



**ANNUAL  
REVIEW  
2017**

WORKING TOGETHER  
TO TACKLE ILLEGAL  
AND UNSUSTAINABLE  
WILDLIFE TRADE

**TRAFFIC**  
the wildlife trade monitoring network

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**WILDLIFE CRIME INITIATIVE**  
ANNUAL REVIEW | JULY 2016 – JUNE 2017

*“The full enjoyment of human rights, including the rights to life, health, food and water, depends on the services provided by ecosystems. The provision of ecosystem services depends on the health and sustainability of ecosystems, which in turn depend on biodiversity. The full enjoyment of human rights thus depends on biodiversity, and the degradation and loss of biodiversity undermine the ability of human beings to enjoy their human rights.”*

Report of the Special Rapporteur on the issue of human rights obligations relating to the enjoyment of a safe, clean, healthy and sustainable environment, **John H. Knox**, on the human rights obligations relating to the conservation and sustainable use of biological diversity (A/HRC/34/49).

## ACKNOWLEDGEMENTS

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Front cover: Wildlife ranger Singey Wangmo looks out over Royal Manas National Park, Bhutan © Simon Rawles / WWF-UK

WWF is one of the world's largest and most experienced independent conservation organizations, with over 5 million supporters and a global network active in more than 100 countries. WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which people live in harmony with nature.



# FOREWORD

Since 2014, the joint WWF/TRAFFIC Wildlife Crime Initiative (WCI) has helped achieve some truly momentous results, including adoption of United Nations General

**Assembly resolutions on tackling illicit trafficking in wildlife; leading global efforts towards professionalizing rangers; putting combatting corruption in wildlife crime on the G20 agenda; and aiding the adoption of the first ever CITES resolution on corruption.**

*“Although turning a juggernaut takes time, there are indications that things are changing... massive new investments and solutions are being deployed across the globe focused on wildlife crime as a result of our collective efforts.”*

**Rob Parry-Jones**  
WWF

**Crawford Allan**  
TRAFFIC  
WCI Co-Leads

Much of our work is conducted behind the scenes: undertaking research, providing technical guidance and briefings to decision-makers in high-level policy fora; working with non-traditional actors such as finance institutions and the transport and e-commerce sectors; connecting WWF country offices and field teams through regional wildlife crime hubs; or facilitating multi-partner and cross-sectoral approaches such as the Zero Poaching Framework.

All our work is carried out through partnerships: addressing wildlife crime is a collaborative effort requiring the engagement of national and international agencies, local and international civil society organizations from many diverse sectors, local communities and the general public. Cutting-edge initiatives have seen new partnership approaches to target criminal networks through secure cloud-based intelligence systems, forensics tools and ground-breaking exposés of smuggling methods and transport routes.

In the background, over the past year WWF and TRAFFIC have reviewed how we undertake our work. WWF has undergone a major restructuring process, resulting in a more coherent framework of thematic hubs, or ‘practices’. The wildlife crime programme now sits with the Wildlife Practice, but is inextricably linked to the Governance Practice and its focus on environmental crime, corruption and human rights, and to the Finance, Markets, Freshwater, Oceans and Forest practices. TRAFFIC’s new four-year strategy focuses on drivers of change, articulated as the green stream (incentives for sustainable trade) and red stream (combating illegality). This strategic approach includes positive forces to supplant crime, for example through community benefits.

What does this mean for the WCI? It means a stronger, more coherent and inclusive programme, addressing the human rights dimensions of wildlife crime, including impacts on local communities. It also means reviewing the WCI objectives to articulate clearly our contribution to addressing wildlife crime. And it is indeed ‘our contribution’: a WWF/TRAFFIC collaboration that seeks to play a major part in the global anti-wildlife crime agenda through partnerships.

Through catalysing partnerships and bringing diverse sectors together to address this shared existential threat, we can achieve significant and lasting changes to the way that wildlife crime is regarded and addressed. Although turning a juggernaut takes time, there are indications that things are changing: elephant poaching in 2016 was down for the fifth consecutive year, rhino poaching in South Africa fell for the second year in a row, and massive new investments and solutions are being deployed across the globe focused on wildlife crime as a result of our collective efforts.

We would like to thank all of you who have supported our efforts, and are confident that you will enjoy this third annual report.

**Rob Parry-Jones**, WWF and **Crawford Allan**, TRAFFIC  
WCI Co-Leads

# MAPPING PROGRESS: HIGHLIGHTS FROM APRIL 2017



## NEW RESOLUTIONS AT THE UN

The United Nations General Assembly unanimously adopted a new resolution on “Tackling illicit trafficking in wildlife” in September 2016, while countries reported back on the measures they have taken to tackle poaching and wildlife trafficking.



## ON THE FRONTLINE IN CENTRAL AFRICA

We provided training on the latest patrolling technology to field staff from 14 priority sites in Central Africa, and on the rights of indigenous peoples and local communities in Cameroon.



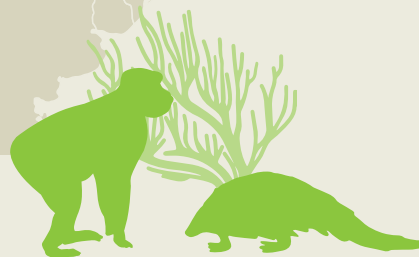
## CORRUPTION IN THE SPOTLIGHT

Wildlife and fisheries crime was on the agenda for the first time at the 17th International Anti-Corruption Conference in Panama – part of our drive to combat corruption and illicit financial flows.



## HOPE FOR RHINOS

For the second year in a row, rhino poaching in South Africa fell. In 2016, 1,054 rhinos were killed illegally – down from 1,175 in 2015 and a high of 1,215 in 2014.



## CITES SUCCESSSES

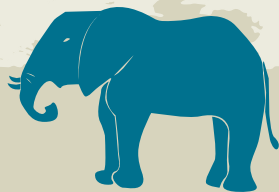
At the 17th Conference of the Parties to the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES CoP17) in Johannesburg, more than 180 governments agreed important new steps to stamp out illegal wildlife trade.

# ROUND THE WORLD



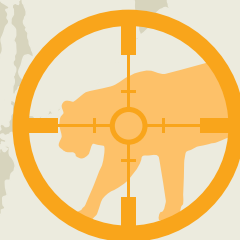
## DETECTOR DOGS SNIFF OUT POACHING

In India, we helped train and introduce detector dogs in seven forestry departments – and more are being trained. The sharp-nosed sniffer dogs have already helped detect at least 15 cases of poaching and smuggling.



## IVORY BANS SPREAD

With China banning ivory sales from the end of 2017, Hong Kong and Singapore also announced ivory bans, while the EU put a freeze on the re-export of raw ivory.



## BHUTAN LAUNCHES ZERO POACHING STRATEGY

The Prime Minister of Bhutan launched a national zero poaching strategy, making it the first country after Nepal to adopt the Zero Poaching Framework.



## TAKING OFF

TRAFFIC worked with Etihad airlines to design training modules to raise awareness of illegal wildlife trade and support airlines and their staff to prevent it. Meanwhile, Qatar Airlines became the latest airline to join ROUTES, our USAID-funded partnership tackling trafficking in the transport sector.



## SPREADING THE MESSAGE IN VIET NAM

Our efforts to change social attitudes to rhino horn consumption reached over 10,000 small and medium-sized enterprises in Viet Nam, while our posters in Hanoi airport were seen by an estimated 36.5 million people in 2016.





A scenic view of a mountain range with a string of prayer flags in the foreground. The prayer flags are white and tattered, hanging from a thin wire. The mountains are blue and hazy, and the sky is a mix of blue and white clouds. The foreground is filled with dark green foliage.

# STOP THE POACHING

*“We are so blessed to be sharing our planet Earth with wildlife that plays a pivotal role in the health and rich diversity of nature. My job as a ranger is to ensure that our future generations enjoy the same privilege of seeing wildlife and living in harmony with nature.”*

Singey Wangmo, Ranger,  
Royal Manas National Park, Bhutan

# RANGERS ON THE FRONTLINE

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**Rangers are the first line of defence against poaching. Every day, thousands of brave men and women put their own lives at risk to protect the world's wildlife. Giving them the support they need is one of our top priorities.**

‘Capacity’ is one of the pillars of our Zero Poaching framework – but there’s more to this than just putting more boots on the ground. It means ensuring rangers have the resources, training and technology they need to do their job safely and effectively. It also means making sure they are valued for the vital work they carry out – decent remuneration, insurance and compensation are not only important for the welfare and morale of rangers and their families, but they can also help reduce corruption and boost recruitment.

In February 2017, the Training Guidelines for Field Rangers were published – the first of a series of guidelines to provide a standard for training field rangers, which WWF and TRAFFIC contributed to along with several other conservation partners. We’re using them to help government departments, park managers, NGOs and others to design high-quality training for field staff. We’re also supporting Netherlands-based charity Ranger Campus to develop interactive training modules that can be accessed in even the most remote locations through a mobile app.

As governments increasingly recognize the importance of addressing poaching, we’ve seen an encouraging upturn in strengthening institutional ranger training. The government of Myanmar officially requested WWF’s support in setting up a national ranger training institution, and we helped train teams in the country to respond to a worrying increase in elephant poaching. In Bhutan, we’re supporting a collaboration between the Ugyen Wangchuck Institute for Conservation and Environment Research and the Southern African Wildlife College (SAWC) to develop a national training curriculum for rangers – including a ‘training of trainers’ component to improve its long-term sustainability. WWF staff also worked with ranger training experts from SAWC to build a stronger ranger community through capacity building and exchange programmes in Bhutan, India and Cambodia.

We’ve also been supporting the roll-out of new technologies like the Spatial Monitoring and Reporting Tool (SMART). SMART helps rangers collect field information on handheld devices, which can then be shared, analysed and acted on. SMART patrolling is now happening in 150 priority sites in Asia, 20 sites in East Africa and 21 sites in Central Africa. This year, we provided SMART training to field staff from 14 priority sites in Central Africa (in Cameroon, the Democratic Republic of the Congo, Gabon, Central African Republic, and Republic of the Congo), and ran two regional workshops on the use of SMART in Asia.

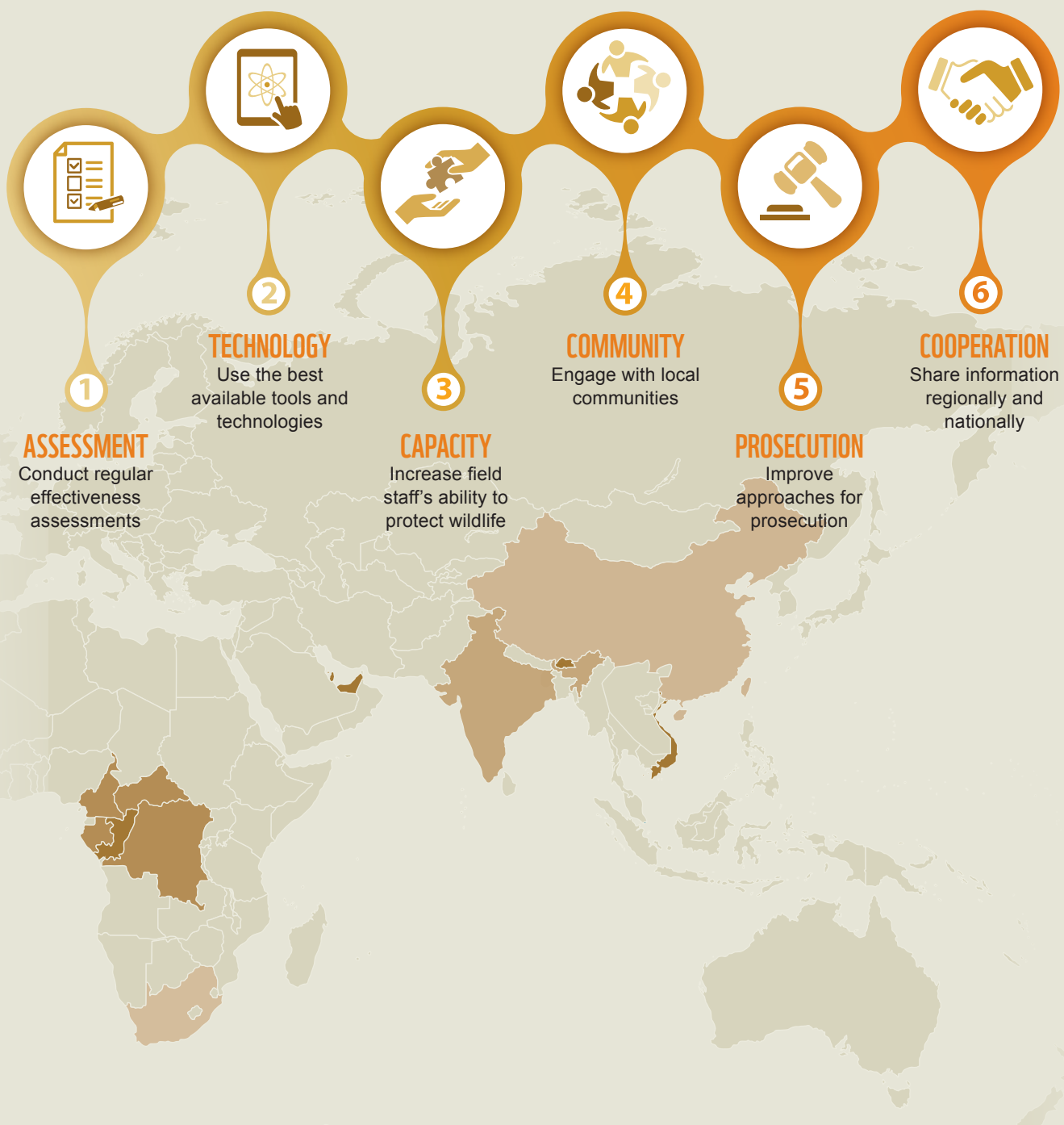
Meanwhile, to improve conditions for anti-poaching staff, we’re working with the United Nations International Labour Organization, University of Central Florida, the Ranger Federation of Asia and other conservation partners on a scientific survey to understand the challenges rangers face in the field across Asia and Africa. The survey recommendations will be released at the World Ranger Congress in 2019.

This builds on our previous ground-breaking research which found that many rangers feel ill-equipped and inadequately trained: we’ve been using these findings and a series of three documentary videos to raise awareness and influence governments, NGOs and private sector companies to advocate for improvement. Similarly, following our analysis that revealed how few rangers in Africa and Asia have insurance, we’ve been discussing with insurance companies and donors about providing health, life and permanent disability cover. We’re also building partnerships between scientific institutions and WWF country offices to deepen understanding of which responses work in which specific contexts for challenges facing field teams on the ground.



# ZERO POACHING

The Zero Poaching Framework provides a holistic approach to stamping out poaching, promoting tools, technologies and approaches that have proven to be effective. WWF has been promoting the Zero Poaching approach across priority landscapes in Asia and Africa, and national assessments were conducted in several countries in Asia, Eastern Africa and Central Africa. This year, Bhutan became the first country outside Nepal to draft its national zero poaching strategy, which was launched by the Honourable Prime Minister of Bhutan, Lyonpo Tshering Tobgay.

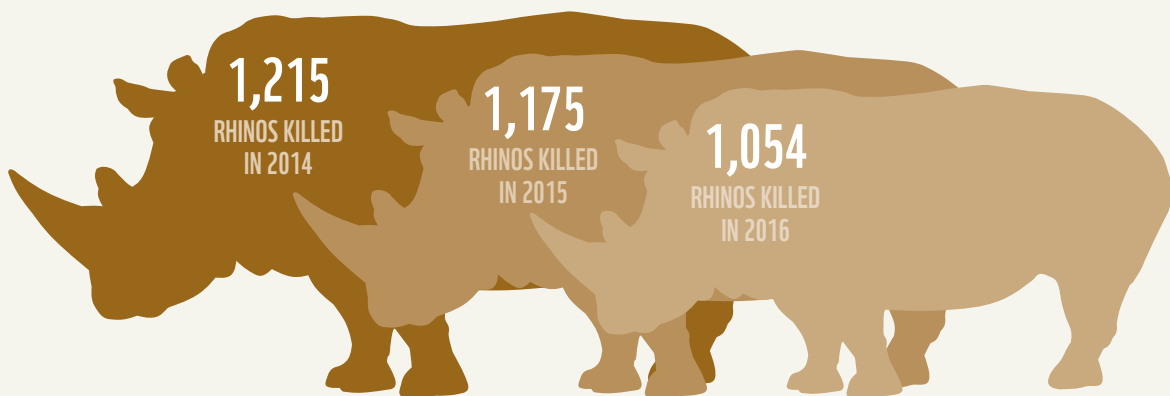


## BETTER NEWS FOR RHINOS

Rhinos are one of the WCI's flagship species – and there are signs that the efforts we've contributed to are beginning to have an effect.

For the second year in a row, rhino poaching in South Africa fell. In 2016, 1,054 rhinos were killed illegally – down from 1,175 in 2015 and a high of 1,215 in 2014. And for the first time this decade, the total number of rhinos poached across Africa fell – from 1,346 in 2015 to 1,160. After years of increases, this encouraging trend is the result of strong government leadership and tireless on-the-ground efforts of many committed rangers, local communities, and conservation NGOs like WWF and TRAFFIC. However, the numbers remain far too high, and constant vigilance is needed.

In India, poaching of greater one-horned rhinos fell by half between 2013 and 2015, and provisional figures for 2016 suggest a further fall in poaching rates. Sadly, after more than two years of zero poaching in Nepal, a rhino was killed in September 2016 – but the country's rhino population remains at a record high.



**IN 2016, 1,054 RHINOS WERE KILLED ILLEGALLY IN SOUTH AFRICA – DOWN FROM 1,175 IN 2015 AND A HIGH OF 1,215 IN 2014.**



**REPORTED CASES OF TIGER POACHING IN INDIA INCREASED FROM 8 IN 2015 TO 10 IN 2016, BUT REMAIN BELOW THE PEAK OF 21 IN 2013.**

## COMMUNITIES AND HUMAN RIGHTS

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**100 RANGERS IN CAMEROON  
WERE TRAINED ON ETHICS  
AND THE RESPECT OF  
HUMAN RIGHTS**

We know we can't protect wildlife if we don't respect people – and working with indigenous peoples and local communities is crucial to combating poaching.

In Cambodia, Cameroon and Indonesia, we've been testing a community-based wildlife crime prevention framework. Developed by WWF and a conservation criminology researcher from Michigan State University, the framework includes a suite of tools to help fill the gap between communities and wildlife law enforcement. We're now supporting WWF offices to introduce this approach in other priority landscapes and sites.

Increasingly, we're addressing the human rights dimensions in wildlife crime. We developed a manual on the respect of human rights and best practices in anti-poaching with technical expertise from Cameroon's Bar Association and National Commission on Human Rights and Freedom, which was launched on International Ranger Day on 31 July 2017. That followed training of 100 rangers from seven parks in Cameroon on ethics and the respect of human rights, specifically the rights of local communities and indigenous peoples.

## TESTING NEW TECHNOLOGY

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We're continuing to test and deploy new technologies in the fight against poaching. In Kenya, WWF has been testing thermal imaging cameras which can automatically detect human movements, enabling law enforcement staff to act quickly to apprehend poachers. Vulnerable sites within Lake Nakuru National Park and the Masai Mara National Reserve were chosen for piloting the technology, and initial results appear very promising, with more than 40 arrests in the space of a year.



**NEPAL REMAINS A TESTBED  
FOR NEW TECHNOLOGIES.  
THESE INCLUDE MESH  
AND FIBRE OPTIC  
NETWORKS, CAMERA  
TRAPS AND CLOSED  
CIRCUIT CAMERA SYSTEMS**

WWF also continues to test the use of UAVs (drones) to collect evidence of poaching and illegal encroachment into protected areas, which we share with law enforcement authorities. Having successfully used drones in Nepal, WWF is now testing them in Tanzania, and has provided training on their use to protected area managers, rangers and other officials. Namibia also is now using four UAVs to detect incursions into a national park.

Nepal's Chitwan National Park, where we first trialled UAVs, remains a testbed for new technologies. These include mesh and fibre optic networks to provide a platform for sensor-based devices and camera traps; a wireless network to help monitor wildlife habitats and access routes; a closed circuit camera system to be installed in human infiltration zones; and a vehicle monitoring system to track vehicle movements within the park. We're also setting up an alert system that can inform communities of, for example, marauding elephants.



# STOP THE TRAFFICKING

***“It is vital that investigations do not stop at seizures of illicit wildlife products. Rather, seizures should be regarded as a first step in broader, targeted investigations focusing on the networks and key individuals facilitating the trafficking of rhino horn and other wildlife products.”***

Julian Rademeyer, co-author of the TRAFFIC report *Pendants, Powder and Pathways—A rapid assessment of smuggling routes and techniques used in the illicit trade in African rhino horn*. The report, released this year, showed that Chinese gangs based in South Africa were processing rhino horn into products like bracelets to avoid detection for easier trafficking.







# AVIATION WORK TAKES OFF

**Wildlife criminals often use legal transport methods to move their goods – but we're rooting them out through the USAID Reducing Opportunities for Unlawful Transport of Endangered Species (ROUTES) Partnership. Led by TRAFFIC,**

**ROUTES is working with the transport industry to disrupt wildlife trafficking.**

The last year saw particular progress in the aviation sector. ROUTES welcomed two new partners, Qatar Airways and Airports Council International, adding a wealth of industry expertise and enabling ROUTES to influence up to 2,000 airports globally. Meanwhile, airlines continue to sign the United for Wildlife Transport Taskforce Buckingham Palace Declaration to take action against illegal wildlife trade, with 12 companies signing during the International IATA AGM in June 2017. ROUTES also engaged with the EU Action Plan on Wildlife Trafficking, resulting in opportunities for industry to strengthen communications, information sharing and relationships with enforcement agencies to combat wildlife trafficking.

*Flying Under the Radar*, a ground-breaking report by ROUTES partner C4ADS, revealed the scale and trends in global wildlife trafficking by air transport. By analysing seizure data, the report identified key routes and hotspots, and outlined recommendations for action. The report generated significant interest among airports, customs, airlines and cargo companies – several have said it contained information that led them to take action on wildlife trafficking. Further analysis updating the report and analysing other wildlife products will be released in early 2018.

ROUTES is also developing a wildlife trafficking assessment tool to evaluate the capacity of airports to tackle wildlife crime and identify areas for action. Two assessments were carried out at key international airports – Maputo in Mozambique, a major transit route, and Hanoi in Viet Nam. The tool will be rolled out to five more airports internationally in the next year.

TRAFFIC and partners also piloted wildlife trafficking training for airport staff at O.R. Tambo International Airport in Johannesburg, South Africa and Tan Son Nhat International Airport in Ho Chi Minh City, Viet Nam. A total of 176 airline and airport personnel received awareness training on wildlife trafficking, and what they can do to respond. Feedback from these sessions has been incorporated into training modules; regional materials have been developed that will be available to other transport sector partners, such as Airports Council International which represents the majority of the world's major airports, through the ROUTES Partnership.

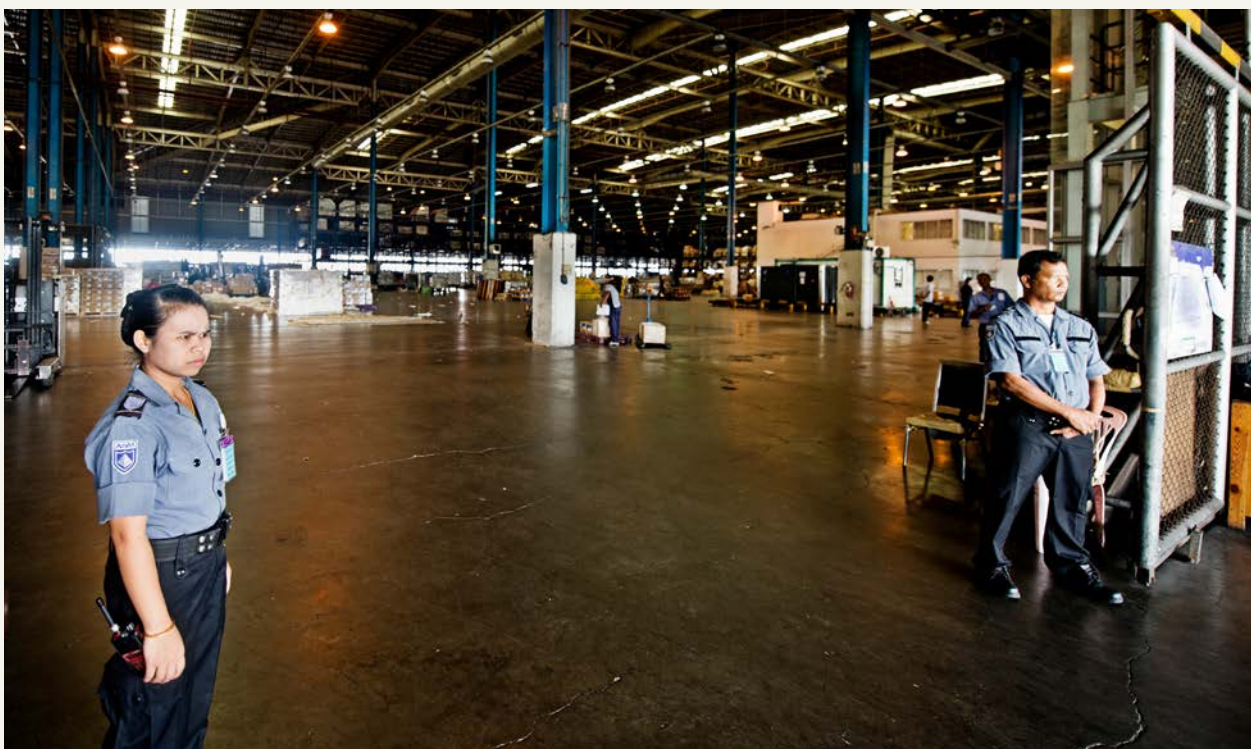
Meanwhile, TRAFFIC is also working in partnership with Etihad airlines to design three e-learning modules to raise awareness of illegal wildlife trade and support airlines and their staff to prevent it. These modules will be shared with IATA for use in the wider aviation sector. Training is also ongoing with express parcel company DHL for local staff on the ground in Asia, particularly on the Viet Nam – China route, and with FIATA – the International Federation of Freight Forwarders Associations.



# 176

**AIRLINE AND AIRPORT  
PERSONNEL RECEIVED  
AWARENESS TRAINING ON  
WILDLIFE TRAFFICKING**





© JAMES MORGAN / WWF

Security guards at the cargo holding facility at Bangkok's Suvarnabhumi Airport, Thailand. Suvarnabhumi airport is a major hub for wildlife trafficking.

## TACKLING WILDLIFE CYBERCRIME



20

**TRAFFIC IS WORKING  
WITH 20 OF THE WORLD'S  
LARGEST E-COMMERCE  
AND SOCIAL MEDIA  
COMPANIES TO FIND  
COMPANY-LED SOLUTIONS  
TO ILLEGAL WILDLIFE  
TRADE ONLINE**

TRAFFIC is working with 20 of the world's largest e-commerce and social media companies to find company-led solutions to illegal wildlife trade online. In close collaboration with tech companies, we developed a standard policy framework which seeks to eliminate seller loopholes, simplify guidelines and present a united front against wildlife crime. Nine companies (eBay, Etsy, Gumtree, Microsoft, Pinterest, Ruby Lane, Tencent, Twitter and Yahoo) have publicly adopted the policy, and others are using it internally. We showcased this work in a side event at CITES CoP17. Several major e-commerce and social media companies took specific steps to prevent illegal sales of wildlife on their platforms: eBay for example responded to information provided by WWF and TRAFFIC to remove over 25,000 adverts in eight months that violated the wildlife policy.

In China, tech giants like Baidu, Alibaba and Tencent – which reach hundreds of millions of consumers – have shown exceptional leadership in tackling illegal wildlife trade online, in collaboration with TRAFFIC. For example, following staff training by TRAFFIC and IFAW, Baidu has blocked keywords relating to ivory, rhino horn and other endangered species products. The companies have been quick to remove illegal wildlife product advertisements that do appear.

In Southeast Asia, our work with the Viet Nam E-commerce Association resulted in 48 e-commerce companies signing a pledge of zero tolerance toward wildlife crime. This will help reduce the avenues by which rhino horn can enter one of the most important illegal wildlife markets.

## DOGS HELP CATS

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In India, we helped train and introduce detector dogs in seven forestry departments – and more are being trained. The sharp-nosed sniffer dogs are already proving their worth, helping detect at least 15 cases of poaching and smuggling in the first three months – including tiger and leopard incidents. Meanwhile in the port of Mombasa, Kenya, TRAFFIC tested the use of sniffer dogs to identify wildlife contraband in shipping containers, with promising results.



2,319

PEOPLE WORLDWIDE  
TRAINED ON APPROACHES  
TO COMBAT WILDLIFE  
TRAFFICKING WITHIN  
THEIR SECTORS  
(JAN-JUNE 2017)

## FURTHERING FORENSICS

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TRAFFIC and partners have made significant progress in developing improved forensics tools and techniques. We've begun working to develop ForCyt, a database containing reference DNA samples for all species regularly traded illegally. This will support law enforcement by helping forensic scientists to identify illegally traded species. We've also been testing new methods for determining the provenance of rhino horn, which can provide important information on poaching and trafficking networks. And we've been working to strengthen international collaboration on wildlife forensics by building capacity, arranging exchanges and harmonizing standard operating procedures between labs in Africa and Asia.

## CHINA-AFRICA COOPERATION

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With support from WWF and TRAFFIC, high-level delegations from the Chinese government visited Namibia, Zimbabwe, Gabon and Cameroon to promote cooperation against illegal wildlife trade. Four workshops led by Chinese government delegations reached over 200 Chinese nationals representing state-owned companies, private businesses and expat communities. The clear message from the Chinese government was not to purchase ivory, rhino horn, illegal timber or other endangered species products, and not to bring them back to China. Company representatives made public pledges not to be involved in wildlife trafficking, and companies will be held accountable if their staff are involved.

## INFORMATION EXCHANGE IN AFRICA

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In Africa, we launched AFRICA-TWIX (Trade in Wildlife Information eXchange), providing an online information sharing system developed in collaboration with the Central African Forest Commission. Since its inception in 2016, it has triggered seizures including 200kg of ivory in Cameroon and four tonnes of pangolin scales in Hong Kong. The system has been approved for adoption and use in the Southern African Development Community region, and there's interest in replicating the system in West Africa.

## A LACK OF CONVICTION?

Worryingly, convictions relating to tiger and rhino horn seizures remain low, even though arrests are taking place. It's not yet clear whether this is down to lack of evidence for prosecutions, evidence being poorly handled, time-lags before trials, or other reasons. We'll be examining the information to understand the reasons for low conviction levels to steer our future work with prosecutors and the judiciary.

## THIS YEAR, OUR ANTI-TRAFFICKING EFFORTS CONTRIBUTED TO:



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© JAMES MORGAN / WWF THAILAND



© ADAM OSWELL / WWF



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# STOP THE BUYING

*“I think success comes from hard work, efforts and personal talent. Being an entrepreneur, I have never needed any wildlife products like rhino horn for my success. With my influence, I will encourage the business community to adopt a zero-tolerance policy against wildlife consumption. This will not only help enterprises to avoid reputational risks but also be key to sustainable and responsible development.”*

Nguyen Xuan Phu, President, Sun House. Wealthy urban men in Viet Nam are among the main users of rhino horn, in the mistaken belief that it can bring status and success. We're engaging influential entrepreneurs to challenge and change these beliefs.









# CHAMPIONING SOCIAL AND BEHAVIOURAL CHANGE

**To reduce the demand for illegal wildlife products, we need evidence and insights to understand the**

**values, attitudes and motivations of those buying them. What drives the desire for ivory ornaments, tiger bone treatments or rhino horn remedies? And what are the most effective ways to change social norms and consumer behaviours?**



# 300

**PROFESSIONALS HAVE  
JOINED OUR BEHAVIOUR  
CHANGE COMMUNITY  
OF PRACTICE**

The field of behavioural science is well established in areas such as health and development, with effective models for campaigns and communications that lead to social and behavioural change. We've led the way in bringing these approaches into initiatives to reduce consumption of illegal wildlife products. TRAFFIC has convened and facilitates a 'Community of Practice', now including almost 300 professionals from diverse perspectives working in this area. Among the services it provides is the 'Wildlife Consumer Behaviour Change Toolkit' ([www.changewildlifeconsumers.org](http://www.changewildlifeconsumers.org)) – a one-stop-shop for evidence of best practice, latest research findings and other resources. There are also monthly newsletters, discussion forums, events and the 'Changing Demands' series of webinars.

WWF and TRAFFIC also completed two globally significant research projects looking at what does and what does not work when it comes to demand reduction, one focusing on elephants and rhinos and the other on tigers.

We've shared our demand reduction and social and behaviour change approaches at key international events, including the IUCN World Conservation Congress, CITES CoP17, the Hanoi Conference on Illegal Wildlife Trade and through a virtual presentation at the CBD Conference of the Parties. We also delivered bespoke training and presentations to government officials in a variety of dedicated formats and forums.

Governments and other NGOs are increasingly picking up on social and behaviour change approaches in their demand reduction strategies. One of the most significant highlights of the year was the passing of a demand reduction resolution at CITES CoP17, which calls for well-targeted, evidence-based methods to bring about consumer behaviour change. Governments will be required to report on progress with relevant policy approaches. Other international policy developments, including a UN General Assembly resolution, also highlighted the importance of supporting social and behavioural change.



## STRENGTH OF CHI

Africa's current rhino poaching crisis was triggered by a surge in demand for rhino horn products chiefly in Viet Nam. The Chi initiative is tackling this through social and behavioural change communications and carefully targeted engagement to turn the tide of public opinion against rhino horn consumption.

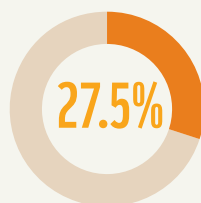
Earlier research revealed that the main users of rhino horn were wealthy urban men aged between 35 and 55, who valued it as a status symbol and for other 'emotional' motivations. By using the concept of Chi – or 'strength of will' – our messaging aims to persuade them that success, masculinity and good fortune come from their inner strength, not from a piece of horn. We worked with wealthy businessmen known to be influential with the target audience to encourage others to demonstrate their Chi by becoming leaders in corporate social responsibility and in wildlife protection.

More and more businesses are pledging zero tolerance of rhino horn consumption. Our message has reached over 10,000 small and medium-sized enterprises through training delivered by the Vietnamese Chamber of Commerce and Industry and our 'Chi Corporate Social Responsibility Guide'. We've also engaged e-commerce businesses, HR managers, managers of reputational risk in finance institutions, senior executives in transport and logistics and tourism and hospitality firms, and various business associations, government departments and civil society organizations.

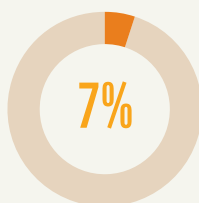
We're also working with T5G, the communications arm of the Vietnamese Ministry of Health, and traditional medicine university students, lecturers and other practitioners, to show that rhino horn does not need to be used in traditional medicine. TRAFFIC organized two workshops for 50 leaders and professors from 10 traditional medicine schools and universities, and we've worked with universities and students to embed our messages in the curriculum. As a result, thousands more students, lecturers and practitioners will be learning to oppose rhino horn and promote legal, sustainable traditional medicine.

As well as this, we've collaborated with Buddhist temples and centres of worship to design and deliver lectures that provide a theological basis for rejecting rhino horn. It's another way to influence opinion and change behaviour.

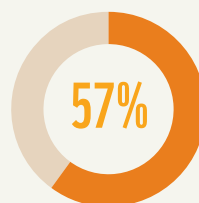
We've been running regular consumer surveys to see how the Chi initiative is affecting the opinions and behaviour of target groups. Recent results show encouraging signs of progress. The number of survey respondents admitting to ever using rhino horn fell from 27.5 per cent in 2014 to 7 per cent in 2017: while this hasn't resulted in a drop in trafficking, it does suggest people are increasingly uncomfortable about admitting to rhino horn consumption and that social norms may be shifting. Last year, 57 per cent of users said they intended to decrease consumption in the future, and 64 per cent said they would recommend their peers and friends do the same.



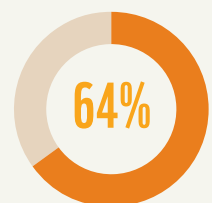
Survey respondents admitting to using rhino horn, 2014



Survey respondents admitting to using rhino horn, 2017

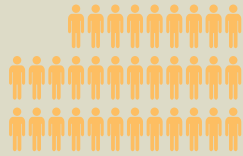


Users who say they intend to reduce consumption



Users who say they would recommend others reduce consumption

# IVORY PLEDGES



36.5  
MILLION

OUR DISPLAYS AT NOI BAI  
INTERNATIONAL AIRPORT  
IN HANOI GRABBED THE  
ATTENTION OF AN ESTIMATED  
36.5 MILLION PEOPLE IN 2016

As China prepares to close down its ivory markets, we've been drumming up public support for the ban. We've been calling on people to pledge never to buy ivory, and to pass the message on. We've also worked with Chinese travel company Qyer to promote responsible tourism and to urge travellers not to buy illegal wildlife products – our 'Wild Africa' salon, aimed at Chinese citizens interested in visiting Africa, was attended by a studio audience of 200 and followed by 120,000 more through a live-stream.

Internationally, there's been little sign of a slowdown in the illegal ivory trade. However, there has been a fall in seizures of pieces of small worked ivory. This could suggest that media coverage and behaviour change interventions are starting to have an effect, though we need more data to understand the full picture.

**勾起手指, 连结拯救的决心**  
拒绝购买象牙制品, 支持象牙禁贸。勾勾手指,  
把拯救大象的承诺传递下去。

**Link your fingers to support elephants**  
Reject ivory and support the ban. Link your fingers to pledge your support for elephants!

拯救大象不能没有你! 扫描二维码  
或登录 <http://www.wwfchina.org/ivory>  
传递您的承诺。

Our initiative urged the Chinese public to link their index fingers to show support for China's domestic ivory trade ban.



© JAMES MORGAN / WWF INTERNATIONAL

Elephant ivory products for sale; legal domestic markets can be used to launder trafficked ivory.



The background of the entire page is a close-up photograph of animal tracks in mud. The tracks are deep and show a distinct tread pattern, likely from a large mammal. The mud is dark brown and the tracks are filled with a lighter, more textured material, possibly dried mud or a different layer of soil. The lighting is dramatic, with strong highlights and deep shadows, emphasizing the texture of the mud and the depth of the tracks.

# INTERNATIONAL POLICY

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*“Wildlife trafficking is a threat to the planet’s biodiversity, economic development, and, among others, health and security, and is facilitated by high levels of corruption, which the G20 cannot tolerate.”*

G20 Leaders Declaration, Shaping an interconnected world, 08 July 2017





# CITES SUCCESSES

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**The biggest ever wildlife trade and conservation conference brought good news for pangolins and parrots, as well as rhinos, elephants and tigers. At CITES CoP17 in September/October 2016, more than 180 governments agreed new steps to stamp out illegal wildlife trade. And words are being backed by action.**

## PANGOLINS

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© JOHN E. NEWBY / WWF

The world's most trafficked mammal made the headlines when all eight species were added to CITES Appendix I, prohibiting all commercial international trade. With populations declining across Asia, African pangolins have been coming under increasing threat, and illegal trade has been rising. A blanket ban on trade will make it harder for criminals to traffic and sell them.

## AFRICAN GREY PARROTS

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© ADRIANO ARGENTIO / WWF-ITALY

A proposal was passed adding African grey parrots to Appendix I. Highly prized as pets for their extraordinary ability to mimic human speech, both species of African grey parrots are listed as Endangered on the IUCN Red List. Rampant trapping and trading, far exceeding legal quotas, has led to dramatic population declines and local extinction across their ranges in West and Central Africa. A total ban on international trade should give beleaguered wild populations a chance to recover.

## RHINOS

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© RICHARD BARRETT / WWF-UK

A controversial proposal from Swaziland to allow limited legal trade in rhino horn was defeated. Instead, drawing strongly on guidance from WWF and TRAFFIC, governments agreed to identify new measures to prevent and combat rhino horn-related crime in priority countries. Two countries came under particular scrutiny: Mozambique as a transit and exit point for horn leaving Africa, and Viet Nam as the principal destination.



## ELEPHANTS

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© FRITZ POLKING / WWF

Governments voted to keep the ban on ivory trade, and were urged to develop plans to address illegal ivory flows, including phasing out domestic ivory markets. We saw several countries make progress on this front. Just ahead of CoP17, TRAFFIC and WWF released *In Transition: Bangkok's ivory market*, a report which described a huge fall in the amount of ivory openly for sale in Thailand's Bangkok markets since new regulations were introduced in January 2015.

The US brought in a near-total ban on commercial ivory sales, and evidence from TRAFFIC has contributed to multiple investigations of US ivory traders, with several prosecutions pending. China intends to close its domestic ivory market by the end of 2017. Hong Kong, too, has announced its own plans to phase out ivory sales, and proposed a plan to increase maximum penalties for wildlife crime. A ban in Singapore and a freeze on the re-export of raw ivory from the EU will also create new barriers for traffickers.

## TIGERS

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© DAVID LAWSON / WWF-UK

Governments committed to scrutinize trade from tiger farms after TRAFFIC's report *Skin and Bones Re-examined* showed that at least 30 per cent of tiger seizures from 2012-2015 came from captive breeding facilities. By legitimizing the sale of tiger products, captive breeding destabilizes enforcement efforts and may stimulate further demand. At CoP17, Laos announced plans to phase out its tiger farms, and we've also seen progress toward the closure of commercial tiger farms in China. WWF and TRAFFIC supported a proposal to close China's commercial tiger farms that was submitted to the Chinese People's Political Consultative Conference in March 2017 for consideration by the State Forestry Administration. The proposal helped raise awareness of the threat tiger farms pose to wild tigers, and tigers have been excluded from a new list of species that can be legally bred in captivity in China.

# CRACKING DOWN ON CORRUPTION

**From rangers bribed by poachers to turn a blind eye to illegal killings, to illicit funds derived from natural resource exploitation being channelled to foreign banks, corruption at every level is one of the biggest enablers of wildlife**

**crime. We're going to see the conservation results we want unless this is addressed – which is why tackling corruption is becoming one of our top priorities.**

***“Corruption kills wildlife; it deprives people of development options, undermines local livelihoods and impedes the enjoyment of fundamental human rights – especially when an inadequate response leads to impunity.”***

**Rob Parry-Jones,  
WCI Acting co-Lead**

In 2016, WWF/TRAFFIC, Transparency International UK and the Durrell Institute of Conservation and Ecology (DICE) convened diverse actors from anti-corruption, development, anti-transnational crime and conservation disciplines to assess the magnitude of the problem and the response required. They formed the 3C Network (Countering Conservation-related Corruption). Since then we've combined respective knowledge and skills, and have seen significant progress in the global policy agenda.

The U4 Anti-corruption Resource Centre, WWF and the International Institute for Environment and Development (IIED) researched and published a ground-breaking paper, *The resource bites back: Entry points for addressing corruption in wildlife crime*. Although it is well known that corruption greases the wheels of wildlife crime, our research showed a limited understanding of the nuances of how, where and why it happens. Furthermore, there is limited evidence of effective strategies to tackle corruption. The paper calls for greater collaboration to tackle corruption in wildlife crime, focused research and careful monitoring of anti-corruption approaches – a call that is increasingly being heeded.

For the first time, corruption was on the CITES agenda at CoP17. WWF joined forces with the United Nations Office on Drugs and Crime (UNODC) to organize a workshop on corruption in wildlife trade, bringing experts from the field to share their experiences. A resolution on countering corruption in wildlife trafficking was subsequently adopted unanimously.

We brought wildlife crime to the heart of the anti-corruption community at the 17th International Anti-Corruption Conference (IACC) in December 2016 – the workshop organized by WWF and TRAFFIC under the auspices of the 3C Network was the first time that wildlife crime, including marine fisheries and illicit financial flows, had been part of the official IACC agenda. In January 2017, WWF addressed the G20 anti-corruption working group; recommendations proposed were reflected in an official set of principles on combatting corruption attached to the G20 High Level Declaration which specifically recognized the threat posed by corruption to the planet's biodiversity, economic development, and health and security. And in March 2017 WWF, in collaboration with the Fisheries Transparency Initiative and the Organisation for Economic Co-operation and Development (OECD), convened an expert panel discussion at the OECD's Anti-corruption and Integrity Forum, following which WWF was asked to join the OECD Taskforce on Combatting Illicit Trade.



## UN RESOLVES TO BUILD ON PROGRESS

The United Nations General Assembly unanimously adopted a new resolution on “Tackling illicit trafficking in wildlife” in September 2016. The resolution referred to the General Assembly’s previous resolution in 2015, which we played a critical role in shaping, stressing the importance of its full implementation. In the UN Secretary General’s report, most countries reported taking measures against poaching, while well over half classified illicit trafficking in wildlife as a serious crime; half had established wildlife crime task forces, while 21 had taken steps to support alternative livelihoods for communities, primarily in Africa, Asia and Latin America.

## WILDLIFE JUSTICE COMMISSION HOLDS FIRST HEARING

**The Wildlife Justice Commission (WJC) held its first public hearing in The Hague in November 2016, looking into why Viet Nam had taken so little action against a major trafficking hub based just 20km outside Hanoi.**



Established in 2015, the WJC pursues organized networks involved in wildlife crime. While the WJC has no powers of arrest, it supplies national agencies with actionable information to do so – and acts as a watchdog when they fail to act. The WJC had presented the Viet Nam government with extensive evidence gathered during a year-long investigation, including details of 51 individuals suspected of illegally dealing in rhino, elephant, tiger and other endangered species. However, just one arrest had been made as a result.

The five-person expert panel urged the Vietnamese authorities to make full use of the intelligence presented and to thoroughly investigate suspects and criminal enterprises identified, including their tax law violations and money laundering activities. WWF and TRAFFIC staff appeared as expert witnesses during the hearing.



An anti-poaching team tests a new mobile thermal imaging camera system in Kenya's Maasai Mara National Reserve. The equipment, provided





l by WWF, has led to more than 40 arrests in its first year.



# WILDLIFE CRIME INITIATIVE IN NUMBERS

100%  
RECYCLED



191

Rangers in 191 priority sites are using improved “SMART” patrolling

9

Nine leading e-commerce companies have publicly adopted our wildlife trade policy



10,000

Our message on rhino horn consumption has reached over 10,000 Vietnamese businesses

183

New measures protecting wildlife from illegal trade were agreed by the 183 parties to CITES



#### 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.

[panda.org](http://panda.org)

**TRAFFIC**  
the wildlife trade monitoring network

#### 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.

[traffic.org](http://traffic.org)