

WildCats interim (mid-year) Reporting Form

This report will be made public. If it contains confidential or sensitive information, please also provide a revised report for sharing with the public.

Section I. Project Information	
Project Title: TRADE: Tiger Recovery through Anti-trafficking and Detection Efforts	
Grantee Organisation: Zoological Society of London	
Location of project: <i>(Please include a map with longitude and latitude.)</i> Thailand across country/digital media	
Size of project area in km² (if appropriate):	No of tigers and /or Amur leopards in project area, giving evidence & source: The project works with DNP law enforcement personnel at headquarters to support the protection of Thailand's estimated 210–257 adult wild tigers nationwide (DNP, 2026).
Partners: <i>(Please give details of partners, including communities, academic institutions etc. for this project, particularly those that will have any responsibilities for delivering any of the work.)</i> Department of National Parks, Wildlife and Plant Conservation (DNP): ZSL has a long-standing partnership with DNP, Thailand's lead agency for wildlife protection. Under an existing Memorandum of Understanding (MoU), DNP co-lead project implementation, coordinate with national and regional stakeholders, and support ranger training and anti-poaching operations using tools such as SMART. This collaboration aligns with directives from Thailand's Minister of Natural Resources and Environment to intensify enforcement against wildlife trafficking and online trade. Wildlife Crime Intelligence Center (WCC), DNP: Established under the GEF6 project with UNDP support, WCC serves as Thailand's central command for wildlife crime intelligence. It oversees strategic planning, data analysis, and rapid response coordination. ZSL has worked closely with WCC to shape this proposal around its operational needs and priorities. WCC is co-hosting the training workshop and receiving tiger crime intelligence from ZSL to further assess for investigation	
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Email: may.moewah@zsl.org	
Actual start date of project: <i>(if different from 1st February)</i> 1 February 2026	
Reporting period: Interim report	

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Section II. Project Progress

Summary of progress for the first 6 months: *(Please provide a summary that describes how your activities are addressing the problems you identified in your application and what successes you have achieved so far this year which we can use in our communication materials.)*

During the first six months, TRADE supported efforts to combat illegal tiger trade in Thailand by strengthening intelligence analysis, operational planning and collaboration with DNP and its Wildlife Crime Intelligence Center (WCC). The project combines the monitoring of suspected online tiger trade with capacity building to support authorities assess information and pursue investigative opportunities.

ZSL and DNP-WCC co-hosted a six-day workshop for 22 trainees, exceeding the target of 20. Training covered analytical methodologies & operational approaches, relevant to identifying trafficking networks and planning an enforcement response. Seventeen trainees (77.3%) achieved the 70% pass mark in the post-training knowledge assessment. Participant feedback highlighted the relevance of the training and a need for further guided practice using i2 software.

Online monitoring identified 53 cases, Facebook was identified as a high risk platform including one post expressing an “apparent” intention to sell a whole tiger skin. ZSL referred this case, along with the associated evidence, to DNP and NED through an urgent intelligence package. The removal of the original content complicated further investigations, highlighting the need for a safe and effective seller engagement process to obtain necessary actionable information. Operational guidance was also developed from workshop materials for further refinement and dissemination.

Priorities for the remaining project period are to gather further intelligence on suspected tiger trafficking, support DNP’s investigative follow-ups, and complete guidance supporting coordinated enforcement. ZSL are monitoring the activity resulting from the Intelligence referrals made.

Details of activities and results to date: *(Please give details of progress made towards the objectives & outputs of your Logframe by carrying out the activities included in your Workplan. Please include the appropriate quantitative and qualitative data from the measurable indicators that you identified in your Logframe. Please add any relevant charts, maps and images.)*

Objective 1: Generate evidence-based insights through digital monitoring and intelligence analysis to inform responses to tiger trafficking.

Output 1.1: Systematic monitoring, analysis and monitoring manual

This output supports efforts to combat illegal tiger trade by identifying suspected online sales and collating information that can inform enforcement decisions. The project targets the monitoring of at least three digital platforms, production of an analytical report, and refinement of an online monitoring manual by project end. It also targets a minimum 20% increase in detections of online tiger-related crime, compared with the previous year.

During the reporting period, monitoring focused primarily on Facebook, with checks of potential links to TikTok and Instagram. One unique Facebook record involving an “apparent” whole tiger skin offered

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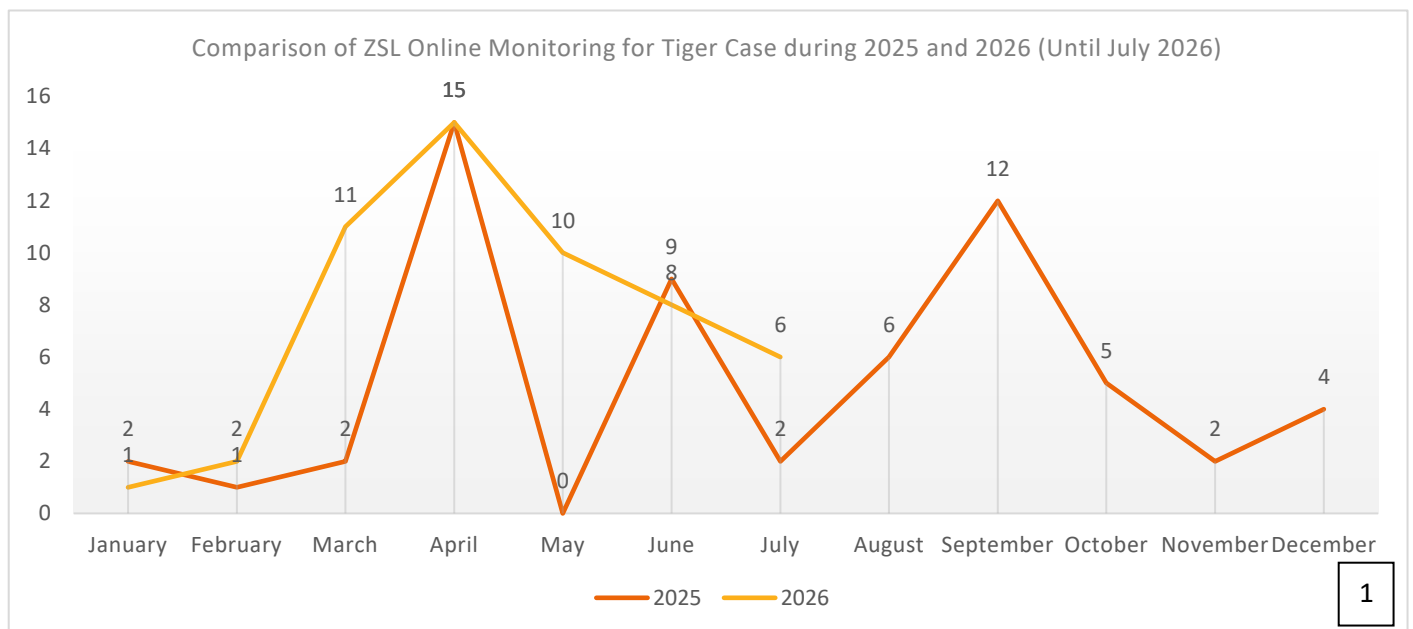
for sale was identified. No Thailand-related tiger-trafficking records were detected through the intelligence gathering checks on TikTok or Instagram.

A total of 53 cases of suspected online tiger-related trade were identified during the reporting period. These comprised 23 cases involving tiger skin, 20 cases involving tiger teeth, and 1 case involving other tiger-related products.

The cases were classified based on the products advertised by sellers online. In the case of tiger teeth, however, it was not possible to reliably determine the authenticity of the products from the available photographs alone. Consequently, the 20 cases involving tiger teeth have been recorded according to the sellers’ descriptions and advertisements, rather than confirmed cases involving genuine tiger parts.

This limitation, highlights the challenges associated with monitoring and assessing suspected illegal wildlife trade online, where the authenticity and species origin of advertised products cannot always be established remotely. Further verification by authorised law enforcement personnel or other appropriately qualified experts would therefore be required to confirm the nature and authenticity of suspected tiger products and to support any subsequent investigation or enforcement action. The monitoring findings informed the intelligence referral described under Output 1.2. Further monitoring will seek additional information on suspected tiger-trade activity and connections that could support follow-up.

Given that we have already reached 71% of last year’s case total (74 cases), we are on track to meet the 20% detection-increase target by project end.



Figures 1. Comparison of ZSL Online Monitoring for Tiger Advertise/Trade Case during 2025 and 2026 (Until July 2026).

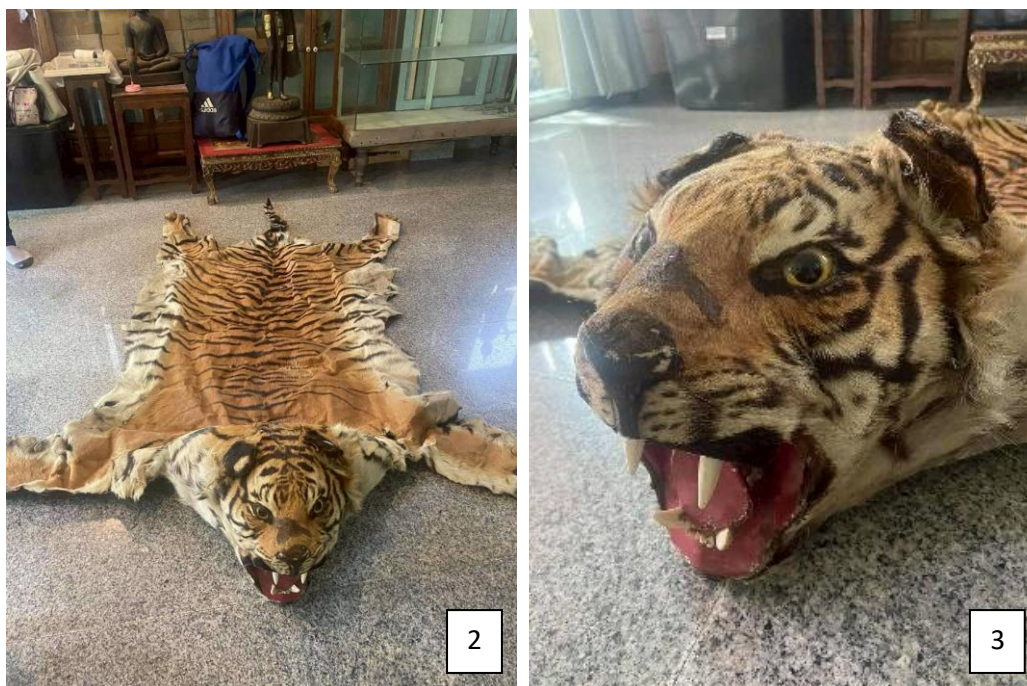
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Output 1.2: Actionable intelligence packages

This output translates information on suspected tiger trade into intelligence that authorities can assess and use to guide investigations. The project targets at least four tiger-related intelligence packages shared with DNP and at least one investigation opened with support from the intelligence provided.

During the reporting period, ZSL submitted one urgent intelligence package concerning the apparent whole tiger-skin listing and associated account to DNP and the Natural Resources and Environmental Crime Suppression Division (NED), Royal Thai Police. The package concerned an online post expressing an intention to sell a whole tiger skin, together with the associated account. This represents 25% of the full-year intelligence-package target.

The post was online for only around 8 minutes before it was removed. Although it was available for a short time, its content appeared to show an intention to sell a whole tiger skin. An opened investigation or enforcement outcome resulting from the package has not yet been confirmed. Continued monitoring and coordination with DNP will focus on identifying further information that could support investigation of the suspected trade.



Figures 2–3. An apparent whole tiger skin advertised for sale online. The original post was subsequently removed.

Objective 2: Strengthen operational planning and coordination between DNP and partner agencies.

Output 2.1: Operational planning and inter-agency coordination guidelines

This output supports a more coordinated response to suspected tiger trafficking by providing guidance on intelligence analysis, operational planning and collaboration. The project expects a draft manual by the end of Q2 and dissemination of the final draft to at least 20 law enforcement officers by project end.

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Guidance has been developed from materials used in ZSL's workshop presentations, drawing on international approaches to intelligence-led enforcement. The materials provide a framework that participants can adapt to their responsibilities, legal authorities and operational circumstances in Thailand.

The relevance to combating tiger trade lies in helping personnel move from individual pieces of information towards structured assessment and informed operational decisions. The guidance is intended to support consideration of information gaps, potential connections and coordination needs when responding to suspected trafficking.

Further refinement and dissemination through the workshop participant group are planned by project end. Completion of the consolidated manual and its dissemination will be documented separately from the delivery of workshop presentations.

Output 2.2: Inter-agency workshop and sustained WCC support

Workshop delivery and relevance to combating tiger trade

ZSL and DNP-WCC co-hosted a six-day workshop from 19 to 24 July 2026 at Training Centre No. 2 (Khao Yai), Nakhon Nayok Province. The workshop strengthened foundational knowledge relevant to analysing tiger-trafficking information and planning enforcement responses. Its broader wildlife and forest crime content provided approaches applicable to tiger cases, including analysis of criminal connections, evidence handling and operational decision-making.

The trainee group comprised DNP civil servants, government employees, and personnel involved in preventing and combating wildlife and forest crime. From 11 different offices, both central and regional offices

1. Protected Area Regional Office 11 (Phitsanulok)
2. Protected Area Regional Office 13 (Phrae)
3. Protected Area Regional Office 13 – Lampang Branch
4. Protected Area Regional Office 14 (Tak)
5. Protected Area Regional Office 16 (Chiang Mai)
6. Protected Area Regional Office 9 (Ubon Ratchathani)
7. Wildlife Conservation Division
8. Wildlife Crime Intelligence Centre
9. Protected Area Rehabilitation and Development Division
10. Forest Protection and Fire Control Division
11. Wild Fauna and Flora Protection Division (CITES)

Trainers included specialists from the Cyber Crime Investigation Bureau (CCIB), DNP and ZSL, bringing together analytical, operational and conservation perspectives.

The workshop trained 22 participants against a target of 20, achieving 110% of the target. Total attendance, including trainees, organisers, trainers and invited guests, reached 38 against a target of 26.

Training covered:

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- **Wildlife crime data analysis using i2 software based on Basic ANACAPA Principles, Level 1:** Introduction to structured intelligence analysis, including the intelligence cycle, assessment of source reliability and information credibility, association matrices, and link and activity-flow charts. Practical exercises introduced the use of i2 Analyst's Notebook to organise information and visualise connections between individuals, organisations and activities relevant to suspected wildlife trafficking.
- **DNP officers' roles, responsibilities and legal authorities:** Examination of officers' responsibilities and powers in responding to wildlife crime, including searches, evidence handling and documentation. A simulated house-search exercise and discussion of a tiger-poaching case illustrated the importance of working within legal authority and maintaining the chain of custody to support subsequent investigation and prosecution.
- **The SMART Patrol system and its application in law enforcement operations:** Introduction to how SMART supports the systematic recording and analysis of patrol observations and illegal activities. Training explored how field information can inform patrol planning and enforcement decisions, with relevance to identifying threats such as tiger poaching and directing attention to areas requiring further investigation.
- **Operational decision-making through simulated scenarios:** Introduction to the National Decision Model (NDM), a structured framework for assessing information and intelligence, evaluating threats and risks, considering legal powers and policy, identifying options, taking action and reviewing outcomes. Training also introduced IIMARCH, an operational briefing framework covering Information, Intention, Method, Administration, Risk Assessment, Communications and Human Rights. Through the tabletop simulation "Operation Shadow Stripe", participants practised using these frameworks to explain their decisions, clarify responsibilities and prepare coordinated responses to suspected tiger trafficking.
- **Criminal network link analysis and its relevance to transnational wildlife trafficking:** Examination of relationships between suspected offenders, intermediaries and other actors to develop a broader understanding of criminal networks. Training explored how analytical methods can help identify connections and information gaps, including potential financial links, and support enquiries beyond an individual seller or transporter towards others involved in organising or facilitating wildlife trafficking.

These topics are relevant to combating tiger trade because effective responses require authorities to assess information, examine connections between suspected actors and activities, and determine appropriate operational steps. The workshop introduced methods that could support these tasks.

Post-training knowledge assessment

All 22 trainees completed the post-training knowledge assessment, which was designed by DNP and reviewed by ZSL. Seventeen trainees (77.3%) achieved the 70% pass threshold, equivalent to at least 22 correct answers out of 31. The average score was 24.68 out of 31 (79.6%), with scores ranging from 17 to 29.

These results demonstrate that most trainees met the required knowledge standard for the content assessed. Five trainees scored below the threshold and would benefit from further reinforcement. The assessment provides evidence of post-training knowledge relevant to wildlife crime responses

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Participant feedback and priorities for further development

The post-workshop questionnaire received 21 out of 22 responses because one of the trainees needed to drop out on the last day for an urgent task. Due to implementation limitations, it was not feasible to conduct pre- and post-training knowledge tests. Therefore, knowledge improvement was assessed through a retrospective self-assessment questionnaire. The results thus reflect participants' self-reported perceived improvement in knowledge rather than an objectively measured pre- and post-training change.

Across all knowledge assessment questions (n=4), 75% of participants self-reported having improved a lot or significantly (score of 4 or 5). Respondents reported improved understanding of ANACAPA principles with a mean score of 4.05 out of 5 (1 being no improvement and 5 being significant improvement), and improved ability to analyse case linkages, with a mean score of 4.10. These analytical skills are relevant to examining connections within suspected tiger-trafficking networks.

Confidence gains in using i2 received a lower mean score of 3.57, with only 57.1% of respondents rating themselves 4 or 5. Twenty of the 21 respondents had never used i2, and 15 had no previous intelligence-analysis experience. Participants requested additional guided software practice, clearer explanations before exercises and more learning time. Fifteen respondents (71.4%) expressed interest in advanced training. Feedback therefore points to a need to consolidate foundational skills and provide practical support before expecting independent application to complex trafficking cases.

WCC feedback and progress towards combating tiger trade

WCC described the workshop as an initial step in identifying and developing personnel suited to specialist wildlife crime work. Its feedback emphasised the value of selecting and supporting promising staff, noting that developing even one or two highly capable specialists could contribute to responses to tiger trafficking and other wildlife crime.

Discussions also raised the possibility of a cross-sector intelligence subgroup to strengthen professional connections and information sharing in response to interconnected trafficking networks. This remains a potential next step rather than an established project result.

The workshop and intelligence referral have provided initial foundations for combating tiger trade through better-informed personnel and the sharing of information on suspected activity. Further follow-up is required to establish whether these foundations translate into investigations, coordinated operations or disruption of trafficking. This includes documenting feedback from at least five WCC officers on the dataset and monitoring manual and verifying any post-workshop joint operations applying the training, which is planned for Q3-Q4.

Give details of any obstacles to success that the project has encountered over the last 6 months.

(Please provide detailed examples, explain what impact these will have on the project results and the changes to the budget and timetable of project activities.)

- The workshop expanded from an initially estimated two-day activity to a six-day programme. DNP's contribution of accommodation for six nights enabled this expanded delivery, while WildCats Conservation Alliance funding through ZSL covered workshop costs including meals, venue, and instructor honoraria.

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- Lengthy administrative processes delayed some activities, emphasizing the need to clarify documentation requirements, responsibilities and processing timelines earlier in preparation.
- The training venue offered a quiet, private environment and sufficient space for participants. However, its location within Khao Yai National Park increased travel time and made access more difficult for participants without their own transport. Future planning should consider transport arrangements alongside the benefits of the venue.
- Intelligence follow-up has not yet produced the intended investigative outcome. Closer coordination and a focus on identifying actionable intelligence are therefore important priorities for the remaining project period.
- Due to the operational responsibilities and limited availability of participating officers, it was not feasible to administer both pre- and post-training knowledge tests. Requiring officers to complete assessments before and after the activity would have added to their workload, extended the time required for participation, and could have reduced attendance and response rates. In addition, the training was delivered within a limited timeframe, which did not allow for a practical and consistent pre-test process across all participants. Therefore, the project used a retrospective self-assessment questionnaire to measure participants' perceived improvement in knowledge. While this approach provides useful feedback on participants' views of the training's relevance and perceived learning, it does not provide an objective pre- and post-training measurement of knowledge change. Results should therefore be interpreted as self-reported perceived knowledge improvement.

Budget: Is the spend on target? **If not, please give details and provide an updated budget sheet.**

The project proposal requested £14,800 from WildCats Conservation Alliance. Workshop costs came to £6,287.58, compared with the original estimate of £6,000. This was a difference of £287.58 (4.8%), mainly because the activity was extended from two days to a six-day training programme. This overspend will be absorbed by the travel budget which will be reduced through in-kind funding.

DNP provided accommodation for six nights as co-financing. Funding from WildCats Conservation Alliance, through ZSL, covered meals, an electricity contribution and instructor honoraria.

Media: Please provide a list of recent publications and media both local and national which mentions the work funded by this project and/or mentions WildCats Conservation Alliance.

1. [ZSL Thailand Social Media Post](#)
2. [WCC-Wildlife Crime Intelligence Center Post](#)

WildCats Conservation Alliance asks for at least 7 relevant high-resolution jpeg files of images of the project activities during this time period and one video clip.

Project activities pictures can be found it here ([One Drive](#))(all picture credits to Narongrit Pilarat/DNP)



Figure 4. Trainees with DNP and ZSL experts at the certificate presentation ceremony.



Figure 5. Mr. Grant Miller, Counter Trafficking Advisor delivering training on operational decision-making.



Figure 6. Cyber Crime Investigation Bureau (CCIB) and ZSL expert with the WCC regional team.



Figure 7. Mr. Charoenchai Tothaisong, Director of the Division for Assisting People Affected by Wildlife delivering training on DNP officers' roles and legal authorities.



Figure 8. Mr. Kanupong Ngamned, SMART Monitoring Center demonstrating the application of SMART to wildlife crime responses.



Figure 9. Mr. Polawee Buchakiet, Director, Wildlife Crime Intelligence Center presenting a tiger-poaching case study.



Figure 10. Pol.Col. Morakot Saengsakoo, Deputy Commander of General Staff Division, Cyber Crime Investigation Bureau delivering training on wildlife crime analysis.



Figure 11. DNP trainees practising wildlife crime data analysis.



Figure 12. DNP trainees participating in a simulated house-search exercise.



Figure 13. DNP trainees practising the use of i2 Analyst's Notebook.



Figure 14. DNP trainees participating in the tabletop simulation “Operation Shadow Stripe”.