# 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.*
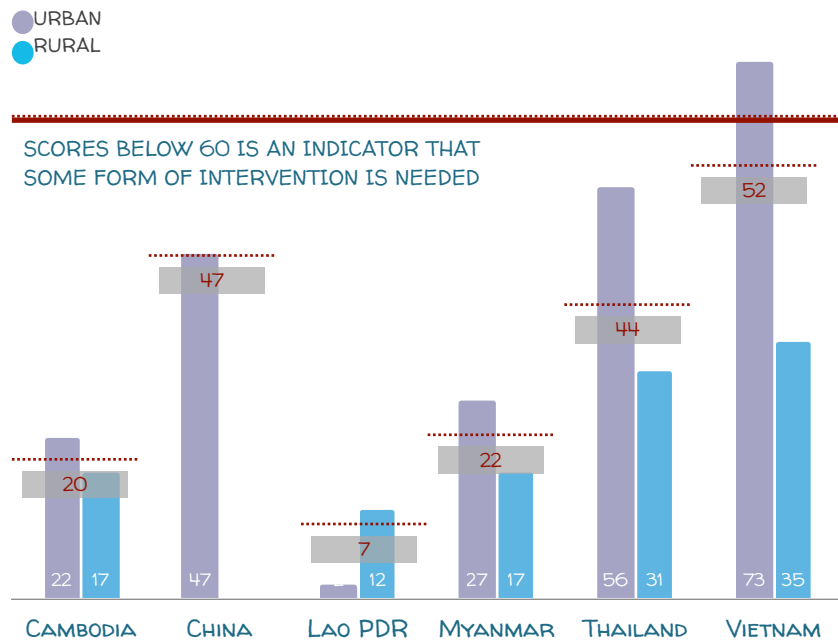
## KEY MESSAGES

- 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.



● URBAN
● RURAL

SCORES BELOW 60 IS AN INDICATOR THAT SOME FORM OF INTERVENTION IS NEEDED

52

47

44

22

20

7

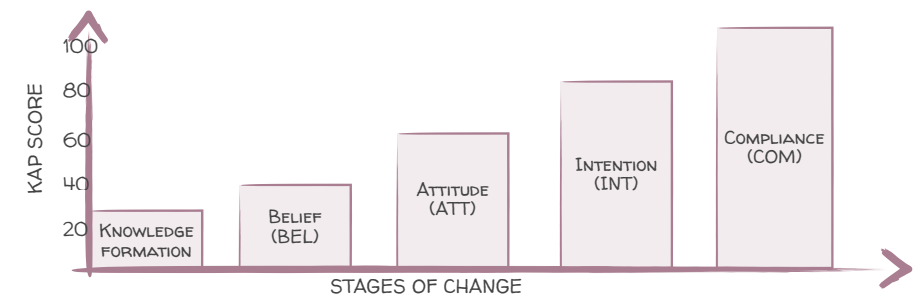| CAMBODIA | CHINA | LAO PDR | MYANMAR | THAILAND | VIETNAM |
| --- | --- | --- | --- | --- | --- |
| 22 | 17 | 47 | 12 | 27 | 17 | 56 | 31 | 73 | 35 |

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 be 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.



KAP SCORE

100
80
60
40
20

KNOWLEDGE FORMATION

BELIEF (BEL)

ATTITUDE (ATT)

INTENTION (INT)

COMPLIANCE (COM)

STAGES OF CHANGE

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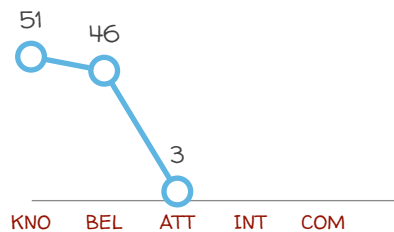
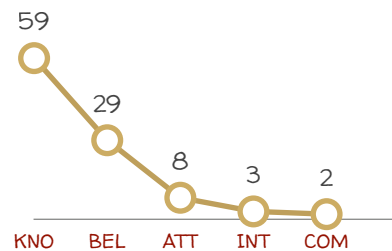### FIGURE 22. THE VAST MAJORITY OF RESPONDENTS WERE IN THE FIRST THREE STAGES OF CHANGE.
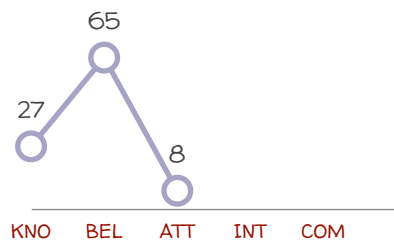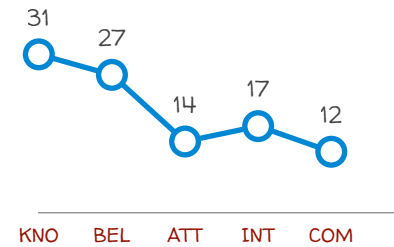
THAILAND

VIET NAM

CAMBODIA
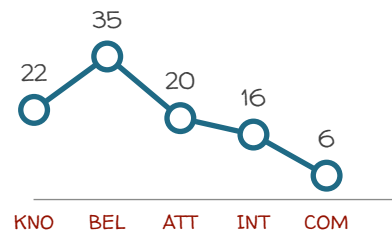
CHINA
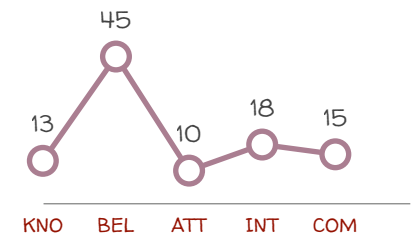
LAO PDR

MYANMAR

"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.



THAILAND

WEAK | MODERATE | STRONG
58 | 28 | 15
68 | 47 | 25 | 31 | 8 | 22

VIET NAM

WEAK | MODERATE | STRONG
60 | 34 | 6
74 | 50 | 23 | 42 | 8

CAMBODIA

WEAK | MODERATE | STRONG
39 | 60
61 | 19 | 38 | 82

CHINA

WEAK | MODERATE | STRONG
68 | 31

LAO PDR

WEAK | MODERATE | STRONG
39 | 48 | 14
22 | 55 | 56 | 39 | 22

MYANMAR

WEAK | MODERATE | STRONG
63 | 31 | 6
52 | 74 | 38 | 25 | 10
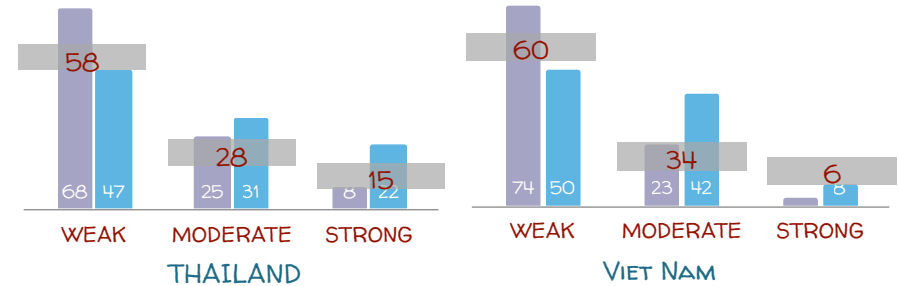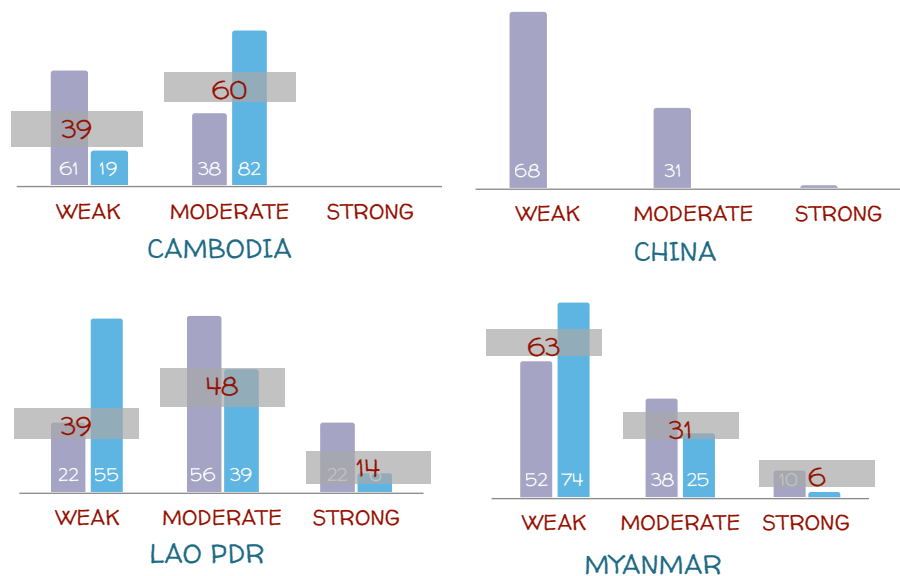
PEOPLE LACK KNOWLEDGE ON THE LINK BETWEEN CONSUMER DEMAND AND ILLEGAL LOGGING

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)

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 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 | | | | |

### 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 Namese 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 | | tan | tan | red | tan |
| Prefer to buy wood products if they were certified legal or sustainable (P.R.China & Urban LMR only) | red | green | red | tan | green | green |
| Have spoken to friends about the negative effects of illegal logging | tan | green | red | tan | tan | green |
| Have supported forest protection activities (e.g. community patrols, attend training etc.) | red | green | red | red | tan | tan |
| Have donated money to an environmental cause | red | green | red | green | tan | tan |
| Persuade a relative not to take a job that support illegal logging (Rural LMR only) | tan | | tan | green | red | red |
| Persuade a friend not to buy furniture made from protected tree species (P.R.China & Urban LMR) | green | green | green | tan | 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. ###