

WILDLIFE CRIME TECH CHALLENGE

Life of the Project Workplan

FINAL

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Contract Title: Wildlife Trafficking Technology Challenge

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USAID Office: USAID Office of Economic Growth, Education and Environment (E3)
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1.0 Background

In recent years, the market for wildlife products has surged to an estimated annual \$8 - 10 billion in value¹, and consequently, so have poaching levels. The trend threatens the survival of iconic species such as elephant, rhino, great white sharks and African grey parrot.

Demand for wildlife and wildlife products has rapidly increased, driven in part by economic growth in Asian markets, attracting transnational criminal networks to the business of wildlife trafficking. These elements are highly organized and deploy ever more advanced technology and weaponry such as helicopters and night-vision goggles, and sophisticated strategies to evade interdiction. They are helped by the fact that many countries have inadequate and weakly enforced laws in place and their officers are poorly equipped to police large geographic areas and porous borders.

There is growing consensus that the crisis cannot be adequately addressed through traditional conservation approaches. Wildlife trafficking threatens national and regional security, contributes to a climate of political corruption, and undermines economic development by weakening resource tourism and impacts countries' environmental health.

In July 2013, President Obama signed an Executive Order to combat wildlife trafficking that will mobilize resources across the US Government to address this critical challenge. Although not mandated, WCTC will be a key component of USAID's response to the Executive Order and contribution to the US National Strategy for Combating Wildlife Trafficking.

Increasingly, technology is being leveraged to combat wildlife crime and shows great potential to solve key problems along the trafficking supply chain. For example, DNA analysis can determine whether a confiscated product has been derived from a protected species; and mobile technologies enables identification of illicit wildlife being sold in markets and more effective coordination of ranger patrols. These technologies contribute on a small scale to addressing critical gaps in the fight against wildlife crime. Abundant opportunities exist to apply new technology, or scale up existing technologies to halt wildlife trafficking, as well as find innovative solutions to outstanding problems.

2.0 Introduction

1.1 Program Overview

The USAID Wildlife Crime Tech Challenge² (WCTC) will adopt an open competition platform to source innovative science and technology solutions to combat wildlife trafficking. WCTC will encourage solvers to produce potential solutions that address the four key issues: the movement of trafficked wildlife and wildlife parts; forensics and intelligence gathering; consumer demand reduction; and corruption. WCTC will enable the acceleration and scale-up of promising solutions by offering targeted investment and technical assistance. See section 4.0 for more information.

1.2 Contract Overview

Period of performance

USAID and Integra Government Services International LLC (Integra) signed the WCTC contract September 25, 2014 and the contract was subsequently kicked-off on October 24, 2014. The contract duration is two

¹ United Nations Office on Drugs and Crime (UNODC), 2014

² Contractually, the program is titled the Wildlife Trafficking Technology Challenge (WTTTC); however, on December 8, 2014 USAID agreed to change the name to Wildlife Crime Tech Challenge (WCTC). Reference Contract No. AID-OAA-C-14-00182.

years (September 25, 2014 – September 24, 2016) with a one year option period (September 25, 2016 – September 24, 2017). The program is comprised of two phases: Task 1 – Challenge Implementation and Task 2 – Scaling Activities.

Delivery team and management

The WCTC contract is being implemented by Integra in collaboration with PricewaterhouseCoopers LLP (PwC) and Sonjara Inc. (Sonjara). Integra has also retained numerous subject matter expert advisors. Collectively, Integra’s implementation team is referred to as the Challenge Team.

USAID has engaged the National Geographic Society (NGS), the Smithsonian Institute (SI), and TRAFFIC as flagship program partners. In this role, the partners will contribute advertising (outreach and winner recognition), technical expertise, networks, senior participation, and other activities as agreed. The Challenge Team will work closely with USAID to engage these flagship partners in the implementation of the WCTC. Additional partners that may support the aspects of the WCTC will be explored, as appropriate, and as agreed with USAID.

Additionally, USAID may engage individuals from within the USAID, other parts of the U.S. Government, the flagship partners, or others as part of the submission judging panel.

Collectively, USAID, the flagship partners, the judging panel, and the Challenge Team are referred to as the WCTC Team.

Contractual deliverables

As of February 3, 2015, the contractual deliverables include the following.

Task 1 – Challenge Implementation

- *Four challenges* – Each challenge comprising one or more competitions that result in the delivery of a solution that meets the technical requirements specified by USAID after contract award. USAID will approve an implementation strategy for each Challenge that will detail planned activities for:
 - a. Competition design
 - b. Competition launch
 - c. Outreach to potential solution holders
 - d. Judging and awarding prizes
- *Web platform* - An approved web platform for Wildlife [Crime Tech] Challenge program management and outreach.
- *Solutions* - At least one solution identified per sub-challenge to combat wildlife trafficking that meets USAID’s criteria for success for each challenge. The criteria of success for each challenge will be identified as part of the challenge strategy development process.

Task 2 – Scaling Activities

- *Report* - For each challenge, the Offeror will produce a report with recommendations for accelerating and/or scaling up the winning technologies.
- *Discussion forum* - For each challenge, the Offeror will develop and maintain a discussion forum on the “web platform for the Wildlife Trafficking Technology Challenge program” (developed under Task 1, deliverable 2 above). The discussion forum will provide a public platform to discuss the winning technologies, as appropriate.

- *Acceleration and scaling support* - For each challenge, Offerors must propose a range of acceleration and scaling support for challenge winners, including at least one opportunity (e.g. online fora, workshop, other events) for winning solutions and other promising technologies to be introduced to potential target users, investors or donors.
- *Subawards/grants* - Issuing and administering subawards/grants under contract to winners to field test or scale.

On October 29, 2014, Integra and USAID discussed the following clarifications to the deliverable list; however, as of February 3, 2014, contract has not been modified.

Task 1 – Challenge Implementation

- *Workplan* - The implementing partner shall provide to USAID a work plan showing how they will implement the two tasks in the allotted time.
- *Communications strategy* - The implementing partner will define a communications strategy that at a minimum lists appropriate audiences for outreach and identifies priority communications pathways to reach them.³
- *Web platform* - A web platform for Wildlife Trafficking Technology Challenge program management and outreach. The web platform should be able to, at a minimum, attract appropriate audiences and allow them to submit challenge applications
- *Implementation strategy* - This document will summarize the final design of the competition, and be delivered at the completion of the design phase of Task 1. It will guide how the challenges are implemented during the launch and judging phases.
- *Four competitions* - One challenge competition⁴ corresponding to each of the four challenge statements that result in the delivery of a solution that meets the technical requirements specified by USAID after contract award.

Task 2 – Scaling Activities

- *Scale report* - For each challenge, Integra will produce a report with recommendations for accelerating and/or scaling up the winning technologies. These can be prepared either 1 per challenge, 1 per sub-challenge, or 1 per other group of winners, as agreed with the COR. Scale reports shall include a range of acceleration and scale support that could be provided to challenge winners. They should also include discussion of pathways to scale.
- *Discussion forum* - For each challenge, Integra will develop and maintain a discussion forum on the "web platform for the Wildlife Trafficking Technology Challenge program" (developed under Task 1, deliverable 2 above). The discussion forum will provide a public platform to discuss the winning technologies, as appropriate.
- *Acceleration and scaling support* - For each challenge, Offerors must propose a range of acceleration and scaling support for challenge winners, including at least one opportunity - e.g. online fora, workshop, other events - for winning solutions and other promising technologies to be introduced to potential target users, investors or donors.

³ Per USAID's request, the Communications Strategy was incorporated into the Challenge Implementation Strategy. Additionally, the Challenge Team will develop a detailed Communication Plan.

⁴ As agreed with USAID, the challenges will be run concurrently. See the WCTC Task 1 Implementation Strategy for rationale, including a discussion of the advantages and disadvantages.

- *Subawards/grants* - Issuing and administering subawards/grants under contract to winners to field test or scale. The decision to administer subawards or grants is subject to consultation and approval from USAID. Vendors should include in their proposal a plan and relevant costs required to administer subawards/GUCs.

1.3 Purpose of the Workplan

The Challenge Team began the program with the development of a Task 1 - Challenge Implementation Strategy. This Workplan builds on the design work conducted to date and the Challenge Implementation Strategy. The Workplan is informed by the contractual Scope of Work and subsequent consultations with USAID.

The Workplan contains a detailed description of the goal, objectives, and planned activities for WCTC as well as the project implementation schedule (i.e. timeline). The Workplan is intended as a "Life of Project" workplan to guide implementation; however, given the stage of the project, greater focus and detail is provided for the first year of the project. The Challenge Team will revisit and revise this Workplan in the last quarter of year one to adequately plan and prepare for Task 2, scheduled to being in the second year of the project. This Year 2 Workplan will take into account status and results from the previous year and will be delivered before October 30, 2015.

The Monitoring and Evaluation (M&E) Plan, which outlines the approach by which the Challenge Team will monitor, capture and report results, is under separate cover and is complementary to the Workplan.

3.0 Program Goal and Objectives

As described in the Scope of Work, the overall **WCTC Program Goal** is to "source innovative technology solutions to combat wildlife trafficking and support the acceleration and scaling of promising solutions." The Challenge Implementation Strategy defines objectives and results to support the achievement of USAID's overall program objectives for the WCTC.

Also set out in the Scope of Work are the contractual **WCTC Program Objectives** for Task 1 and Task 2, as shown below.



Results, indicators, targets, and corresponding metrics will be included in the WCTC Monitoring & Evaluation (M&E) Plan.

4.0 Project Schedule

Activities and milestones have been shown by month rather than exact dates in the project schedule. There are numerous project schedule dependencies such as the Task 1 Challenge Implementation Strategy finalization, flagship partner commitments, and prioritization of concurrent launch events, which must be in place prior to establishing firm milestone dates. The project schedule is therefore indicative and may require adjustment to accommodate the availability of key individuals. The Challenge Team will work closely with USAID to agree milestone dates for each phase of the program.

Deliverables, as proposed by Integra on October 29, 2014 and listed in section 1.2 of this Workplan are denoted with a caret ^.

See the WCTC Task 1 - Challenge Implementation Strategy for more detail about phases and key activities.

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Task	2014 Q1			2015 Q2			2015 Q3			2015 Q4			2015	2016	2016	2016
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Q1	Q2	Q3	Q4
Program management																
Hold kick off meeting																
Mobilise core delivery team																
Mobilise expert advisors																
Develop and submit draft Workplan^																
Address feedback and finalize Workplan																
Monitor and revise Workplan, as needed																
Develop and maintain approval and risk trackers																
Reporting																
Develop Quarterly Progress Report template																
Develop and submit Quarterly Progress Reports																
Monitoring and evaluation																
Develop and finalize M&E Plan																
Conduct baseline analysis																
Track progress against targets																
Flagship partner management																
Secure letters of intent																
Hold introductory meetings																
Secure confidentiality agreements																
Agree communication roles (pre and post-award)																
Agree technical input roles (pre and post-award)																
Ongoing engagement																

