



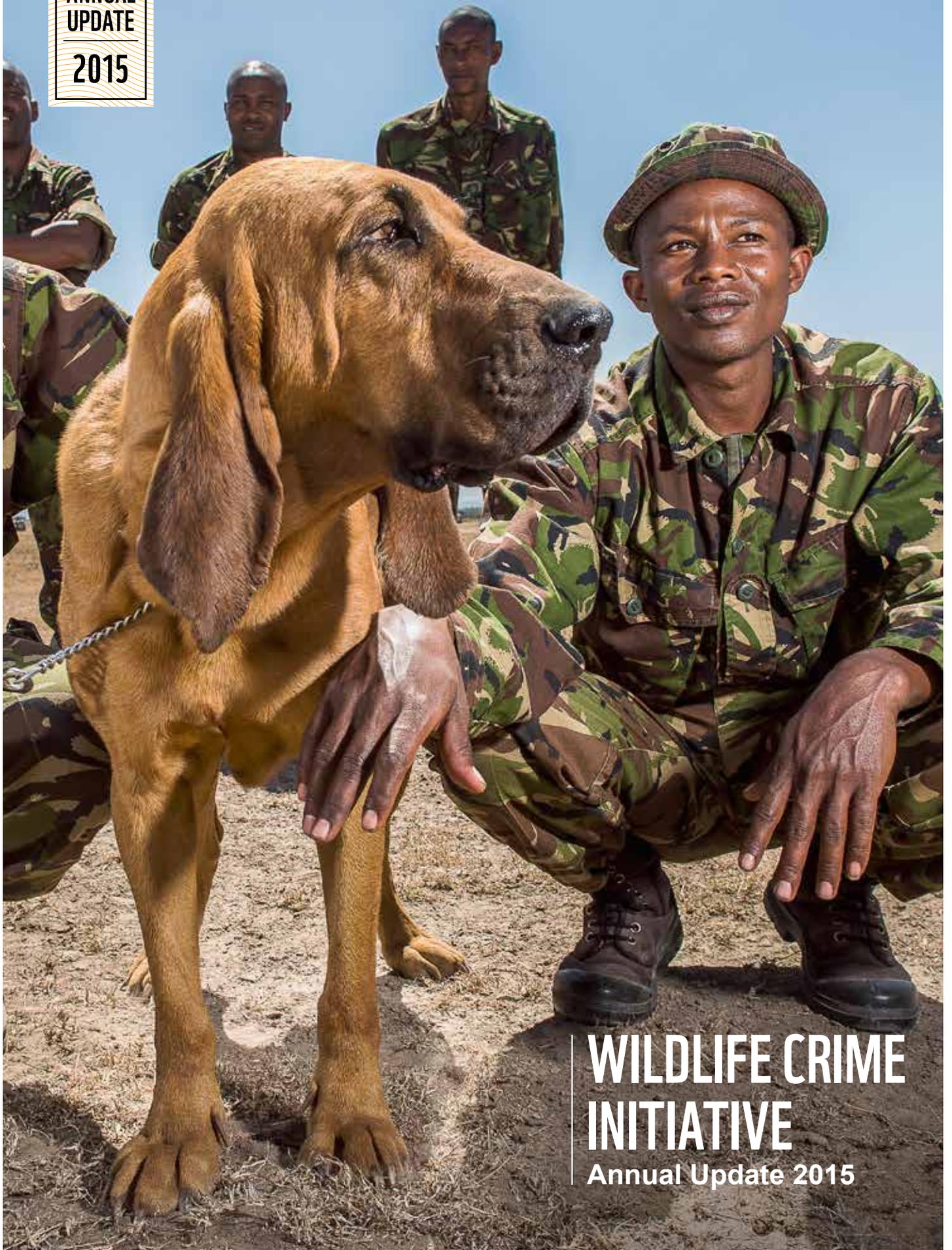
WWF

ANNUAL
UPDATE

2015

TRAFFIC

the wildlife trade monitoring network



**WILDLIFE CRIME
INITIATIVE**

Annual Update 2015

WILDLIFE CRIME IS A SERIOUS CRIME

“Illegal wildlife trade undermines the rule of law and threatens national security; it degrades ecosystems and is a major obstacle to the efforts of rural communities and indigenous peoples striving to sustainably manage their natural resources. Combatting this crime is not only essential for conservation efforts and sustainable development, it will contribute to achieving peace and security in troubled regions where conflicts are fuelled by these illegal activities. I urge all consumers, suppliers and governments to treat crimes against wildlife as a threat to our sustainable future. It’s time to get serious about wildlife crime.”

— UN Secretary General **Ban Ki-moon**, March 2015

Front cover

Rangers and a sniffer dog protecting wildlife from poachers in a conservancy in Kenya.

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WILDLIFE CRIME INITIATIVE: YEAR 1 LAYING THE FOUNDATIONS FOR SUCCESS

© WWF / MARTIN HARVEY



The Wildlife Crime Initiative was launched in June 2014 and this update outlines the considerable progress made in its first year of implementation.

— **Elisabeth McLellan**
WWF co-lead Wildlife
Crime Initiative

— **Crawford Allan**
TRAFFIC co-lead Wildlife
Crime Initiative

Following on from the successes of the WWF/TRAFFIC Illegal Wildlife Trade Campaign, it was clear that we needed a long-term coordinated effort to consolidate the political momentum and societal concern generated by the campaign. So we designed and initiated a 10-year collaborative programme of work – the WWF and TRAFFIC Wildlife Crime Initiative (WCI).

The WCI is now rolling out a strong and catalytic body of work across the globe to help stamp out wildlife crime through the shared vision and expertise of WWF and TRAFFIC. The four WCI thematic pillars (poaching, trafficking, buying, policy) have moved ahead with strong implementation of activities, founded on long-standing partnerships with governments, the private sector and civil society.

The WCI has taken full advantage of critical emerging opportunities, while leveraging the combined strengths of the wider WWF and TRAFFIC networks. It is too early to say what impact the WCI is having on actual numbers of some of our priority species, such as African elephants

and African rhinos. But there are some encouraging signs that the global movement and actions we have galvanized to combat wildlife crime are paying off.

Tiger numbers are inching up in some states, as are greater one-horned rhinos in India and Nepal. In 2013, we saw a slight leveling off in the poaching of African elephants, although the numbers are still unacceptably high. Countering wildlife crime has also been expanding more rapidly than any other environmental sector in recent years.

Tackling transnational organized wildlife crime will take time and a huge effort by all partners – and governments, intergovernmental organizations, civil society groups and the private sector respect and trust WWF and TRAFFIC to help them lead the way.

WWF and TRAFFIC are helping to tackle poachers and traffickers head-on by working closely with law enforcement. We are also developing best practice models for widespread replication by promoting solutions that are sustainable and driven by the stakeholders themselves.

Everywhere there is a wildlife crime problem we have found allies and forged alliances that are going to last. From local community stewards in Namibia to the US and Chinese presidents, the WCI has made its mark.

We have personally seen how the WCI has helped with penalties being strengthened, crime networks being disrupted, consumers rejecting illegal products, and wildlife being saved from poachers’ snares, bullets and poison. You will read in this report how far-reaching our work is and how much hope we have for the future. It will not be easy but we are off to the best start possible.

WHAT IS THE WILDLIFE CRIME INITIATIVE?



VISION

A world where governments and institutions have reduced to negligible levels the catastrophic impacts of wildlife crime on biodiversity and the destabilizing impact of wildlife crime on rule of law and development, enabling wildlife populations to thrive with continuing benefits to local communities.



GOAL

By 2024, the impact of wildlife crime (poaching, trafficking and demand for illegal products) on the conservation targets will be halved.

The Wildlife Crime Initiative (WCI) is a long-term, collaborative initiative between WWF and TRAFFIC to help tackle the unprecedented surge in large-scale, transnational organized wildlife crime.

2014

The Wildlife Crime Initiative was launched

10 YEAR

Expanded commitment by WWF and TRAFFIC

2024

Halving the impact of wildlife crime on iconic species



© WWF / JAMES MORGAN

Launched in June 2014, the WCI will play a key role over the next decade in international efforts to address the global poaching crisis by expanding the scope and impact of TRAFFIC and WWF's work on wildlife crime.

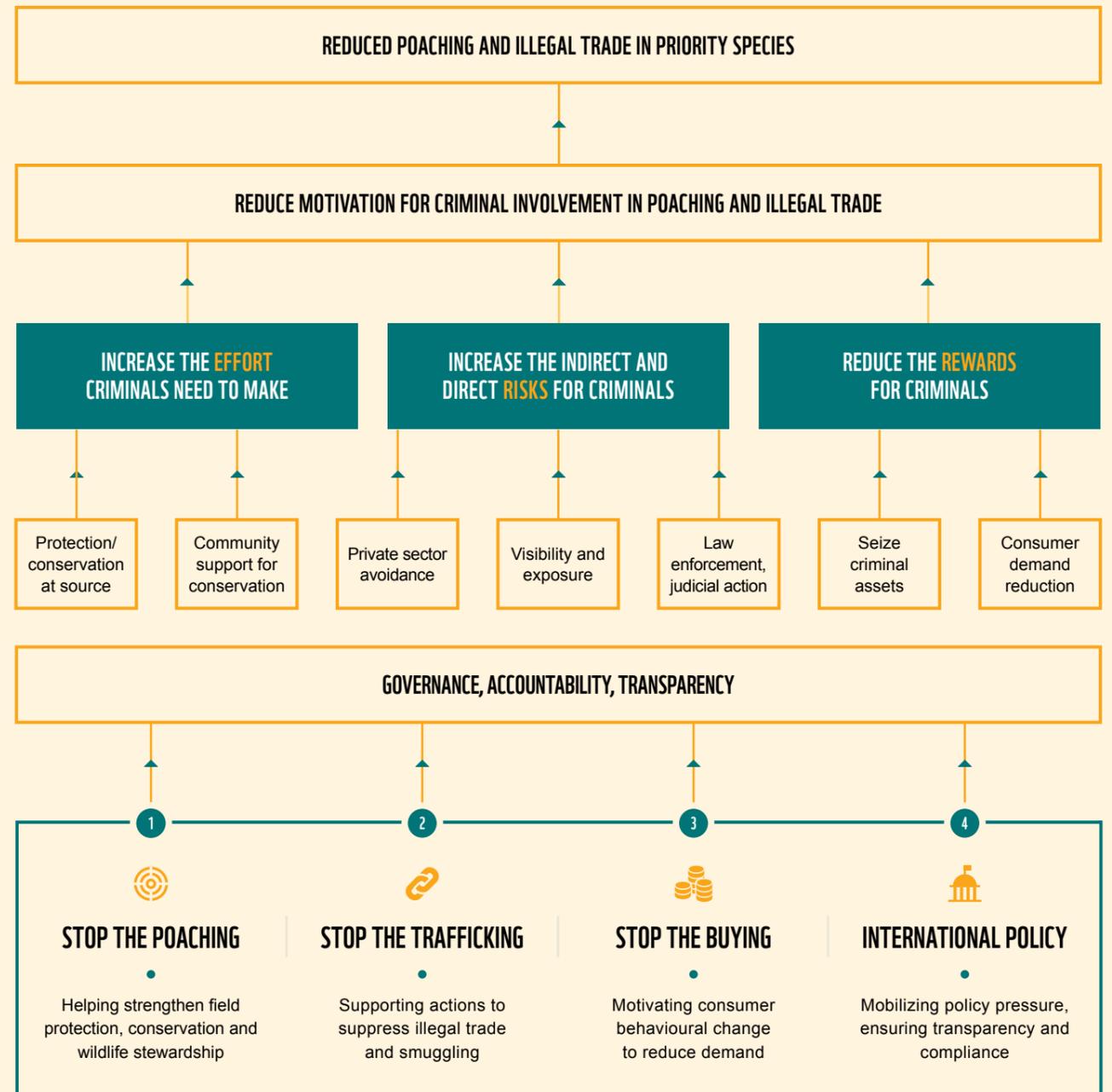
Focusing on four key pillars – stop the poaching, stop the trafficking, stop the buying and international policy – the WCI is working in concert with a wide and growing number of external partners, including governments, UN agencies, other NGOs and the private sector.

It aims to foster innovative approaches at local, national and global levels, help catalyse systemic change, and support governments, businesses, and consumers to implement the steps necessary to reduce poaching, trafficking and the global demand for illegal wildlife products.

By strategically using each organization's specific skills and resources, and pursuing this cohesive and collaborative approach, WWF and TRAFFIC will significantly enhance their collective contribution towards global efforts to curtail the poaching and illegal wildlife trade crisis.

THEORY OF CHANGE

The WCI will contribute to a sustained reduction in the illegal wildlife trade by making it much harder for criminals to succeed and by undermining their motivations – at which point they will turn their attention away from the illicit trade that is driving the poaching crisis.



JUST THE START: SIGNIFICANT SUCCESSES PROVE THAT PROGRESS IS POSSIBLE

WORLD UNITES AGAINST WILDLIFE CRIME

The first-ever UN General Assembly resolution tackling illegal wildlife trade was adopted by all 193 UN member states. WWF and TRAFFIC helped to ensure passage of this historic resolution, which marks a new phase in the fight against wildlife crime.

WILDLIFE CRIME BECOMES A SERIOUS CRIME

The 13th UN Crime Congress represented another major advance in international recognition of the seriousness of wildlife crime. The Doha Declaration called on states to take wide-ranging measures to counter illegal wildlife trade and boost global efforts to tackle transnational organized environmental crime.

This is not a typical annual update. While it focusses primarily on the considerable strides that the WCI has taken in its first year, it also highlights some of the key achievements in the global fight against wildlife crime that may not have had direct WCI involvement, but are a consequence of the high-level political momentum generated by the successful WWF/TRAFFIC Illegal Wildlife Trade campaign in 2012-13 – momentum that the WCI is striving to sustain to catalyse further global action.

OPERATION COBRA III

The largest ever international law enforcement operation against wildlife crime was coordinated across 62 countries in Africa, Asia, Europe and America. Involving numerous organizations, including the Lusaka Agreement Task Force, Europol and Interpol, it resulted in 300 arrests and the seizure of 600 illegal wildlife shipments.

TIGER NUMBERS TICKING UP

Effective anti-poaching measures have contributed to rising tiger numbers in India, Russia and Bhutan, along with enhanced community stewardship and greater habitat protection. But tigers are facing a deepening crisis in Southeast Asia.

REDUCING ILLEGAL IVORY IN CHINA

On the policy front, China announced that it would eventually phase out its domestic ivory trade. Meanwhile, TRAFFIC worked with the private sector to develop new approaches to tackling illegal wildlife trade through innovative collaborations such as those with Alibaba, which facilitates 80 percent of online trade in China.

HAULING THE TRANSPORT SECTOR INTO THE FOLD

TRAFFIC, IUCN, USAID and the World Customs Organization facilitated a landmark international workshop for the transport sector on combating illegal wildlife trade in Bangkok. Meanwhile, in China, TRAFFIC convened a meeting at which 17 leading courier companies and the China post office made a public pledge of zero tolerance towards illegal wildlife trade.

ZERO POACHING NOT ZERO WILDLIFE

All 13 tiger range states endorsed the Zero Poaching framework at a summit in Nepal. The approach has been shown to work in Nepal, which registered another year without losing a single rhino to poachers – the third since 2011.

BURNING WITH INTENT IN BRAZZAVILLE

The international conference on the illegal exploitation and illegal trade of African wildlife and flora was the first major summit on wildlife crime to be organized by Africa for Africa. It drafted the first pan-African strategy to combat wildlife crime. The authorities symbolically burned a stockpile of illegal ivory during the event.

TRANSFORMING THAILAND'S IVORY MARKET

As part of a series of positive steps, Thailand passed the Elephant Ivory Act, which regulated its domestic ivory market for the first time. Over 44,000 people subsequently registered more than 220 tonnes of ivory. Meanwhile, 1.3 million Thais supported a WWF anti-ivory campaign.

USING CHI TO SAVE RHINOS

A major campaign based on the 'strength of Chi' was launched by TRAFFIC with support from the Vietnamese CITES Management Authority to reduce demand for rhino horn in Viet Nam by targeting those who purchase rhino horn as a status symbol.



© OLA JENNERSTEN / N IBL WWF



STOP THE POACHING

“Faced with today’s global poaching crisis, we needed an innovative and comprehensive anti-poaching strategy to unite and inspire partners and governments. The answer: the Zero Poaching framework. The brainchild of the WWF Tigers Alive Initiative, the framework was launched at the Towards Zero Poaching Symposium in Nepal in February 2015, where it was endorsed by the governments of all 13 tiger range states as well as a host of key partners. Our stop the poaching pillar will now focus on helping to finalize a zero poaching toolkit and advocate for countries to adopt the framework. The pillar will also support implementation of the framework in WWF priority sites through a growing list of new tools, techniques and technology.”

— **Barney Long**
WWF-US Director Species Conservation
Programme and Lead, Stop the
Poaching pillar

STOP THE POACHING

1/3

GOAL

By 2018, reduce poaching of flagship species by at least one third from 2013 levels within at least 30 priority land and seascapes.



13 COUNTRIES THAT HAVE ENDORSED ZERO POACHING

Bangladesh, Bhutan, Cambodia, China, India, Indonesia, Laos, Malaysia, Myanmar, Nepal, Russia, Thailand, and Viet Nam.

UNODC and CITES participated in the Zero Poaching symposium. Both are keen to partner with WWF and TRAFFIC to replicate it in other regions.

ASSESSMENT

Newly developed Protection Audits provide a snapshot of how prepared a site is to prevent poaching from a protection perspective. The audits will contribute to global datasets and provide evidence for recommendations on ranger welfare and the state of protection efforts.

Conservation Assured provides independent, professional standards and verification systems to determine if those standards are being met in priority sites. Building on the successful rollout of CA|TS (Conservation Assured Tiger Standards) by WWF and partners, Conservation Assured is a wider programme for highly threatened species, particularly those at risk from poaching.

TECHNOLOGY

The Spatial Monitoring and Reporting Tool (SMART) is now the leading law enforcement monitoring tool in conservation areas and is being implemented in over 180 sites in 26 countries. The global SMART partnership was strengthened by the participation of Panthera and Peace Parks Foundation.

In partnership with United for Wildlife, an online platform is being designed to provide access to data and lessons learned from the widespread use of new technology for wildlife conservation. This will enable conservationists to develop and implement effective technology-enabled solutions to conservation challenges.

BRIDGING THE GAP TO

ACHIEVE ZERO POACHING



ASSESSMENT

CONDUCT REGULAR EFFECTIVENESS ASSESSMENTS



TECHNOLOGY

USE THE BEST AVAILABLE TOOLS AND TECHNOLOGIES



CAPACITY

INCREASE FIELD STAFF'S ABILITY TO PROTECT WILDLIFE



COMMUNITY

ENGAGE WITH LOCAL COMMUNITIES



PROSECUTION

IMPROVE APPROACHES FOR PROSECUTION



COOPERATION

SHARE INFORMATION REGIONALLY AND NATIONALLY

CAPACITY

The WCI has focused on institutionalizing competency-based training for rangers, including forming a partnership with the Southern African Wildlife College.

Discussions have begun with the International Labour Organization on how to secure global recommendations on ranger working conditions by 2020. Data are being gathered on the laws, funding and employment conditions relating to rangers.

The Ranger Federation of Asia – an association of rangers, wildlife wardens, forest guards, foresters, scouts, watchers and other frontline field staff – was established by WWF in partnership with International Ranger Federation and PAMS Foundation.

COMMUNITY

The WCI is using the emerging field of conservation criminology to develop a community-based approach to conservation crime prevention. WWF has been working with Michigan State University to develop tools to better understand community perceptions, and to help rangers to proactively tackle problems. WWF has tested this approach in Bukit Barisan Selatan National Park in Indonesia with positive results.

Involving a wide range of partners, the Beyond Enforcement symposium in South Africa recommended ways to engage communities in the fight against the illegal wildlife trade.

ZERO POACHING

Nepal – Showing the world the way

THREE TIMES SINCE 2011, NEPAL HAS NOT LOST A SINGLE RHINO TO POACHERS OVER THE COURSE OF A YEAR.



© SUMANTH KUDUVALLI / FELIS CREATIONS / WWF

A decade ago, Nepal was losing the poaching war. Rhino numbers plummeted by a quarter between 2000 and 2005. Tigers and elephants were also targeted since poachers were able to operate with impunity in the major parks, putting the future of the country's iconic species at risk. But fast forward to today and the battle is being won.

The fight back began in November 2006 when the government launched Operation Unicornis with support from WWF-Nepal. Its goal was simple, yet ambitious: Zero Poaching of rhinos. And it worked. Three times since 2011, Nepal has not lost a single rhino to poachers over the course of a year. And once, no tigers and elephants were killed either.

This remarkable success is based on high-level political will, the tireless dedication of rangers and



© NABIN BARAL / WWF-NEPAL

conservationists, NGOs like WWF and the active involvement of local communities. Indeed, Nepal's achievement validates the thinking behind the Zero Poaching framework since it was only accomplished by tackling a range of weaknesses in the anti-poaching system – all of which fall under one of the framework's six pillars.

The WCI is designed to support other countries to follow Nepal's lead.

GUIDING PRINCIPLES FOR IMPLEMENTATION

To assist other countries to achieve zero poaching, the WCI has developed a set of WWF anti-poaching guidelines to support the implementation of all six pillars of the Zero Poaching framework. These guidelines outline the type of approaches that should be pursued if zero poaching is to be achieved. WWF will work with governments and other partners to implement them in priority sites.

KEEPING TRACK OF PROGRESS

The WCI has drafted a Wildlife Crime Prevention Framework to monitor implementation of all six pillars of the Zero Poaching framework. This innovative tool will enable the Stop the Poaching pillar to demonstrate the impact of our work through changes in species populations and track progress towards zero poaching at the site, national, and landscape level.

OR ZERO WILDLIFE

TURTLE TRAFFICKING

A global report in 2014 highlighted the extent of the illegal trade in marine turtles for their meat, shell and eggs, particularly in Southeast Asia and parts of East Africa. And the trade is expanding.



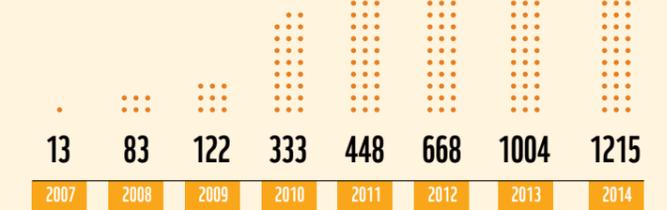
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RHINOS UNDER SIEGE

Despite a major response from the government and others, rhino poaching in South Africa is escalating. Namibia is also facing an alarming surge.



2007-2014 RHINO POACHING IN SOUTH AFRICA INCREASES >9,300%



4th LARGEST TRANSNATIONAL CRIMINAL ACTIVITY IN THE WORLD

- 1 DRUG TRAFFICKING
- 2 COUNTERFEIT GOODS TRAFFICKING
- 3 HUMAN TRAFFICKING
- 4 WILDLIFE TRAFFICKING

TWO HALVES TO THE STORY

Tiger numbers are ticking up in some countries, but poaching remains a constant threat to the survival of the species.



© WWF / NATUREPL.COM / EDWIN GIESBERS



© WWF / NATUREPL.COM / BRUCE DAVIDSON

ELEPHANT CATASTROPHE IN TANZANIA

Government figures show that the country lost 60% of its elephants in 5 years. Half of Mozambique's elephants were also poached during the same period.

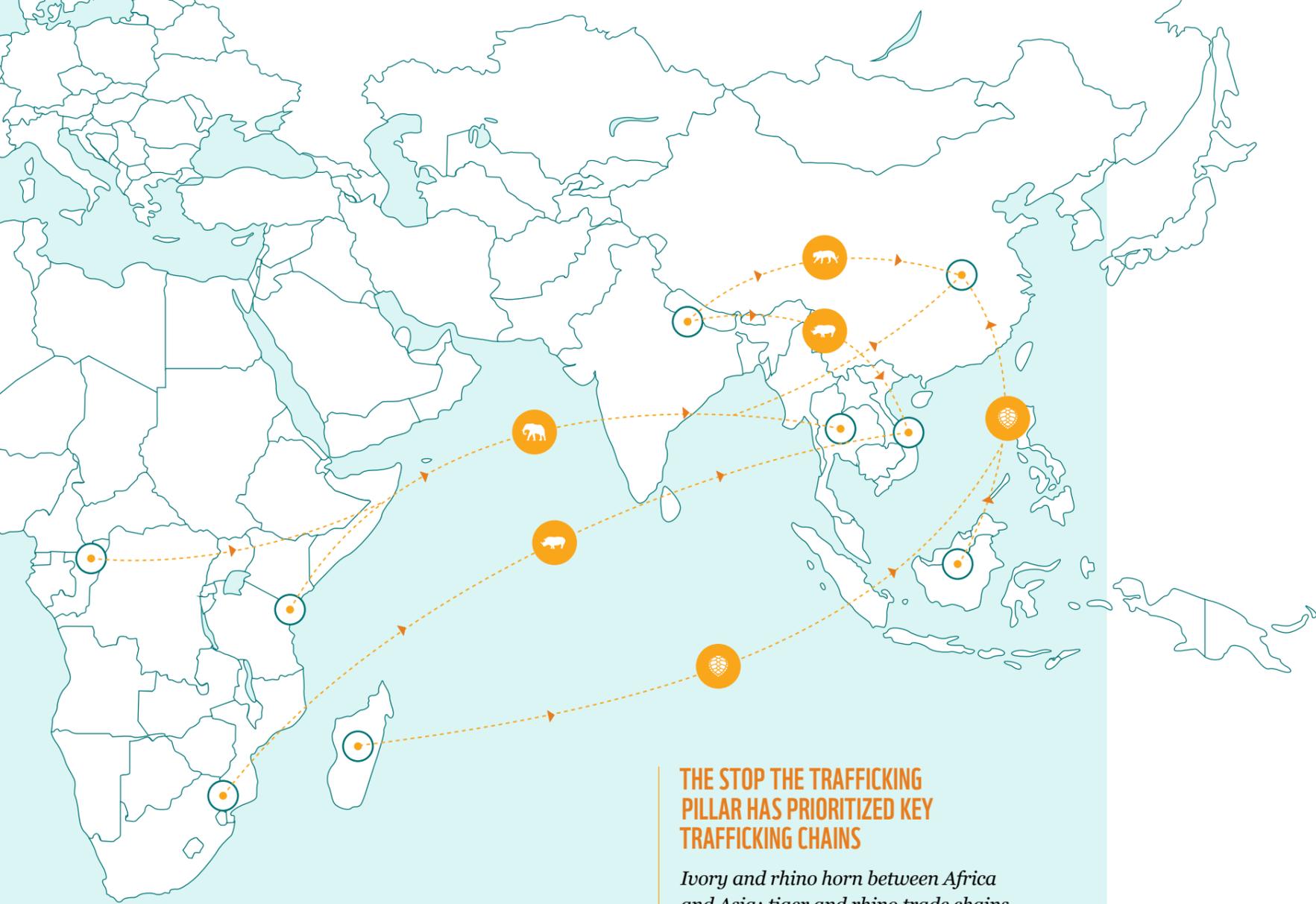
STOP THE TRAFFICKING

“We have made major progress in relation to trafficking since the launch of the WCI, and particularly during the last six months. Our specialist skills and expertise are increasingly being recognized, from TRAFFIC being granted the lead role in the pivotal ROUTES project funded by the US government to Etihad Airways asking us to conduct training on illicit wildlife trade. And thanks to a successful training session in South Africa, key TRAFFIC and WWF staff now have the skills to ensure improved data collection and analysis in all regions. This is critical because better data boost countries’ ability to seize illegal wildlife shipments, and close down or seriously disrupt criminal trade routes.”

— **Peter Bowles**
Lead, Stop the Trafficking Pillar, Wildlife Crime Initiative



JANPAI ONGSIRIWITTAYA, WWF-THAILAND WILDLIFE TRADE CAMPAIGN MANAGER © WWF-THAILAND



THE STOP THE TRAFFICKING PILLAR HAS PRIORITIZED KEY TRAFFICKING CHAINS

Ivory and rhino horn between Africa and Asia; tiger and rhino trade chains within Asia; and marine turtle products from Southeast Asia and Madagascar to China. This map highlights key chains, it does not show all trafficking routes.



© WWF-THAILAND

STOP THE TRAFFICKING

1/3

GOAL

By 2018, trafficking of key illegal wildlife products for which trade is already being monitored (ivory, rhino horn, tiger parts and marine turtle products) is reduced by at least one-third from baseline levels.

The WCI Stop the Trafficking pillar aims to stem the flow of illegal wildlife products by working with governments, law enforcement bodies and the private sector with a combination of intelligence systems, technology, early warning alerts, corporate protocols and capacity building. And it has already accomplished an inspiring amount of work.

© SHALEENATTRE / TRAFFIC



SNIFFING OUT WILDLIFE CRIME

In India, 14 sniffer dogs and their 28 army handlers completed their training in June 2015 with support from TRAFFIC – bringing the total number in the country to 25. The newly trained dogs will be deployed in seven tiger zones across India. After TRAFFIC raised the issue, German customs agreed to provide ten breeding dogs to China's customs to expand their sniffer dog programme.

LOW AND HIGH-TECH HELP IN SOUTHEAST ASIA

TRAFFIC produced awareness posters for Malaysia's anti-smuggling unit highlighting offences and penalties for wildlife crime.

The Thai government and TRAFFIC collaborated on the forensic DNA examination of ivory products from local markets to assess their origin. African elephant ivory was found to account for a majority of the items tested.

ENHANCING ENFORCEMENT IN CHINA

With support from TRAFFIC, the Ningxia forest police launched a major drive against wildlife crime resulting in numerous cases and the seizure of ivory and rhino horn products. TRAFFIC was then asked to assist the forest police of Gansu, Qinghai, Sichuan and the Tibetan Autonomous Region to combat illegal wildlife trade.

TRAFFIC supported the training of China's National Inter-agency CITES Enforcement Coordination Group. The training contributed to the success of Operation Cobra III in China with dozens of illegal wildlife products being seized.

TRAINING TO TACKLE AFRICA'S TRAFFICKERS

The government of Zanzibar requested the support of TRAFFIC to train customs and wildlife enforcement personnel at its sea and airports. It was the first time the Zanzibar government had ever asked an NGO to assist in this field.

In Central Africa, TRAFFIC ran a regional workshop on ivory trafficking and reporting seizures through the Elephant Trade Information System (ETIS) for 46 wildlife control and law enforcement agents from Cameroon, Gabon, Republic of Congo, DRC and CAR.

© ALAIN ONONINGO / WWF



CATALYSING LAW ENFORCEMENT ACTION

WWF and TRAFFIC worked with the Cameroonian government to collect and securely store confiscated ivory stockpiles that were held in courts around the country. The first two missions to eastern Cameroon secured 173 ivory tusks and pieces weighing almost half a tonne. Two court registrars were also remanded in prison based on uncovered evidence of missing ivory.

INCREASING THE EFFORT CRIMINALS NEED TO MAKE

Better information has contributed to a major drop in rhino poaching in India.



© SUMANTH KUDUVALLI / FELIS CREATIONS / WWF



INFORMATION WORKS WONDERS

TRAFFIC's information management system on global wildlife crime is helping to uncover and dismantle transnational wildlife criminal networks.

In India, TRAFFIC provided the authorities with information on wildlife crime that contributed to numerous law enforcement operations. Intensified surveillance work, enhanced intelligence and greater collaboration – supported by TRAFFIC and WWF – all played a role in the 35 percent decline in rhino poaching in India between January-June 2015 compared to the same period in 2014.

Critical information concerning the illegal hunting and trafficking of endangered species, including tigers, on the Indonesian island of Sumatra was also collected and shared with the authorities.



ONLINE AND ON THE STREETS: KEEPING AN EYE ON THE TRADE

A TRAFFIC report *Moving targets: Tracking online sales of illegal wildlife products in China* highlighted how co-operation between TRAFFIC, enforcement departments and e-commerce platforms has led to a reduction of illegal wildlife trade through e-commerce platforms in China. It also uncovered a shift towards trading on social media.

In Viet Nam, TRAFFIC e-commerce surveys found that private site-owners are actively deterring the online trade in rhino horn on their sites.

Preliminary results from ivory market monitoring in Bangkok showed a vast reduction in the open availability of ivory products in April after Thailand's new Elephant Ivory Act came into force.

TRAFFIC investigators visited ivory markets across central Africa. While the illegal ivory trade is openly flourishing in Kinshasa, other markets in the region are increasingly being driven underground, and will require new efforts to tackle.



TRANSFORMING THE TRANSPORT SECTOR

TRAFFIC partnered with USAID and the World Customs Organization to facilitate the first international workshop for the global transport sector on combating illegal wildlife trade along transport supply chains. Held in Bangkok, one of the world's top wildlife trafficking hubs, the workshop formulated a new strategic approach to help the transport sector play its part in the fight against wildlife crime.

TRAFFIC was selected with WWF to lead a major USAID-funded, 5-year programme entitled Reducing Opportunities for Unlawful Transport of Endangered Species (ROUTES) to build public/private partnerships, capacity and awareness to tackle wildlife trafficking along transport supply chains sector.

AND INCREASING THE RISKS THEY FACE



CUSTOMS CRACKING DOWN

Thailand seized two of its largest ever shipments of illegal ivory in 2015 – with a combined weight of around 7 tonnes.



NOWHERE TO HIDE

Nepal's most wanted rhino poacher was arrested on an INTERPOL warrant in Malaysia and extradited home to face justice.



NINE MOST WANTED

INTERPOL launched its first fugitive operation targeting individuals specifically wanted for crimes concerning the environment, part of an operation backed by its partners in the International Consortium on Combating Wildlife Crime - CITES, UNODC, World Bank and WCO. Two of the initial nine kingpins were swiftly arrested.



YOU WIN SOME, YOU LOSE SOME

Along with over a tonne of ivory, Mozambique seized a record 65 rhino horns. A few horns were promptly stolen, but the authorities reacted swiftly, arresting four police officers. And the president reiterated his commitment to ending wildlife crime.



© INTERPOL

Nepal's notorious rhino poacher, Raj Kumar Praja, was arrested in Malaysia.



WORLD BITES BACK

Operation COBRA III was the largest-ever coordinated international law enforcement operation targeting the illegal wildlife trade. And the most successful - with 300 arrests worldwide. Along with agencies in 62 countries, it also involved international bodies such as the Lusaka Agreement Task Force, the Southeast Asian Nations Wildlife Enforcement Network, Europol and INTERPOL.



© WWF / ROBERT PATTERSON



STOP THE BUYING

“Stop the Buying teams in Asia have had an action packed year delivering behavioural change communications and messaging designed to undermine the main motivations for consumption of illegal wildlife products. We’ve targeted businessmen in Viet Nam who buy rhino horn as a status symbol with the innovative ‘Strength of Chi’ campaign and collectors in China who purchase art made from endangered animal products. We’ve partnered with major Internet firms and courier companies as well as with Chambers of Commerce and Traditional Medicine Practitioners. Raising awareness of the laws, appealing for compassion for animals or informing people about the threat of species’ extinction will always help to set the tone around what is and isn’t socially acceptable. But it is the strategic partnerships and creative behavioural change communications that we have been developing this year that will reduce the demand that is fuelling the current poaching crisis.”

— **Gayle Burgess**

Lead, Stop the Buying, Wildlife Crime Initiative

STOP THE BUYING

1/3

GOAL

By 2018, the demand for selected threatened species products will be reduced by at least one-third in China (ivory, marine turtle shell products, rhino horn and tiger products), Viet Nam (rhino horn), and Thailand (ivory).

Stemming the supply of illegal wildlife products is vital, but it needs to be delivered alongside action to change consumer behaviour and reduce demand for these products in order to be effective.

Under the Stop the Buying pillar, the WCI has adopted a multi-pronged approach to changing the behaviour of consumers in China, Thailand and Viet Nam.

The team has been implementing a suite of strategic approaches to behaviour change, and launched a number of innovative evidence based campaigns targeted at specific consumer groups, and those that influence them.

But like all aspects of the WCI, the work of this pillar is intended to catalyse broad action. TRAFFIC and WWF have thus been building relationships with companies, civil society groups and governments, and encouraging them to lead the way - since this is how significant change will occur.



DRIVING DOWN DEMAND IN JAPAN

While changing consumer behaviour takes time, it can be done. Just look at Japan. From being the largest consumer of ivory in the world a few decades ago, Japan's market has plummeted to a tiny fraction of its former level. Conservationists succeeded in changing consumer behaviour and reducing demand for ivory through a series of initiatives supported by influential business and political leaders, media and others.



© WWF / EDWARD PARKER



© OLA JENNERSTEN / N IBL WWF

CHANGING CONSUMER BEHAVIOUR IN VIET NAM: THE POWER OF CHI



On World Rhino Day 2014, the innovative 'Strength of Chi' campaign was launched by TRAFFIC with committed support from the Vietnamese CITES Management authority and the Ministry of Agriculture and Rural Development.

Using a multi-layered approach, the campaign focuses on the concept of 'Chi' ('will') within Vietnamese culture and emphasizes that success, masculinity and good luck flow from an individual's internal strength of character and not from a piece of rhino horn.

TRAFFIC also partnered with the Viet Nam Chamber of Commerce and Industry on an initiative to change consumer behaviour by empowering business leaders to be 'wildlife champions' – and to improve the governance and social responsibility of enterprises in Viet Nam by promoting a zero tolerance approach to wildlife consumption.

TRAFFIC collaborated with the Traditional Medicine Administration, which is part of the Ministry of Health, to develop powerful new messages challenging perceptions around the efficacy of rhino horn as a treatment for serious illnesses – messaging that traditional practitioners endorsed.



1300

members of a prominent group of male business leaders were targeted by Chi campaign through direct mail



15 MILLION

hits on the Chi website in the first 6 weeks



100,000

Vietnam Airlines Platinum and Gold cardholders and business class passengers reached by Chi through boarding pass holders

REDUCING DEMAND FROM CONSUMERS IN CHINA

Launched by TRAFFIC at the China Art Handicrafts Expo, the innovative Green Collection campaign targets an important, niche group of consumers – art collectors.

It calls on them to seek works of art that are made from sustainably sourced materials rather than from threatened species. Backed by Wen Wan Tian Xia, an online art auction and collection company, the launch involved master craftsmen who demonstrated how skill and artistry can be used to create works of art from alternative materials such as nuts - instead of rhino horn, ivory and turtle shell.

Meanwhile, seventeen leading courier companies operating in China publicly pledged zero tolerance towards illegal wildlife trade. The companies, including EMS, DHL, FedEx, TNT, SF and the China post office, account for 95% of the parcel courier market in China.

TRAFFIC worked with the National Social Marketing Centre to deliver social marketing training to around 30 members of the Provincial level Interagency CITES Enforcement Coordination Group to support government efforts to change the behaviour of consumers of illegal wildlife products.

Efforts to change perceptions and behaviour around gifting and consuming illegal wildlife products were given a major boost by a partnership between TRAFFIC and the Alibaba group, which is responsible for 80% of online sales in China. As part of the agreement, TRAFFIC and Taobao – the group’s flagship e-commerce platform – jointly initiated an online awareness-raising campaign involving 200 big sellers, which posted banner ads and pledged zero tolerance to illegal wildlife trade.



‘Wildlife conservation around you’ campaign on Alibaba’s 1688.com e-commerce platform in April.

Green Collecting campaign at the 6th China Art Handicrafts Expo.



500,000 views



230,000 retweets



95 blogs by entrepreneurs

TEAMING UP WITH ARTISTS, ALIBABA AND THE AUTHORITIES

CHOR CHANG: TRANSFORMING THAI ATTITUDES TO IVORY



A remarkable anti-ivory campaign in Thailand has garnered awards, government backing and the support of over 1.3 million Thais.

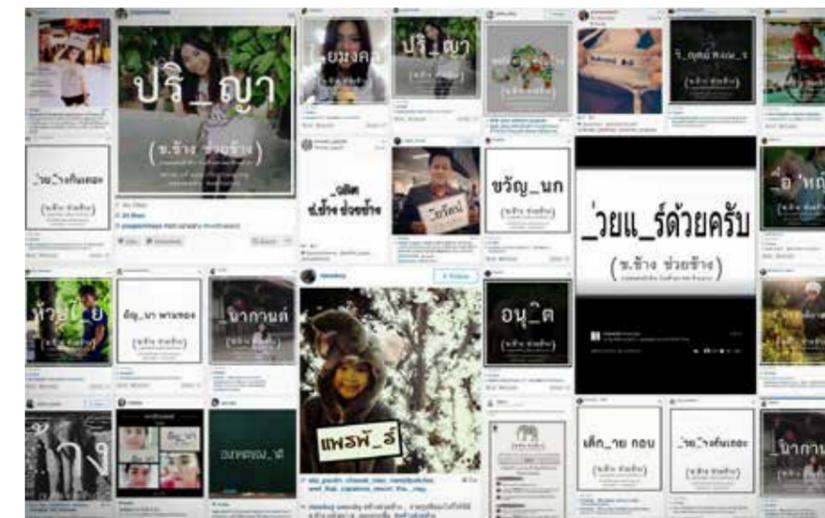
CAMPAIGN COINCIDES WITH POSITIVE MEASURES FROM THE GOVERNMENT

Seeking to raise awareness around ivory by focusing attention on the link between ivory and elephant poaching, WWF-Thailand’s Chor Chang Can Save Elephants campaign encouraged people to symbolically remove the letter ‘Chor Chang’ – a common letter in the Thai alphabet similar to ‘e for elephant’ – from their names to highlight the threat that the illegal ivory trade posed to Africa’s elephants. And it rapidly went viral with celebrities, artists, journalists,

diplomats, government officials and people from across the country participating.

The Chor Chang campaign helped to highlight the plight of Africa’s elephants as the government was taking critical steps to transform the country’s domestic ivory market, including regulating it for the very first time. Under the new law, over 44,000 Thais came forward to register their ivory possessions – amounting to more than 220 tonnes.

Members of the public condemn the killing of elephants for ivory by symbolically removing the letter ‘Chor Chang’ from their names.



1.3 MILLION+ Supporters



5 MILLION people reached by Facebook posts



#HASHTAG top-trending in Thailand



± 4 MILLION people saw Boon Chuay exhibition



“BEST SOCIAL ONLINE CSR” winner at the Thailand Social Awards 2015



INTERNATIONAL POLICY

“We’re working to secure high-level commitments by governments and the necessary political will to ensure concrete action is taken against wildlife crime. But signatures are not enough so our priority will be encouraging countries to implement their commitments and monitoring progress. There have been a string of significant policy achievements during our first year, but the undoubted highlight was the historic UN General Assembly Resolution on Tackling illicit trafficking in wildlife, which exemplifies the approach of the international policy pillar. WCI provided technical advice and advocacy support in the run up to its adoption. Now we will focus on providing assistance to states to help them fulfil their obligations, monitoring progress, and assisting in the annual review of the resolution’s implementation.”

— **Rob Parry-Jones**

Lead, International Policy, Wildlife Crime Initiative



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INTERNATIONAL POLICY

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GOAL

By 2018, high-level policy commitments made at key international and regional fora lead to effective implementation of WCI priority anti-poaching, anti-trafficking and demand reduction actions at the national level in at least 10 key countries.



© WWF / MARTIN HARVEY

For many years, wildlife crime was often treated as a lesser priority – as merely an environmental issue. But the WWF/TRAFFIC Illegal Wildlife Trade campaign helped spark high-level political interest in addressing wildlife crime, exemplified by the landmark London Conference on Illegal Wildlife Trade in 2014.

The WCI International Policy pillar aims to create an enabling environment to help sustain this new global momentum, and ensure that commitments are translated into concrete and effective action at the national level. Significant progress was made in the initiative's first year at national, regional and international level.

National

NEW RULES AND REGULATIONS IN THAILAND

After years of talk and little action and facing the threat of CITES sanctions, Thailand took significant steps to overhaul its domestic ivory market – long referred to as 'one of the world's largest unregulated markets'. The government enacted its first ever regulations to control its domestic market, listed the African elephant as a protected species and submitted a well-received interim report to CITES. Long advocates for change, WWF and TRAFFIC provided extensive technical assistance to the authorities.

While the new regulations show the government's commitment to tackle this issue, WCI will advocate for a complete ban should Thailand's efforts fail to shut down the illegal ivory trade.

CALLING TIME ON THE IVORY TRADE IN CHINA

During the public destruction of a stockpile of illegal ivory, the Chinese authorities announced that they would "strictly control ivory processing and trade until the commercial processing and sale of ivory and its products are eventually halted". While no timeline was announced, it is a clear signal that the domestic market will be phased out. The WCI supports banning China's domestic trade – considered the world's largest – as swiftly as possible. WWF and TRAFFIC are ready to support the government during the process.

Regional

BEEFING UP AFRICA'S RESPONSE IN BRAZZAVILLE

Convened by the Republic of Congo and the African Union Commission, the Brazzaville Conference drafted the first Pan-African strategy against wildlife crime, which should be adopted at the next AU summit. The WCI provided technical support to the strategy-drafting committee before and during the conference.

FIGHTING FOR FOREST ELEPHANTS

With poachers and ivory traffickers continuing to target Africa's dwindling number of forest elephants, the Economic Community of Central African States adopted the 'Emergency action plan against poaching in the forest and savannah regions of Central Africa' – or PAULAB. The WCI participated in the review and drafting of the plans.



© UN / ANDREA BRIZZI

"This landmark resolution proves that ending wildlife crime is no longer just an environmental issue and not just limited to a few countries: it has become a priority for every nation."

— **Marco Lambertini**
Director General of WWF International

International

WORLD UNITES AGAINST WILDLIFE CRIME

After three years of diplomatic efforts, the UN General Assembly adopted its first ever resolution on Tackling the Illicit Trafficking in Wildlife. Initiated by Gabon and Germany and co-sponsored by another 84 countries, the resolution commits all 193 Member States to step up their collective efforts to address wildlife crime and put an end to the global poaching crisis. WWF and TRAFFIC advocated strongly for the resolution and provided technical support in its development.

The resolution recognizes the broader impacts of transnational organized wildlife crime, including how it undermines good governance, the rule of law, sustainable development and the well-being of local communities. It calls on states to make wildlife trafficking a "serious crime" and to address corruption. Critically, it urges action all along the illegal trade chain from helping to stop poaching by encouraging the "full engagement of communities...as active partners in conservation", to reducing demand by "using targeted strategies in order to influence consumer behaviour".



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RAISING THE STAKES IN DOHA

The 13th UN Crime Congress gave a major boost to global efforts to stem the unprecedented surge in wildlife crime. Reflecting much of the language and emphasis of the WCI, the Doha Declaration called on countries to counter new and emerging forms of crime that have an impact on the environment by "strengthening legislation, international cooperation, capacity-building, criminal justice responses and law enforcement efforts aimed at, inter alia, dealing with transnational organized crime, corruption and money-laundering linked to such crimes."

BUILDING MOMENTUM IN BOTSWANA

Kasane hosted the follow up to 2014's London Conference on Illegal Wildlife Trade and ensured that the momentum was maintained. The final declaration incorporated a number of key measures, including the need to address money laundering and other financial aspects of wildlife crime, engage with the transport sector, and enhance community stewardship of wildlife. WWF and TRAFFIC participated at the conference and contributed to its successful outcome.

TIGHTENING THE NET

WWF and Global Initiative launched a major report – *Tightening the Net: Towards a Global Legal Framework on Transnational Organized Environmental Crime* – after a broad consultative process involving international bodies, such as the European Commission, CITES and INTERPOL. The report argues for a new global legal framework to enable universalized jurisdiction over transnational organized environmental crimes, and catalyse responses from non-compliant States.

SUPPORTING CITES

The CITES Standing Committee set deadlines for a host of source, transit and consumer countries to finalise their National Ivory Action Plans (NIAPs) based partly on the updated analysis of ETIS data provided by TRAFFIC. When CITES sanctions were later recommended against the DRC for failing to submit its NIAP, WWF and TRAFFIC supported the country to submit a plan that saw the threat of sanctions lifted.

KEY EVENTS DURING THE FIRST YEAR OF THE WCI

◀ 2014 — 2015 ▶

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- 21 APEC States pledge to reduce the demand for illegal wildlife products at the 26th Ministerial meeting in Beijing
- IUCN World Parks Congress World Leader's Dialogue on illegal wildlife trade
- INTERPOL General Assembly adopts resolution on emerging threats to environmental security
- Arusha Declaration on wildlife crime: new bilateral agreements between African States
- Countries adopt declaration on combating wildlife trafficking at East Asia Summit in Myanmar
- More than 120 members of Guangxi Forest Police trained to counteract wildlife crime
- Andy Murray becomes WWF Global Ambassador to help fight poaching and illegal wildlife trade

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- TRAFFIC report finds large increase in ivory available in domestic Thai market
- 65th CITES Standing Committee required Thailand to regulate its domestic ivory trade and tackle illegal ivory or face sanctions
- Meeting of officials from six Central African Forest Commission (COMIFAC) countries on tackling wildlife crime

- 2nd Stocktaking Conference of The Global Tiger Recovery Program (GTRP) sets priorities for next two years in bid to double tigers by 2022
- Launch of groundbreaking 'Strength of Chi' campaign to reduce demand for rhino horn in Viet Nam
- USAID and TRAFFIC report highlights surge in illegal trade in ivory and rhino horn

JULY

SEPTEMBER

NOVEMBER

JANUARY

MARCH

MAY

JULY

AUGUST

OCTOBER

DECEMBER

FEBRUARY

APRIL

JUNE



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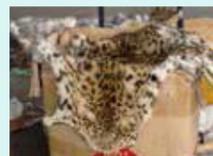
- European Union Trade in Wildlife Information exchange (EU-TWIX) reached 40,000 records in its database of illegal wildlife seizures
- 2nd annual meeting of the South Asia Wildlife Enforcement Network (SAWEN) agrees on need for action plan to tackle wildlife trafficking

- TRAFFIC signs deal with China's largest online commerce company, Alibaba Group, to reduce illegal wildlife trade online
- Nine major online retailers in China agree not to allow the promotion of illegal wildlife sales on their platforms



© INTERPOL

- INTERPOL launches first ever operation targeting fugitive individuals specifically wanted for crimes concerning the environment
- Traditional Medicine practitioners in Viet Nam meet to agree messaging to encourage their peers not to use illegal wildlife products



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- Report highlights growth in recent years in trade in tigers and other big cats from Myanmar into China
- Major seizure of tortoises is the latest in a string of busts highlighting growing importance of Laos in wildlife trafficking
- Inaugural World Customs Organization Asia/Pacific Regional Customs seminar on the use of detector dogs



- Launch of WWF-Thailand's anti-ivory campaign, Chor Chang Can Save Elephants
- India announces large increase in tigers from 1,411 in 2006 to 2,226 in 2014
- South Africa confirms record 1,215 rhinos were poached in 2014
- Over 8,000 turtles seized in two separate busts in Indonesia
- Thailand passes Elephant Ivory Act to regulate domestic market for the first time
- Global logistics and transport firms meet to discuss ways to deter wildlife smuggling at workshop convened by TRAFFIC, WCO and USAID

- Wildlife crime chosen as theme of 2nd World Wildlife Day
- African Elephant Meeting in Kasane, Botswana
- Kasane International Conference on Illegal Wildlife Trade
- ASEAN Regional forum on combating wildlife trafficking
- TRAFFIC e-commerce monitoring highlights shift in illegal wildlife trade online from retailers to social media sites
- CITES recommends trade bans on Nigeria, Laos and DR Congo for failing to meet deadline to submit national ivory action plans
- Clampdown in Beihai, China sees major reduction in illegal marine turtle trade in previous hotspot
- 17 leading courier companies in China pledge zero tolerance towards illegal wildlife trade

- Workshop for Chinese businesses and citizens in Addis Ababa to address illegal ivory trade
- Nepal marks another year of zero poaching of rhinos – the 3rd since 2011
- Operation COBRA III results in largest ever international wildlife crime operation
- Mozambique seizes record 65 rhino horns and 1.1 tonnes of ivory. Some of the horns subsequently stolen – police officers swiftly arrested.
- China announces it will eventually phase out commercial domestic ivory trade as it publicly crushes over 660 kg of illegal ivory
- Green collecting initiative launched in China to encourage collectors to buy products that do not come from endangered wildlife
- Tiger numbers rise to as many as 540 in Russia

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- UN General Assembly adopts resolution on tackling illicit trafficking in wildlife
- European Union is the first regional economic body to become a full member of CITES
- Bhutan announces increased tiger numbers after first ever national survey

- Zero Poaching symposium in Nepal sees all 13 tiger range states endorse zero poaching framework
- Beyond Enforcement symposium in South Africa recommends greater engagement with communities to tackle wildlife crime



- One of Nepal's most notorious rhino poachers arrested in Malaysia and deported home to face trial
- Democratic Republic of Congo creates new National Co-ordination Unit to combat wildlife crime

- UN Crime Congress resolution calls on countries to tackle transnational organized environmental crime
- Workshop identifies key actions to combat poaching and trafficking of wildlife in Kenya
- UAE crushes 10 tonnes of illegal ivory
- Brazzaville Conference on the illicit trade in African wild flora and fauna issues strong declaration
- Thailand confiscates 7 tonnes of ivory in two major seizures
- Viet Nam Chamber of Commerce and Industry partners with TRAFFIC to help tackle illegal wildlife trade
- Over 44,000 Thais register more than 220 tonnes of ivory under new law
- New plan produced to conserve Central Africa's great apes, including measures to reduce poaching and illegal wildlife trade

- Tanzania announces loss of 60 percent of its elephants in the past 5 years
- G7 leaders reconfirm commitment to fight illegal wildlife trade
- GEF funds new US\$90m global wildlife programme
- TRAFFIC trains Ecuadorian military to combat wildlife crime
- E-commerce companies in Japan strengthen measures against illegal online ivory trade
- India doubles number of sniffer dogs for wildlife protection
- Society for Wildlife Forensic Science hears expert perspectives from Southeast Asia and Africa in the fight against illegal wildlife trade
- USA crushes over 1 tonne of illegal ivory in New York

WWF AND TRAFFIC WILDLIFE CRIME INITIATIVE

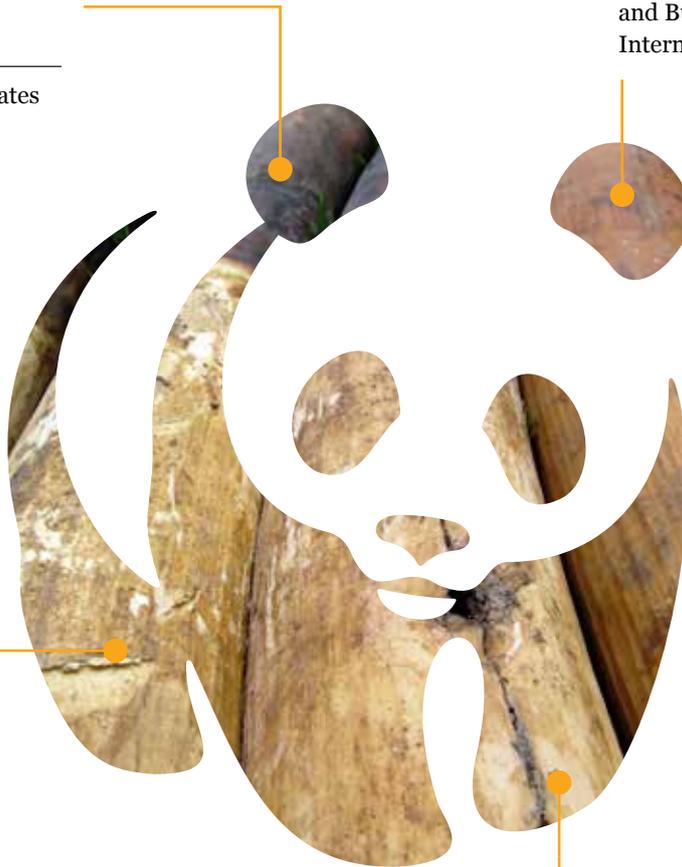


13

Tiger range States endorsed zero poaching

4

Four pillars are Stop the Poaching, Trafficking and Buying, and International Policy



86

Co-sponsors of UN General Assembly resolution against wildlife crime

1.3 MILLION

Anti-ivory campaign in Thailand was backed by 1.3 million people

	<p>Why we are here To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.</p> <p>panda.org</p>
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	<p>Why we are here TRAFFIC's mission is to ensure that trade in wild plants and animals is not a threat to the conservation of nature.</p> <p>traffic.org</p>
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