

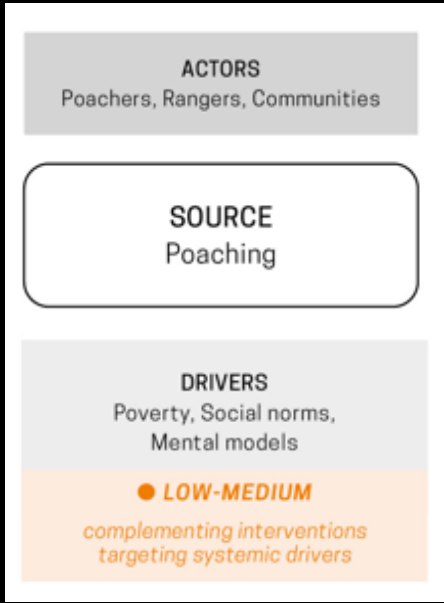
FRAMEWORK IN ACTION:

POTENTIAL APPLICATIONS FOR SNBC TO COMBAT IWT CORRUPTION



GAYLE BURGESS, TRAFFIC

CORRUPTION AT SOURCE



- Evidence of corruption to get access to protected populations of fauna and flora from which high-value commodities can be acquired



“ Those guys who are buying the abalone in Asia, they are buying the legal perlemoen [common name for abalone in South Africa] and buying the illegal perlemoen too, and even cheaper when our abalone that gets confiscated from us gets sold to them by our own government. So, what makes them [the state] so different from me, a criminal?

— **INTERVIEW 60**

TRAFFIC
the wildlife trade monitoring network

September 2020

THE PEOPLE BEYOND THE POACHING

INTERVIEWS WITH CONVICTED OFFENDERS
IN SOUTH AFRICA

Sade Moneron,
Adam Armstrong,
David Newton

<https://www.traffic.org/site/assets/files/13126/web-beyond-the-poaching-offender-survey.pdf>

SNBC AMIDST OTHER SOLUTIONS

Prevention

Persuasion

Self

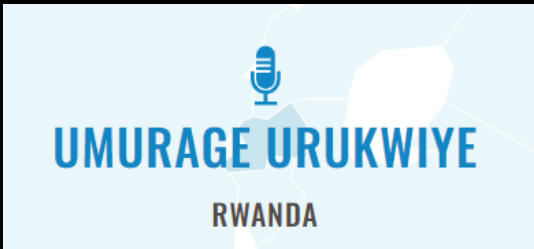
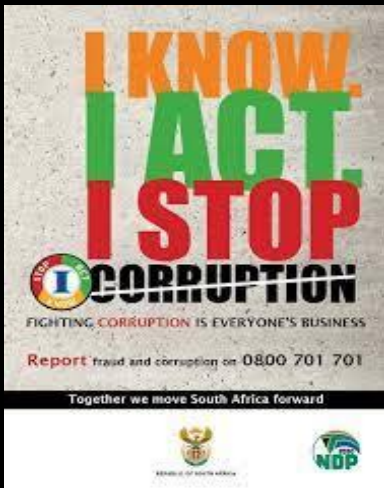


<https://gorillas.org/reformed-poachers-get-busy-growing/>



<https://www.independent.co.uk/stop-the-illegal-wildlife-trade/reformed-poacher-ranger-stop-illegal-wildlife-trade-b1764029.html>

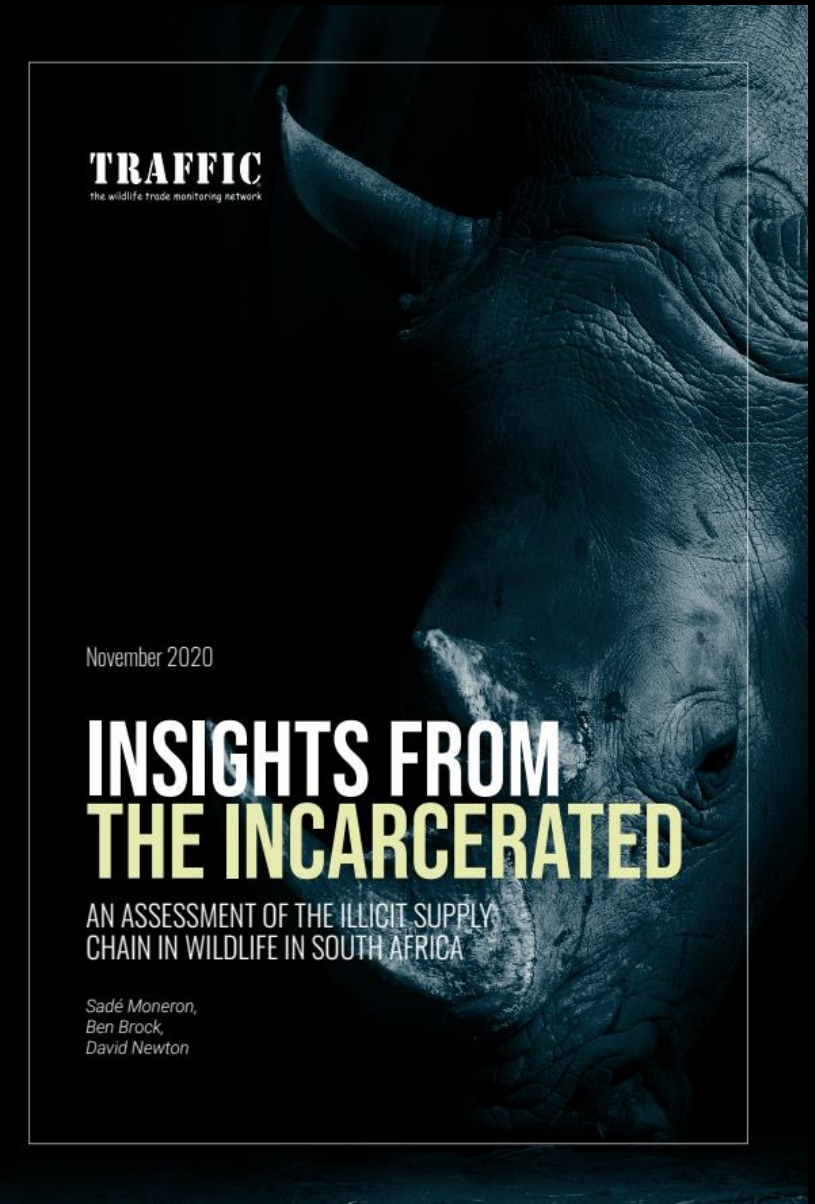
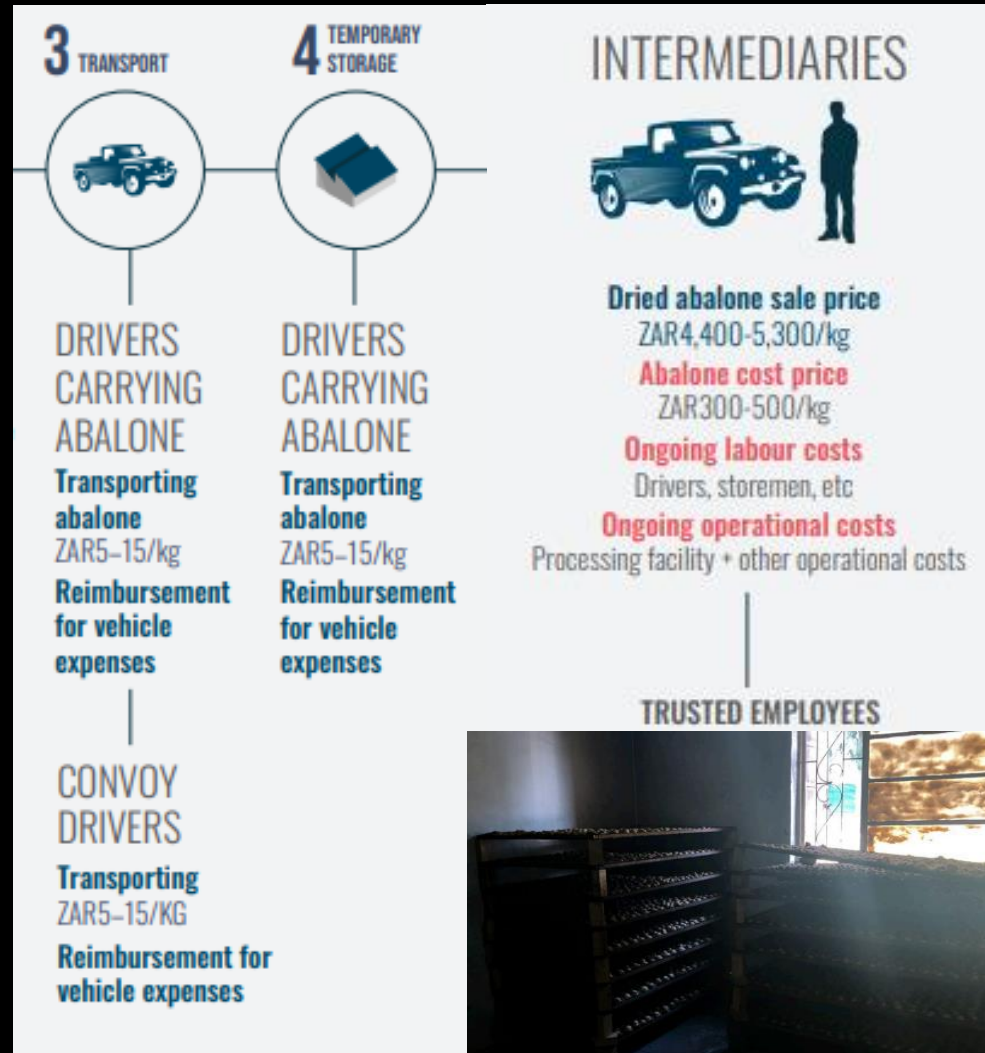
Society



<https://www.populationmedia.org/projects/umurage-urukwiye/>

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CORRUPTION AROUND TRAFFICKING



<https://www.traffic.org/publications/reports/insights-from-the-incarcerated/>

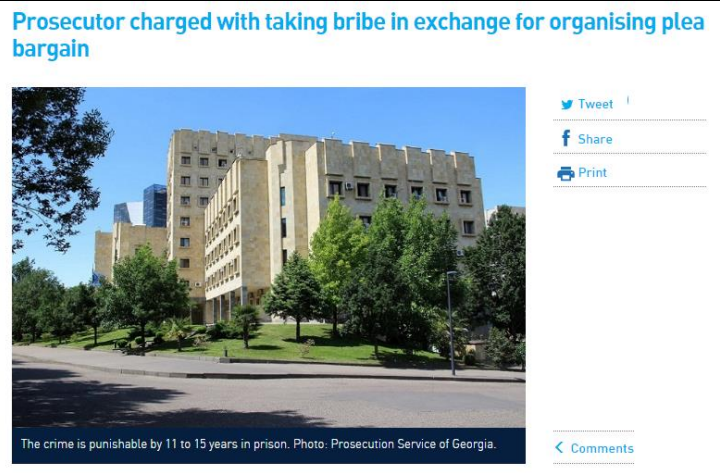
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- Evidence of corruption in the judicial process (esp. bribes), to escape criminal conviction, jail time, financial penalties

SNBC AMIDST OTHER SOLUTIONS

Self

Prevention



<https://agenda.ge/en/news/2020/718>

Persuasion



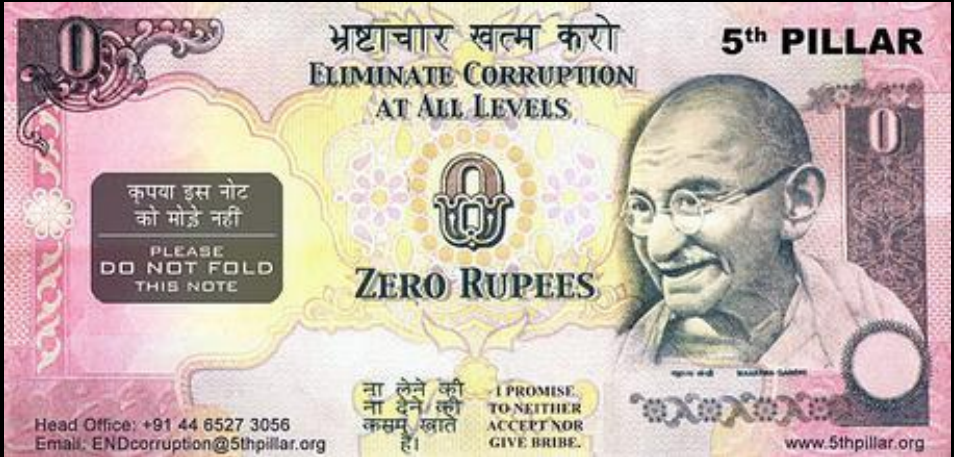
<https://www.unodc.org/documents/ji/training/bangaloreprinciples.pdf>



Society



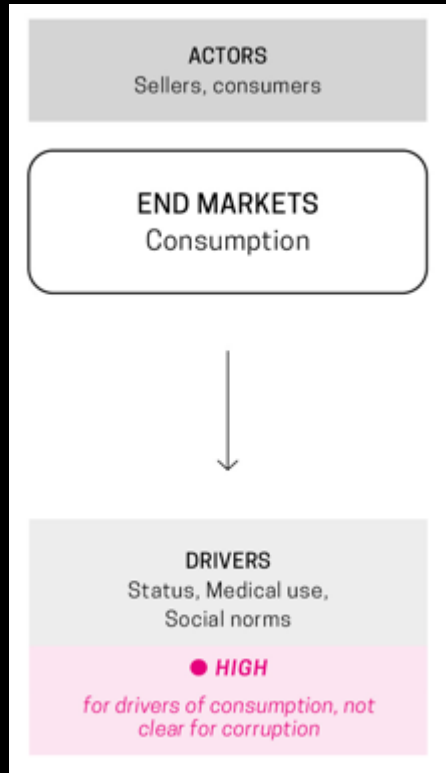
<https://www.unodc.org/ji/en/knowledge-products/open-justice.html>



<https://5thpillar.org/programs/zero-rupee-note/>

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CORRUPTION IN END MARKETS



High-value NTFPs as objects of corruption

One interesting aspect of bribery and NTFPs is the reported use of **NTFPs as bribes** or lavish gifts themselves, with examples including American Ginseng root *Panax quinquefolius* (Khim 2016) and caterpillar fungus *Ophiocordyceps sinensis* (Cunningham and Long 2019). *O. sinensis* infects and grows inside

<https://www.worldwildlife.org/pages/tnrc-topic-brief-understanding-corruption-risks-in-the-global-trade-in-wild-plants>

Self

Society

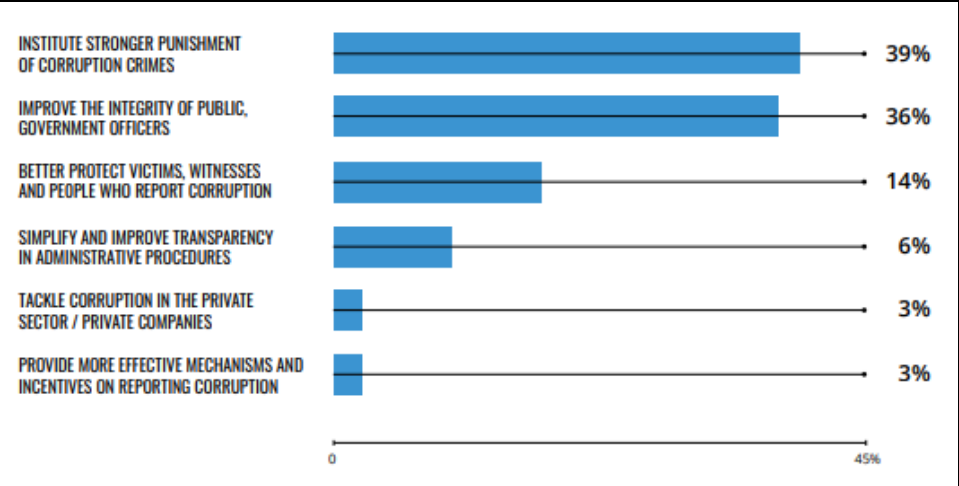
Prevention



COMMODITIES NEWS APRIL 29, 2022 /

Vietnam's 'blazing furnace' crackdown burns \$40 bln off stocks

<https://www.reuters.com/article/vietnam-security-markets-idAFL3N2WP3M0>



Persuasion



INTERNATIONAL CHAMBER OF COMMERCE
The world business organization

THINK

CODE OF INTEGRITY

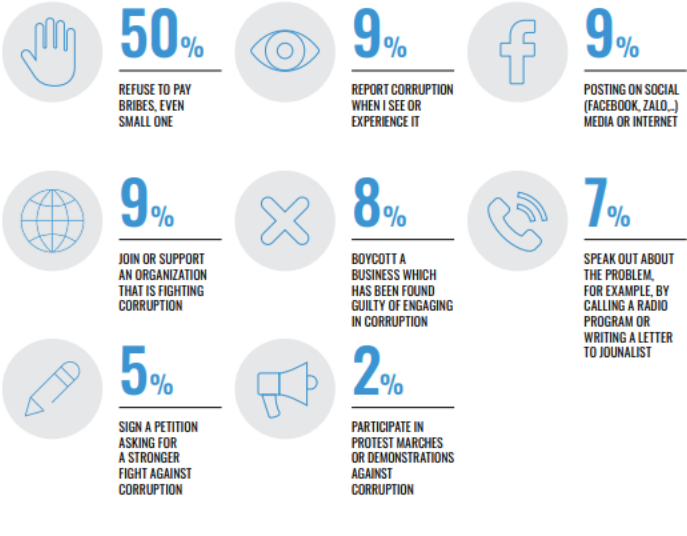


Prepared by the ICC Commission on
Corporate Responsibility and Anti-corruption

ICC Rules on Combating Corruption

<https://iccwbo.org/content/uploads/sites/3/2011/10/ICC-Rules-on-Combating-Corruption-2011.pdf>

<https://www.sgs.com/en/our-company/compliance-and-integrity/code-of-integrity>



CONSISTENT INGREDIENTS FOR SUCCESS WITH SNBC

- ❖ Enabling Environment
- ❖ Insight and Targeting
- ❖ Frameworks and Theory
- ❖ Messengers and Messaging
- ❖ Repetition, [Adaptation], Reward

<https://cites.org/sites/default/files/eng/com/sc/74/E-SC74-34.pdf>

No.	Benchmarks for Behaviour Change in Demand Reduction	Starting to deliver behaviour change	'Fair' behaviour change approach	'Good' behaviour change approach	'Strong' behaviour change approach	'Excellent' behaviour change approach
		0-4 benchmarks	5 benchmarks	6-7 benchmarks	8-9 benchmarks	10 benchmarks
1	Insight led and evidence-based , including pre-testing approaches and experimental design where feasible	✓	✓	✓	✓	✓
2	Targeted: <ul style="list-style-type: none"> To buyer desires /motivations To a high-priority audience To change a specific behaviour To benefit a specific species To the right time in the behavioural journey 	✓	✓	✓	✓	✓
3	Informed by up-to-date and culturally appropriate behavioural theories , frameworks, and models of change, that relate to a specific country / audience / taxa	✓	✓	✓	✓	✓
4	Aims to change what people do , not just what they know or feel – goes beyond awareness raising, to change attitude and actions		✓	✓	✓	✓
5	Led from 'within' the communities being targeted to ensure a bottom-up approach that is culturally appropriate and sensitive			✓	✓	✓
6	Embeds messaging in existing popular messaging (e.g. being a good citizen)/ uses a creative approach			✓	✓	✓
7	Engages multiple-stakeholders , and <i>persuasive</i> - not just 'popular' – messengers and mechanisms of change				✓	✓
8	Considers the benefits of, and barriers to, adoption of desired behaviour and designs the initiative accordingly				✓	✓
9	Repeats & reminds the target audience of the behavioural goal; recognises and rewards progress; refines the message over time					✓
10	Robust evaluation of impact , and process to share success factors, lessons learned and adaptive management treatments	✓	✓	✓	✓	✓

RESOURCES AND FURTHER INFORMATION

Expert Directory



Ms. Puja Kaur
Senior Manager & Head of
Wildlife Conservation



Mr. Daniel Lindgreen
Head of



Dr. Lutz Preuss
Senior Lecturer in Business
Strategy



Dr. Rosanna Merritt
Senior Lecturer in Business
Strategy



Wouter Meijer
Senior Lecturer in Business
Strategy



Assoc. Prof. Sarmistha
Ghoshal



Matt Avery
Senior Lecturer in Business
Strategy



Mr. Tony Park
Senior Lecturer in Business
Strategy



Mrs. Sara Apple
Senior Lecturer in Business
Strategy



News Leaders in behavioural change explore innovations on how to reduce demand for illegal wildlife products

<https://www.changewildlifeconsumers.org/>

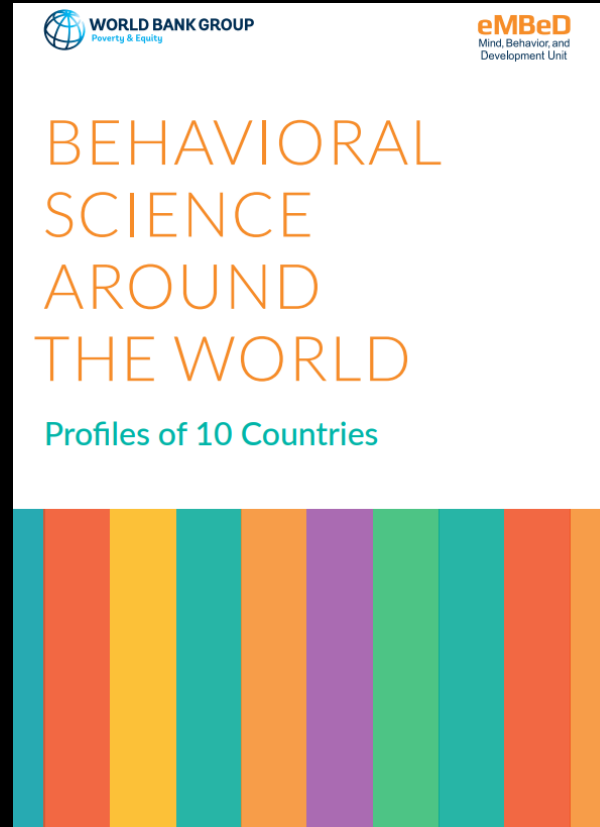
<https://www.traffic.org/learning-centre/>

THANK YOU

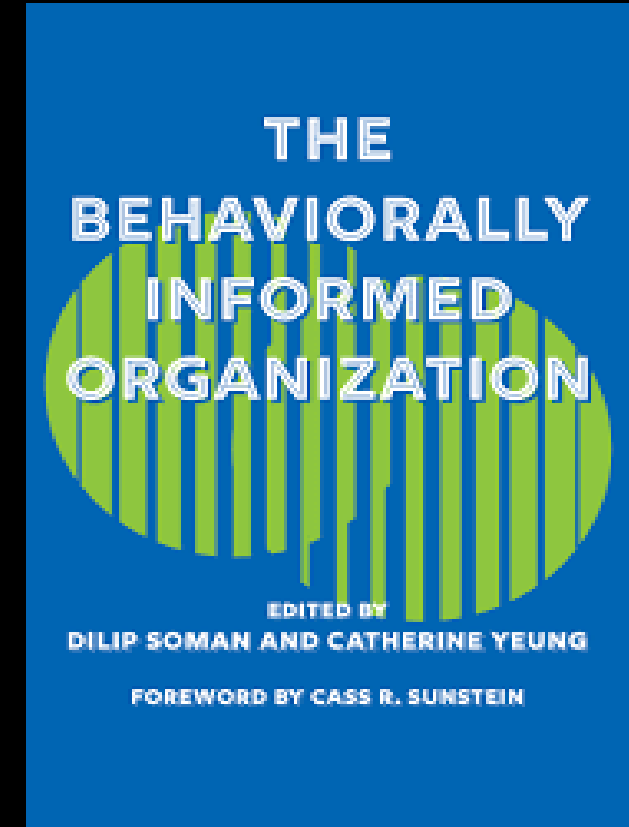
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<https://www.uninnovation.network/behavioural-science>



<https://documents1.worldbank.org/curated/en/710771543609067500/pdf/132610-REVISED-00-COUNTRY-PROFILES-dig.pdf>



<https://utorontopress.com/9781487507893/the-behaviorally-informed-organization/>

