across all countries reported gaining awareness through word of mouth from friends and family. News and media were also reported as being important sources of awareness, although less so for social media.

In Thailand, news and media was by far the most important source of awareness. In Cambodia and Viet Nam, local government and the police were reported as important sources of information about illegal logging.

CONCLUSION

The analysis of survey data on the perceptions of Illegal logging and illegal wood trade in rural and urban communities provided important findings that have implications for future campaigns to prevent forest crime in China and in the Lower Mekong region. The next chapter will further explain the findings related to the knowledge, attitude and practices of respondents in regards to forest crime.



CHAPTER 4

What do the countries' KAP Score results tell us?

This chapter looks at the Knowledge, Attitude and Practices (KAP) Score results across the different countries. The results of the individual KAP score questions is also examined and provides more detailed insights into where specific knowledge, attitude and practice gaps can be found, and feeds into message development for the planned country campaigns.

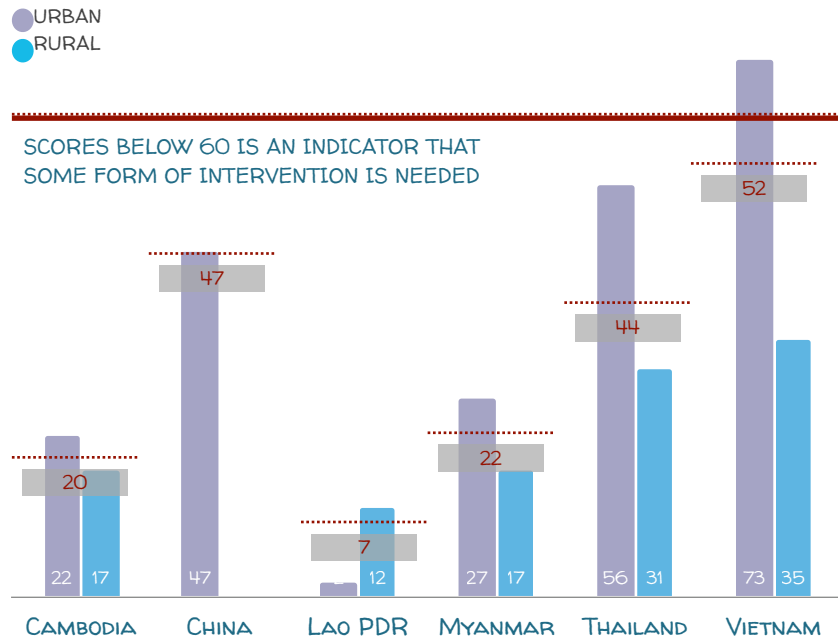
KEY MESSAGES

- The results from the KAP Score analysis show that people have different levels of knowledge, hold different attitudes and do not behave in the same ways. The KAP Index shows higher levels of knowledge in Viet Nam (73), followed by Thailand (56) and China (47), indicating that these countries are ready to transition from knowledge to action. Meanwhile, KAP Scores are relatively low in Lao PDR (7), Cambodia (19) and Myanmar (22), indicating that these countries are still in the 'knowledge formation' stage.
- Social norms are more pronounced in rural areas when looking at Cambodia and Thailand. However, the opposite is true for Lao PDR and Myanmar. The results show that social norms influence people to some extent concerning forest crime and in buying hardwood furniture.
- The common thread across all countries is lack of knowledge regarding how consumer demand drives illegal logging, attitudes dominated by apathy (do not care about illegal logging), and not being willing to report a forest crime or supporting forest protection activities.

KAP INDEX IS HIGHER IN COUNTRIES WITH HIGHER INCOMES AND URBAN AREAS

The KAP Index is a one-number indicator in which the answers to the knowledge, attitudinal and behavioural questions have been aggregated. A high KAP Index is synonymous with high behavioural compliance, meaning people are more likely to take actions that would mitigate the impact of forest crime, such as not buying hardwood from endangered species or engaging in illegal logging activities. As shown in Figure 20, among the six countries, Viet Nam had the highest KAP index followed by Thailand and China. On the other hand, lower income economies such as Lao PDR, Myanmar and Cambodia had a relatively low KAP index, indicating gaps in knowledge, attitude and practices on forest crime prevention and response.

FIGURE 20. ALL COUNTRIES SURVEYED HAVE KAP SCORES LOWER THAN 60 INDICATING THAT SOME FORM OF INTERVENTION IS NEEDED.



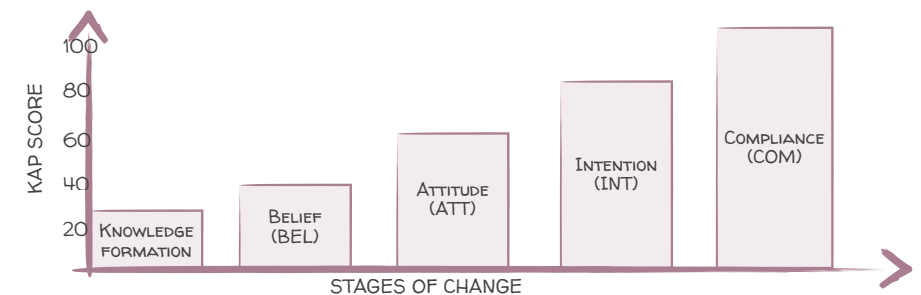
Based on over 230 studies using the KAP Score model, it has been identified that a KAP Index below 60, is a strong indicator that some form of intervention is needed. Most of the survey respondents fell well below this mark except urban respondents in Viet Nam.

Higher educational attainment, access to information and socio-economic status are likely playing a positive influence on the KAP Index of people in urban areas. The survey found that all countries except Lao PDR had higher KAP index in urban areas compared to rural areas, indicating that people in urban areas have a better understanding of illegal logging and its impact. The gap between urban and rural areas is especially high in Viet Nam (38) and Thailand (25). In Lao PDR, rural areas had a higher KAP index than in urban areas which could be explained by previous interventions by governments and recent awareness campaigns on forest protection.

A SIGNIFICANT PROPORTION OF PEOPLE ARE IN THE LOWER STAGES OF CHANGE

The KAP Segmentation indicator shows how the respondents are distributed across the stages of change. Each respondent is allocated to one of the five stages based on their compliance with the KAP questions. Knowing where most respondents are along the stages of change determines the type of campaign needed. For example, knowledge levels are very low at lower stages in the journey and call for campaigns focusing on awareness and knowledge building.

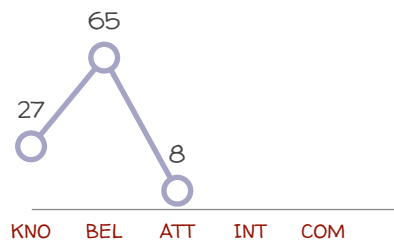
FIGURE 21. THE HIGHER THE KAP SCORE IS, THE HIGHER THE BEHAVIOURAL COMPLIANCE COULD BE.



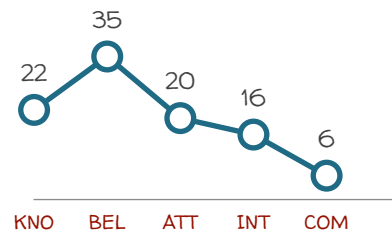
In Cambodia, Lao PDR and Myanmar, around nine out of ten respondents were found in the first two stages of change (knowledge formation and belief). The results confirm that more education around forest crime and its impact is needed in these countries through awareness-raising and knowledge-building initiatives.

On the other hand, in China, Thailand, and Viet Nam, more respondents were found at the higher stages of change (attitude, intention and compliance). While these countries also have significant numbers of people for which further education is needed, around one in every five or six people are aware of the issues regarding forest crime and are willing to take action. This indicates that people are somewhat polarised, which is evident when looking at the KAP Segmentation in Viet Nam. Hence, in these countries, there is an opportunity for campaigns to engage with people who already have a favourable mindset to influence others.

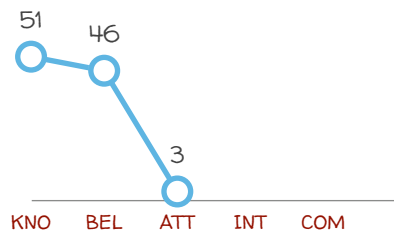
FIGURE 22. THE VAST MAJORITY OF RESPONDENTS WERE IN THE FIRST THREE STAGES OF CHANGE.



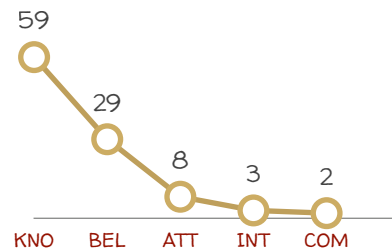
CAMBODIA



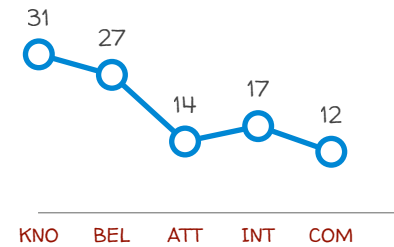
CHINA



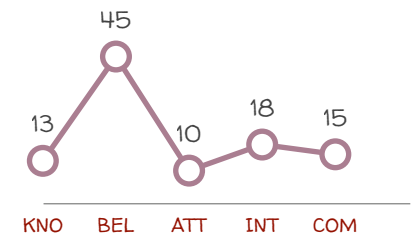
LAO PDR



MYANMAR



THAILAND



VIET NAM

“ILLEGAL LOGGING HAS A PARTICULAR IMPACT ON OUR FARMERS WHO CONDUCT CLIMATE-DEPENDENT AGRICULTURE. WHEN THERE IS A LOT OF DEFORESTATION, THE CLIMATE OR WEATHER GETS HOTTER, WHICH AFFECTS PEOPLE'S HEALTH”.
(MALE RESPONDENT, RURAL CAMBODIA)

SOCIAL NORMS CAN INFLUENCE KAP SCORES

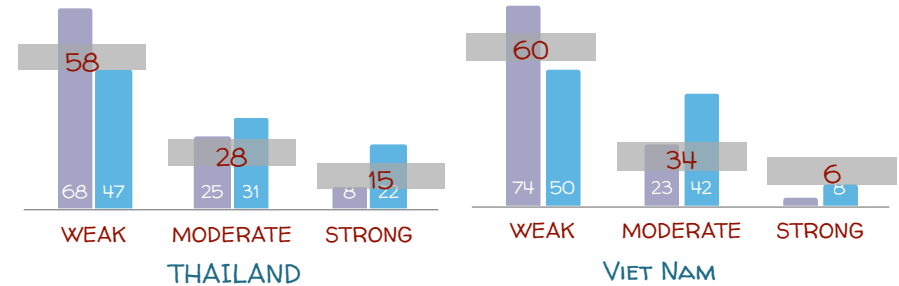
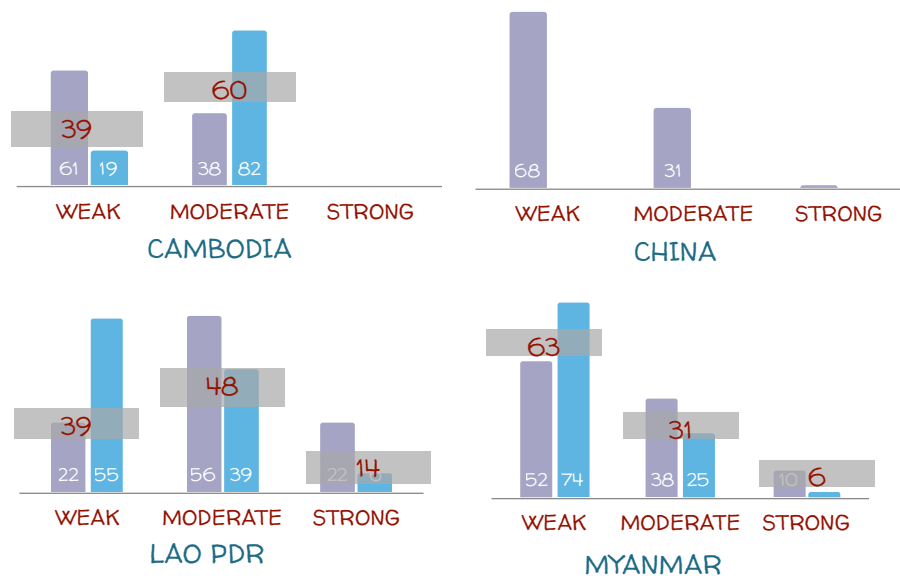
When looking at behaviour change, it is essential to consider the potential impact of social norms. Strong social norms can influence people to behave against their conscience or what they believe is right. In such cases, affecting people to change their behaviour may be less effective unless social norms are also tackled.

In urban areas, social norms were measured by presenting respondents with a scenario in which their parents offered to buy them some new furniture made from Rosewood. When finding out the furniture came from a protected tree species, they had to decide whether to accept them or not.

Hence, social norms could come into play if (1) rejecting the furniture would not be socially unacceptable or (2) doing so would be considered abnormal behaviour. In rural areas, the scenario was changed to being offered a job involving illegal logging. Respondents were segmented into three groups, those with weak, moderate, or strong social norms. Figure 23 shows the results for each country, split by urban and rural areas. No meaningful differences were found when examining differences between men and women. Relatively stronger social norms were found in Lao PDR and Cambodia compared to the other, more developed countries.

There are also differences between urban and rural areas. Social norms are more pronounced in rural areas when looking at Cambodia and Thailand. However, the opposite is true for Lao PDR and Myanmar. **The results show that social norms influence people to some extent concerning forest crime and buying hardwood. Social norms must certainly be considered in countries like Cambodia and Lao PDR and to some extent in other countries. Engaging with opinion leaders in Thailand and Viet Nam to influence others could be a good campaign strategy.**

FIGURE 23. SOCIAL NORMS ARE MORE PRONOUNCED IN RURAL AREAS IN CAMBODIA AND THAILAND AND LESS IN LAO PDR AND MYANMAR.



PEOPLE LACK KNOWLEDGE ON THE LINK BETWEEN CONSUMER DEMAND AND ILLEGAL LOGGING

Respondents in the Lower Mekong countries have a relatively good understanding regarding the occurrence of illegal logging in their countries, and that deforestation is a major driver of climate change. There is also relatively good understanding about how illegal logging impacts the environment. Looking at Knowledge scores (Table 6), all countries have relatively limited knowledge regarding consumer demand being the main driver for illegal logging. This shows that people in general do not comprehend that there is a link between consumer demand for hardwood and illegal logging. Given the long supply chain between logging and retail, this may not be surprising. In China, many consumers are also not aware that many furniture products sold in China come at the cost of natural forests, often involving illegal logging. Since most of the demand for hardwood furniture comes from China, this highlights a significant knowledge gap that needs to be addressed.

“THERE HAS BEEN A LOT OF ILLEGAL LOGGING AND DEFORESTATION FOR A LONG TIME BY LOCAL LOGGERS AND BROKERS THAT COULD CAUSE THE ROSEWOOD AND OTHER RARE WOOD SPECIES TO BECOME EXTINCT.”
(FEMALE RESPONDENT, RURAL CAMBODIA)

EXPLAINING THE TRAFFIC LIGHTS

Results in Table 6, 7 and 8 are presented in the form of a Traffic Light Chart. Rather than showing many percentages, which can be difficult to interpret, colours are instead used to classify results into three tiers (Green, Amber and Red) as follows:

- Green** – relatively higher scores (over 46)
- Amber** – Scores in the middle (between 20-45)
- Red** – relatively lower score (below 20)

TABLE 6. KNOWLEDGE SCORES INDICATE A LOW LEVEL OF AWARENESS THAT CONSUMER DEMAND IS DRIVING ILLEGAL LOGGING.

	CAMBODIA	CHINA	LAO PDR	MYANMAR	THAILAND	VIETNAM
Illegal logging happen in my country	Green		Green	Green	Green	Green
High consumer demand is the main driver for illegal logging	Red	Red	Red	Red	Red	Red
Illegal logging adversely impacts the environment, economy and society	Green	Green	Red	Amber	Amber	Amber
Deforestation is a key driver of climate change	Amber	Amber	Green	Green	Green	Green
Many tree species in the Mekong region are at risk of becoming extinct	Red	Amber	Amber	Red	Amber	Red
Many furniture products sold in China come from protected forests (China)		Red				

In addition, four out of six countries (Cambodia, Laos, Myanmar, and Viet Nam) had little awareness that many tree species in the Mekong region are at risk of becoming extinct. In contrast, there is lack of knowledge regarding the impact consumer demand has on illegal logging. This is true across all countries and represents the largest knowledge gap followed by not knowing many tree species in the Mekong region are at risk of becoming extinct.

ATTITUDES TOWARDS ILLEGAL LOGGING VARY BY COUNTRY

The results from the KAP Score questions on attitudes are shown in Table 9. Attitudes were measured on an agreement scale. Attitudes vary by country and with China having the most prevailing negative attitudes compared to other countries. People express apathy towards illegal logging and think the problem is exaggerated. Moreover, they do not feel illegal logging is a problem that can be solved and there is a perception that buying furniture from protected tree species is more important the impacts of illegal logging. This result is consistent with the higher level of demand for hardwood furniture in China.

TABLE 7. ATTITUDE SCORES INDICATE THAT MOST PEOPLE DO NOT CARE ABOUT ILLEGAL LOGGING.

	CAMBODIA	CHINA	LAO PDR	MYANMAR	THAILAND	VIETNAM
Buying and selling endangered tree species is OK, even if it was illegal	Green	Amber	Green	Green	Amber	Green
Most people do not care about illegal logging	Red	Red	Red	Red	Red	Red
Illegal logging is an exaggerated problem, there are plenty of trees	Green	Red	Green	Amber	Amber	Green
Illegal logging is a not a problem that can be solved by our generation	Green	Red	Amber	Red	Red	Amber
A profitable timber trade is more important than saving trees (LMR countries only)	Green		Green	Amber	Amber	Amber
Being able to buy furniture from protected trees is more important than saving trees (China)		Red				

People in Thailand and Myanmar expressed similar views to China but to a lesser extent. Another difference is that people in Myanmar have a greater respect for the law and do not believe trading illegal tree species is acceptable. While the demand for hardwood was found to be relatively high in Viet Nam, fewer people hold negative attitudes. In particular, people do not feel illegal logging is an exaggerated problem and they do not believe any form of illegal trade is acceptable. However, like Thailand and Myanmar, the Viet Nameese consumers agree that a profitable timber trade is important even if it means some trees cannot be saved.

It is interesting to see that Cambodia and Lao PDR hold the most positive attitudes, although both countries have significant levels of apathy when it comes to illegal logging. Many of the respondents do not have the economic means to buy hardwood furniture so they do not put importance to it. On the other hand, they are affected negatively by illegal logging, so they see it as a problem, but know that other people do not care about it enough.

All in all, a positive attitude is a good indicator for a campaign if it seeks to engage with people. When attitudes are generally positive, engagement will be relatively easier since people can relate to the problem and many would be willing to do something about it. The high levels of apathy represents a challenge and means involvement must come with a clear purpose. Hence, engagement can be a strategy for some countries and was considered when formulating the recommendations.

BEHAVIOURAL COMPLIANCE IS HIGH IN CHINA BUT LOW IN CAMBODIA AND LAO PDR

China stands out as the country with the highest level of compliance (Table 8). Respondents say they prefer to buy certified wood products and have spoken to friends about the negative effects of illegal logging. They have supported forest protection activities, donated money to environmental

causes, and persuaded friends not to buy furniture made from protected tree species. Many Chinese respondents talked about the benefits associated with certified products.

“CERTIFICATION IS VERY GOOD. IT IS CONVENIENT, AND IT INCREASES THE CONFIDENCE OF CONSUMERS TO PURCHASE.”
(FEMALE RESPONDENT, URBAN CHINA)

TABLE 8. BEHAVIOURAL SCORES SHOW HIGH COMPLIANCE IN CHINA AND LOW LEVELS IN CAMBODIA AND LAO PDR.

	CAMBODIA	CHINA	LAO PDR	MYANMAR	THAILAND	VIETNAM
Report if someone is involved with illegal logging or trading protected tree species (Rural LMR only)	Red	Green	Yellow	Yellow	Red	Yellow
Prefer to buy wood products if they were certified legal or sustainable (P.R.China & Urban LMR only)	Red	Green	Red	Yellow	Green	Green
Have spoken to friends about the negative effects of illegal logging	Yellow	Green	Red	Yellow	Yellow	Green
Have supported forest protection activities (e.g. community patrols, attend training etc.)	Red	Green	Red	Red	Yellow	Yellow
Have donated money to an environmental cause	Red	Green	Red	Green	Yellow	Yellow
Persuade a relative not to take a job that support illegal logging (Rural LMR only)	Yellow	Green	Yellow	Green	Red	Red
Persuade a friend not to buy furniture made from protected tree species (P.R.China & Urban LMR)	Green	Green	Green	Yellow	Green	Green

In contrast, respondents from Myanmar, Cambodia, and Lao PDR shows lower levels of compliance in both urban and rural areas. Fewer people will report illegal logging or trading of protected trees, most have not supported forest protection activities nor donated money to environmental causes.

“MOST PEOPLE WOULD NOT REPORT IT BECAUSE IT IS THE RESPONSIBILITY OF THE POLICE AND RANGERS WHO WORK IN THAT AREA, AND WE DO NOT HAVE THE ABILITY TO STOP THEM”.

(FEMALE RESPONDENT, RURAL CAMBODIA)

Not buying certified products can be explained by the relatively low demand for hardwood. However, while attitudes showed that people were against illegal logging activities, the negative effects of such activities are not something people talk about, nor is there an indication that people have supported forest protection activities. This could potentially be explained by a lack of opportunity to do so.

The qualitative interviews indicated that taking action can sometimes be associated with risks, and may explain why some people are passive when it comes to fighting forest crime.

“IF I SEE ILLEGAL LOGGING, I WILL INFORM THE VILLAGE HEAD BUT NOT TO THE POLICE AS I AM AFRAID OF DANGER ”.

(MALE RESPONDENT, RURAL LAO PDR)

“IT IS RISKY WHEN WE REPORT SOMEONE, AND SOMETIMES THE PERSON WHO CUT DOWN THE TREES IS OUR NEIGHBOUR, SO WE JUST IGNORE IT”.

(FEMALE RESPONDENT, RURAL CAMBODIA)

CONCLUSION

The results from the KAP Score analysis show that urban and rural respondents in each country have different levels of knowledge, hold different attitudes and do not behave in the same ways. However, there is an overarching concept that can explain some of these differences and that people are at different development stages when it come to how well they understand the link between demand for hardwood and the impact of illegal logging.

The KAP Score analysis shows that conventional thinking is linear; illegal logging can lead to climate change. Because of the attention given to illegal logging in the media and the ongoing debate about climate change, it is easy to see how these issues are at top of mind of many people.

But this simplified view of the problem takes the consumer out of the equation, putting them on the sideline as a spectator rather than as a participant. The common thread across all countries is lack of knowledge regarding how consumer demand drives illegal logging, attitudes dominated by apathy (do not care about illegal logging), and not being willing to report a forest crime or supporting forest protection activities. Strengthening awareness of the links between consumer demand and forest crime is key, and when possible, engaging with people who can be regarded as opinion leaders to influence others.

It is important to recognise that most of the respondents in this study are not consumers of hardwood. It is therefore essential to translate the findings into interventions that are tailored for each country. In urban communities, the promotion of certification systems and social marketing campaigns could be used in an attempt to lessen the demand for illegal logging. In rural communities, better law enforcement and community reporting could be a solution.

For the different country campaigns these results will be helpful, both in terms of understanding message development and how to formulate appropriate calls to action. The next chapter explores media usage trends across the Lower Mekong region, and examines potential channels for engaging local people with content related to forest crime. ###

CHAPTER 5

Which media channels are most effective at engaging with rural and urban communities in Lower Mekong and in China?

This chapter examines media usage across the Lower Mekong Region, and potential media channels and influencers for engaging people with content related to preventing forest crime.

KEY MESSAGES

- Smartphones and televisions are the main media devices owned by people across the surveyed countries. Ownership of such media devices is clearly linked to the developmental stage of the country and access to consumer goods.
- People consume and trust information from a mix of mainstream news and social media sources particularly Facebook and Youtube for Lower Mekong countries and national newspapers for China. Also, top influencers for potential campaigns against illegal logging include family, friends, government officials and environmental protection NGOs.
- Respondents prefer to share information via their family, friends and social media channels.

PERCEPTIONS OF FOREST CRIME IN THE LOWER MEKONG COUNTRIES ARE FORMED FROM A MIX OF SOURCES, EXPERIENCES AND NORMS.

People's perceptions and interpretations of information presented to them shape their realities. If they do not consider illegal logging and trade to be serious issues, this becomes their reality. This survey showed that many respondents do not perceive the severity of forest crime to be particularly high, and believe that it is mainly the responsibility of governments and businesses to address it. These perceptions are influenced by a mix of factors such as experiences, social norms, access to information, and external influencers like family and friends.

The media, both traditional and social, plays a significant role in shaping perceptions regarding forest crime. Thus, understanding media usage in the region would be crucial for shaping these perceptions and highlighting the importance of combating forest crime. By identifying the channels and influencers that appeal to specific audiences, interventions can be designed to more effectively communicate the severity of forest crime and its impact on the environment, wildlife, and communities. Targeted messaging and engagement can also help shift perceptions, create a sense of urgency, and inspire responsibility for tackling forest crime. Educating the public through the media can foster action and build a collective commitment to protecting our forests and natural resources for future generations.

MEDIA USAGE IN THE LOWER MEKONG COUNTRIES AND IN CHINA

MAJORITY OF THE RESPONDENTS USE AND OWN SMARTPHONES AND TELEVISIONS

Across all countries the main devices owned were smartphones and televisions. Ownership is clearly linked to the developmental stage of the country and access to consumer goods. For example, personal computers and newspaper are also popular devices in China (Table 9). Meanwhile, media usage is dominated by television and the internet (Table 10).

TABLE 9. MOST RESPONDENTS OWN TELEVISIONS AND SMARTPHONES











	 TV	 RADIO	 NEWSPAPER	 LAPTOP	 SMARTPHONE	 PHONE
CAMBODIA	60	2	1	17	93	15
CHINA	57	23	34	70	82	20
LAO PDR	95	10	3	11	75	29
MYANMAR	84	20	12	16	93	16
THAILAND	90	28	18	39	82	70
VIET NAM	91	23	23	36	70	30

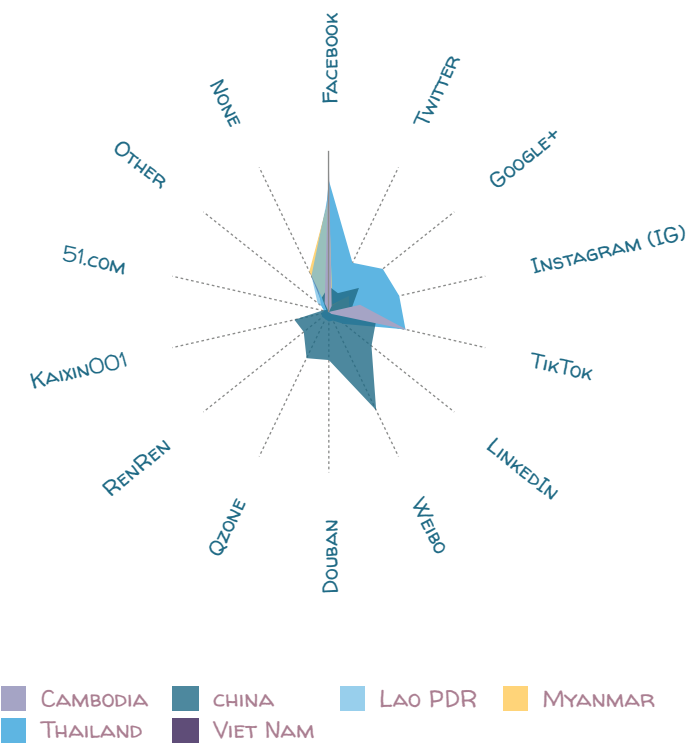
TABLE 10. MEDIA USAGE IS DOMINATED BY TV AND INTERNET.

	 TV	 RADIO	 NEWSPAPER	 INTERNET	NONE
CAMBODIA	46	3	2	93	3
CHINA	65	32	41	73	7
LAO PDR	89	1	1	72	0
MYANMAR	57	4	9	68	9
THAILAND	77	12	15	77	1
VIETNAM	89	28	31	58	1

DIFFERENT SOCIAL MEDIA PLATFORMS ARE POPULAR IN CHINA THAN IN THE LOWER MEKONG

Chinese respondents reported subscriptions to numerous social media platforms that are not widely used in the other countries such as Weibo, Qzone and Douban. In the Lower Mekong countries, Facebook is by far the most popular social media platform, followed by Tik Tok and Instagram.

FIGURE 24. FACEBOOK, TIKTOK AND WEIBO ARE THE MOST WIDELY USED SOCIAL MEDIA PLATFORM ACROSS THE CHINA AND THE LOWER MEKONG COUNTRIES

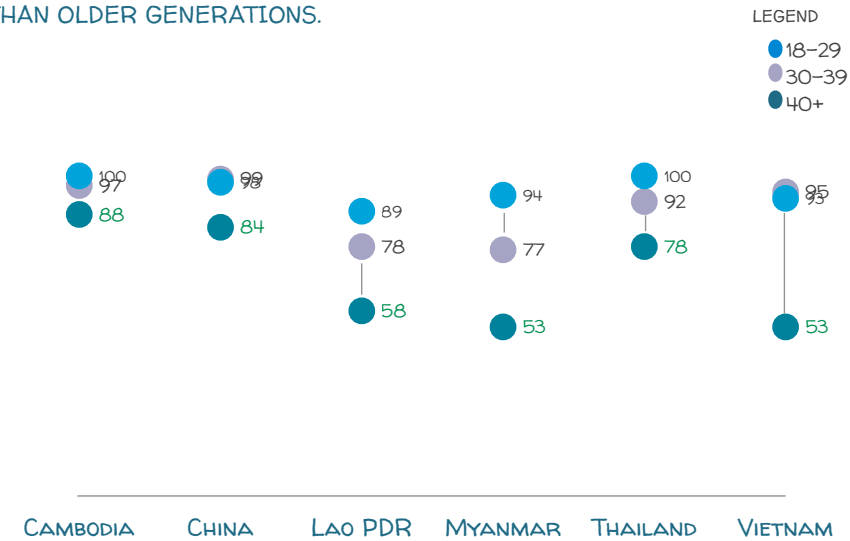


Not surprisingly, across all countries, younger people and urban dwellers use social media significantly more relative to older people and rural dwellers.

FIGURE 25. URBAN DWELLERS USE SOCIAL MEDIA MORE OFTEN THAN RURAL DWELLERS.



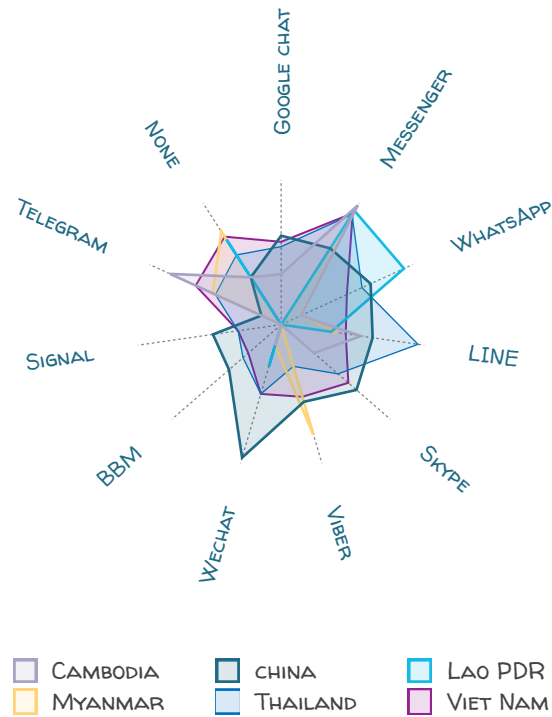
FIGURE 26. YOUNG PEOPLE USE SOCIAL MEDIA MORE SIGNIFICANTLY THAN OLDER GENERATIONS.



WECHAT, MESSENGER AND LINE ARE THE MOST POPULAR ONLINE CHAT SERVICES

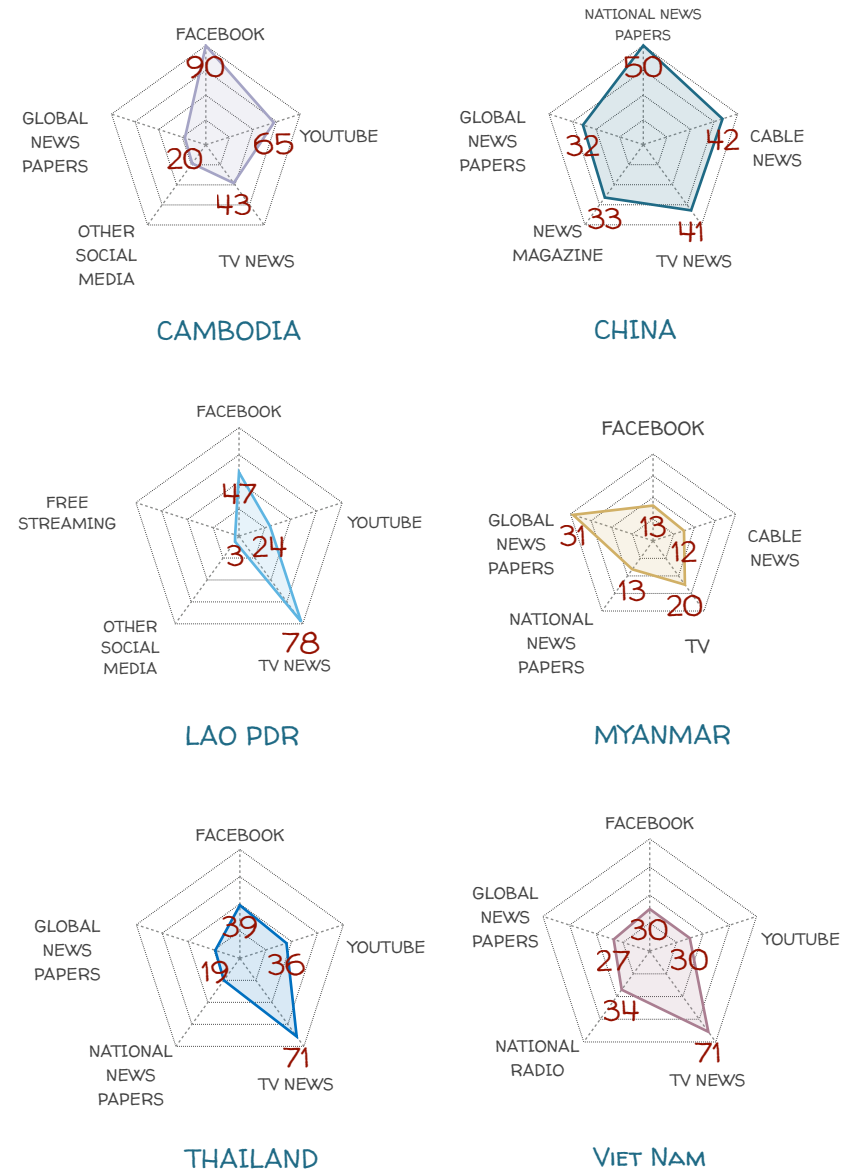
The usage of online chat services varies across countries. In China, respondents reported using WeChat much more than other chat services. In the Lower Mekong countries, Messenger is by far the most popular online chat service, followed by LINE and Telegram (Figure 27).

FIGURE 27. CHATTING THROUGH WECHAT, LINE AND MESSENGER IS VERY POPULAR AMONG RESPONDENTS



TRUSTED INFORMATION SOURCES VARY BY COUNTRY, BUT GENERALLY A MIX BETWEEN MAINSTREAM TV AND SOCIAL MEDIA PLATFORMS

FIGURE 28. FACEBOOK AND YOUTUBE ARE AMONG THE MOST TRUSTED CHANNELS IN ALL COUNTRIES SURVEYED.



The top five trusted news sources listed by respondents varied by country. Mainstream TV news is most trusted in Lao PDR, Viet Nam and Thailand. It is worth noting that in Lao PDR, announcements through government loud speakers are effective in reaching audiences, however this was not covered in the standard questions in the survey. In China national newspapers, cable news and mainstream TV news are most trusted. In Myanmar, international newspapers are reported to be most trusted. Facebook and Youtube are trusted across countries (Figure 28).

FAMILY, FRIENDS, GOVERNMENT OFFICIALS AND ENVIRONMENTAL PROTECTION NGOS ARE THE TOP INFLUENCERS FOR POTENTIAL CAMPAIGNS AGAINST ILLEGAL LOGGING

In China, respondents reported that friends and government officials are the most influential on them, followed by journalists and environmental protection NGOs. Respondents in Cambodia reported relatively high levels of influence from a wide range of stakeholders, although family and environmental protection NGOs were at the top of the list. Levels of influence were reported to be generally low by respondents in Lao PDR and Myanmar, but friends and family as well as environmental protection NGOs were reported to be somewhat influential. In Thailand, family was said to be most influential, followed by government officials and environmental protection NGOs. In Viet Nam, family members were most influential, followed by the police and local government officials, but senior government officials and environmental officers were less so.

“PERSONALLY, IF SOMEONE INVITES ME TO JOIN EFFORTS TO PREVENT ILLEGAL LOGGING, I WILL JOIN AS I FEEL DEPLORED THAT A LARGE TREE HAS BEEN DESTROYED. WE SHOULD PRESERVE THE FOREST FOR COLLECTING MUSHROOMS AND WILD VEGETABLES AND ALLOW WILD ANIMALS TO LIVE”.

(MALE RESPONDENT, RURAL LAO PDR)

PEOPLE PREFER TO SHARE INFORMATION WITH THEIR FAMILY AND FRIENDS, AS WELL AS ON SOCIAL MEDIA

Respondents across all countries listed friends and family among their top preferred channels for sharing information. Social media was also a preferred place to share information. Notably, community meetings were universally less preferred than social media as a place to share information.

“YES, I WILL JOIN EFFORTS TO STOP ILLEGAL LOGGING. BECAUSE IT'S ABOUT PROTECTING ENVIRONMENT, I WILL HELP WITH EXPLAINING AND SPREADING AWARENESS. I WILL HELP BY DOING WHATEVER I CAN.”

(FEMALE RESPONDENT, RURAL MYANMAR)

CONCLUSION

Building on the analysis of Lower Mekong media usage and influencers provided in this chapter, the next chapter will examine the findings of the knowledge, attitude and practice score to identify country-specific gaps that can inform and track the development and implementation of country-specific campaigns and interventions.



CHAPTER 6

How do we know if we are successful with our behavioural change campaigns and interventions?

This chapter summarises the key results of the KAP survey per country and suggests the indicators to track and evaluate the effectiveness of national campaigns in the Lower Mekong region countries and China over time.

KEY MESSAGES

- The KAP scores provided inputs into the strategies for the behavioural change campaigns. Given the relatively low KAP Scores in Lao PDR, Myanmar and Cambodia, the interventions in these countries should focus on awareness and knowledge building. For countries with higher KAP scores like China, Viet Nam and Thailand, campaigns could be more focused on influencing attitudes and removing potential barriers for action.
- But how do we know if we are successful in these campaigns? The KAP scores offer robust data, benchmarks and proxy indicators to quantitatively prove the outcomes of the interventions. These indicators, complemented by further evaluation research, will help track if any behavioural changes have taken place and whether these changes have been bought about by the intervention or by other causes.

CAMPAIGNS OR INTERVENTIONS NEED TO ADDRESS BARRIERS TO ACHIEVE DESIRED BEHAVIOURAL CHANGES

Behavioural change across different groups (urban consumers, local producers, forest communities, government enforces, manufacturers, traders, etc) is needed to fight illegal logging effectively.

Based on the Knowledge, Attitude and Practices (KAP) survey conducted in Lower Mekong countries such as Cambodia, Lao PDR, Myanmar, Thailand, Viet Nam and China, the starting point for most countries is to achieve behavioural change is to build awareness, develop knowledge and strengthen enforcement. Each country has a different campaign strategy as they are in different stages of the KAP journey. The following country cards and Table 11 shows the KAP scores per country and recommended focus of interventions and target groups to achieve the desired behavioural change outcome.

TABLE 11. RECOMMENDED INTERVENTION/CAMPAIGN FOR THE DESIRED BEHAVIOURAL CHANGE OUTCOMES

	KAP SCORE	BEHAVIOURAL CHANGE OUTCOME	CAMPAIGN/INTERVENTION	TARGET GROUP
CAMBODIA	Low	Shift to more sustainable livelihoods; Register plantations	Awareness campaign on protected tree species, alternatives to illegal logging and how to register plantations	Forest dependent communities
CHINA	Medium	Consumers shifting to more sustainable wood options	Advocacy campaign for reducing consumer demand and of more sustainable alternatives	Young, urban consumers
LAO PDR	Low	Report illegal forest activities	Awareness campaign on 'what is illegal wood and how to report illegal activities'	Forest dependent communities
MYANMAR	Low	Protect illegally traded wood species like Rosewood	Awareness campaign on 'what is illegal wood and how to report illegal activities'	Environmental networks
THAILAND	Medium	Report illegal forest activities; Shift to sustainable wood enterprise	Advocacy campaign on how to report illegal activities, manage forest lands and shift to sustainable wood enterprise	Forest dependent communities
VIETNAM	Medium-High	Young consumers shifting to more sustainable wood options	Advocacy for reducing consumer demand and awareness of more	Young, urban consumers

KAP SCORE INDEX:

20

CAMBODIA

SITUATION

- Forest communities generally lack of sustainable or diverse income sources.
- There is a low level of understanding that consumers of wood products are one of the drivers of illegal logging
- There is a lack of understanding that many tree species in the region are at the danger of being extinct (Rosewood)

GAPS/BARRIERS

- Many respondents are familiar with the concept of responsible purchasing but practice remains limited.
- Awareness about illegal logging is limited, but many consumers have a positive attitude, with regards to fighting illegal logging and trade, for example, they believe this issue can be solved by their generation.
- There is evidence that suggest that some people in rural areas are involved in forest trade.

MEDIA/
INFLUENCERS

- Many people access and trust information presented to them on TV, Internet, particularly Facebook and TikTok.
- Rural communities consider local governments as trusted sources of information.

CAMPAIGN
FOCUS

- There is a need for awareness or education about illegal logging, its impacts, and its links to climate change.
- There is a need to ramp up protection for endangered tree species, and what people can do individually.
- Engagement with communities needs to consider providing alternative livelihoods that are sustainable.

KAP SCORE INDEX:

47

CHINA

SITUATION

- Demand for hardwood is on the rise, particularly for Rosewood as it is part of Chinese culture.
- Strong negative attitudes (illegal logging is not their problem, don't care or think there are plenty of trees) persist.
- Relatively high knowledge of certified wood and sustainable choices but this does not translate to good practices.

GAPS/BARRIERS

- People generally do not recognise their role as consumers as one of the drivers of illegal logging activities in the Lower Mekong.
- There is a general lack of awareness that Rosewood and other tree species are becoming extinct and its negative impact on the environment, societies and their culture.
- Many respondents do not care about illegal logging.
- People have high respect for police and law, but will still buy illegal wood if sold at furniture shops.

MEDIA/
INFLUENCERS

- TV and newspapers are the most accessed and trusted media.
- Respondents say that friends and government officials are the most influential to them, followed by journalists and environmental protection NGOs.

CAMPAIGN
FOCUS

- Campaign can have a policy and consumer focus.
- On the consumer side, focus should be to reduce demand for Rosewood by presenting alternative, more sustainable wood varieties to young people who have higher KAP scores.
- On the policy side, it will be important to close any loopholes that allow consumers to buy hardwood furniture from wood that was harvested illegally.

KAP SCORE INDEX:

7

LAO PDR

SITUATION

- Respondents have limited knowledge of illegal logging.
- A large proportion of consumers also do not appear to care about the problem. Demand for hardwood is low so they may feel this is not a problem that concerns them directly.
- People in rural areas are very dependent on the forest for non-wood products.

GAPS/BARRIERS

- Many respondents are not aware that demand drives illegal logging activities and that many tree species are becoming extinct, as well as its impacts on the environment.
- Many respondents have a positive attitude with regards to fighting illegal logging and trade, for example, they believe this issue can be solved by this generation.
- Respondents show relatively weak compliance regarding environmentally sound behaviour (ie. buying certified wood)

MEDIA/
INFLUENCERS

- Media access is rather limited in Lao PDR. More people in urban areas have access to mass and social media than those in rural areas.
- People trust state-run TV channels, radio, speakers, as well as government officials as information sources.
- The desk review identified that loudspeakers have been used effectively, however this media was not covered in the survey.

CAMPAIGN
FOCUS

- There is a need for consumer education about illegal logging and its impact. Since media reach is limited may need to consider grassroots interventions as well.
- There is a need to ramp up protection for endangered tree species. Engagement with law enforcement will be important.
- To ensure compliance, especially amongst those dependent on logging, alternative livelihoods need to be considered.

KAP SCORE INDEX:

22

MYANMAR

SITUATION

- Forest trade may be shifting to other hardwood species apart from Rosewood and Mahogany.
- Knowledge about forest crime and how to prevent it is relatively low.
- Responsible purchasing as a concept is not well developed.
- Given the current situation, many consumers may have other priorities, also reflected in many negative attitudes (i.e. don't care about illegal logging or don't think it can be solved).

GAPS/BARRIERS

- Many respondents are not aware that consumer demand drives illegal logging activities.
- Many respondents are not aware that many tree species are becoming extinct and the impacts on the environment.
- Many respondents do not care about illegal logging but might follow the police and other law enforcement officers.
- Respondents show relatively weak compliance regarding environmentally sound behaviour (ie buying certified wood).

MEDIA/
INFLUENCERS

- Facebook is by far the most popular source of information, and it is also the most trusted channel.
- There is generally a lack of trust on government officials, rather they prefer to listen to friends and family.
- Access to media and information is very limited.

CAMPAIGN
FOCUS

- There is a need for consumer education about what is legal and illegal in partnership with the private sector or NGOs.
- There is a need to ramp up awareness for endangered tree species beyond Rosewood.
- Engagement with communities needs to consider alternative livelihoods that are sustainable.

KAP SCORE INDEX:

44

THAILAND

SITUATION

- The Thai wood market has a sizeable demand and is growing, especially in Bangkok.
- Consumers have knowledge about forest crime and may be willing to do something about it.
- Many respondents are familiar with and practice responsible purchasing.

GAPS/BARRIERS

- Respondents have a relatively good understanding of forest crime, and believe that forest encroachment is more severe than illegal logging.
- Many respondents do not care about illegal logging and think the problem is exaggerated.
- Respondents do not think that illegal logging is a problem that can be solved in their generation.
- Many respondents show relatively strong compliance and respect for the law

MEDIA/
INFLUENCERS

- Mainstream TV is the most trusted news source in Thailand, followed by Facebook, LINE, Instagram and Googleplus.
- Social norms are strong in Thailand and people generally listen to their elders, particularly parents.

CAMPAIGN
FOCUS

- There is a need to encourage behaviour change towards responsible purchasing of certified wood products.
- There is a need to ramp up protection for endangered tree species. Engagement with law enforcement will be important.
- There is a need to raise awareness on reporting different types of forest crime like illegal logging and encroachment.

KAP SCORE INDEX:

52

VIET NAM

SITUATION

- Viet Nam has some demand for hardwood, and it shows an upward trend especially in Hanoi.
- Respondents have a good knowledge of forest crime and appear willing to do something about it.
- Many respondents are familiar with and practice responsible purchasing.
- Past campaigns on forest protection appear to have had good reach and have increased awareness among the general population.

GAPS/BARRIERS

- Respondents have a relatively good understanding of the impacts of illegal logging.
- Many respondents care about illegal logging and want to stop it, especially among young people.
- Respondents show compliance and respect for the law.
- There is low awareness on practices that prevent forest crime.

MEDIA/
INFLUENCERS

- Mainstream TV is the most trusted news source in Vietnam, followed by Facebook, TikTok and Instagram.
- Family members were most influential, followed by the police and local government officials, but senior government officials and environmental are less so.

CAMPAIGN
FOCUS

- There is good opportunity to engage with consumers both in urban and rural areas, and encourage them for action.
- Despite high generic knowledge on forest crime, there is still a need to educate consumers about how rising demand for wood can drive illegal logging, and show that they can do something.
- It is good to engage with younger consumers as they are more supportive of the cause and can help to influence others.

DEVELOPING INDICATORS ARE NECESSARY TO TRACK EFFECTIVENESS THE CAMPAIGNS

How do we know if we our interventions successful? And how do we know if the changes are a result of the interventions we designed?

Illegal logging and trade are complex issues, and responses to them are generally characterised by a lack of data and evidence-based methodologies. This is especially true in this case when we are trying to measure outcomes of “soft” interventions that seek to effect incremental and difficult-to-measure changes in behaviour such as buying only sustainably sourced wood products (Lindgren 2019).

THE GAPS IN EVIDENCE IN PROGRAMMATIC INTERVENTIONS FOCUSING ON DEMAND REDUCTION AND RISK AVOIDANCE HAVE PRESSURED DEVELOPMENT PRACTITIONERS TO PRODUCE MORE ROBUST DATA TO QUANTITATIVELY PROVE THE OUTCOMES OF THEIR PROGRAMMES ARE EFFECTIVE AND SUSTAINABLE.

Aside from informing behavioural interventions and campaign strategies, the KAP scores used in this handbook also addresses the gap in lack of tools and proxy indicators for quantitatively measuring programmatic impact over time. Such quantitative indicators are best used in combination with qualitative impact evaluation research.

Table 12 shows three different sets of indicators to evaluate progress and impact of behavioural change campaigns on fighting forest crime across the Lower Mekong countries and China. It also includes the baseline data from the KAP survey conducted in 2022. It is recommended that once the campaigns have been implemented, a similar end-line KAP survey will be conducted to measure success.

WHAT IS AN 'INDICATOR'?

An indicator is “a measurable entity related to a specific information need such as the status of a target/factor, change in a threat, or progress toward an objective. A good indicator meets the criteria of being: measurable, precise, consistent and sensitive (Conservation Measures Partnership 2013)

CONCLUSION

This chapter demonstrated how the KAP Score can both offer insights to the campaign strategies, as well as provide quantitative proxy indicators to measure the effectiveness of the interventions. When evaluating the campaign interventions, the KAP indicators are best used in combination with qualitative impact and evaluation research.



TABLE 12. THE KAP MONITORING AND EVALUATION FRAMEWORK COMPILES THE KNOWLEDGE, ATTITUDE, AND PRACTICES INDICATORS TO MEASURE THE EFFECTIVENESS OF CAMPAIGNS OVER TIME.

	BASELINE (2022)						MID-INTERVENTION/ ENDLINE					
	CAMBODIA	CHINA	LAO PDR	MYANMAR	THAILAND	VIET NAM	CAMBODIA	CHINA	LAO PDR	MYANMAR	THAILAND	VIET NAM
OVERALL INDICATORS												
Demand for hardwood	↓	↑	↓	↓	↑	↑						
KAP Index	↓	≈	↓	↓	≈	≈						
Social norms	↑	↓	↑	↓	≈	↓						
KNOWLEDGE INDICATORS												
Knowledge	≈	≈	↓	↓	↑	≈						
Heard of illegal logging	↑	NA	↑	≈	↑	↑						
Aware of responsible purchasing	≈	↑	↓	≈	≈	↑						
ATTITUDE INDICATORS												
Attitude (negative)	≈	↓	≈	↓	≈	↓						
People care about illegal logging	↓	↓	↓	↓	↓	↓						
PRACTICES INDICATORS												
Practice	↓	↑	↓	≈	≈	↑						
Practices responsible purchasing	↑	↑	≈	↓	≈	↑						
Bought hardwood furniture in the past 2 years	↓	↑	↓	↓	≈	≈						
Plan to buy hardwood furniture in the next months	↓	↑	↓	↓	≈	≈						
Report illegal logging or trading	≈	NA	≈	↑	≈	≈						
Prefer to buy wood products if they are certified	↓	≈	↓	↓	≈	↑						

ANNEX 1: SURVEY METHODOLOGY

RATIONALE

The United Nations Program on Reducing Emissions from Deforestation and Forest Degradation (UN-REDD Program) is implementing a two-year initiative for Addressing Forest Crime through Improved Governance in the Lower Mekong Region (LOWER MEKONG REGION) (2020-2022). The Government of Norway funds the initiative via Norway's International Climate and Forest Initiative (NICFI). The initiative is implemented in five LOWER MEKONG REGION countries (CLMTV) and China. The initiative aims to reduce the likelihood of forest crime by strengthening forest and land-use governance. Reducing forest crime will ultimately lead to reduced emissions from deforestation and degradation and more sustainable management of forests across the LOWER MEKONG REGION and Beyond. The initiative is intended to promote dialogue, policy alignment and inter-compatibility within the LOWER MEKONG REGION, boost cooperation between LOWER MEKONG REGION countries and China, and effectively address the challenges of forest crime. Followings are the initiative's expected impact and goal and expected outcomes and outputs.

Expected impact: Reduction of forest degradation and deforestation, promoting sustainable management of forests across the LOWER MEKONG REGION, will ultimately lead to reduced GHG emissions.

Goal: Increase national commitment to legal and sustainable trade and investment in wood products across the LOWER MEKONG REGION and in China.

Expected outcomes and outputs:

1. Strengthened bilateral and regional cooperation in combating illegal trade while facilitating sustainable trade and investment in wood products in the LOWER MEKONG REGION and China.

1.1. Dialogue and cooperation on tackling illegal logging are enhanced through bilateral and regional platforms.

1.2. Intra-regional cooperation deepened to promote sustainable forest management (SFM) across the region.

1.3. Clearinghouse or collaboration platform established and operationalised to encourage and support responsible investment and lending in the forest sector within the region.

1.4. Dialogue between China and LOWER MEKONG REGION countries deepened to enhance cooperation on supply of sustainable wood products to China.

1.5. Bilateral, joint monitoring and regional data-sharing strengthened for enhanced transboundary cooperation.

1.6. Communication campaigns were developed to raise public awareness and incite social and behaviour change on forest crime.

2. LOWER MEKONG REGION countries develop, strengthen, and prepare for implementing systems that define and reliably demonstrate the sustainability of wood products from harvest to export.[ii]

2.1. National activities implemented to support cooperation commitments.

2.2. National certification standards strengthened across LOWER MEKONG REGION countries (through a consultative process).

2.3. Systems and instruments strengthened to verify, track and license legality and sustainability of timber.

2.4. Capacities of national institutions are built, so to allow them to operationalise improved forest governance, sustainable forest management and forest product trade.

2.5. Viable forest production models were identified to supply sustainable timber.

2.6. Community-based groups and smallholders can access legal and sustainable forest product value chains.

2.7. Key recommendations and actions agreed by key stakeholders to scale up actions to tackle illegal and extra-legal conversion of forestland to other land uses.

3. Improvement in the monitoring of forests and land use through enhanced data accessibility and management.[iii]

3.1. Near real-time monitoring system for deforestation and degradation developed and tested.

3.2. Proxy indicators and data for monitoring regional progress on legal forest activities and trade developed.

3.3. Systems strengthened for tracking environmental and social impacts in the forest sector.

Under Output 1.6, the UN-REDD Program focuses on developing national communication campaigns to raise public awareness and incite social and behaviour change on forest crime in five LOWER MEKONG REGION countries and China. The campaigns will be developed through a multi-stakeholder, consultative and participatory process via national strategy design and validation workshops to ensure that the voices of government, experts, CSOs/NGOs, and media are all incorporated. Efforts will be made to involve partner organisations working on forest crime, such as UNODC and Interpol, to develop these communication strategies, to ensure joint messaging and maximum impact. Under Output 1.6, monitoring surveys and robust longitudinal databases will also be developed. Tracking selected indicators will be crucial to determine if the chosen interventions impact social and behavioural changes over time.

The national communication campaigns to enable social and behaviour changes will complement more technical interventions. United Nations Environment Programme (UNEP), one of the participating organisations to the UN-REDD Program and the organisation in charge of generating Output 1.6, entrusted Rapid Asia to design and implement a baseline study including a behavioural compliance model (i.e., KAP Score) in each of the five LOWER MEKONG REGION countries and China.

The baseline study examined knowledge, attitudes and practice (KAP) among the general public regarding forest crime-related issues across the target countries. Results from the baseline study is expected to help to inform the national communication campaigns on target audience selection, messaging strategy and media strategy. Since each country has already started developing basic concepts for the campaigns, verifying if the chosen approach is a good fit is essential. Apart from guiding the campaign strategy, establishing key indicators, and monitoring change over time, results from the baseline study can also provide important evidence for advocacy purposes.

STUDY OBJECTIVES

The campaigns will leverage insights from the baseline study to develop communication interventions to inform and influence the general public about forest crime and their negative impact across LOWER MEKONG REGION countries and China. Against this background, the baseline study aimed to answer the following objectives.

1. Establish baseline indicators for the national campaigns that can be tracked and benchmarked over time.

- KAP Index
- KAP Segmentation
- Selected ad hoc questions (Will be discussed and decided with the UNEP during the data analysis stage)

2. Understand the campaign target audience knowledge, attitude and practice. In particular it is important to identify segments that are more at risk and knowingly or unwittingly contribute to the problem.

- Are people aware of forest crime, their drivers and their negative impact?
- To what extent do people care about the issue?
- Are people acting in a way that contributes to the problem or helps fight against it?

3. Understand what messages should be developed for the campaign. This goes to the heart of the creative strategy of the campaign.

- What do consumers consider when buying hardwood furniture?
- To what extent does the general public support the idea of protecting forests?
- What messages should be developed to close potential knowledge gaps?
- To what extent are people influenced by social norms?
- What differences or similarities can be found between the six countries?
- What could be the most effective calls to action?

4. Gain insight into the media strategy.

- What are communication channels available for reaching the target audience?
- To what extent can the campaigns rely on more cost-effective social media strategies?
- What news channels do people trust?
- Who are the potential influencers?

5. Identify evidence that can be used for advocacy purposes.

- Do most people support forest conservation?
- Do people practice responsible purchasing in relation to hardwood products?
- Would consumers avoid buying wood from endangered species if they know about it?
- Do people prefer to buy certified products?

EXPECTED OUTCOMES

Expected outcomes from the study (with a sample size of 400-450 per country) is a quantitative overview of knowledge, attitudes and practices (KAP) around forest crime and illegal trade issues in each of the five LOWER MEKONG REGION countries and China.

STUDY DESIGN

The study was carried out in successive steps as follow:

Step 1-Desk review, inception report and inception workshop (KAP score model workshop).

Step 2-Data collection through a survey and IDIs.

Step 3-Data analysis, validation workshop and final study report.

Inception stage

A desk review was done to review documents related to the "Addressing Forest Crime through Improved Governance in the Lower Mekong Region" project, as well as other documents related to forest crime and sustainable forest trade. Based on findings from the desk review, Rapid Asia finalised the inception report, which included the final study framework, methodology, final report structure and work plan. Following the finalisation of the inception report, Rapid Asia developed study tools (survey questionnaire and IDI moderator guide) in collaboration with UNEP. Prior to develop the survey questionnaire, inception workshop (KAP score model workshop) was held with UNEP to conceptualise and develop KAP questions. Study tools were also translated into local languages of five LOWER MEKONG REGION countries and China.

Enumerator/moderator trainings

Rapid Asia organized online training for the data collection team (survey enumerators and IDI moderators) in five LOWER MEKONG REGION countries and China. They received a detailed training, including the execution of survey questionnaires and pre-designed moderator guides (pretested) to ensure consistency of questioning and manageability of the data collected. Pretesting of the tools was also done as part of the enumerator/moderator training, which served as a good quality check of the final tools.

COVID-19 safety precautions

Given the pandemic situation in the world, data collection was done either via phone, online panel or face to face with Covid-19 precautions. Rapid Asia has done several studies in multiple countries during the pandemic, and protocols have been developed to ensure interviewer safety while collecting data (Appendix VI).

Target groups

The study targeted the general populations in five LOWER MEKONG REGION countries with the following criteria.

- General population.
- Aged 18 years or older.
- 50/50 split between male and female.
- 50/50 split between those living in national capitals and rural areas near forests.

In China, the study targeted people who have bought and are planning to buy hardwood furniture with the following criteria.

- Aged 18 years or older.
- 50/50 split between male and female.
- People who have bought hardwood furniture in the past two years or are planning to buy in the next 12 months.
- People who live in Beijing, Shanghai and Yunnan.

Sample distribution

The survey was conducted with a total of 2,450 respondents. In the Lower Mekong Region countries, the survey was conducted in the national capital (n=200) and rural communities near two identified forest areas in each country (n=200). In China, online panel interviews[1] were conducted in three metropolitan cities, including Beijing (n=150), Shanghai (n=150) and Yunnan (n=150). Social research is not allowed in China, so online panel interviews are conducted instead of exit interviews. It is safer and offers 100 percent confidentiality.

Sample distribution by co

Country	Urban area	N	Forest area	Province	n	Total (n)
Cambodia	Phnom Penh	200	Phnom Prech Wildlife Sanctuary	Mondolkiri	100	400
			Botum Sakor National Park	Koh Kong	100	
China	Beijing	150				450
	Shanghai	150				
	Yunnan	150				
Lao PDR	Vientiane Capital	200	Nam Et-Phou Louey National Park	Houaphan Luang Prabang Xieng Khouang	200	400
Myanmar	Yangon	200	Tone Yay forest	Bago (West)	100	400
			Kyo Wine forest Kyo Pyin forest	Thanintharyi	100	
Thailand	Bangkok	200	Phu Chong Na Yoi National Park	Ubon Ratchathani	100	400
			Dong Phrayayen-Khao Yai complex	Nakhon Ratchasima Sa-Kaeo	100	
Viet Nam	Hao Noi	200	Pu Mat National Park	Nghe An	100	400
			Phong Nha-Ke Bang National Park	Quảng Bình	100	
Total		1,450			1,000	2,450

Demographic profile by country

Demographics	Cambodia n=400 (%)	China n=450 (%)	Laos n=407 (%)	Myanmar n=400 (%)	Thailand n=400 (%)	Viet Nam n=400 (%)
Base: All respondents						
Sex (weighted)						
Male	50	50	50	50	50	50
Female	50	50	50	50	50	50
Age (weighted)						
18-29 years	39	23	43	35	23	29
30-39 year	22	19	22	20	16	22
40 and older	39	58	35	45	61	50
Urban/rural						
Urban	49	100	50	50	50	44
Rural	51	-	50	51	50	56
Education						
Primary school (up to grade 6)	33	-	26	28	22	22
Middle school (grade 6-9)	21	-	22	26	13	21
High school (grade 10-11)	23	7	30	23	16	17
Vocational school	11	20	8	3	9	5
University or higher	12	73	14	20	41	36

Data collection and management

The survey was conducted using a combination of methods, including an online access panel, CAPI and phone to ensure efficient and safe data collection. The method was vary between countries and survey locations. Reliable online access panels are available in China, Thailand and Viet Nam, but it is only possible to target urban populations. Phone interviews was possible in Cambodia, and as the sub-contractors have phone databases they can use. For Lao PDR and Myanmar and the rural areas, CAPI (face to face) was used

In-depth interviews (IDIs)

IDIs were conducted to general population in CLMTV. In China, IDI targeted people who have bought hardwood furniture in the past two years or are planning to buy in the next 12 months. Respondents was identified during the survey based on criteria agreed with UNEP. A total of 30 IDIs (5 IDI/country) were conducted. Rapid Asia deployed experienced moderators to conduct IDIs. All IDIs were recorded for quality control purposes.

Data analysis and reporting

The survey and IDI data were analysed, and the relevant findings were brought out to form a comprehensive view of the perspectives and perceptions held. The survey data was analysed using SPSS, and the results were summarised in the form of charts and tables. Interview summaries were also prepared for each IDI.

GENDER-SENSITIVE APPROACH

Gender sensitive approach was considered throughout the study processes, making sure a gender lens were applied such as: setting appropriate quotas based on gender and social inclusiveness; highlighting differences in data between different disaggregated groups (by gender, age, and other social characteristics) where appropriate; using an intersectional approach to recognise that multiple factors shape people's identities and social positions; uncovering links between gender, social norms and the incidents if forest crime; and including gender-specific recommendations

LIMITATIONS

Factors presented as limitations to the execution of the study included the following:

- It was not allowed to carry out social research in China. Hence, the study in China was conducted using an online panel.
- It is generally not good to use different methodologies as it can introduce bias in the data. In Cambodia, the interview with urban population was done using a phone, while the interview with rural population in the country was done by face to face. In Thailand and Viet Nam, the urban population was surveyed with the help of an online access panel. Additional analysis was undertaken, comparing the results, to determine if evidence suggests the mixed methodology has introduced any bias. In addition, quotas and data weighting were used to ensure the country samples are comparable.
- The final sample in each country cannot be regarded as representative of the entire general population. An underlying assumption is that awareness and attitudes towards forest crime would be fairly uniform across urban areas and rural areas near forests. By focusing the sample on urban centres and rural forest communities, the sample presents a balance between two extremes and means the full range of different awareness and attitude levels were captured.

ANNEX 2: QUESTIONNAIRE

SCREENING

S1 RECORD COUNTRY

Cambodia	1
China	2
Laos	3
Myanmar	4
Thailand	5
Viet Nam	6

S2 RECORD REGION

S3 You are ...

Man	1
Woman	2
Other	3

SHOW CARD 1

S4 Which of the following age groups do you fall into? (Single)

Below 18 years	1	STOP
18 – 24	2	
25 – 29	3	
30 – 34	4	
35 – 39	5	
40 – 50	6	
50 or older	7	

A. PURCHASING BEHAVIOR

SHOW CARD 2

*A1a Which of the following goods have you bought in the past 2 years, either for yourself or for someone else, if any? (Multiple)

	A1a	A1b	
Gold jewelry	1	1	GO TO A5
Jade carving, figurines or stamp	2	2	
Car	3	3	
Hardwood furniture	4	4	A1a GO TO A2, A1b GO TO A4
Diamonds or precious stones	5	5	GO TO A5
Smart phone or tablet	6	6	
Luxury watch	7	7	
None	8	8	

SHOW CARD 3

A1b And which ones do you plan to buy in the next 12 months, either for yourself or for someone else, if any? (Multiple)

	A1a	A1b	
Gold jewelry	1	1	GO TO A5
Jade carving, figurines or stamp	2	2	
Car	3	3	
Hardwood furniture	4	4	A1a GO TO A2, A1b GO TO A4
Diamonds or precious stones	5	5	GO TO A5
Smart phone or tablet	6	6	
Luxury watch	7	7	
None	8	8	

SHOW CARD 4

A2. You said you bought hardwood furniture, from what wood are they made? (Single)

Rosewood	1
Mahogany	2
Ebony	3
Oak	4
Teak	5
Other (SPECIFY)	6
Don't know	7

SHOW CARD 5

A3 Where did you purchase the hardwood furniture? (Multiple)

Modern furniture store	1	GO TO A5
Traditional furniture store	2	
Antique shop	3	
Open air market	4	
Auction or art fair	5	
From private individual	6	
Commissioned the furniture to order	7	
Shop selling reclaimed or recycled furniture	8	
On the internet	9	
In another country	10	
Other	11	

SHOW CARD 6

A4 You said you want to buy hardwood furniture, what wood do you prefer? (Multiple)

Rosewood	1
Mahogany	2
Ebony	3
Oak	4
Teak	5
Other (SPECIFY)	6
Don't know	7

SHOW CARD 7

A5 When buying hardwood furniture, to what extent do the following factors influence your decision to make the purchase (Single)

	Not at all	Minor extent	Some extent	Large extent
Rare wood	1	2	3	4
Quality	1	2	3	4
Recommendation from others	1	2	3	4
If made from illegal tree species	1	2	3	4
Wood color, aesthetics, style or design	1	2	3	4
Where the wood came from (e.g., domestic or imported timber, planted or natural forests).	1	2	3	4
Price	1	2	3	4
Certified sustainable or legal product	1	2	3	4

A6 Have you bought furniture made from other wood than hardwood in the past 12 months?

Yes	1	CONTINUE
No	2	GO TO B1

SHOW CARD 8

A7 What type of wood was made from? (Single)

Rubberwood	1
Sawn wood	2
Plywood	3
Particle board	4
Other (SPECIFY)	5
Don't know	6

B. RESPONSIBLE PURCHASING FOR WOOD PRODUCTS

B1 Have you ever heard about responsible purchasing for wood products?

Yes	1	CONTINUE
No	2	GO TO B3

SHOW CARD 9

B2 From where have you heard about responsible purchasing? (Multiple)

News and media reports	1
TV documentary or another program	2
Family or friends	3
Retail store	4
Social media	5
Online website	6
Film	7
Books	8
Work or colleagues	9
Other	10

SHOW CARD 10

B3 Which of the following would you associate with responsible purchasing? (Multiple)

Products not made by forced labor	1
Retailers being transparent about how their product are made	2
Products not made from protected trees	3
Certified legal or sustainable products	4
Products made with zero deforestation	5
Fair trade products	6
None	7

SHOW CARD 11

B4 Who do you think is responsible to make sure responsible purchasing can happen? (Multiple)

Governments	1
Manufacturers	2
Retailers	3
Consumers	4
NGOs	5
Don't know	6

SHOW CARD 12

B5 Which of the following produces have you made responsible purchases in the past 12 months? (Multiple)

Food and drinks	1
Clothes	2
Shoes	3
Electronics	4
Sporting goods	5
Wood furniture	6
Home appliances	7
Toys	8
Medicines and pharmaceuticals	9
Other	10

SHOW CARD 13

B6 How have you personally practiced responsible purchasing, what did you do specifically? (Multiple)

Did research on the product before buying	1
Bought from a store or individual that sells environmentally friendly goods	2
Bought a product from a brand that promotes its environmental record	3
Asked questions about where the product came from	4
Took advice from friends	5
Bought a product with a recognized environmentally-friendly certification or license	6
Bought from a local producer	7
Bought recycled or upcycle products	8
Other	9
No	10

C. SUPPLY CHAIN INVOLVEMENT – RURAL ONLY

SHOW CARD 14

C1 Which of the following is true for your household? (Single)

You collect fire wood from the forest	1
You obtain wood material from the forest	2
You earn a living from working in the forest or forest sector	3
You rely on non-wood forest products such as fruits, medicinal plants, etc	4
You don't depend on the forest at all	5

SHOW CARD 15

C2a Thinking about common tree species, which ones are you aware exist in this area? (Multiple)

SHOW CARD 16

C2b And which tree species would you consider to be most valuable? (Multiple)

	C2a	C2b
Teak	1	1
Mahogany	2	2
Rosewood	3	3
Acacia	4	4
Oak	5	5
Eaglewood	6	6
Don't know	7	7

C3 Have you ever seen the buying and selling of these tree species?

Yes	1	CONTINUE
No	2	GO TO C5
Not sure	3	

SHOW CARD 17

*C4 How frequently have you seen the buying and selling occur? (Single)

Daily	1
Weekly	2
Monthly	3
Less often	4

C5 Would you say buying and selling of tree species in this area happens less, about the same or more frequently today compared to 3 years ago?

Less	1	CONTINUE
About the same	2	GO TO C7
More	3	
Don't know	4	

SHOW CARD 18

C6 Which of the following represent reasons why there is less trading going on? (Multiple)

Less demand for wood products due to rising use of other construction materials	1
Difficulty getting permission to harvest or trade	2
Fewer trees are left	3
Difficult to earn money from logging and wood product trade	4
Cutting some trees has become illegal or more difficult	5
Rangers are protecting the forest	6
The community supports protecting the forest	7
Local NGO activities help to protect the forest	8
Impact of COVID-19	9
Other (SPECIFY)	10

SHOW CARD 19

C7 What is the possibility that you or someone in your family would cut down a protected tree in the future? (Single)

Definitely not	1	CONTINUE
Unlikely	2	
Likely	3	GO TO C9
Yes definitely	4	

SHOW CARD 22

C8 Which of the following represent reasons why you would not cut down protected trees? (Multiple)

I feel it is wrong to do it	1
It is difficult to sell wood from protected trees	2
The trees are a protected species	3
I would be afraid of being caught by the police	4
The money you can make is very limited	5
There are no valuable trees left in the forest	6
I believe it is against the law	7
I believe it's not good for the environment	8
I'm happy with what I have	9

SHOW CARD 21

C9 Under what circumstances might someone cut down a protected tree? (Multiple)

To pay for health care costs	1
To pay for children schooling	2
To make home repairs	3
To meet basic day-to-day needs	4
If no other livelihoods is available	5
None	6

C10 Before today, have you ever heard about illegal logging? (Single)

No	1	GO TO C12
Yes, I have heard about it but don't know about it much	2	CONTINUE
Yes, I'm quite familiar with this term	3	

SHOW CARD 22

C11 From where have you heard about illegal logging? (Multiple)

News and media reports	1
Seen activities myself	2
Through family or friends	3
Through local government authorities	4
Social media	5
Police	6
NGO	7
Community event	8
Posters, leaflets or brochures	9
Other	10

SHOW CARD 23

C12 Which of the following would you consider to be severe forms of forest crime? (Multiple)

Logging protected tree species	1
Illegal conversion of land	2
Logging in protected forests	3
Forest encroachments	4
Processing protected tree species	5
Trading protected tree species	6
Buying wood from protected tree species	7
None	8

D. KAP QUESTIONS

LOWER MEKONG REGION COUNTRIES ONLY

SHOW CARD 24

D1a Does illegal logging and trade happen in your country? (Single)

There are no protected tree species in this country	1
No, trees are well protected	2
Yes	3
Not sure	4

SHOW CARD 25

D1b What is the main driver of illegal logging and trade in the Mekong region? (Single)

Farmers freeing up land for agricultural use	1
Local loggers who don't respect the law	2
High consumer demand for wood products	3
Not sure	4

SHOW CARD 26

D1c What is negatively impacted by illegal logging? (Single)

The environment, economy and society	1
The environment and economy	2
Only the environment	3
Not sure	4

SHOW CARD 27

D1d Does deforestation contribute to climate change? (Single)

It helps to lessen the impact of climate change	1
It is a key driver of climate change	2
No impact either way	3
Not sure	4

SHOW CARD 28

D1e How many tree species in the lower Mekong region are at risk of becoming extinct? (Single)

Many (over 100)	1
Very few (less than 10)	2
None	3
Not sure	4

CHINA ONLY

SHOW CARD

D1f Does furniture products sold in China come from protected forests? (Single)

No, it is illegal to sell products made from protected tree species	1
Yes, but only on the black market	2
Yes, many such products are sold openly in China	3
Not sure	4

SHOW CARD 29

*D2 To what extent do you agree or disagree with the following? (Single)

		Disagree completely	Disagree	Agree	Agree completely	Don't know
A	Buying and selling endangered tree species is OK, even if it was illegal	1	2	3	4	5
B	Most people don't care about illegal logging	1	2	3	4	5
*C	Illegal logging is an exaggerated problem, there are plenty of trees	1	2	3	4	5
D	Illegal logging is a not a problem that can be solved by our generation	1	2	3	4	5
*E	A profitable timber trade is more important than saving trees	1	2	3	4	5
*F	Being able to buy furniture from protected trees is more important than saving trees	1	2	3	4	5

RURAL ONLY
SHOW CARD 30

D3a If you suspected someone in your community was involved with illegal logging or trading protected tree species, what would you do? (Single)

Report it	1	CONTINUE
Probably report it, it would depend on the circumstances	2	
Probably do nothing, it would not make a difference	3	GO TO D3C
Don't know	4	

D3aa Who would you report to? (Single)

Police	1
NGO	2
Community leader	3
Other	4

CHINA AND URBAN ONLY
SHOW CARD 31

*D3b Would you prefer to buy wood products if they were certified legal or sustainable? (Single)

Yes definitely	1
Only if the quality and price are not different	2
It would not matter that much	3
Don't know	4

SHOW CARD 32

D3c Have you ever spoken to friends about the negative effects of illegal logging? (Single)

Yes	1
No, but I think I will at some point	2
No	3
Don't remember	4

SHOW CARD 33

D3d Have you ever supported forest protection activities, such as participate in community patrols, monitor forest independently, report violations, attend trainings or meetings on the topic of forest protection)? (Single)

Yes	1
No but I think I will at some point	2
No	3
Don't remember	4

SHOW CARD 34

D3e Have you ever donated money to an environmental cause? (Single)

Yes	1
No but I think I will at some point	2
No	3
Don't remember	4

RURAL ONLY

SHOW CARD 35

D3f If one of your relatives was offered a job that directly or indirectly support illegal logging, what would you do? (Single)

Try to persuade them not to take the job	1
Inform them about it and then leave it to them to decide	2
Not say anything, it is up to them	3
Don't know	4

CHINA AND URBAN

SHOW CARD 36

D3g If one of your friends was going to buy furniture made from protected tree species, what would you tell them? (Single)

Try to persuade them to buy something else	1
Inform them about it and then leave it to them to decide	2
Not say anything or congratulate them	3
Don't know	4

URBAN AND CHINA

SHOW CARD 37

D4 Your friend wants to buy hardwood furniture and his/her parents suggests Rosewood. When learning the wood comes from a protected tree species your friend would rather buy something else. Would it be appropriate for him/her to tell the parents no? (Single)

Yes, most of the time	1
Sometimes yes, sometimes not	2
Most of the time no	3

URBAN AND CHINA

SHOW CARD 38

D5 Your friend wants to buy hardwood furniture and his/her parents suggested Rosewood. When learning the wood came from a protected tree species your friend would rather buy something else. In this situation, which of the following would be considered normal behaviour? (Single)

Buy something else	1
Some may buy something else others not	2
Buy the Rosewood furniture	3

RURAL LOWER MEKONG REGION

SHOW CARD 39

D6 If your friend was offered a job, but they did not feel comfortable when learning the job indirectly support the trade of protected tree species, would it be acceptable for them to say no? (Single)

Yes, most of the time	1
Sometimes yes, sometimes not	2
Most of the time no	3

RURAL LOWER MEKONG REGION

SHOW CARD 40

D7 If your friend was offered a job, which of the following is considered normal behavior if they did not feel comfortable when learning the job indirectly supporting the trade of protected tree species? (Single)

Refuse to take the job	1
Some may refuse others not	2
Take the job anyway	3

E. WILD FOR LIFE CAMPAIGN

SHOWCARD PICTURE WILDFORLIFE 41

E1 Before today, have you ever seen this campaign Wild For Life?

Yes	1	CONTINUE
No	2	GO TO F1

SHOW CARD 42

E2 Where did you see it? (Multiple)

TV	1
Facebook	2
Outdoor poster	3
Event	4
Billboard	5
YouTube	6

Other social media	7
E-mail	8
Website	9
Can't remember	10

F. MEDIA AND INFLUENCERS

SHOW CARD 43

F1 Which of the following media devices do you own? (Multiple)

SHOW CARD 44

F2 Which of the following media do you regularly watch, read or listen to? (Multiple)

	F1	F2
Television	1	1
Radio	2	2
Newspaper	3	3
Internet	4	4
PC or laptop	5	
Smart phone or tablet	6	
Regular mobile phone	7	
None of the above	8	GO TO F3

SHOW CARD 45

F3 Which social media sites do you subscribe to, if any? (Multiple)

Facebook	1	CONTINUE
Twitter	2	
Google+	3	
Instagram (IG)	4	
TikTok	5	
LinkedIn	6	
Weibo	7	
Douban	8	
Qzone	9	
RenRen	10	
Kaixin001	11	
51.com	12	
Other	13	
None	14	

SHOW CARD 46

F4 Which of the following activities do you do regularly on social media? (Multiple)

Searching	1
Reading	2
Chatting	3
Connecting and networking	4
Downloading stuff	5
Sharing stuff	6
Competition and games	7
Watching videos	8
Other	9

SHOW CARD 47

F5 Which chat services do you use, if any? (Multiple)

Google chat (Hang Out)	1
Messenger	2
WhatsApp	3
LINE	4
Skype	5
Viber	6

Wechat	7
BBM	8
Signal	9
Telegram	10
None	11

SHOWCARD 48
F6

What news media do you trust? (Multiple)

International newspapers (print / online)	1
National newspapers (print / online)	2
News magazine subscription (print / online)	3
Mainstream television news	4
Cable news	5
Online TV subscriptions	6
Mainstream radio	7
Radio talk shows	8
Podcasts	9
Facebook	10
YouTube	11
Twitter	12
Other social media sites	13
Mobile news Apps / Chatbot	14
Free streaming from various websites	15
Blogs and e-forums	16
None	17
Other (SPECIFY)	18

SHOWCARD 49
F7

If someone asked you to join or support a campaign against illegal logging, to what extent would you be prepared to listen to them if they were ...

	Never	Unlikely	Likely	Yes definitely
A family member	1	2	3	4
Your friend	1	2	3	4
A local celebrity	1	2	3	4
An international celebrity	1	2	3	4
A journalist	1	2	3	4
A senior government official	1	2	3	4
A local government official	1	2	3	4
The police	1	2	3	4
A local environmental protection NGO	1	2	3	4
An international environmental protection NGO	1	2	3	4

SHOW CARD 50
F8

If you came across information about a critical issue that could affect you and your immediate community, which of the following channels would you use if you wanted to share that information? (Multiple)

Social media	1
Talk to friends and family	2
Report in a community meeting	3
Write a blog	4
Write in a forum	5
Other (SPECIFY)	6
Not sure	7

G. DEMOGRAPHICS

SHOW CARD 51
G1

Which of the following best describes your current level of education? (Single)

Completed elementary school or less – up to level 6	1
Completed Junior high school – level 7 to 9	2
Completed Senior high school – level 10 to 12	3

Completed vocational education	4
Diploma, University or higher education	5

SHOW CARD 52

G2 What is your main activity at present time? (Single)

Employed full time or part time	1	CONTINUE
Contract, seasonal or piecemeal work	2	
Self employed	3	GO TO G4
Studying	4	
Home duties	5	
Unemployed looking for work	6	
Other	7	

SHOW CARD 53

G3 Which of the following best describes your current position? (Single)

Management level	1
Supervisor with subordinates	2
Office worker	3
Blue collar worker	4

SHOW CARD 54

G4 Which of the following best describes the financial situation of your household? (Single)

Money is sometimes not enough to buy food	1
Money is enough for food, but sometimes not enough to buy new clothes	2
Money is enough to buy food and new clothes, but not enough to buy a new television, refrigerator or a washing machine	3
Money is enough to buy home appliances, but we can't buy a new car	4
Money is enough for everything but not to buy a house or apartment	5
We could afford to buy a house or apartment if we needed	6

LOWER MEKONG REGION COUNTRIES ONLY

G5 In case I have missed anything, what mobile number I can reach you on?

CONFIRM NAME AND DO A MISSED CALL TO CHECK

First name	
Mobile number	

LOWER MEKONG REGION URBAN D3b=1 or D2b=1 or D2B=4

LOWER MEKONG REGION RURAL C4<3 or C7=1 or C7=4 or D2C=1 or D2C=4 or D2E=1 or D2E=4
(see illegal logging activities)

CHINA

A2=1 & D2F=1 or D2F=4 or D3b=1 (bought Rosewood and important / not important to save trees)

G6

You have been selected for an extension interview and we would like to contact you at a separate time and ask you just a few more questions? Do you agree to participate?

Yes	1	CONTINUE
No	2	THANK YOU FOR YOUR TIME

G7

Please provide your first name and best contact number?

First name	
Mobile number	

H. MODERATOR GUIDE

I am (NAME) from (Rapid Asia Co., Ltd). You recently did our survey and agreed to participate in this follow-up interview. It will be very helpful to hear your view, opinion, and insights on forest crime-related issues. We really appreciate you giving us your time today. I will record our discussion so I can concentrate on what you are saying. There are no right or wrong answers, so please give us your honest opinion. The recording will only be used for internal processing purposes. Your record will not be shared with anyone. Please be assured that anything you say is confidential and your participation is completely voluntary, you can withdraw at any time. Do you have further questions about this interview? (MAKE CLARIFICATION AS NEEDED).

Do you understand and give your consent to be interviewed? IF YES CONTINUE.

Questionnaire ref: D3b=1 (prefer certified legal wood)

D2B=1 (Most people care about illegal logging)

D2B=4 (Most people do not care about illegal logging)

I would like to talk about your view on illegal logging and its impact.

- Have you ever heard about illegal logging in your country?
- What have you heard about it? Why do you think it happens?
- What do you think should be done about it? Explain?
- Rosewood and other hardwood species are becoming more endangered, how concerned are you about this? To what extent do you think consumers buying products made from protected tree species are to be blamed?
- Some countries have introduced certification systems so that customers know they buy wood that is legal and not cut from protected forests. What do you think about that? Elaborate?
- Who do you think should be responsible to ensure wood furniture do not come from protected forests? Why?
- If there were more sustainable wood alternatives to Rosewood, would you consider them?

Questionnaire ref:A2=1 & D2F=1 (bought rosewood and care about protected trees)

A2=1 & D2F=4 (bought rosewood and don't care about protected trees)

A2=1 & D3b=1 (bought rosewood and prefer certified legal wood)

I would like to talk about your experience in purchasing hardwood furniture made from Rosewood.

- Is this your first-time buying Rosewood furniture?
- Where did you buy them?
- Why did you decide to purchase furniture made from Rosewood?
- Tell me about the things you considered when buying your Rosewood furniture? Explain?
- Rosewood can be found in many countries. Did the seller tell you anything about where the wood came from originally?
- Some Rosewood comes from protected forests, to what extent is that a concern to you?
- How would consumers know if the furniture they buy came from protected forests?
- Some countries have introduced certification systems so that customers know they buy wood that is legal and not cut from protected forests. What do you think about that? Elaborate?
- Who do you think should be responsible to ensure wood furniture don't come from protected forests? Why?
- What responsibility do consumers have do you think?
- If there were more sustainable wood alternatives to Rosewood, would you consider them?
- Why do you think is Rosewood so prized in China?

Questionnaire ref: C4<3 (Seen buying and selling of tree species often)

C7=1 (Low chance to cut down protected trees in the future)

C7=4 (High chance to cut down protected trees in the future)

D2C=1 (Illegal logging is not an exaggerated problem)

D2C=4 (Illegal logging is an exaggerated problem, there are plenty of trees)

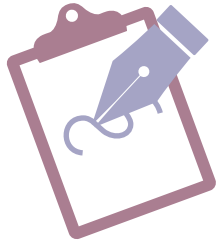
D2E=1 (a profitable timber trade is more important than protecting trees)D2E=4 (a profitable timber trade is NOT more important than protecting trees)

I would like to talk about logging activities taking place around you

- How close is the forest to your house?
- To what extent are people in your community dependent on the forest? In what way?
- How common is it for people to cut down trees?
- What tree species will they cut down?
- What is the wood used for?
- Do people generally agree or disagree with trees being cut down?
- Have you ever seen authorities stopping people from cutting down trees? How often?
- Some protected tree species are becoming rare and are protected. What reasons would people have to cut down those trees?
- Have you ever seen anyone cutting down or selling trees like that?
- How much do you think protected trees can be sold for?
- If trees were being cut down illegally, do you think some people would report it? Why or why not?
- How likely are you to join efforts to stop illegal logging? Why or why not?



Notes



Notes

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ABOUT THIS HANDBOOK

The Lower Mekong region is rich in biodiversity and forests that are vital for carbon storage. But illegal logging and illegal trade worth billions of dollars each year are causing extensive deforestation and harm to its people, the environment and the economy. Programmatic interventions to counteract forest crime seek to reduce demand for illegal forest products and create sustainable supply chains. In this context, effective communications and behavioural strategies are critical. The KAP score model, used in this handbook, measures knowledge, attitude, and practice related to forest crime and provides a step-by-step guide for designing communications interventions and behavioural change strategies to address illegal logging, illegal trade and other serious threats to the region's lush forests.