

## 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	<b>Low</b>	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	<b>Medium</b>	Consumers shifting to more sustainable wood options	Advocacy campaign for reducing consumer demand and of more sustainable alternatives	Young, urban consumers
LAO PDR	<b>Low</b>	Report illegal forest activities	Awareness campaign on 'what is illegal wood and how to report illegal activities'	Forest dependent communities
MYANMAR	<b>Low</b>	Protect illegally traded wood species like Rosewood	Awareness campaign on 'what is illegal wood and how to report illegal activities'	Environmental networks
THAILAND	<b>Medium</b>	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	<b>Medium-High</b>	Young consumers shifting to more sustainable wood options	Advocacy for reducing consumer demand and awareness of more	Young, urban consumers

KAP SCORE INDEX:

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## 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:

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## 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:

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## 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:

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## 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:

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## 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:

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## 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												