



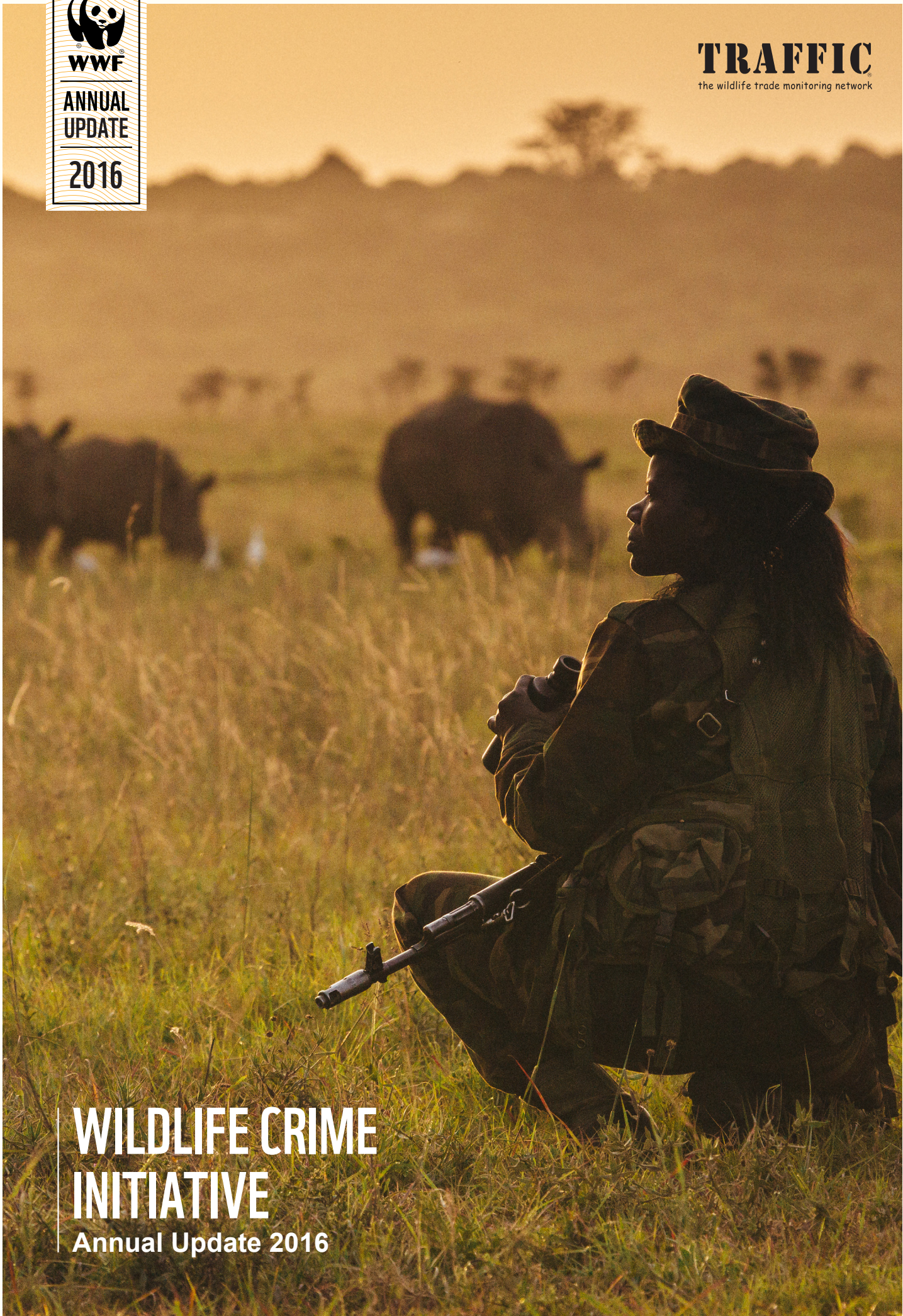
WWF

ANNUAL
UPDATE

2016

TRAFFIC

the wildlife trade monitoring network



**WILDLIFE CRIME
INITIATIVE**

Annual Update 2016

CORRUPTION KEY ENABLER OF WILDLIFE CRIME

“Corruption plays a major role in every aspect of wildlife and forest crime. That is why preventing corruption is essential if we want to confront this crime. As with many other forms of organized crime, identifying the individuals responsible for wildlife crime – that is to say the kingpins and not just the foot soldiers – and bringing them to justice remains a major challenge. By investigating related corruption and money-laundering offences, the chances of successful action against the organized crime groups responsible significantly increases. Everyone knows corruption is the elephant in the room when we are talking about organized crime – we need to start addressing it now before it is too late.”

– **Yury Fedotov**, Executive Director,
UN Office of Drugs and Crime (UNODC),
May 2016

Front cover

Doreen Adongo, one of the few female rangers in Kenya's Nairobi National Park, monitoring white rhinos.

© Jonathan Caramanus / Green Renaissance / WWF-UK.

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WILDLIFE CRIME INITIATIVE: YEAR 2 PARTNERSHIPS AND PROGRESS

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The second year of the WWF and TRAFFIC Wildlife Crime Initiative (WCI) began with the bang of a gavel in New York in July 2015, signalling the adoption of the first United Nations resolution against wildlife trafficking.

This historic motion, which was the result of years of strategic WWF and TRAFFIC policy advice and advocacy, would have been unthinkable just a couple of years ago and its unanimous support showcased how rapidly international momentum to tackle wildlife crime has grown.

And twelve months later, another successful year for the WCI came to a close with Bhutan's adoption of SMART patrolling in all its conservation areas, the enactment of strict regulations on the domestic ivory trade in the US and the decision by Viet Nam's ruling Communist Party to add its voice to calls for an end to illegal wildlife consumption – three more significant steps on the road to stopping the poaching, trafficking and demand.

There were many other notable signs of progress during the year. All four WCI thematic pillars (poaching, trafficking, buying and policy) have built on their existing work, while striking out in innovative new directions.

The WCI has led a global push to improve the working condition of rangers with the publication of three unprecedented ranger surveys and influential joint advocacy with ranger associations. The frontline in the battle to save the world's wildlife and wild places will be stronger as a result.

Meanwhile, the WCI has been at the heart of work to transform the transport sector into a powerful force to help counter the criminals. TRAFFIC secured a major multi-year grant from USAID to work with a team of companies, NGOs and government agencies to restrict the transport of illegal wildlife products – a goal that was boosted by the signing of the landmark Buckingham Palace Declaration by 40 companies and organizations. Strong global partnerships are the only way to block the trafficking pipelines and these initiatives will help to stem the flow.

But new routes will be found as long as there is demand for illegal products, which is why an innovative WCI-led workshop on behaviour change could prove so critical. Bringing together 100 of the world's experts, it kick-started the development of a new community of practice, which will help to devise more effective ways of changing people's purchasing preferences.

Finally, along with influencing a wealth of regional and international agreements, the WCI policy pillar helped to focus much-needed attention

on corruption, and began to bring conservationists and anti-corruption experts together to come up with better ways to counter what UNODC has described as the 'main enabler of wildlife crime'.

Needless to say there were some worrying stories during the year, which shone a spotlight on the scale of the illegal wildlife trade and the continuing poaching crisis – and underlined how much still needs to be done.

We understand that. It is why the WCI is a 10-year initiative. But it has made a real difference already and is poised to have even more of an impact in the coming years thanks to the strong, wide-ranging partnerships now in place.

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

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

SIGNS OF SUCCESS: HIGHLIGHTS FROM ACROSS THE GLOBE

RISING UP THE GLOBAL AGENDA

Along with the unanimous adoption of the first ever UNGA resolution against wildlife trafficking, specific poaching and illegal wildlife trade outcomes were incorporated into the Sustainable Development Goals.

UNITING THE TRANSPORT SECTOR FOR WILDLIFE

Leaders of 40 airlines, shipping companies, port operators, customs agencies, intergovernmental organizations and conservation groups signed the Buckingham Palace Declaration to counter the transportation of illegal wildlife products.

EUROPEAN PLAN OF CAMPAIGN

The European Union Action Plan against Wildlife Trafficking included a robust set of measures that will allow the EU to fight the trafficking of illegal wildlife products more effectively in the EU and globally.

THE ROUTES OF SUCCESS

TRAFFIC secured a major grant from USAID for the Reducing Opportunities for Unlawful Transport of Endangered Species (ROUTES) partnership and developed a team of partner companies, NGOs, experts and government agencies to support its implementation over five years.

SHARING DATA AROUND CENTRAL AFRICA

An online information sharing system, AFRICA-TWIX (Trade in Wildlife Information eXchange), was launched in Central Africa. Developed by TRAFFIC in collaboration with the Central Africa Forest Commission, it has already triggered major investigations.

BIG LEAP FORWARD

Southern African states adopted the SADC Law Enforcement and Anti-Poaching Strategy (LEAP) 2016-2020, signalling the start of a more concerted and coordinated approach to stopping the poaching and trafficking of illegal wildlife products in the region.

BRAVERY IS NOT ENOUGH

Three unprecedented surveys shone a light on the inadequate support for rangers in Asia and Africa as well as the large number of government rangers across the globe who lack even basic insurance.

THE WORLD OF WILDLIFE CRIME

The inaugural UNODC report on World Wildlife Crime highlighted how the poaching and illegal trade of thousands of different species not only present real environmental dangers but ultimately undermine the rule of law.

TIGER NUMBERS REVISED UPWARDS

Six years after tiger range states committed to doubling wild tigers by 2022, the total number was revised upwards from as few as 3,200 to an estimated 3,890. The increase is due to better management of protected areas, regional endorsement of the Zero Poaching approach, improved monitoring and enhanced efforts to tackle tiger trafficking.

TEAMING UP WITH AN ONLINE GIANT

TRAFFIC signed an agreement with Tencent, one of the biggest global Internet companies, to tackle illegal wildlife trade on its platforms, including WeChat, which alone boasts more than 800 million monthly users.

BRIGHT SPOT FOR CONSERVATION

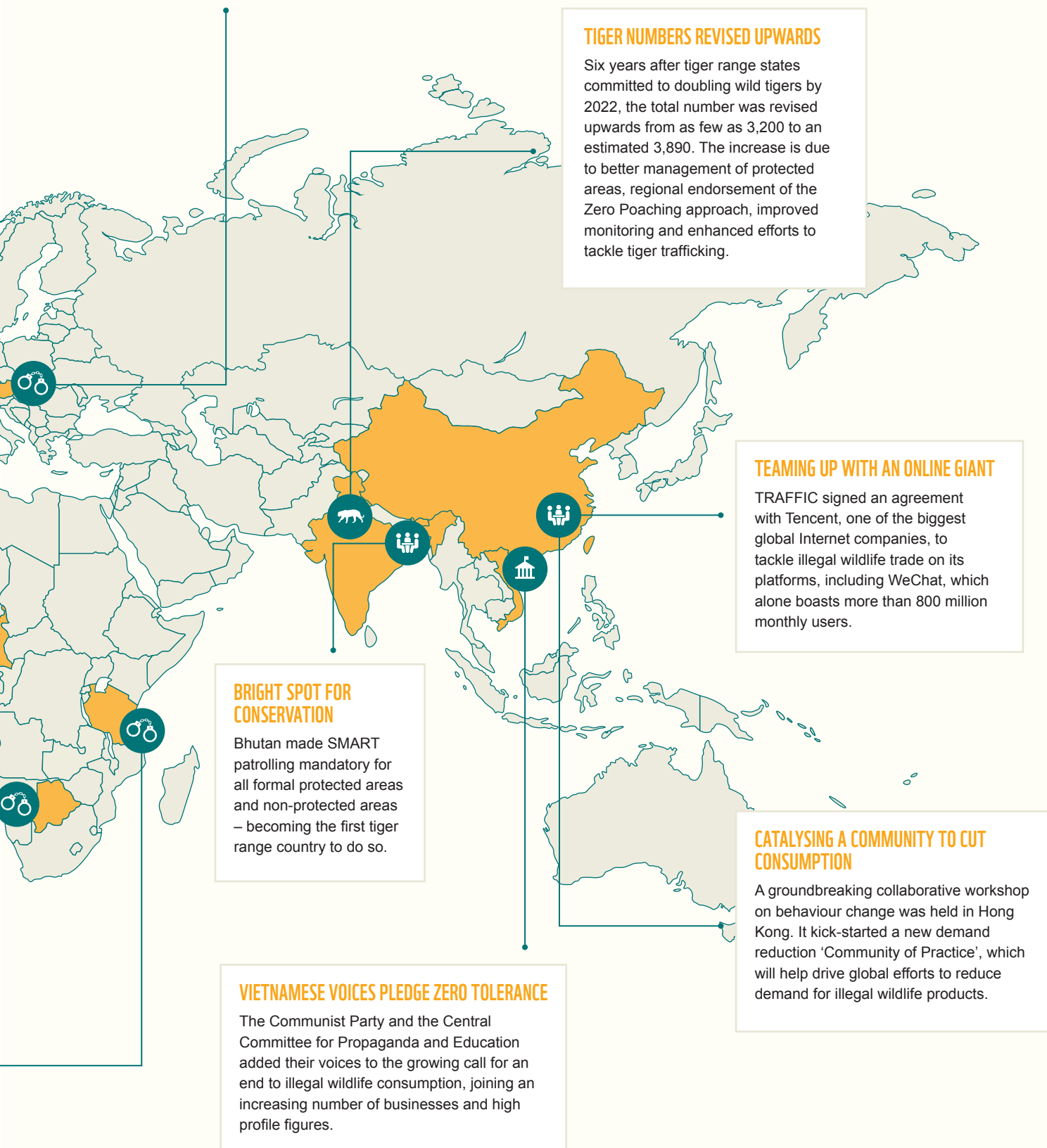
Bhutan made SMART patrolling mandatory for all formal protected areas and non-protected areas – becoming the first tiger range country to do so.

VIETNAMESE VOICES PLEDGE ZERO TOLERANCE

The Communist Party and the Central Committee for Propaganda and Education added their voices to the growing call for an end to illegal wildlife consumption, joining an increasing number of businesses and high profile figures.

CATALYSING A COMMUNITY TO CUT CONSUMPTION

A groundbreaking collaborative workshop on behaviour change was held in Hong Kong. It kick-started a new demand reduction 'Community of Practice', which will help drive global efforts to reduce demand for illegal wildlife products.





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STOP THE POACHING

“It can often be difficult to see beyond the headlines, especially when they highlight a record year for rhino poaching in Africa or a 20 per cent decline in African elephants in the past decade. But progress is being made, with the international community strengthening its response and countries scaling up their efforts to stop the poaching. And there has been some positive news – with wild tiger numbers revised upwards for the first time in a century and populations of greater one-horned, black and Javan rhinos continuing to inch higher. The WCI plays a critical role in mobilizing and catalysing global and national efforts to stop the poaching. At the heart of our work is the Zero Poaching Framework. WCI has been instrumental in developing and promoting this comprehensive approach, working with a range of partners to secure the buy-in of governments and other key stakeholders.”

— **Rohit Singh**

WWF Enforcement Specialist and
President of the Ranger Federation
of Asia

STOP THE POACHING

ZeroPoaching.org:

The Zero Poaching toolkit is now freely available online, providing governments, protected area managers, rangers and other frontline protection staff with the best available tools, technology, training guidelines and practices to enhance their anti-poaching efforts. Supported by 28 organisations, the easily accessible toolkit will provide a major boost to global efforts to stop poaching.

ASSESSMENT

Developed to monitor progress towards Zero Poaching at site and national level, the Wildlife Crime Prevention Framework has been tested in Asia and Africa, including assessments of WWF’s efforts to tackle wildlife crime in 21 WCI priority sites in five Central African countries.

Thailand hosted the first global meeting of Conservation Assured Tiger Standards (CA|TS) – an important step towards securing a commitment by all tiger range states to implement the levels of protected area management necessary to safeguard tigers. Meanwhile, Sikhote-Alin in Russia became the second globally accredited CA|TS site.

ASSESSMENT



TECHNOLOGY

Bhutan became the first tiger range country to make the Spatial Monitoring and Reporting Tool (SMART) mandatory for all formal protected areas and non-protected areas.

With funding from the WWF Google Project, SMART training was conducted for rangers from the Kenya Wildlife Service and partners in Maasai Mara National Reserve.

Through the Google Project, WWF has also been testing a range of different technologies to support anti-poaching efforts, including FLIR thermal cameras to detect poachers in Kenya, drones in Tanzania and Namibia, and a closed circuit camera system on main infiltration routes in Chitwan National Park in Nepal.

TECHNOLOGY



COOPERATION

WWF and TRAFFIC participated in the first Central African regional meeting convened by UNODC on how to fight wildlife crime.

COOPERATION



ZERO POACHING APPROACH



“The Nepalese government is committed to zero poaching and we have shown that a comprehensive approach can yield remarkable results. The zero poaching toolkit is an important resource for countries, which can adapt the tools to their specific conditions and use it as a benchmark to assess their progress towards achieving zero poaching.”

— **Fanindra Raj Kharel**

former Director General of the Department of National Parks and Wildlife Conservation of Nepal

RO
CHING
OACH



COMMUNITY



COMMUNITY

The WCI is using the emerging field of conservation criminology to develop, evaluate and implement a community-based approach to conservation crime prevention. In conjunction with Michigan State University, WWF has tested this approach in Cameroon, Indonesia and Cambodia, all with positive results.

WCI supported the introduction of the Community-Based Wildlife Crime Prevention framework in Central Africa and Cambodia. A pilot workshop in Cameroon presented and carried out exercises involving the framework's assessment tools, community engagement approaches and crime prevention strategies.



PROSECUTION



PROSECUTION

Increasing numbers of poachers are being arrested and convicted by law enforcement agencies with support from WWF and TRAFFIC. Over 180 suspected poachers and traffickers, including 12 government officials, were arrested in Cameroon, Central African Republic and the Republic of Congo alone. Almost 40 per cent were convicted.



CAPACITY



CAPACITY

Ranger Training Guidelines were finalized with support from a variety of partners, including the Global Tiger Forum, PAMS Foundation, International Ranger Federation and Thin Green Line Foundation.

WWF supported several rangers from Africa, Asia and Latin America to attend the World Ranger Congress in the US, where improving working conditions was high on the agenda. The next Congress will be in Nepal in 2019 – the first time it has ever been held in Asia.

BRAVERY IS NOT ENOUGH

“The tools and training they need won’t cost the earth, but they would help preserve some of its most precious places. Rangers risk their safety and give up precious time with their families to protect national assets: the wildlife of a nation, the ecosystem services upon which national economies depend, and the natural resources that sustain economic sectors. It is past time to protect the protectors. Otherwise the future of our planet’s wildlife looks bleak.”

— **Dr Barney Long**
 Director of Species Conservation,
 Global Wildlife Conservation

“It is critical that we have a well-supported, skilled and motivated ranger corps in order to reduce the risk to rangers and their families. We must invest in rangers by putting in place the right support systems as it is this investment that will secure our wild places and wildlife assets for all, forever.”

— **Chris Galliers**
 Chairman of the Game Rangers
 Association of Africa



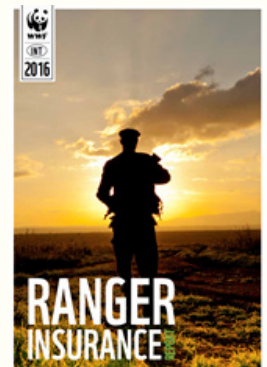
© CARRIE STENGEL / WWF

Every day, thousands of rangers put their lives at risk to defend the world’s wildlife, forming the front line against the illegal plunder and destruction of our remaining wild places. But many of these brave men and women head out on patrol knowing they lack the necessary tools and training to safely deal with any poachers or dangerous animals they might encounter, according to two groundbreaking WWF perception surveys.

WWF interviewed 1,100 rangers in 25 Asian and African countries on their perceptions of their working conditions. And the results were alarming. Two-thirds said they do not have the correct equipment to ensure their safety, while 45 per cent said they have not received adequate training. Shockingly, many rangers lack not only sufficient weapons and vehicles, but also more basic necessities like boots, shelter and clean water supplies.

And it gets worse. Despite the daily risks rangers face, many do not enjoy even basic life, health or disability insurance according to the first ever global ranger insurance report conducted by WWF. The survey covered 33 countries and found that 35 per cent of government rangers have no life insurance, while 20 per cent receive no health insurance and 45 per cent lack long-term disability cover.

Presented together at a major side-event at the World Ranger Congress in Colorado, USA, the surveys provide additional support for the WCI’s campaign to improve ranger conditions across the globe in partnership with ranger associations and other conservation groups. Meanwhile, work has already begun on follow-up reports, which will contribute more data to the ongoing debate and help to influence government policy towards rangers and their working conditions.





© WWF-CANON / ADAM OSWELL

HIGHER HOPES

The population of wild tigers was revised upwards from as few as 3,200 to an estimated 3,890. The increase is down to better management of protected areas, regional endorsement of the Zero Poaching approach, improved monitoring and enhanced efforts to tackle tiger trafficking.



© STEPHEN BELCHER PHOTOGRAPHY

REALITY CHECK

It is not all doom and gloom for rhinos. Populations of three of the world's species – the greater one-horned, Javan and black rhinos – are inching upwards thanks to effective anti-poaching efforts. But sadly the Sumatran rhino is sliding towards extinction.

UPS AND DOWNS



© WWF / CARLOS DREWS

GLOOM FOR GRAUER'S

The population of the world's largest ape, Grauer's gorilla, has crashed by 77 per cent since 1995, falling to fewer than 4,000, partly due to poaching for the illegal bushmeat trade.



© MARTIN HARVEY / WWF

RHINO RECORD

South Africa stabilized rhino poaching for the first time since 2007, but poaching surged in Namibia and Zimbabwe demonstrating how swiftly criminal networks can switch to new targets. Overall, it was the worst year for African rhinos since 2007.



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DISASTROUS DECADE

The African elephant population crashed by 20 per cent over the past 10 years primarily due to poaching, falling to an estimated 415,000. Around 20,000 elephants are being poached each year across the continent.



STOP THE TRAFFICKING

“WCI’s work under the Stop the Trafficking pillar has had significant impact over the past year with a strong focus on engaging the private sector, through work with air transportation companies, couriers, e-commerce firms and social media providers. Other activities have directly combatted wildlife trafficking head-on by contributing to 196 arrests and over 200 seizures of wildlife contraband as well as by shifting the attention of government intelligence staff to tackle the issue. There has also been major success in strengthening coordination between countries with regards to information sharing, and supporting cooperation and capacity building between governments.”

— **Penny Wallace**
Programme Officer,
Wildlife Crime Initiative



© EMIRATES



TRANSPORT AND TECHNOLOGY



© WWF-CANON / JAMES MORGAN

CUTTING OFF TRAFFICKING ROUTES

In partnership with WWF, TRAFFIC secured a US\$9.4m grant from USAID for the Reducing Opportunities for Unlawful Transport of Endangered Species (ROUTES) partnership and developed a team of partner companies, NGOs, experts and government agencies to support its implementation over five years.

ROUTES aims to disrupt the ability of wildlife traffickers to use legal transportation supply chains by:

- 

Improving the data and analytics on wildlife trafficking within passenger and cargo supply chains for evidence-based action
- 

Engaging corporate leadership to collaborate to combat wildlife trafficking
- 

Improving the ability of transportation personnel to assist law enforcement to combat wildlife trafficking
- 

Integrating wildlife trafficking into relevant industry standards and protocols
- 

Increasing passenger and client awareness of wildlife trafficking issues

REVOLUTION AT THE PALACE

Leaders of 40 airlines, shipping companies, port operators, customs agencies, intergovernmental organizations and conservation groups, including WWF and TRAFFIC, signed the landmark Buckingham Palace Declaration of the United for Wildlife International Taskforce on the Transportation of Illegal Wildlife Products. They all committed to eleven steps to help reduce trafficking.

AIRPORTS AND AIRLINES

Preliminary studies identified 17 key airports that represented 70 per cent of all air seizures of ivory between 2009 and early 2016. This analysis is being expanded to include additional species (rhino, birds, reptiles, abalone and pangolin).

TRAFFIC developed training modules on illegal wildlife trade for use by Etihad Airlines (and eventually the broader airline industry) and the International Federation of Freight Forwarders Associations under the USAID-funded Wildlife TRAPS project.

TECHNOLOGY TOOLKIT

15 of the world's major tech and social media companies (including eBay, Etsy, Gumtree, Microsoft, Pinterest, Tencent, Yahoo!) entered into a partnership with TRAFFIC, WWF and IFAW to prohibit illegal wildlife trade on their sites. TRAFFIC developed a toolkit to assist the companies.

GANGING UP WITH A GIANT

TRAFFIC signed an agreement with Tencent, one of the world's biggest Internet companies, to tackle illegal wildlife trade on its platforms, including WeChat, which has more than 800 million monthly users in China and abroad, and QQ instant messaging service.



Most Valuable

Tencent ranked most valuable Chinese tech company in August 2016



30,000+

Tencent has 30,000+ employees



800 Million

WeChat has 800 million monthly users



650 Million

QQ has 650 million monthly users

ENHANCING ENFORCEMENT EFFORTS

INVESTIGATIONS AND INFORMATION

Through TRAFFIC and WWF investigations and research, over 1,000 new packages of actionable information were created through the information data analysis system. This global system has established 1,255 new links to suspected wildlife criminals and organisations involving 98 countries – links that will help law enforcement better target their efforts.

TRAFFIC and WWF supported enforcement agencies to conduct over 90 successful actions in India, including multiple seizures of tiger and leopard skins, ivory carvings, weapons and steel traps, protected coral and timber species.

In a significant blow to the illegal ivory trade in the Democratic Republic of Congo, the authorities dismantled a major ivory trafficking syndicate thanks to a law enforcement programme supported by WWF and local partners.

WCI activities have contributed to:



196

arrests of suspected wildlife criminals



215+

seizures of wildlife products



860

live animals seized



1,000+

new pieces of actionable information



BIG BUST IN BEIJING

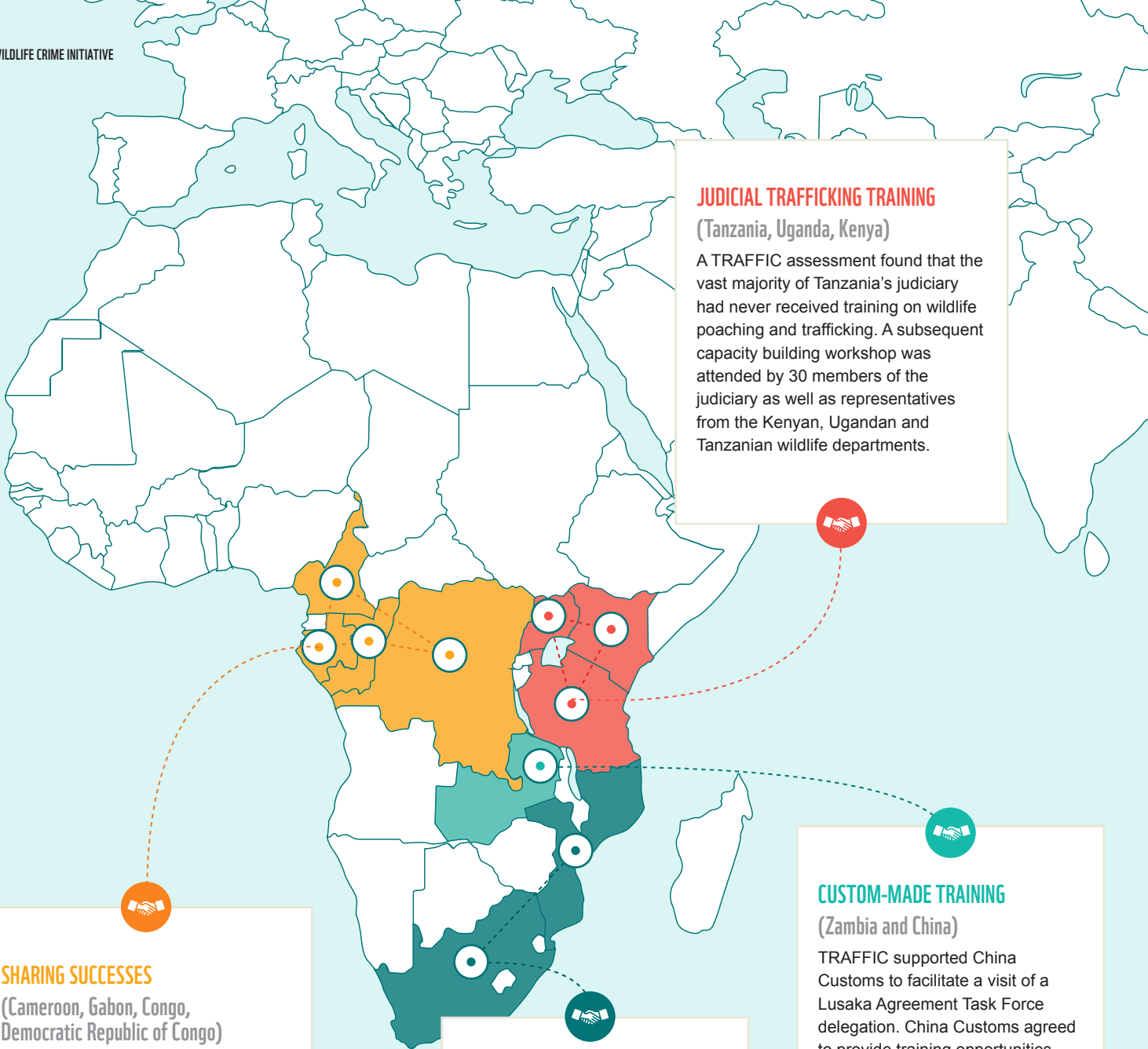
After receiving training from TRAFFIC, Gansu and Qinghai Forest Police made six significant wildlife seizures, and Beijing Forest Police broke up a major wildlife smuggling ring – arresting 16 suspects and seizing substantial quantities of wildlife products, including 804 kg ivory and 11 kg rhino horn.



TRAINING RANGERS' BEST FRIENDS

TRAFFIC and WWF have now provided 24 trained sniffer dogs to 9 Indian states. Another 14 dogs are undergoing training.

© SHALEEN ATTRE / TRAFFIC



JUDICIAL TRAFFICKING TRAINING
(Tanzania, Uganda, Kenya)

A TRAFFIC assessment found that the vast majority of Tanzania's judiciary had never received training on wildlife poaching and trafficking. A subsequent capacity building workshop was attended by 30 members of the judiciary as well as representatives from the Kenyan, Ugandan and Tanzanian wildlife departments.

SHARING SUCCESSES

(Cameroon, Gabon, Congo, Democratic Republic of Congo)

AFRICA-TWIX (Trade in Wildlife Information eXchange) was launched in Central Africa. An online information sharing system developed by TRAFFIC in collaboration with the Central Africa Forest Commission, it has already triggered investigations into 200 kg of ivory seized in Cameroon and 4 tonnes of pangolin scales seized in Hong Kong that originated in Cameroon.

DISCOURAGING DIALOGUES
(Mozambique, South Africa and China)

In partnership with the Chinese government, TRAFFIC and WWF delivered two workshops in South Africa and Mozambique to discourage Chinese nationals from smuggling ivory and endangered wildlife products to China from Africa.

CUSTOM-MADE TRAINING
(Zambia and China)

TRAFFIC supported China Customs to facilitate a visit of a Lusaka Agreement Task Force delegation. China Customs agreed to provide training opportunities for over 1,000 African Customs officials every year.

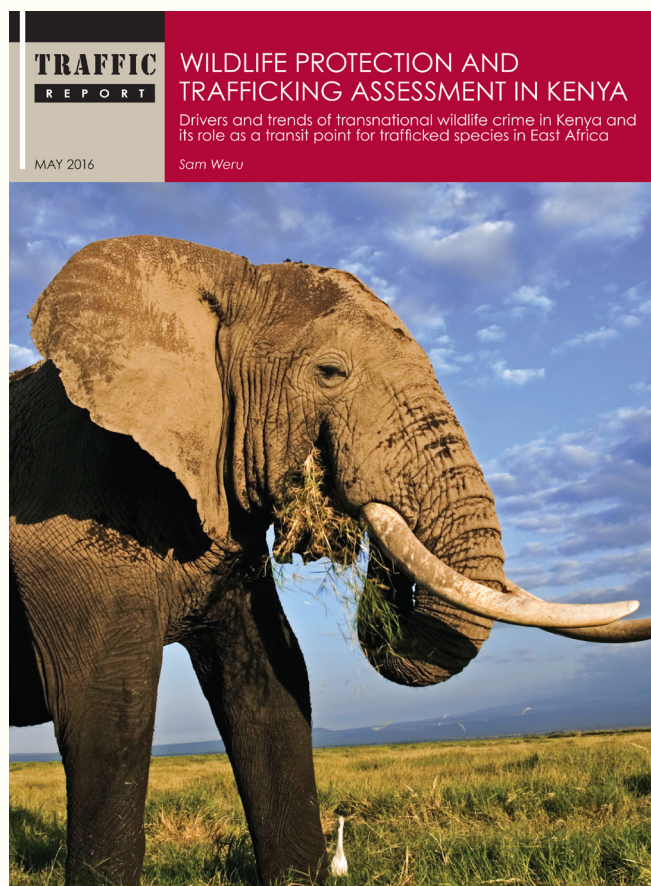
COOPERATING TO COUNTER THE CRIMINALS

FOSTERING FORENSIC COLLABORATION

A scientific forensics workshop was convened by TRAFFIC in collaboration with the University of Pretoria, WWF and TRACE under the Wildlife TRAPS project. It brought together forensic specialists from 13 countries to promote enhanced collaboration between laboratories that provide forensic DNA testing of rhinos, and support wildlife crime investigations. Participants agreed on the need for global standards and ways of rapidly exchanging information.

REPORTING ON TRAFFICKING

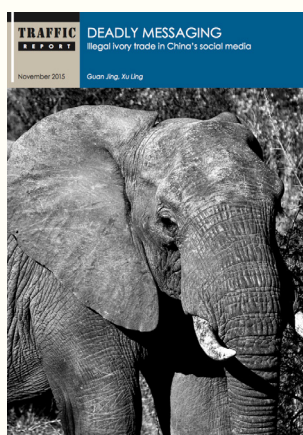
Kenya was the only African range state to report a significant fall in rhino poaching in 2015 – testament to its bold approach to wildlife crime. But as the *Wildlife Protection and Trafficking Assessment in Kenya* report shows, Kenya is still a key source and transit point for illegal wildlife commodities exiting Africa. Written by TRAFFIC in conjunction with Kenya Wildlife Service and funded by USAID, the report highlights how Kenya's firm actions risk being undermined by weaknesses in wildlife trafficking laws, insufficient capacity, and corruption.



Malaysians are turning Facebook into a wildlife marketplace, driving an often illegal trade in threatened animals, according to *Trading Faces*. Digging into the previously undocumented trade, researchers found 80 species for sale, including many that are totally protected from hunting or trade.



Bones of Contention found little evidence that South Africa's international lion bone trade was adversely impacting the country's wild lion population. However, researchers warn the situation needs to be closely monitored and that too little is known about the situation elsewhere in Africa.



The results of TRAFFIC's monitoring of the illegal ivory trade on WeChat were published in *Deadly Messages*. More than 10,000 adverts were posted during the 13-week survey period, although the number did plunge due to concerted efforts by the Chinese government and Tencent.



The illegal trade in live pangolins, their meat and scales is booming in Mong La, Myanmar according to a study co-authored by TRAFFIC and published in *Global Ecology and Conservation*. Situated on the border with China, Mong La caters exclusively for the Chinese market, where demand for pangolins is high.



© TRAFFIC



STOP THE BUYING

“Some major breakthroughs and successes were achieved over the past year under the Stop the Buying pillar. From championing behaviour change messages across Viet Nam to supporting new work to tackle the ivory markets in Thailand and the rapid phase out of the domestic ivory markets in China and Hong Kong. But the highlight of the year was definitely the giant steps taken to develop a global demand reduction community of practice, bringing experts together to share insights and lessons, and make these freely accessible for anyone involved in trying to change the behaviour of consumers or potential consumers of illegal wildlife products. But it is also about more than tools and techniques: it’s about developing the partnerships and inspiring the innovation and commitment that can really reduce demand.”

— **Gayle Burgess**
Lead Stop the Buying,
Wildlife Crime Initiative

CATALYSING A COMMUNITY TO CHANGE BEHAVIOUR

TRAFFIC convened an unprecedented Collaborative Action Planning Workshop on 'Changing Behaviour to Reduce Demand for Illegal Wildlife Products' in Hong Kong. This groundbreaking event kick-started the development of a demand reduction community of practice (CoP), bringing together around 100 participants from 60 organizations across the globe.

This CoP will help to ensure that the conservation community designs and delivers the most effective, efficient and exciting strategic approaches to change the behaviour of key actors.

By examining recent research on behaviour change in fields beyond conservation, participants

considered innovative ways to influence consumer choice. Sharing success stories, challenges, lessons learned and insights helped to promote fresh thinking around the best messages and messengers.

The workshop also catalysed agreement of some wide ranging commitments, such as coordinating approaches to developing research methodologies. But most importantly, it helped to foster a genuine community of practice, which will give a much needed boost to efforts to change purchasing preferences, buyer behaviour and potential consumer intentions relating to illegal wildlife products.



© JAMES MORGAN / WWF-CANON



BUILD GOVERNMENT PARTICIPATION AND LEADERSHIP!

Bursts of Creativity

'Recognizing the importance that creativity and imagination play in shaping behaviour of consumers and the general public, the workshop was designed to inject these two ingredients into hands-on sessions, creating a vibrant atmosphere and allowing participants to interact with each other and share their wide range of expertise and experiences'

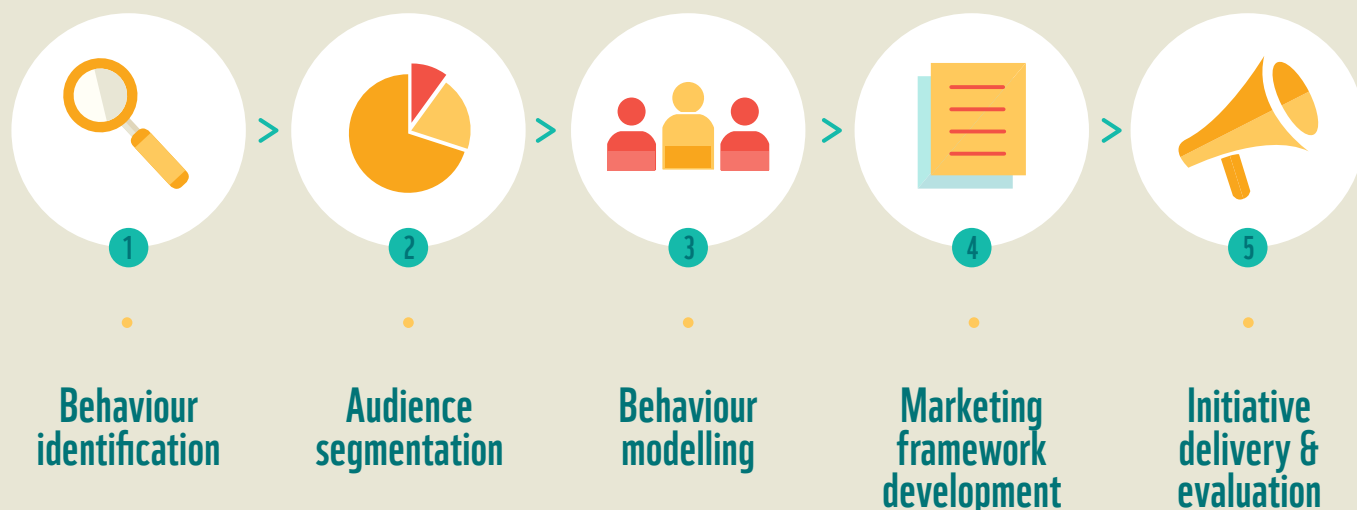
FOCUS ON 1 MESSAGE/ BEHAVIOUR AT A TIME...

TOOLS AND RESEARCH TO TACKLE DEMAND

The Wildlife Consumer Behaviour Change Toolkit (www.changewildlifeconsumers.org) was launched and already contains more than 100 research reports, academic papers, policy frameworks and commercial insights as well as 'creative inspiration' for achieving consumer behaviour change – along with the five step approach to developing and implementing an effective strategy.

FIVE STEP APPROACH

The Five Step Approach to developing a consumer behaviour change strategy



TRAFFIC and WWF collaborated on global research projects exploring what is and isn't effective in changing consumer choice in collectivist cultures, such as China and Viet Nam, including analyzing case studies beyond conservation.

National Geographic and Globescan conducted a study to document ivory demand dynamics and drivers in five key countries: China, Thailand, the Philippines, Viet Nam and the US. WWF and TRAFFIC served on an advisory group. The data provide empirical evidence that there is a substantial market driven by ivory's perceived suitability as gifts and the social status ivory ownership conveys.



© OLA JENNERSTEN / N IBL WWF

KEY TO DEMAND REDUCTION IN VIET NAM

★ TRAFFIC worked with the Central Committee for Propaganda and Education to prioritize wildlife crime as a topic for the media, and to spread a message of zero tolerance of illegal wildlife consumption among government officials and the general public, including Chi campaign messages at the airport.

TRAFFIC strengthened its relationship with the National Centre for Health Education and Communication to address the functional use of rhino horn and continued to engage with ten Traditional Medicine universities.



The largest Vietnamese post and telecommunications agency, VNPT, became the first state-owned enterprise to support the Chi initiative to change consumer behaviour towards rhino horn.

TRAFFIC's strong relationship with the Vietnam Chamber of Commerce and Industry has resulted in 120 training courses on Corporate Social Responsibility (CSR) and behavioural change messaging. Almost 5,000 representatives of

Small and Medium Enterprises have now been exposed to the principle of integrating wildlife protection into their CSR.

Leading figures from the government, business community and conservation NGOs donated clippings from their fingernails as part of a TRAFFIC and WWF Nail it for Rhinos event to highlight the similarities between human nails and rhino horn.



120

training courses on CSR and behaviour change messaging



Almost 5,000

representatives of SMEs trained



1st

VNPT is first state-owned enterprise to support Chi initiative

CHOPPING AWAY AT CONSUMPTION IN ASIA



© WILDAID / WWF-THAILAND

CAMPAIGNING IN THAILAND

WWF-Thailand and WildAid's 'Ivory Free Thailand' campaign was launched with the support of Thai martial arts actor, Tony Jaa. It calls on consumers to never buy, own or accept ivory, and to push for enhanced law enforcement efforts to end the illegal ivory trade.

WWF's hugely influential Chor Chang Can Save Elephants campaign won a major regional award: Best non-profit campaign at the Asia-Pacific Communications summit. The prestigious award underlines the incredible impact of the anti-ivory campaign, which garnered the support of over 1.3 million Thais as well as the backing of members of the government, private sector and media.

The Chor Chang campaign has won a series of awards:



Best non-profit campaign at the Asia-Pacific Communications Summit



Adman Thailand: Silver award for best corporate CSR/PR



Adman Thailand: Gold award for 'Best use of social media platform: social media and viral marketing'



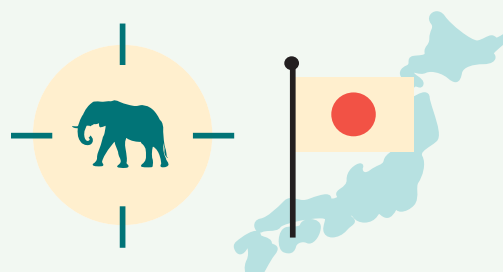
Zocial: Best social online CSR

SPREADING THE WORD IN CHINA

The Chinese tourism industry made a public pledge to reject illegal wildlife trade at a World Wildlife Day event. Participants committed to disseminating messages to their staff and customers.

After the event, more than 30 tourism companies received training from CITES MA, Customs, Forest Police and TRAFFIC to help them better understand relevant laws and regulations, the risk and punishment if involved in illegal wildlife trade, and the social responsibility of enterprises.

TRAFFIC and WenWanTianXia jointly organized a green carving competition to promote the use of sustainable materials rather than endangered species products. About 280 carving practitioners participated in the competition.



REAL REDUCTION IS POSSIBLE: WHY DEMAND DECLINED IN JAPAN

TRAFFIC's Setting Suns report provides powerful insights into how Japan changed from being the world's largest market for rhino horn and elephant ivory during the country's economic boom in the 1970s and 1980s, to a point where only a tiny domestic market exists today.

The study describes how consumer attitudes changed, giving renewed hope and impetus to current efforts in parts of Asia to reduce the demand that is the main driver of the current rhino and elephant poaching crisis.

INTERNATIONAL POLICY

COUNTERING CORRUPTION IN WILDLIFE CONSERVATION

In collaboration with the Durrell Institute of Conservation and Ecology and Transparency International–UK, WWF formed the 3C Network: Countering Conservation-related Corruption. It aims to bridge the gap between conservation and anti-corruption communities, and advance the conservation agenda through preventative anti-corruption strategies.

The 3C Network has committed to raising awareness among governments, inter-governmental bodies, NGOs, civil society and the general public of the ways in which corruption adversely impacts upon conservation efforts.

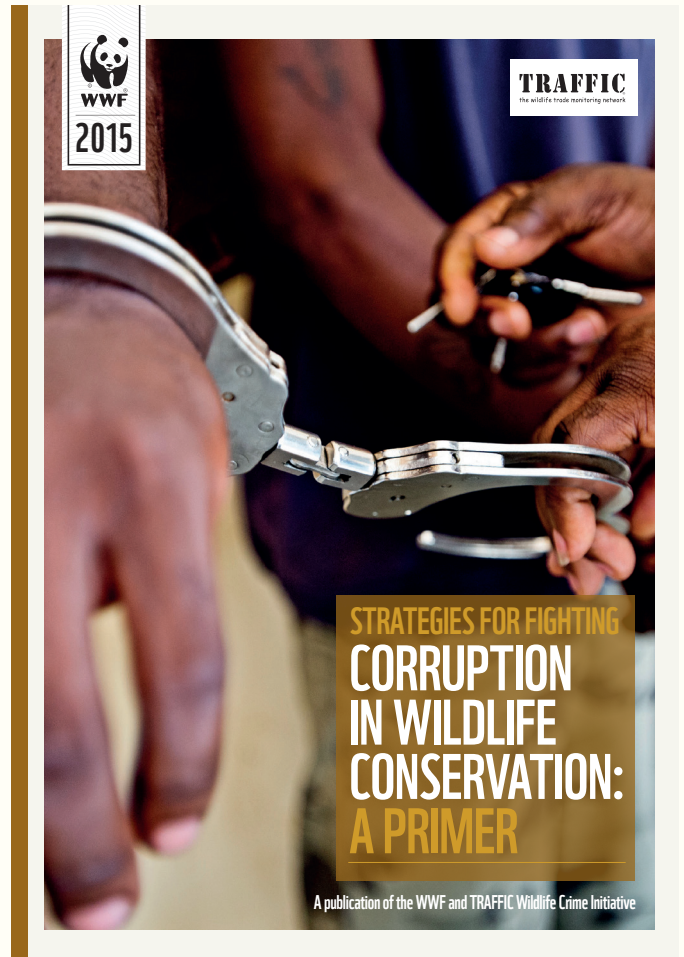
Its members will advocate for measures to prevent corruption, seek strict implementation of relevant laws and regulations, and call for no impunity for those involved in corruption.

WCI attended the United Nations Convention against Corruption (UNCAC) Conference in Russia and participated at the Wildlife and Corruption panel event just ahead of the UK Prime Minister’s Anti-Corruption Summit in London. Representatives of more than 60 countries discussed how to eliminate the corruption that fuels the illegal trade in wildlife.

WCI published ***Strategies for Fighting Corruption in Wildlife Conservation: A Primer*** to provide a practical framework for understanding corruption and why it is a problem for wildlife conservation, and to initiate processes that can reduce wildlife-related corruption.

“The WCI has contributed substantially to the growing global momentum to tackle wildlife crime, playing an integral role in international, regional and national policy processes, which have laid the foundations for a more effective response to the poaching crisis and illegal wildlife trade. In particular, the policy team has played a pivotal role in focussing attention on the urgent need to tackle corruption in wildlife crime.”

— **Rob Parry-Jones**
Policy Lead, Wildlife Crime Initiative





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WORLD SIGNS UP TO FIGHT WILDLIFE CRIME

The WCI was instrumental in lodging references in key international processes, which would become the building blocks for the UN General Assembly Resolution on Tackling Illicit Trafficking in Wildlife. The historic resolution was adopted unanimously and committed all countries to ramp up their collective efforts to end the global poaching crisis and tackle the vast illegal wildlife trade. The resolution was the result of years of strategic WWF and TRAFFIC policy engagement, advocacy and technical advice.



POACHING TARGETTED IN THE SDGS

On September 25th 2015, UN member states unanimously adopted a set of 17 Sustainable Development Goals to end poverty, protect the planet, and ensure prosperity for all. Highlighting how seriously countries view the threat posed by wildlife crime to biodiversity and sustainable development, one of the targets of SDG 15 is to take urgent action to end poaching and trafficking of protected species of flora and fauna and address both the demand and supply of illegal wildlife products. Corruption and illicit financial flows, implicitly linked to illegal wildlife trade, are addressed in SDG 16.

GLOBAL ASSEMBLY RESOLVES TO ACT

The WCI contributed to the drafting of a resolution on illegal wildlife trade at the 2nd meeting of the UN Environment Assembly (UNEA), which brought wildlife crime into the parameters of “crimes that impact the environment”. The resolution promotes stronger national, regional and international cooperation to combat poaching, trafficking and demand.

EUROPE'S ACTION PLAN...

The EU adopted an action plan against wildlife trafficking, which includes a robust set of measures that will allow it to fight the illegal trafficking of wildlife products more effectively in the EU and globally. The action plan includes measures for all EU countries to consider organized wildlife trafficking a serious crime as well as concrete measures to improve capacity and cooperation between enforcement agencies. The WCI informed its development as well as advocating for its adoption.

...AND AFRICA'S ACTION PLAN

At the African Ministerial Conference on the Environment, WCI lobbied for a strong commitment from states to implement the African Common Strategy on Combatting Illegal Exploitation & Trade in Wild Fauna & Flora in Africa. The ministers agreed to take bold new steps to put the continent-wide strategy into operation, adopting an implementation matrix and action plan.

LEAPING FORWARD IN SOUTHERN AFRICA

Southern African states adopted the first ever region-wide strategy to tackle wildlife crime. The Southern African Development Community (SADC) Law Enforcement and Anti-Poaching Strategy (LEAP) 2016-2020 signals the start of a more concerted and coordinated approach to stopping the poaching and trafficking of illegal wildlife products in the region. Development of the strategy was facilitated by WWF.



CHINA JOINING FORCES WITH AFRICA

China agreed with African nations to jointly scale up their response to wildlife crime during the 6th Forum for China-Africa Cooperation (FOCAC). The two sides agreed to cooperate more closely in the fight against the illegal wildlife trade and to jointly help African countries to improve their wildlife protection capabilities and ramp up efforts to tackle the poaching of endangered species. Outcomes in the FOCAC Action Plan included all key WCI asks, such as building the capacity of environmental rangers, international cooperation, and strengthening collaboration to combat transnational crimes, corruption and the illegal wildlife trade.

TIMELINE

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- Mozambique burns seized ivory and rhino horns, sending vital evidence up in smoke
- European Union becomes first regional economic body to join CITES
- TRAFFIC report shines new light on South Africa's lion bone trade
- Bhutan and Bangladesh release results of their first national tiger surveys
- UN General Assembly adopts historic resolution against wildlife trafficking

© MAURI RAUTKARI / WWF



- Southern African states adopt first ever region-wide strategy to tackle wildlife crime
- South African court lifts ban on domestic trade in rhino horn
- WWF team helps rescue orangutan babies from traffickers in Indonesia
- UN Security Council holds meeting on links between poaching crisis and proliferation of small arms
- TRAFFIC convenes Central African workshop on National Ivory Action Plan process
- TRAFFIC and Tencent sign agreement to tackle illicit wildlife trade through social media networks

JULY

SEPTEMBER

NOVEMBER

AUGUST

OCTOBER

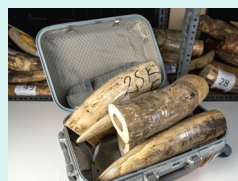
DECEMBER



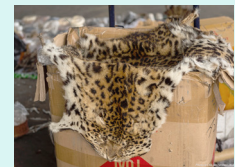
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- Thailand destroys over two tonnes of confiscated ivory
- Arrest of former head of Guinea's CITES Management Authority for alleged involvement in wildlife crime
- UK government gives £5 million to boost global efforts to tackle wildlife crime

- Asia's first Songbird Trade Crisis Summit calls on governments to end illegal and unsustainable trade
- Over 700 protected tortoises seized at Madagascar airport
- Beijing Forest Police crack major wildlife smuggling ring, arresting 16 suspects and seizing over 800kg of ivory
- Leading Traditional Chinese Medicine companies pledge zero tolerance to illegal wildlife trade
- Tanzania arrests alleged 'Queen of Ivory' and charge her with trafficking 706 ivory tusks



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- Hong Kong legislators vote for ban on domestic ivory trade as part of broader motion to boost fight against wildlife crime
- EU-TWIX (European Union Trade in Wildlife Information exchange) celebrates its 10th anniversary
- Illegal pangolin trade in Myanmar is booming according to study co-authored by TRAFFIC
- China agrees with African nations to jointly scale up their response to wildlife crime during the 6th Forum for China-Africa Cooperation in Johannesburg

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- TRAFFIC publishes groundbreaking review of how trade in CITES-listed species can be tracked
- USAID announces the 16 winners of the Wildlife Crime Tech Challenge
- Busiest ever CITES Standing Committee meeting builds on momentum for action against illegal wildlife trade
- South Africa announces slight reduction in rhino poaching but it surges in Namibia and Zimbabwe

- Global transport leaders sign historic Buckingham Palace Declaration to help shut down illegal wildlife trafficking routes
- Tourism industry in China pledges zero tolerance towards illegal wildlife trade at event convened by CITES Management Authority and TRAFFIC
- TRAFFIC launches study on use of Facebook for wildlife trade in Malaysia
- More than 100 experts from 60 organizations participate in unprecedented global behaviour change workshop in Hong Kong

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- UK government hosts major meeting on corruption in wildlife crime ahead of global anti-corruption summit
- World Ranger Congress takes place in Colorado, USA
- Launch of UNODC's first global Wildlife Crime Report
- Nepal marks two consecutive years of zero poaching of rhinos

JANUARY

MARCH

MAY

FEBRUARY

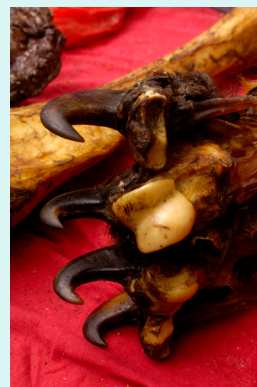
APRIL

JUNE

- European Union publishes its Action Plan against Wildlife Trafficking
- India holds its first national workshop on capacity building for combating wildlife crime
- Africa Trade in Wildlife Information exchange (AFRICA-TWIX) platform launches in four Central African countries
- 8,000 pig-nosed turtles seized in Indonesia highlighting scale of illegal freshwater turtle trade

- US government publishes new regulations restricting domestic trade in captive bred tigers
- TRAFFIC and WWF host workshops in South Africa and Mozambique in collaboration with Chinese government to raise awareness about illegal wildlife trade
- 3rd Asia Ministerial Conference on Tiger Conservation adopts resolution aligning tiger conservation and economic development
- African Ministers adopt implementation plan for the African Common Strategy against wildlife crime
- Kenya burns 105 tonnes of ivory in the largest ever ivory destruction event
- Launch of 'Lend your eyes to the wild' campaign with major zoos to tackle wildlife crime

- US imposes almost total ban on domestic ivory market
- Bhutan announces nationwide roll out of SMART approach
- Viet nam delays new penal code that would have enhanced efforts to tackle rampant poaching and illegal wildlife trade



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Wildlife Crime Initiative

6

Six pillars to the Zero Poaching approach

3

Launch of 3C Network: Countering Conservation-related Corruption

4

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



750

Nepal marked 750 days of zero poaching of rhinos

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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