



TRAFFIC

the wildlife trade monitoring network



WILDLIFE CRIME INITIATIVE

A COLLABORATIVE INITIATIVE OF WWF AND TRAFFIC TO HELP
TACKLE THE GROWING THREAT POSED BY TRANSNATIONAL,
ORGANISED WILDLIFE CRIME

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**

Front cover

Mba Ndong Marius, a Parcs Gabon Eco Guard displaying seized poached elephant tusks and poachers’ weapons, Oyem, Gabon.

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WWF is one of the world’s largest and most respected independent conservation organizations, with over 5 million supporters and a global network active in over 100 countries. WWF’s mission is to stop the degradation of the Earth’s natural environment and to build a future in which humans live in harmony with nature, by conserving the world’s biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

TRAFFIC, the wildlife trade monitoring network, is the leading non-governmental organization working globally on trade in wild animals and plants in the context of both biodiversity conservation and sustainable development. TRAFFIC is a strategic alliance of WWF and IUCN.

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WILDLIFE CRIME IS A THREAT TO SPECIES, SECURITY AND SUSTAINABLE DEVELOPMENT

We are in the midst of a global poaching crisis that threatens decades of conservation successes as well as the future of many species.

Tens of thousands of elephants are being killed each year in Africa, along with record numbers of rhinos. Meanwhile, Asia’s forests are being silenced as poachers strip them of their species to meet the soaring demand for illegal wildlife products.

Add in the vast trade in illegal timber and fisheries resources and wildlife trafficking is now estimated to be the fourth largest transnational criminal activity in the world – after the trafficking of drugs, counterfeit goods, and people.

Some of the world’s most iconic species – such as rhinos, tigers and turtles – face a battle for survival. But so do numerous other species from pangolins to parrots and primates. But the unprecedented surge in the illegal wildlife



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trade in recent years poses an immediate threat not only to wildlife but also to national and regional security, the rule of law, sustainable development, and the well being of local communities.

Attracted by its relatively low risks and high returns, transnational, organised criminal groups have muscled their way into the illegal wildlife trade, bringing with them more sophisticated methods – and greater violence and corruption.

Recognition of this growing threat and the potentially devastating impact of wildlife crime on communities and countries has sparked a major shift in global attitudes. And the realisation that only an urgent global response can tackle the crisis.



TENS OF THOUSANDS OF ELEPHANTS ARE BEING KILLED EACH YEAR IN AFRICA, ALONG WITH RECORD NUMBERS OF RHINOS

4th LARGEST TRANSNATIONAL CRIMINAL ACTIVITY IN THE WORLD

Estimated revenues from wildlife trafficking, including the vast trade in illegal timber and fisheries resources, place it fourth on the list of transnational criminal activities.



1ST DRUG TRAFFICKING



3RD HUMAN TRAFFICKING



2ND COUNTERFEIT GOODS TRAFFICKING



4TH WILDLIFE TRAFFICKING

WHAT IS THE WILDLIFE CRIME INITIATIVE?

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

Building on the unprecedented momentum and high-level political will generated by the joint WWF-TRAFFIC Illegal Wildlife Trade Campaign in

The WCI will facilitate and foster innovative approaches at local, national and global levels – from promoting higher enforcement standards in some countries, to designing behavioural change strategies in states where demand is high, to advocating for the authorities to ‘follow the money’. Critically, the WCI will also focus on building influential relationships and working in concert with a wide and growing number of external partners, including governments, UN agencies, other NGOs and the private sector.

Combining WWF and TRAFFIC’s existing strengths with new approaches and tools, the WCI will help to catalyse systemic change, and support governments, businesses, and consumers to implement the steps necessary to reduce poaching, trafficking and the global demand for illegal products.

The WCI will work with partners to achieve this by focusing on four key pillars – stop the poaching, stop the trafficking, stop the buying and international policy.

Initially, the WCI will focus on iconic species that are being targeted by transnational, organised criminal gangs – such as elephants, rhinos, tigers, African great apes, and green and hawksbill turtles – with the goal of halving the impact of wildlife crime on these species by 2024.

By working towards systemic change, the WCI will also contribute to reducing the illegal trade in other endangered wildlife. And by 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.

These efforts will only succeed if governments, the private sector and civil society organisations all work together to ensure the current momentum around wildlife crime is channelled into an effective global response. With everyone working together, today’s poaching crisis can be contained and a deeper social and environmental crisis averted.

2012-13, the WCI will play a key role in urgent global efforts to address the poaching crisis, by expanding the scope and impact of TRAFFIC and WWF’s work on wildlife crime.

Launched in 2014, the initiative represents an expanded 10-year commitment by WWF and TRAFFIC, and marks a major shift in emphasis for both organisations in response to an escalating global crisis.

By strategically using each organisation’s specific skills and resources – WWF’s decades of experience protecting wildlife and working with communities, and TRAFFIC’s unparalleled expertise in monitoring wildlife trafficking – the initiative will maximise its long-term impact on wildlife crime.

The WCI will focus on all points along the illegal wildlife trade chain (poaching, trafficking and consumption) as well as advocating for the adoption and implementation of more effective national and international policies.



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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

VISION, GOAL AND THEORY OF CHANGE

VISION

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

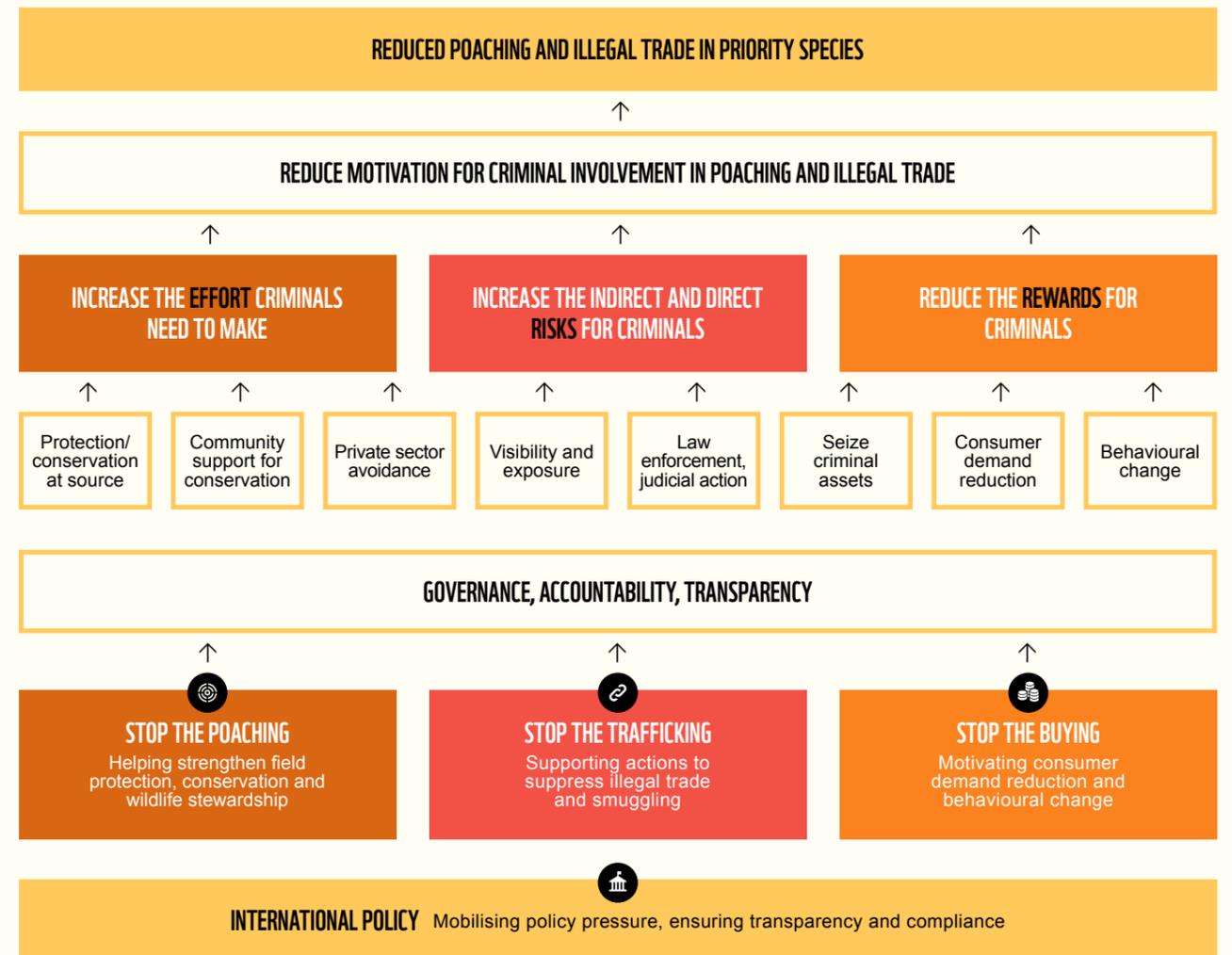
50% GOAL

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

Conservation targets are species that face a major threat from poaching involving large-scale organised crime, and overlap with WWF and TRAFFIC priority species, places, and thematic programmes. Initially, the WCI will focus on elephants, rhinos, tigers, African great apes, and green and hawksbill turtles. Additional species will be considered in later years.

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.



FOUR PILLARS OF THE WILDLIFE CRIME INITIATIVE



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STOP THE POACHING



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

The WCI will focus its anti-poaching work on strengthening field protection as well as enhancing community stewardship of wildlife.

It will bolster the first line of defence by helping to develop a zero-poaching toolkit with a common set of tools and standards that can be adapted to suit local conditions and by encouraging governments to adopt and implement it.

At the heart of this anti-poaching toolkit will be ways to professionalise the global ranger force, ensuring that rangers in priority places have the equipment, training, support and motivation they need to patrol their parks effectively and protect their wildlife from poachers.

But rangers alone cannot keep the poachers at bay.

They need the eyes and ears and firm backing of local communities, which is why the initiative will also advocate for enhanced community management of natural resources – and for the equitable distribution of benefits. This will boost sustainable development and give communities a real stake in conserving their wildlife.

Together, professionalised rangers and committed communities will force poachers to take greater risks to supply the illegal wildlife market.



TOGETHER, PROFESSIONALISED RANGERS AND COMMITTED COMMUNITIES WILL FORCE POACHERS TO TAKE GREATER RISKS TO SUPPLY THE ILLEGAL WILDLIFE MARKET



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STOP THE TRAFFICKING



Objective
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 aims to help stem the flow of illegal wildlife products by working with governments, law enforcement bodies and the private sector.

The WCI will catalyse efforts to detect and seize illegal products and convict those responsible. It will advocate for the use of new technologies for detection at ports, markets and in cyberspace; better intelligence systems to help dismantle criminal networks; and improved judicial processes so that kingpins end up behind bars not back on the streets.

But it's not just a case of strengthening current efforts. The WCI will catalyse innovative ideas to help stop the traffickers, including developing new information sharing platforms, working with transport and logistics companies, and advocating for law enforcement authorities to seize the proceeds of wildlife crime and 'follow the money'.

Wildlife crime also breeds – and feeds off – corruption so the initiative will focus on ways to mitigate this and improve accountability.

With this multi-pronged approach, the WCI will help to deter traffickers by making it far more expensive and risky to smuggle.



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THE WCI WILL FOCUS ON CHANGING CONSUMER BEHAVIOUR IN CRITICAL MARKETS, PARTICULARLY CHINA, VIETNAM AND THAILAND

STOP THE BUYING



Objective

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), Vietnam (rhino horn), and Thailand (ivory).

Stemming the supply of illegal wildlife products is vital, but it will only be a temporary solution unless demand is significantly and permanently reduced.

The WCI will focus on changing consumer behaviour in critical markets, particularly China, Vietnam and Thailand, by transforming current attitudes towards the consumption of illegal wildlife products.

The initiative will run innovative, evidence-based behaviour change campaigns, aiming to foster change from 'within' society. These campaigns will target emotional motivations, such as fashion trends and status symbols, and functional motivations, such as perceptions about the health benefits of certain products.

Along with urging governments to do more to reduce demand, the WCI will run social marketing campaigns that seek to change the mindsets of influential groups – such as business leaders and young people – with carefully crafted approaches.

And to reduce the availability of illegal products in the market the initiative will work to convince restaurants, shops and Internet companies to stop stocking them.

Changing behaviour will not happen overnight. But it will happen. Slowly but surely demand will be reduced - and so will the incentive for criminals to act and the threat to numerous species.

INTERNATIONAL POLICY



Objective

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.

There is a growing interest in addressing wildlife crime at the highest political levels, exemplified in the landmark London Conference on Illegal Wildlife Trade in 2014.

The international policy pillar aims to create an enabling environment to help sustain this global momentum

and ensure that commitments to tackle wildlife crime are translated into concrete and effective action at the national level.

It will focus on institutions like the United Nations and treaties like the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), as well as other international and regional fora, conventions and institutions that can have the greatest impact on wildlife crime.

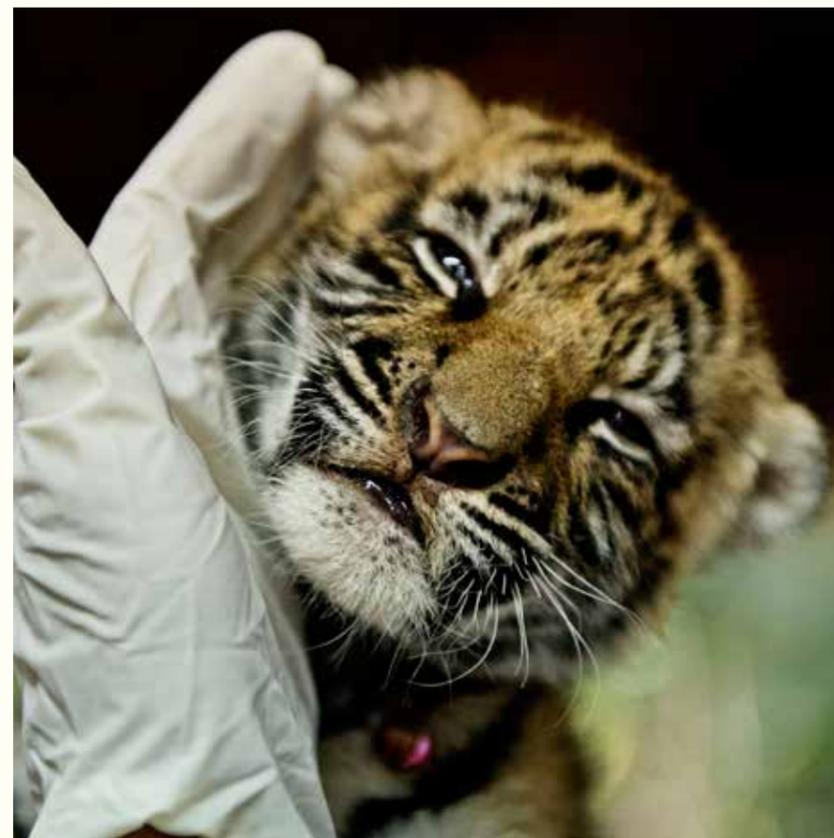
The WCI will push for official recognition of the scale and widespread impact of the illegal wildlife trade, and the need for a coordinated response.

It aims to secure concrete commitments, including anti-corruption measures and mechanisms, to increase accountability and compliance.

By securing concrete political commitments and stronger policies, the international policy pillar will support the work of the other three pillars.



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NOT ALL DOOM AND GLOOM: SPOTLIGHTING SOME SIGNIFICANT SUCCESSES FROM ANTI-POACHING TO INTERNATIONAL POLICY

WHY NOW IS THE TIME TO ACT

Long regarded as a low priority 'environmental' issue, governments are now focusing far more attention on wildlife crime. Never before has there been such high level political engagement from countries around the world, including priority source, transit and consumer states.

World leaders have committed to action in major international fora and are now developing new broader approaches to wildlife crime, with national level task forces and strategic plans.

Wildlife crime has been discussed as a threat to security in the UN Security Council, while key international institutions have become increasingly active through the International Consortium on Combatting Wildlife Crime (ICWC) – with Interpol, the UN Office on Drugs and Crime, the World Customs Organization, and the World Bank partnering with CITES, the global authority on wildlife trade.

In this environment, WWF and TRAFFIC can play a critical role in catalysing action and systemic change. The Wildlife Crime Initiative was launched to make the most of this opportunity – to use WWF and TRAFFIC's combined strengths to boost the global response to wildlife crime.

LANDMARK POLICY CONFERENCES

Over 40 countries and the EU took part in an unprecedented high-level summit on illegal wildlife trade in 2014, and agreed to a strong set of commitments in the London Declaration. These were enhanced at a follow-up meeting in Botswana in 2015, which illustrated that governments remain determined to tackle wildlife crime. African nations also met in Brazzaville to draft the first continental strategy against wildlife crime.

TIGER NUMBERS TICKING UP

Effective anti-poaching measures have contributed significantly to rising tiger numbers in India and Russia, along with enhanced community stewardship and greater habitat protection. All 13 tiger range countries also endorsed the zero poaching framework at a summit in Nepal.

DRIVING DOWN DEMAND IN 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 – thanks to well-designed and carefully targeted behaviour change campaigns, and the influence of senior political and commercial leaders adopting a public, anti-ivory stance.

TRANSFORMING THAILAND'S IVORY MARKET

In early 2015, Thailand passed the Elephant Ivory Act, the first piece of legislation ever to regulate its substantial domestic ivory market. Over 38,000 people subsequently registered around 200 tonnes of ivory. Meanwhile, over 1.2 million Thais participated in a WWF anti-ivory campaign that highlighted the plight of Africa's elephants.

ZERO POACHING IN NEPAL

Three times since 2011, Nepal has gone a full year without any rhinos being poached. During one of those years, Nepal did not lose a single elephant or tiger to the poachers either. This remarkable success is based on high-level political will, the tireless dedication of rangers and conservationists, and the active involvement of local communities.

WILDLIFE CRIME BECOMES A SERIOUS CRIME

In 2013, members of the UN's Commission on Crime Prevention and Criminal Justice passed a Resolution declaring illicit wildlife trafficking to be a 'serious crime', requiring sentences of 4 years or more. In 2015, the UN Crime Congress in Qatar took further steps to boost global efforts to tackle transnational organized environmental crime.



Wildlife Crime Facts

UP TO 30,000

It is estimated that up to 30,000 elephants are being poached for their ivory in Africa each year

9,300%

Since 2007, rhino poaching in South Africa has soared by 9,300% with a record 1,215 killed in 2014

3,200

There are as few as 3,200 tigers left in the wild

4th

Wildlife crime is estimated to be the 4th largest transnational criminal activity after trafficking in drugs, counterfeit goods and people

0

Nepal has registered three years of zero poaching of rhinos since 2011, and one year when not a single tiger, elephant or rhino were poached



For more information on the WCI, please contact:

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	<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>TRAFFIC the wildlife trade monitoring network</p>	<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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