

PROJECTS REPORTING TEMPLATE FOR SAIGA-RELATED ACTIVITIES

This reporting template is designed to collate information on projects carried out by intergovernmental, international non-governmental and non-governmental organisations as well as academics and other experts working on any aspect of Saiga antelope conservation and sustainable use. Information will be compiled into a table for discussion at Saiga MOU meetings. The information will be used to: (1) monitor implementation of the [Memorandum of Understanding concerning Conservation, Restoration and Sustainable Use of the Saiga Antelope \(*Saiga spp.*\)](#) and the associated [Medium Term International Work Programme](#).

Please complete sections as appropriate and **return to the CMS Secretariat**.

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Project: An Evidence-Based Approach To Catalyze Reduction of Illegal Saiga Horn Trade In China				
Country:	China	<input checked="" type="checkbox"/>	Turkmenistan	<input type="checkbox"/>
	Kazakhstan	<input type="checkbox"/>	Uzbekistan	<input type="checkbox"/>
	Mongolia	<input type="checkbox"/>	International	<input type="checkbox"/>
	Russia	<input type="checkbox"/>		
Organisation / Contact details: Wildlife Conservation Society China Lishu Li - LLi@wcs.org Xiaoxi Zhang - xxzhang@wcs.org				
Duration of project:	from <u>1st October 2022</u> to <u>31st March 2025</u>			
Location(s) of main activity: China				
Sub-species:	<i>Saiga tatarica tatarica</i> *	<input checked="" type="checkbox"/>		
	<i>Saiga tatarica mongolica</i> *	<input checked="" type="checkbox"/>		
Areas of work:				
Anti-poaching	<input type="checkbox"/>	Habitat restoration	<input type="checkbox"/>	
Population monitoring	<input type="checkbox"/>	Protected area management	<input type="checkbox"/>	
Ecological research	<input type="checkbox"/>	Training & capacity-building	<input type="checkbox"/>	
Education and awareness	<input type="checkbox"/>	Law enforcement	<input type="checkbox"/>	
Alternative livelihoods	<input type="checkbox"/>	Trade issues	<input checked="" type="checkbox"/>	

* Note that CMS Parties have adopted Wilson, D.E. & Reeder, D.M. (2005) Mammal Species of the World. A taxonomic and geographic reference. Third edition. John Hopkins University Press, Baltimore, USA as taxonomic reference for terrestrial mammals through [Recommendation 9.4](#) where *S. t. tatarica* is referred to as *Saiga tatarica* and *S. t. mongolica* is referred to as *Saiga borealis*.

Socio-economic research	<input type="checkbox"/>	Captive breeding	<input type="checkbox"/>
Range mapping	<input type="checkbox"/>	Reintroduction/release	<input type="checkbox"/>
Habitat research	<input type="checkbox"/>		

For each box ticked, please provide brief details in the project summary box below

Project Summary:

China represents a major consumer market for saiga horn. Despite the saiga antelope is listed as a Class I State Key Protected Species in China and is amended to specify ‘zero quota’ for wild specimens traded for commercial purposes in CITES Appendix II, the supply chain system of saiga horn in China remains complicated. China maintains saiga horn stockpiles which can be legally used for clinical treatment in designated hospitals and Chinese patent medicines manufacturers according to the China Wildlife Conservation Law and the administrative orders issued by China’s National Forestry and Grassland Administration. Although saiga horn has a long history of medical use in China, it is replaceable with alternative medicine ingredients which raise opportunities to change consumer and supplier behavior to reduce the demand for saiga horn. Behavioral science approaches have been demonstrated to be highly effective in influencing individual’s decision-making. However, there are limited studies on saiga horn supply chain for Traditional Chinese Medicine and no intervention with evidence-based approaches targeting behaviors along the supply chain to reduce saiga horn consumption in China.

To address these challenges and to reduce saiga horn demand in China with a scope of the full chain solution from supply to consumption, we will apply the TESTS Methodology (Target, Explore, Solution, Trial, Scale) developed by Behavioural Insights Team (BIT) to design and test a behaviorally informed intervention that will add to the evidence base of what works for reducing illegal consumption of saiga horn.

This project aims for sustainable delivery by engaging with key stakeholders from the initial Strategic Study to final Scale phase where we will share research findings. We aim to build a better understanding of saiga horn consumption at a whole-of-system level and test replicable and scalable interventions targeting specific behaviors of actors with evidence-based approaches, that will enable more effective work to protect saiga antelopes.

Planned Activities:

- Activity 1.1 Strategic study on saiga horn illegal supply chain and consumption environment in China
- Activity 1.2 System mapping and creation of behavioral target statement
- Activity 2.1 Develop a user journey map to understand and identify the factors driving the target behavior in the target statement by employing the COM-B framework
- Activity 2.2 Develop and shortlist the best solution ideas to address the identified behavioral barriers
- Activity 3.1 Test evidence-based interventions targeting specific behaviors of key actors in saiga horn supply chain
- Activity 3.2 Scale up the knowledge and insights on demand reduction of saiga horn to stakeholders

Achievements to date:

WCS completed the study on saiga horn supply chain in China. Through literature review, open-source information analysis, interviews and observations, we found Traditional Chinese Medicine (TCM) is the major usage of saiga horn in China and there are saiga horn decoction pieces and at least 112 Chinese patent medicines containing saiga horn on sale currently. We identified dozens of key actors and their roles influencing saiga horn trade and demand, Among them, we believe that doctors with their prescribing behavior have the most direct influence on the consumption of saiga containing medicines.

To depict doctors' prescribing behavior, we conducted interviews and online questionnaire surveys to doctors and consumers. This information enabled us to build deeper understanding of doctors and consumers on the steps they must follow to complete their behaviors of prescribing and purchasing saiga horn containing medicines, and the factors to achieve desired behavior change.

Based on these behavior insights, we developed several intervention solutions aimed at reducing doctors' prescribing behavior for saiga horn-containing medicines, and are conducting a trial to test the effects of the preferred solution.

In addition, to better inform the legal risks of online trade of saiga horn, we shared one information document generated from our supply chain review and system mapping with 516 law enforcement offices in 22 provinces of China through Wildlife Guardian, a WeChat service account operated by WCS.

Reports / Publications / Information material:

Collaborators: The Behavioral Insights Team (BIT)

Budget available: USD400,000.00

Current sponsors: United States Fish and Wildlife Service

Past sponsors:

Information contributed by: Lishu Li – Counter Wildlife Trafficking China Director & Temperate Asia Coordinator, Wildlife Conservation Society China

Date report submitted: 18/12/2024
dd/mm/yyyy

Other: