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# 🌍 Grant Narrative: From Awareness to Action — Combating Wildlife Trafficking Through Consumer Engagement and Technology

## Project Title

### From Awareness to Action: A Consumer-Driven Approach

\*Full design specifications available to pending donors upon request. This document and the Wild Aware concept are the intellectual property of Green Dolphin Project Global and are shared for evaluation purposes only. Unauthorized use, reproduction, or distribution is strictly prohibited.



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## Problem Statement

Wildlife trafficking is one of the largest illegal trades globally, threatening biodiversity, destabilizing ecosystems, and fueling organized crime. While enforcement efforts and international agreements have increased, a critical gap remains:

### **Consumer demand continues to drive the illegal wildlife trade.**

From exotic pets and traditional medicine to luxury goods and tourism souvenirs, everyday purchasing decisions—often made unknowingly—contribute to the exploitation of threatened species.

Recent incidents, such as the illegal harvesting of **Peregrine Falcon** chicks in the United Kingdom for the falconry trade, highlight an urgent reality:

Wildlife trafficking is not confined to remote regions—it is a global issue occurring even in highly regulated environments.

Despite this, there is limited infrastructure to:

- Educate consumers at scale
- Collect behavioral data on wildlife product demand
- Provide real-time tools to identify and avoid trafficked wildlife products

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## Project Overview

**Green Dolphin Project Global** proposes an integrated awareness and technology initiative designed to reduce wildlife trafficking by targeting its root driver: **consumer behavior**.

The project combines:

### **1. Global Awareness Campaign — “Species of the Month”**

A 12-month digital campaign highlighting one trafficked species per month, including:

- Peregrine Falcon (illegal falcon trade, UK)
- Pangolin (traditional medicine, global)
- Indian Star Tortoise (pet trade, South Asia)

- African Grey Parrot (pet trade, Africa/EU)
- Seahorse (traditional medicine, marine trade)
- Jaguar (body parts trade, Latin America)
- Tokay Gecko (medicinal trade, Southeast Asia)
- Shark (fin trade, global)
- Elephant (ivory trade, Africa)
- Slow Loris (pet trade, Southeast Asia)
- Poison Dart Frog (exotic pet trade, Latin America)
- Snow Leopard (luxury trade, Central Asia)

Each monthly feature connects species exploitation to:

- Consumer choices
  - Supply chains
  - Policy and enforcement gaps
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## 2. Consumer Behavior Survey

A short, scalable digital survey embedded within campaign content to:

- Measure awareness of wildlife trafficking
- Identify purchasing behaviors and risk categories
- Understand consumer misconceptions (e.g., “legal vs. illegal,” “captive bred”)
- Segment audiences for targeted interventions

This dataset will generate **actionable insights currently missing in wildlife crime prevention.**

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## 3. Wild Aware — Consumer-Facing Technology Platform

Development of a mobile application that enables users to:

- Identify potential wildlife-derived products
- Assess risk levels in real time
- Access educational content linked to species and trade types
- Report suspicious products or activities

The platform bridges the gap between **awareness and actionable decision-making.**

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## Objectives

### 1. Increase Public Awareness

Reach a global audience with accessible, science-based information on wildlife trafficking.

### 2. Reduce Consumer-Driven Demand

Empower individuals to make informed purchasing decisions that avoid wildlife exploitation.

### 3. Generate Data for Policy and Intervention

Create one of the first consumer datasets focused specifically on wildlife trafficking behavior.

### 4. Deploy Scalable Technology Solutions

Provide a tool that translates awareness into real-time action.

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## Methodology

The project follows a **behavior-change pipeline**:

**Awareness → Engagement → Data Collection → Behavior Change → Technology Adoption**

- Monthly species campaigns drive awareness and engagement
  - Embedded surveys capture behavioral insights
  - Insights inform app development and targeting
  - The app enables ongoing behavior change and reporting
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## Expected Outcomes

### Short-Term (Year 1)

- 12 species campaigns published
- Increased public awareness of wildlife trafficking across multiple sectors
- Baseline dataset on consumer behavior and demand drivers
- Early adoption of the Wild Aware platform

### Medium-Term

- Measurable reduction in high-risk consumer behaviors (self-reported)
- Increased reporting of suspicious wildlife trade activity
- Stronger partnerships with conservation organizations and policymakers

### Long-Term Impact

- Reduced demand for trafficked wildlife products
  - Improved enforcement through public participation
  - Contribution to global biodiversity conservation efforts
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## Innovation

This project is innovative in three key ways:

### 1. **Consumer-Centric Approach**

Shifts the focus from supply-side enforcement to demand-side intervention.

### 2. **Data + Technology Integration**

Combines behavioral data collection with a practical, scalable tool.

### 3. **Global Yet Localized Messaging**

Demonstrates that wildlife trafficking occurs across all geographies, increasing relevance and urgency.

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## Why Now

Wildlife trafficking continues to evolve, increasingly intersecting with:

- E-commerce
- Social media marketplaces
- Globalized supply chains

Without targeted consumer interventions, enforcement alone cannot address the scale of the problem.

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## Conclusion

By integrating storytelling, behavioral science, and technology, **Green Dolphin Project Global** is building a scalable model to address one of the most persistent drivers of wildlife trafficking: **uninformed consumer demand**.

This project offers funders a unique opportunity to support:

- Measurable impact
  - Scalable innovation
  - Global biodiversity protection
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