



# iTHINK SOCIAL BEHAVIOR CHANGE COMMUNICATIONS

iTHINK is an original wildlife conservation support platform. It comes in multiple languages that can support multiple campaigns to make consumers rethink their opinions about illegal wildlife products. Billed as a “global forum for wildlife protection and conservation,” the user-friendly interface allows everyone to post their opinions, photos, videos, and reports to create an ongoing debate. Complementing the contributions of the general public are reports and news from conservationists and other experts in the field.



## iTHINK Life Cycles

Freeland supplies the technical acumen and funds for various campaigns as well as the Key Opinion Leaders (KOLs) who influence behavior. The iTHINK campaign and website work in a cyclical fashion, combining demand reduction with potent reminders of the wildlife trade’s illegal nature. After the blitz of information gives consumers the chance to consider the issues, the PSAs, featuring KOLs giving real unscripted quotes, influence the public’s opinions by questioning the value of such products as status symbols and reminding us of the misery they inflict. The campaign is then assessed by a professional survey team for its effectiveness before it is further refined and another round begins.



## iTHINK Speaks Your Language

Each of the separate sections on the website in English, Thai, Vietnamese and Chinese has content tailored to the three latter countries, which are the Asian capitals of wildlife consumption. To give users a global perspective on the most pertinent issues and initiatives, each of these sections connects to the main website with an international focus.

## iTHINK: Stronger Together

Sustainable campaigns tend to depend on successful partnerships. That’s why iTHINK functions as both an independent campaign and a high-tech springboard for like-minded efforts. So different organizations with similar goals can team up to give their campaigns greater reach and bigger impacts. Some of the successful campaigns supported or launched so far include: Fin Free and WildAid Ivory Free.



## How iTHINK Helps Conserve Wildlife?

- Multi-language campaign platform
- Social media-friendly content easy to share
- Encourages behavior changes to bring about demand reduction

## iTHINK’s Strengths:

- Forms partnerships which foster cooperation
- Results assessed by professional firms for refinement
- Fresh news and content ensures a dynamic, up-to-date website constantly growing and attracting new and repeat visitors.

## iTHINK Website: [www.ithink-now.org](http://www.ithink-now.org)

- News/ Events
- iTHINK TV
- iTHINK Forum
- Projects/ Studies
- Grants
- Organizations



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