



THEORY OF CHANGE - THE RED SISKIN



By October 2023, the intention to use wild-caught red siskins within the audience has remained at similarly low levels to those reported in the baseline in March 2022.

By October 2023, the intention of aviculturists to adopt captive breeding practices that reduce demand for wild-caught red siskins has increased by 20% over the baseline measured in March 2022.



KNOWLEDGE

By October 2022, 60% of the audience (treatment group), known how to contribute to reduce the demand for wild-caught red siskins in aviculture.

By March 2023, 60% of the audience (treatment group) will have increased their knowledge of captive breeding practices that contribute to reducing the demand for wild-caught red siskins in aviculture.

ATTITUDES

By March 2023:

- 60% of the audience expresses positive valuations toward adopting captive breeding practices and discouraging the use of wild-caught birds in aviculture.
- 30% of the audience expresses positive valuations towards breeders promoting demand reduction for wild-caught red siskins in aviculture.

SOCIAL NORMS

By August 2023:

- 60% of the audience expresses beliefs and motivations to comply with social norms related to sustainable captive-breeding practices in aviculture, focused on reducing demand for wild-caught birds.
- 30% of aviculturists who support the adoption of practices that reduce demand for wild-caught red siskins, perceive that their prestige and recognition has increased.

CONTROL

By June 2022, partnerships have been established with breeding societies to encourage participation in events/workshops, and to facilitate the evaluation of behavioral and participation indicators.

By June 2022, personal and institutional conflicts within the breeding societies (treatment societies in Venezuela, Spain, and Brazil) and their members have been identified and managed.



Proportion of the audience that:

- Knows how to contribute to reducing demand for wild-caught red siskins.
- Correctly identifies captive breeding practices that reduce demand for wild-caught red siskins.

Measured before and after the campaign and in control and treatment groups.

Proportion of the audience with positive attitudes towards:

- The adoption of good captive breeding practices.
- Breeders promoting breeding practices that reduce demand for wild-caught red siskins.

Measured before and after the communication campaign and in control and treatment groups.

Proportion of the audience with:

- Normative beliefs and motivations towards the adoption of sustainable captive breeding practices.
- Increased perception of prestige and recognition towards aviculturists who promote the reduction in demand for wild-caught red siskins.

Measured before and after the communication campaign and in control and treatment groups.

Agreements signed with individuals and breeding federations or associations in Venezuela, Spain, Portugal and Brazil.

Number of poultry farmers in Spain, Brazil, Venezuela and Portugal who subscribe to the campaign's official Facebook page @anidandoFuturo and June-December increase in interactions with posts and audience publications.



Communication campaign (aviculture magazines & social networks) using members of the Red de Especialistas y Avicultores Amigos del Cardenalito (ReSSAN) to promote knowledge on how each aviculturists can contribute to reduce demand.

Organize webinars and interviews with ReSSAN members to share with other aviculturists experiences on captive breeding practices that reduce the demand for wild-caught red siskins.

Coordinate with breed societies to create recognition for breeders who promote and use captive breeding practices that reduce the demand for wild-caught red siskins in aviculture.

Communication campaign to promote positive values towards the adoption of good breeding practices using testimonials from breeders who manage their stock without wild-caught red siskins.

Communication campaign to:

- Disseminate positive values and recognition to breeders who promote and use breeding practices that reduce the demand for wild-caught red siskins in aviculture.
- Promote social and moral standards (code of conduct) for good practices in aviculture.

Coordinate with breeding societies to increase the requirements of not using wild-caught birds.

Establish collaboration agreements with breeding societies and federations in Venezuela, Spain, Portugal and Brazil to increase the capacity to convene, stimulate the level of participation in events/workshops, and facilitate the dissemination of evaluation instruments.

Use inclusive and reconciliatory language when interacting with aviculturists.

A ASSUMPTIONS

- A1** We assume that once informed of the effects that the demand for wild-caught red siskins has on populations in Venezuela, aviculturists will make decisions in accordance with conservation values.
- A2** We assume that the ReSSAN has a wide scope and impact on the target audience groups.
- A3** We assume that ReSSAN members will contribute in to developing content for the campaign.
- A4** We assume that the breeding societies and federations identified in Venezuela and the Iberian node are respected and recognized among the aviculture community.
- A5** We assume that the team will be able to identify aviculturists who have effective (low conflict) communication and wide scope within the community.
- A6** We assume that the aviculturists identified will have high acceptance and credibility within the target audience.
- A7** We assume that the team will be able to identify social norms that are consistent with social and cultural context within the audience and will be able to communicate them effectively.
- A8** We assume that breeding societies identified societies will have the operational or technical capacity to support the activities.
- A9** We assume that the breeding societies have the interpersonal skills for conflict management.
- A10** We assume that aviculturists are willing to establish alliances once agreements are established and they are willing to maintain fluid communication.
- A11** We assume that the team will be able to communicate with aviculturists using a respectful tone, in accordance with their social and cultural context.

María Daniela Pineda-Maldonado, Arlene Cardozo-Urdaneta, Lisandro Morán, Felix Moya, Ada Sánchez-Mercado (2022). Theory of Change for behaviour changes campaign focuses on reducing the demand of wild birds. The Red Siskin and the Yellow-shouldered Amazon as case study. Provita. Caracas, Venezuela.

