

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: Reducing demand for saiga horn in Japan and Singapore				
Country:	China	<input type="checkbox"/>	Turkmenistan	<input type="checkbox"/>
	Kazakhstan	<input type="checkbox"/>	Uzbekistan	<input type="checkbox"/>
	Mongolia	<input type="checkbox"/>	International	<input checked="" type="checkbox"/>
	Russia	<input type="checkbox"/>		
Organisation / Contact details:				
<ul style="list-style-type: none"> - The University of Oxford Dr Amy Hinsley Email: amy.hinsley@biology.ox.ac.uk Dr Diogo Veríssimo Email: diogo.gasparverissimo@biology.ox.ac.uk - National University of Singapore Associate Professor Roman Carrasco Email: dbctr@nus.edu.sg 				
Duration of project: from __1 st December 2022____ to ____31 st May 2026____				
Location(s) of main activity: Japan and Singapore				
Sub-species:	<i>Saiga tatarica tatarica</i> *	<input checked="" type="checkbox"/>		
	<i>Saiga tatarica mongolica</i> *	<input checked="" type="checkbox"/>		
Areas of work:				

* 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*.

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 type="checkbox"/>
Socio-economic research	<input checked="" 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:

Although domestic trade of saiga horn products is still permitted in Japan and Singapore, legal domestic market might be used to cover illegal products. Therefore, it is crucial to reduce the demand and consumption of saiga horn products from the demand-side under the current regulations in the key countries. However, there is a significant evidence gap about consumer behaviour data in Japan and up-to-date data is lacking due to the market dynamics and COVID-19 pandemic in Singapore since 2019.

This project aims to collect and update comprehensive knowledge of consumer characteristic, behaviour, motivation in both Japan and Singapore. By providing in-depth insights, this information will aid in designing and implementing robust experimental behaviour change interventions in these countries.

Planned Activities:

OBJECTIVE 1 Identify the behavioural drivers that explain saiga horn consumers' behaviour

- **In Singapore:**
Activity 1.1: Collect Updated consumer data in Singapore after COVID-19 using focus group discussion.
- **In Japan:**
Activity 1.2: Characterize motivations and profile of saiga horn consumers in Japan, as well as the socio-cultural context where consumption takes place.
Activity 1.3: Segment consumer of saiga horn consumers in Japan, and prioritize potential target audiences for interventions

OBJECTIVE 2 Reduce the consumption of saiga horn in Japan and Singapore by 2026

- **In Japan and Singapore**
Activity 2.1: Co-design behaviour change interventions
Activity 2.2: Implement behaviour change interventions

Achievements to date:

In Singapore:
Focus group discussion and co-designed workshop have been carried out in Singapore.

- For Activity 1.1, four focus group discussions have been conducted in Singapore to investigate updated perspectives after COVID-19. As for results, target consumers showed

<p>continuous demand for saiga horn products after COVID-19, which indicated the importances of intervention and we collected detailed insights about motivations, perspectives on wildlife-based medicine and saiga products. This updated information provides new insight for the following co-design workshops.</p> <ul style="list-style-type: none">- For <u>Activity 2.1</u>, two co-designed workshops with target consumers and one co-design workshop with TCM shopkeepers were conducted. Using information from literature and focus group discussions, participants successfully designed and proposed five interventions that leverage their unique insights, making these interventions more acceptable to target consumers.
<p>Reports / Publications / Information material: Interim Report: Reducing Demand for Saiga horn in Japan and Singapore (F22AP03118), January 2024</p>
<p>Collaborators: The University of Oxford National University of Singapore</p>
<p>Budget available: £ 345,212.72</p>
<p>Current sponsors: the U.S. Fish and Wildlife Service</p>
<p>Past sponsors:</p>
<p>Information contributed by: The University of Oxford and National University of Singapore</p>
<p>Date report submitted: _06/08/2024_</p>
<p>Other:</p>