WWF

ANNUAL
REVIEW
2018

WORKING TOGETHER
TO TACKLE ILLEGAL
AND UNSUSTAINABLE
WILDLIFE TRADE

TRAFFIC
the wildlife trade monitoring network

TACKLING WILDLIFE CRIME
ANNUAL REVIEW 2018

ACKNOWLEDGEMENTS

Front cover: Jaguar in Mato Grosso, Brazil. Illegal trade poses an increasing threat to jaguars.
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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.

TRAFFIC is a leading non-governmental organization working globally on trade in wild animals and plants in the context of both biodiversity conservation and sustainable development whose mission is to ensure that trade in wild plants and animals is not a threat to the conservation of nature. More information at www.traffic.org

FOREWORD

The more we look at wildlife crime, the more complex it becomes. Neither the problems nor the solutions are as simple as they may first appear.

Take South Africa's illegal abalone trade, the subject of a recent TRAFFIC report. This highlighted how a combination of factors created the perfect storm for illegal overexploitation: the depreciation of the Rand encouraging exports, established criminal syndicates and illegal trade routes, disenfranchised fishers with limited livelihood prospects, payments in drugs creating dependency on suppliers. The illegal abalone trade will not be solved simply through enforcement.

Or take rangers, the first line of defence. Building their capacity is a vital part of any effort to stop poaching. But what does that mean in practice? To deepen our understanding of rangers' needs, we've undertaken unprecedented global surveys, unearthing fundamental issues that need to be addressed – such as the human rights and living conditions of rangers and the communities they interact with, including access to clean water and healthcare. Simply deploying more "boots on the ground" will not resolve these outstanding fundamental challenges; though responsible, properly trained and adequately equipped field teams are vital to reduce corruption and human rights vulnerabilities.

Improving our understanding of these underlying social, cultural, political and economic dynamics and drivers is crucial for designing effective, evidence-based interventions. As WWF and TRAFFIC grapple with complex problems along the length of the trade chain, we rely on partnerships and collaboration – both internally, for example with experts in WWF's new Governance Practice, and with external actors including human rights and anti-corruption experts, criminologists, academics, local communities and grassroots NGOs, fellow conservation organizations, governments and the private sector.

One exciting new partnership is the Targeting Natural Resource Corruption project, which will enable us to investigate and trial new approaches to tackling corruption. Funded by USAID, the project will be delivered by a WWF-led consortium with TRAFFIC, the U4 Anti-Corruption Resource Centre at the Chr. Michelsen Institute, and the Terrorism, Transnational Crime and Corruption Center at George Mason University.

While this may seem a long way from traditional conservation approaches, it demonstrates how the scope of our response to wildlife crime must extend beyond individual species and programmes to challenge whole systems. Ultimately, we need to rethink our relationship with nature: whether by supporting communities to become wildlife defenders or running social and behaviour change programmes to reduce demand for wildlife products, we need to catalyse a shift from excessive consumption to an understanding that wild species and ecosystems provide our life-support system.

We are grateful to all of you who continue to support this vital work. Yes, the problems are complex, and no, there is no panacea – but that does not mean we cannot make a difference. We hope you will be inspired by what you read on the following pages.

Rob Parry-Jones, Lead, Wildlife Crime Initiative, WWF International
**Crawford Allan**, Senior Director, Wildlife Crime, TRAFFIC

NEW DIRECTIONS

Back in 2012, WWF and TRAFFIC came together to launch a campaign to push the illegal wildlife trade up the international policy agenda. This grew into our joint Wildlife Crime Initiative, working along the whole wildlife trade chain to stop the poaching, trafficking and buying of endangered wildlife and advocate for stronger international policies and government responses.

Institutional changes in both organizations are now taking this work in new directions. Our partnership remains as strong as ever, comprising a whole-trade-chain approach implemented through various programmes and partnerships at national, regional and international levels.

This report offers an overview of our achievements during 2017–2018, and illustrates how our work fits together to form a global response to wildlife crime that is more than the sum of its parts.

Photo: Lessons learnt through the Wildlife Crime Initiative are guiding WWF's efforts to protect jaguars, which are increasingly threatened by illegal trade.
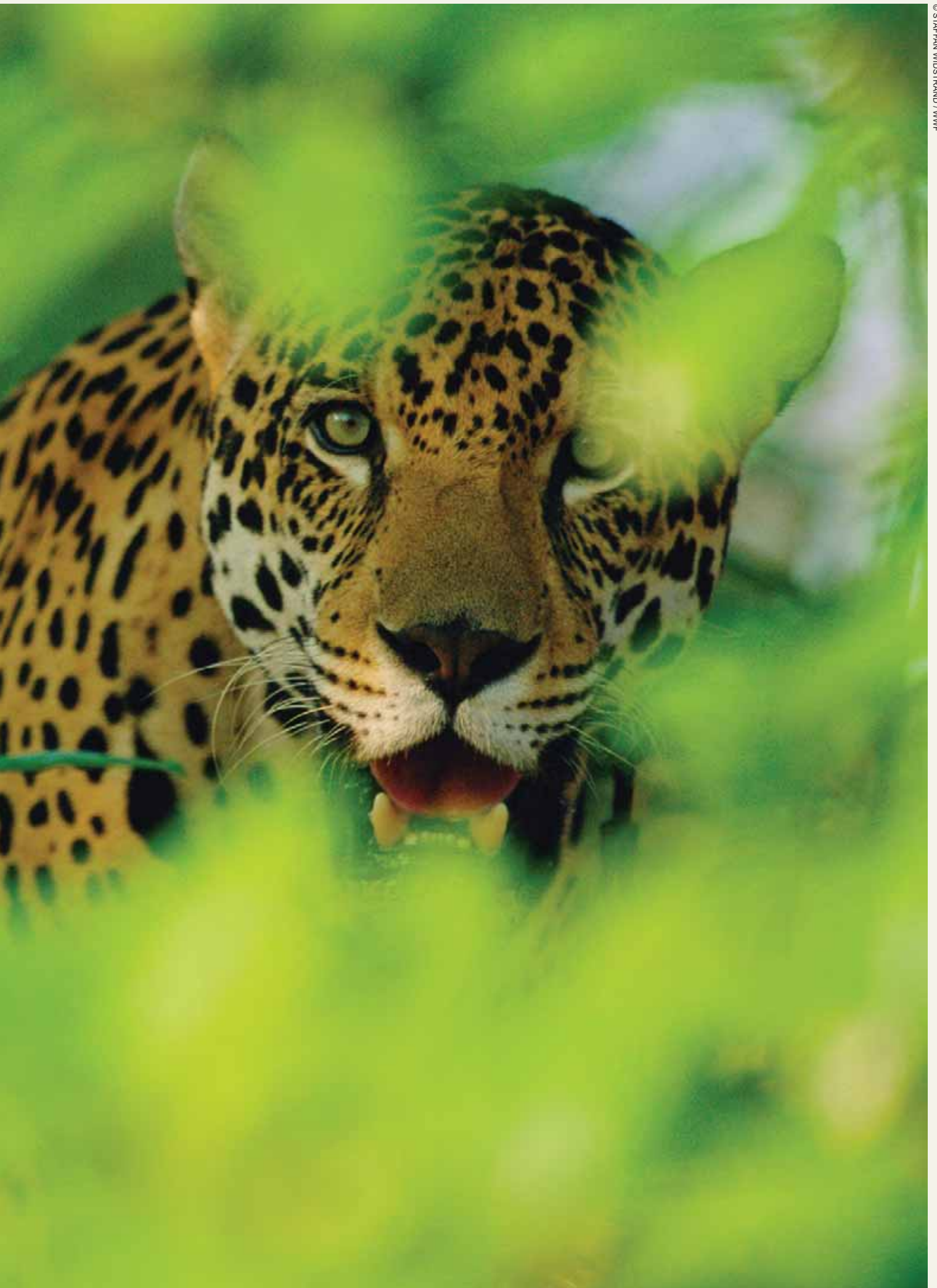
OUR GLOBAL WILDLIFE CRIME RESPONSE

Various programmes fit together to build our global response to wildlife crime. The initiatives shown here are complemented and supported by many other projects and partnerships from WWF and TRAFFIC offices worldwide.

TRAFFIC RED STREAM

Achieving a sustained reduction in illegal wildlife trade by increasing the risks and reducing the rewards associated with trading in wildlife contraband, thereby reducing the criminal motivation and engagement in the illicit trade that is driving the poaching crisis.

TRAFFIC GREEN STREAM

Enhancing benefits from sustainable and legal trade in wildlife resources by increasing incentives and pathways for businesses, communities and consumers to engage in responsible trade practices.
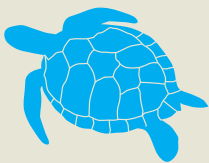
ZERO POACHING FRAMEWORK

Zero Poaching is a holistic, integrated approach emphasizing the role of assessments, technology, communities, capacity, prosecution and cooperation. Zero Poaching is achieved when there are no detectable traces of poaching activity in the landscape over a set time period and there is no discernible impact preventing species recovery and a sustainable population increase.
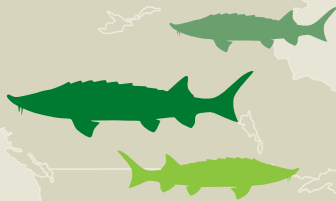
WWF STURGEON STRATEGY

The strategy aims to combat overexploitation through market transformation, better law enforcement and conservation stewardship approaches.

TRAFFIC'S REDUCING TRADE THREATS TO AFRICA'S WILD SPECIES AND ECOSYSTEMS (RETTA) PROJECT

ReTTA, together with project DETER (Germany's Partnership against Poaching and Illegal Wildlife Trade), the USAID-funded Wildlife Trafficking, Response, Assessment and Priority Setting (Wildlife TRAPS) and the ROUTES Partnership (see page 23) works to identify trends in illegal or unsustainable trade and help develop national and international solutions that could turn the tide for wildlife.

MARINE TURTLE STRATEGY

The strategy includes actions to develop alternatives to overexploitation, reduce illegal trade, and highlight and strengthen the value of living turtles to the livelihoods of local communities, and to decision-makers.

CWCP

The USAID-funded Combating Wildlife Crime Project (CWCP) aims to increase rhino numbers in Namibia; and reduce poaching of elephants and increase the opportunities for their range expansion in select areas of Kavango-Zambezi (KAZA).

TX2

WWF's global tiger programme aims to double the number of wild tigers by 2022 – the next Chinese year of the tiger.
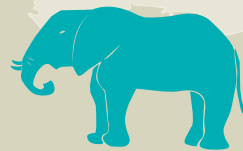
CLOSING DOWN ASIA'S IVORY MARKETS HIGH IMPACT INITIATIVE

By 2022, WWF, TRAFFIC and partners aim to ensure that ivory markets in China and neighbouring countries are closed, effective enforcement and implementation is in place, demand for ivory among Chinese consumers is significantly reduced, and there is a positive catalytic impact for closure of ivory markets across Asia, all contributing to the reduction of illegal wildlife trade.
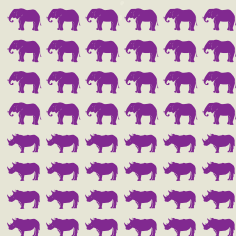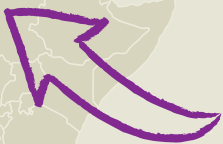
AFRICA REGIONAL WILDLIFE CRIME HUBS

Wildlife crime hubs for East, Central and Southern Africa support WWF and TRAFFIC's regional overarching goal of ensuring "populations of elephants and rhinos (and other species impacted by illegal trade) are increasing across Africa, by reducing wildlife crime and trade through coordinated responses to threats and opportunities".

Reducing illegal trade and overexploitation is crucial to the survival of marine turtles.

The central wheel diagram contains:

Center: Stop the Poaching / Stop the Trafficking / Stop the Buying

Meta-objectives (inner ring):
- MONITORING AND RESEARCH
- PROTECTING WILDLIFE POPULATIONS
- STRENGTHENING ENFORCEMENT AND COMPLIANCE
- ELIMINATING CONSUMER MARKETS
- DRIVING POLICY INTERVENTIONS

Cross-cutting elements (outer ring):
- Monitoring
- Supporting professionalized and effective anti-poaching activities on the ground
- Working with communities in proximity to wildlife
- Supporting more effective intelligence, enforcement, prosecution and penalties for wildlife crime
- Promoting systems for tracking and tracing wildlife products in trade
- Supporting action by the private sector
- Combatting corruption
- Closing down markets for wildlife products
- Reducing demand for wildlife products
- Creating an enabling policy environment
- Advocacy on specific objectives
- Research

WWF AND TRAFFIC'S COLLECTIVE GLOBAL RESPONSE TO WILDLIFE CRIME COMPRISES **5 META-OBJECTIVES** OR WORKSTREAMS LINKED BY **12 CROSS-CUTTING ELEMENTS,** WHICH FORM THE STRUCTURE OF THIS REPORT. CONSTRUCTING **THIS GLOBAL FRAMEWORK** HELPS US TO WORK TOGETHER TOWARDS COMMON OBJECTIVES, SHARE EXPERIENCES AND LEARNING, AND REPORT ON OUR COLLECTIVE PROGRESS.

PROTECTING WILDLIFE POPULATIONS

Poaching and overexploitation are pushing species towards extinction, and undermining the natural wealth that people depend on. From African giants like rhinos and elephants, to snow leopards in the Himalayas, to turtles in tropical seas, protecting wildlife populations is at the heart of our work. This includes working closely with neighbouring communities, upholding their rights and ensuring they benefit from conserving wildlife. It also involves helping countries to address poaching effectively, and providing support for the rangers defending wildlife on the frontline.

Photo: Rangers drink tea at the Mara Siana conservancy in Kenya. The rangers play a key role in liaising with local communities on human–wildlife conflict, poaching and other illegal activities.

ANTI-POACHING

We support anti-poaching activities on the ground, including assessing and strengthening countries' capacity to enforce existing laws against poaching, and testing and deploying new technologies.

LOOKING SMART

Up-to-the-minute information can make all the difference when it comes to protecting wildlife populations. That's where SMART comes in. Developed by a group of conservation organizations including WWF, SMART (which stands for Spatial Monitoring and Reporting Tool) helps rangers and conservationists gather, analyse and respond to data on wildlife and the threats they face. With the latest version of the tool, rangers can use a smartphone app to record information like animal sightings or signs of poaching in real time – enabling managers to take immediate action.

SMART is informing approaches in Bhutan's Royal Manas National Park, which has been using the tool since 2011; data shows an initial increase in the number of threats detected as rangers began using SMART, followed by a fall as anti-poaching responses became more effective. Rangers have recorded a big increase in annual wildlife sightings, from 171 in 2011 to 1,927 in 2017. Royal Manas National Park is also one of the sites where we're working with French network operator Sigfox to test new technology for improving wireless connectivity.

We're working to share experience and learning, extending the SMART approach – which includes training, capacity building and best practices as well as the ever-evolving open-source software – into new areas. Starting in Pakistan, it's now being used for the first time for snow leopards, while Norway became the first Arctic country to use SMART to monitor polar bears. Plans are also under way to use SMART to help protect jaguars in Latin America – which are increasingly threatened by illegal trade due to growing demand from China for their fangs, used as ornaments, and bones, used as an alternative to tiger bones in traditional medicine.

Namibia: No rhinos were poached from Namibia's northwestern region, home to the world's only free-roaming black rhino population, thanks to increased cooperation between WWF, local communities and law enforcement partners.

Myanmar: Elephant poaching declined significantly after WWF worked with the police and forest department to ramp up anti-poaching patrols. Myanmar's elephants have come under increasing threat of poaching for their skins, with around five being killed a month in 2017. In the second half of 2018, just one poaching incident was recorded.

Kenya: More than 300 poachers were arrested in the space of a year in Lake Nakuru National Park and the Masai Mara National Reserve, where we piloted the use of thermal imaging cameras which automatically detect human movements.

India: All tiger reserves in the country have completed a security audit through a collaboration between WWF and the Indian government, significantly improving protection for more than half the world's tigers.

Ukraine: Danube fishermen have been releasing accidentally caught sturgeon that might otherwise have entered illegal trade, after WWF provided border police with a surveillance camera for 24-hour real-time monitoring of fishing activities.
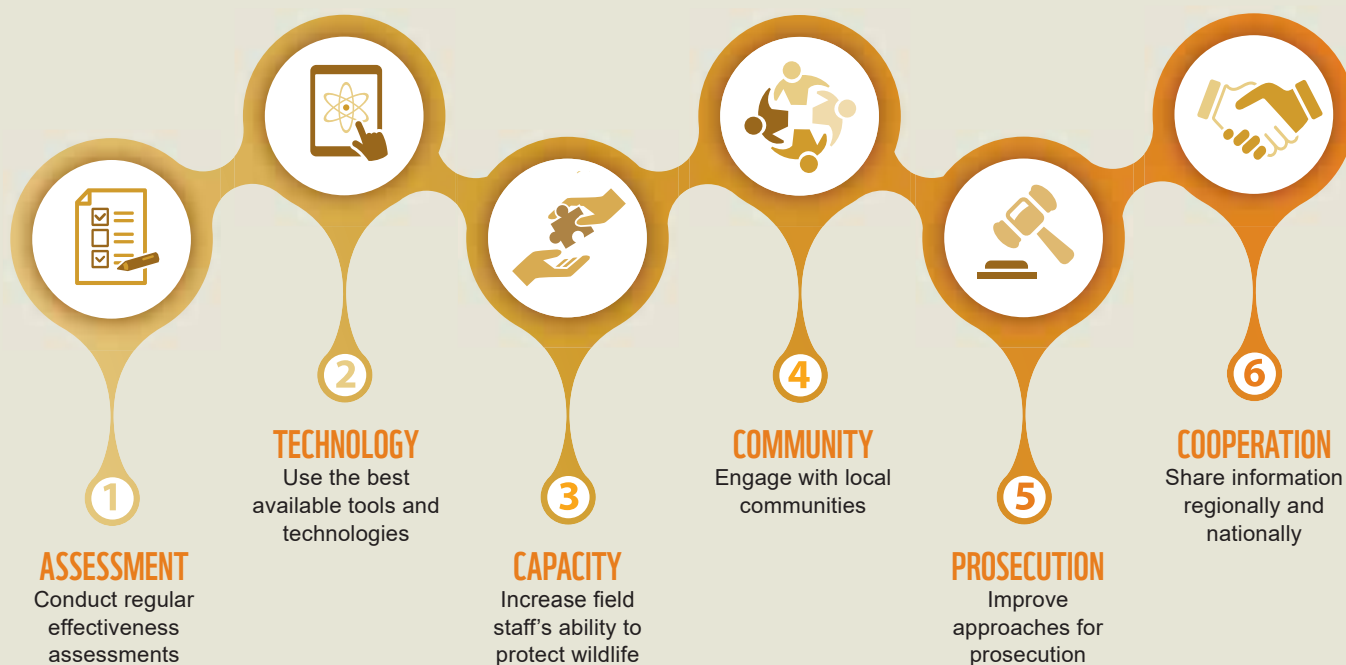
TOWARDS ZERO POACHING

We continued to promote the Zero Poaching Framework (ZPF) – our tried-and-tested approach to eliminating poaching. The ZPF emphasizes the critical importance of a holistic, integrated approach, working with communities, improving cooperation and sharing information, while ensuring rangers are adequately trained and equipped.

This year, we organized a learning exchange between Nepal – where the ZPF has been highly successful – and several East African countries, which led to Kenya and Tanzania adopting the framework. We also worked with law enforcement agencies and NGOs to develop a Zero Poaching Strategy for the Greater Virunga Transboundary Collaboration, which brings together Rwanda, Uganda and the Democratic Republic of the Congo.

The WWF Network itself this year endorsed the ZPF as its anti-poaching standard, which will help to take the approach into new landscapes and continents. With experts from the University of Central Florida, University of Griffith University and WWF field teams in Asia and Africa, we've been developing a Zero Poaching implementation manual, including case studies and a step-by-step guide to support offices to adopt the approach.

THE ZERO POACHING FRAMEWORK

1
ASSESSMENT
Conduct regular effectiveness assessments

2
TECHNOLOGY
Use the best available tools and technologies

3
CAPACITY
Increase field staff's ability to protect wildlife

4
COMMUNITY
Engage with local communities

5
PROSECUTION
Improve approaches for prosecution

6
COOPERATION
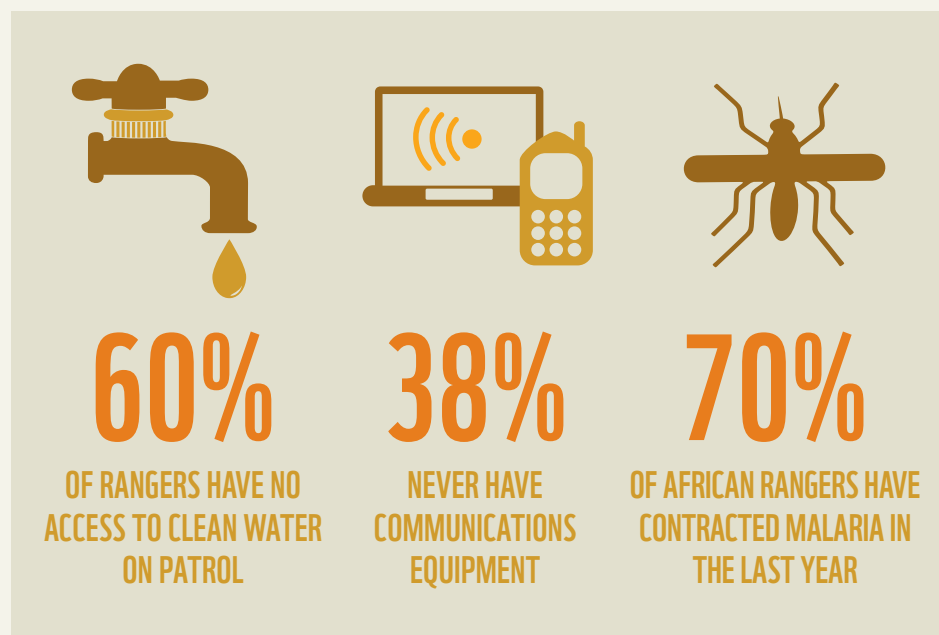Share information regionally and nationally

LIFE ON THE FRONTLINE

Every day, rangers risk their lives to protect wildlife. In the 12 months up to July 2018, 107 rangers were killed, bringing the total of recorded deaths over the last decade to 871. Enabling rangers to do their jobs safely and professionally is a top priority, and professionalizing the ranger force reduces the risk of corruption and human rights violations.

In October 2018, we released the most comprehensive research yet undertaken into rangers' welfare and working conditions. *Life on the Frontline* takes an in-depth look into the challenges rangers face – from poaching gangs and infectious diseases, to a lack of training and equipment. Those surveyed also recognized the critical importance of trust between rangers and local communities. The research draws on surveys of more than 4,600 government-employed rangers across 294 sites in 17 countries spanning Asia and Africa, carried out in partnership with the Ranger Federation of Asia and the University of Central Florida.

The findings will help us work to create better conditions for rangers, so they receive the support, skills and equipment they need, and are properly recognized for their critical role in safeguarding the natural resources that people depend on.

60%
OF RANGERS HAVE NO ACCESS TO CLEAN WATER ON PATROL

38%
NEVER HAVE COMMUNICATIONS EQUIPMENT

70%
OF AFRICAN RANGERS HAVE CONTRACTED MALARIA IN THE LAST YEAR

WORKING WITH COMMUNITIES

We work closely with those living in proximity to wildlife to control poaching and trade, to uphold their human rights, and to enable them to benefit from taking care of their natural resources.

WILDLIFE CREDITS BENEFIT PEOPLE AND WILDLIFE

When communities benefit from living alongside wild species, then they have an incentive to protect them. In Namibia, WWF and partners are piloting a payment for ecosystem services scheme called Wildlife Credits for communities who live close to wild species – including threatened black rhinos, and species like elephants and lions that can harm crops and livestock.

Community-run wildlife conservancies receive payments from participating tourism operators, with matched funding from donors, for conservation outcomes like increased wildlife sightings and populations. The payments go directly to the people on the ground, demonstrating a direct link between thriving wildlife and benefits to the community, and helping to improve local attitudes even towards problem species.

The five schemes in operation include the Huab conservancy in northwest Namibia, which generated more than US$9,000 over the past year through a partnership with Ultimate Safaris. They used the funds to upgrade the communications network in the area so rhino rangers can communicate more effectively over longer distances.

Similarly, the Siana conservancy in Kenya's Masai Mara generated US$78,000 in revenue through partnership with three tourism operators. Since its establishment, elephant poaching has stopped in the conservancy area and wildlife numbers are growing.

Pakistan: WWF is working closely with herding communities to collect data on snow leopards and poaching as part of a new conservation project. Herders know the terrain of the region better than anyone, and are crucial partners in snow leopard conservation.

Kenya: We introduced the new "Safe Systems" approach to managing human-wildlife conflict. Developed by WWF's Tigers Alive Initiative, and demonstrating cross-continental sharing and learning, the approach goes beyond mitigation measures to tackle the underlying causes and promote greater collaboration to make areas safe for people and wildlife.

Zambia: WWF provided 3,500 farmers with seeds and support for conservation agriculture – nature-friendly farming that strengthens food security and gives communities an incentive to protect the wildlife they live alongside. A similar project is now being piloted with 100 farmers around poaching hotspots near Chizarira National Park in Zimbabwe.

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Buildling trust is critical to moving towards a situation where communities and rangers work together to protect wildlife.

Transboundary collaboration: We helped set up two new transboundary forums for community-based organizations in Angola, Botswana and Namibia. There are now six such forums in the region, enabling communities from different countries to share information on wildlife crime and exchange experiences on managing their natural resources.

South Africa: We began supporting the national parks service, SANParks, to improve the way they engage with and create economic benefits for communities living around Kruger National Park.

COMMUNITIES, RANGERS AND HUMAN RIGHTS

Human rights and corruption are closely interlinked, and we're seeking to deepen our understanding of how to bring these two approaches together to address wildlife crime. Respecting the rights of indigenous peoples and local communities helps to safeguard the environment – and in turn, safeguarding the environment protects people's rights, for example to life, health, food and water, while reducing incentives for engaging in wildlife crime.

The importance of human rights is especially critical in the relationship between communities and rangers. Communities are often victims of wildlife crime, though occasionally offenders may originate from the same communities. Similarly, rangers may be both victims and perpetrators of human rights violations. Rangers have a duty to respect human rights in their enforcement actions – but have rights of their own which are often not fulfilled, as our *Life on the Frontline* survey has shown. Poor welfare and morale among rangers, coupled with a lack of oversight by and faith in supervisors, create an environment in which corruption can flourish. Building trust and accountability within institutions, and between institutions, rangers and local communities, is vital to move away from an "us and them" mentality to a situation where communities and rangers work together to protect wildlife.

There are significant challenges. We work in some of the most difficult socio-political contexts and challenging areas, including where respect for indigenous rights is limited and where there is extreme marginalization. While engaging in these areas brings risks, the risks of not engaging may be higher. Putting in place the appropriate safeguards is of critical importance.

Last year, we worked with the National Commission on Human Rights and Freedom and the Bar Association in Cameroon to develop a manual on human rights, indigenous peoples' rights and best practices in anti-poaching activities. WWF is working with Ranger Campus to develop training modules on communities and human rights for rangers in remote areas across the globe. We are also undertaking a review of our conservation approaches and policies to ensure all appropriate safeguards and mechanisms are in place.

STRENGTHENING ENFORCEMENT AND COMPLIANCE

Laws and regulations cannot control illegal trade and overexploitation if they aren't enforced and applied effectively. The information, tools and support that we provide leads to more cases of wildlife crime being detected and prevented, and to more arrests, more successful prosecutions and stronger penalties. As well as supporting law enforcement agencies, we also work with the private sector to help them comply with the law and take action against wildlife crime and the corruption that helps drive it.

Photo: Ram is a trained sniffer dog operating at the port of Mombasa in Kenya, a key hub for wildlife trafficking. We've helped introduce a system that enables the dogs to check air samples from unopened shipping containers.

ENFORCEMENT SUPPORT

We support more effective law enforcement and prosecutions, and secure stronger penalties for wildlife crime.

TWIX TACKLES TRAFFICKING

Tackling transnational wildlife crime demands cooperation between countries – and that's what the TWIX (Trade in Wildlife Information eXchange) systems provide. Co-developed and managed by TRAFFIC, they combine a comprehensive database of information on wildlife seizures and an electronic mailing list that enables government law enforcement staff from different countries to ask for support and exchange information in real time.

In Europe, more than 1,000 officials – including police, customs officers, prosecutors and CITES managers – in 38 countries use the EU-TWIX system. The database holds information on more than 60,000 wildlife seizures, and officials exchange hundreds of messages through the system each year. This has helped trigger investigations and secure prosecutions, as well as providing vital information for analysing trade dynamics.

AFRICA-TWIX, established in 2016, now has over 100 users from five Central African countries. The information exchanged launched or supported six investigations in 2017–18, including an ongoing investigation of illegal ivory trade from Africa to Asia. We're now working on developing TWIX systems for the Southern Africa region and the East Africa Community.

Central Africa: We continued to support law enforcement activities in important landscapes in Cameroon, Central African Republic and the Republic of the Congo. In the first half of 2018, this led to seizures of 18 illegal firearms, 240 hunting weapons and 328 ivory tusks. Across the three countries, 115 suspected poachers or traffickers were arrested, of whom 69 were convicted and sentenced to up to five years' imprisonment.

India: TRAFFIC facilitated actions that led to the arrest of 116 wildlife offenders and the seizure of a diverse array of wildlife contraband including tiger, leopard, elephant, pangolin and sandalwood specimens.

Indonesia: Two major illegal dealers of Madagascar's critically endangered ploughshare and radiated tortoises were arrested and subsequently convicted – the first known conviction relating to non-native CITES-listed species in Indonesia, thanks to application of the Quarantine Law. No further specimens of these species have been seen in physical markets or at reptile expos since these convictions.

US: Penalties for wildlife traffickers sent a message of zero tolerance, with information from TRAFFIC helping secure several high-profile convictions. In one case, a trafficker convicted of illicit trade in sperm whale, walrus and elephant ivory was sentenced to six months' house arrest and fined US$20,000 – the judge imposed a higher fine than expected, referencing the larger wildlife trafficking crisis and the importance of deterring criminal activity by US traders.

East Africa: In collaboration with the UN Office on Drugs and Crime, we helped train public prosecutors, investigators and the judiciary in Uganda and Tanzania on wildlife crime and prosecution processes. Both countries have updated their training curricula and procedures for handling wildlife crime.

A Malaysia customs officer displays pangolin parts found in cargo en route from Sabah and Sarawak to Hong Kong: effective enforcement action is a key element to curbing wildlife crime.

TRACKING TRADE

We develop and promote systems for tracking and tracing wildlife products in trade, so we can better identify and respond to trafficking and corruption.

THE POWER OF INFORMATION

The more we understand about wildlife trade – which species are being traded, where and by whom – the better we're able to respond to it. TRAFFIC provides a data tool for storing and analysing an ever-growing body of information. From July 2017 to June 2018, 4,549 incidents were added to the system – an increase of 81 per cent from the previous year thanks to improved capacity in regional offices.

The information includes species, locations and persons of interest, and can be used to support intelligence and enforcement actions. Using highly sophisticated analytical software, TRAFFIC's analysts have been able to identify emerging trade trends and hubs, changes in traffickers' modus operandi and other aspects of illicit trade, and to share results with government officials quickly and efficiently.

Sniffer dogs: In India, sniffer dog teams supported by TRAFFIC have uncovered around 200 cases of wildlife crime, from detecting wildlife contraband to sniffing out weapons, poaching and illegal timber felling. In Kenya, WWF and TRAFFIC introduced a new system to improve the effectiveness of sniffer dogs in Mombasa port – a key hub on illegal trade routes from Africa to Asia. WWF also helped bring sniffer dogs to the Masai Mara, where they have already contributed to two seizures of wildlife products.

Colombia: WWF developed a smartphone app that allows tourists to photograph and anonymously report incidents related to illegal trade in critically endangered hawksbill turtles, such as turtle shell handicraft sales. Geolocation data can pinpoint where offences are taking place, helping law enforcement officials to respond.

Elephants: TRAFFIC's analysis of the CITES illegal ivory trade database (ETIS) revealed record quantities of ivory being traded illegally – levels in 2016 were nearly three times higher than in 2007. Global ivory trade remains a critical threat to the survival of Africa's elephants – although the system for monitoring illegal killing of elephants (MIKE) found an incremental decline in elephant poaching for the fifth year in a row.

Tanzania: To clamp down on illegal logging and timber trafficking, TRAFFIC worked with the Tanzania Forest Services to develop a digital system for inspecting timber shipments. Using a handheld device, staff at checkpoints can instantly confirm that shipments have the right permits, improving traceability and reducing the risk of corruption.

Fisheries: Like other wildlife products, trade in high-value seafood can be hard to trace and may contain illegal and unsustainable products. TRAFFIC worked along trade chains to improve trade controls for sharks and rays, South African abalone, and European and other eels. Analysis of the political economy revealed the drivers and complexity behind the illegal trade in abalone, in turn providing the evidence for informed policy responses.

Asia-Pacific: WWF-Australia, in collaboration with the National Oceanic and Atmospheric Administration, is using ground-breaking technology to extract DNA from marine turtle shell products, with support from Royal Cruise Liners. Building a DNA database will help identify hawksbill turtle populations most at risk from the illegal tortoiseshell trade by tracing hawksbill products from sale to source – where they were poached.

PRIVATE SECTOR ACTION

We work with a range of private sector partners and coalitions to enable them to take action against wildlife crime.

TRANSPORT SECTOR TACKLES TRAFFICKERS

Wildlife contraband is transported on airlines, through ports and via courier services, so companies in the transport industry have an important role to play in preventing trafficking.

In the aviation sector, 10 companies took action last year as part of the USAID ROUTES Partnership, led by TRAFFIC. Air France, Airports Council International, Kenya Airways, Malaysian Airlines, Menzies Aviation, Mozambique Airlines (LAM), Qatar Airways, Singapore Airlines, Turkish Airlines and UPS Airlines all took steps to help detect and deter wildlife trafficking, including e-learning and training workshops for staff and displays to raise awareness in airports. Other companies and industry governing bodies, which influence hundreds of airlines, are also working with the ROUTES Partnership.

Logistics companies are also getting more involved in tackling wildlife crime. Last year, we distributed handbooks identifying commonly traded illegal wildlife products to China's top six courier companies (Express Mail Service (EMS), SF-express, ZTO-express, STO-express, YTO-express and Yunda-express) and the Chinese branches of DHL, UPS and FedEx. Taking it a step further, TRAFFIC helped EMS to organise a train-the-trainer workshop on preventing illegal wildlife trade. As a result, over 100,000 courier staff received training.

China: Qyer.com, China's largest travel website with more than 80 million users, partnered with TRAFFIC to raise awareness of China's ivory trade ban. TRAFFIC also worked with China Youth Travel Agency, one of the top five travel agencies in the country, to remind tourists not to bring ivory products back to China.

Instagram: The Coalition to End Wildlife Trafficking Online, convened by TRAFFIC, WWF and IFAW, has teamed up with social media giant Instagram – which has 800 million users worldwide – to raise awareness about illegal online trade of endangered animals. Users will receive an educational pop-up message when they click on or search for hashtags associated with wildlife crime or animal welfare violations.

Botswana: Elephant-themed baskets produced by women in rural communities were exhibited at the Wildlife Conservation Network Expo in San Francisco and are now on sale in Austin, Texas. They were produced as part of the Ecoexist project, which is helping communities who live alongside elephants to market their crafts and develop sustainable businesses.

Water: Sixty per cent of rangers don't have access to clean drinking water while on duty – but we're aiming to change that in partnership with Zero Mass Water. The US company's SOURCE technology uses solar panels to extract moisture from the air and turn it into drinking water, even in the most remote locations. We're testing it at sites in India, Kenya and Cambodia, and hope to then introduce it in other countries.

COMBATTING CORRUPTION

We're working with anti-corruption experts to understand and address the corruption that enables wildlife crime to persist.

FOLLOWING THE MONEY

Wildlife crime generates big profits, and this corrupt money is laundered through financial markets and tax havens. To date, only limited action has been taken to address these illicit financial flows – even though "following the money" can lead to high-level illegal actors, including politically powerful individuals often seen as operating above the law.

But that's set to change with the creation of the United for Wildlife Financial Taskforce, launched by His Royal Highness the Duke of Cambridge and Lord Hague at the London Conference on Illegal Wildlife Trade in October 2018. More than 20 international banks and finance institutions signed a declaration pledging that they "will not knowingly facilitate or tolerate financial flows that are derived from illegal wildlife trade and associated corruption", and committed to train staff and share information on suspicious transactions. TRAFFIC was instrumental in setting up the bank-led initiative, and will continue to support its work.

TRAFFIC is also sharing information on wildlife traffickers with leading risk management organizations in the finance sector, including Thomas Reuters World Check, Dow Jones Risk and Compliance and LexisNexis. Finance institutions, law enforcement agencies and regulatory bodies use these databases to carry out due diligence on new and existing clients to stop money laundering and prevent criminals from acquiring legitimate finance.

USAID grant: A major grant from USAID will enable us to make strides in understanding corruption around wildlife and natural resource management, as well as allowing us to test approaches to reduce it. The consortium – comprising WWF, TRAFFIC, U4 and the Terrorism, Transnational Crime and Corruption Center (TRACCC) at George Mason University – received an initial US$10 million award, with a possible further US$35 million to follow over five years.

Corruption and human rights: WWF continued to engage with the G20 working group on developing and implementing the High Level Principles on Combatting Corruption in Wildlife Trafficking. We were pleased to see the G20 recommend that member states deepen understanding of the links between human rights, corruption and wildlife crime – a theme that we took up at the International Anti-Corruption Conference 2018 in Copenhagen. With the U4 Anti-Corruption Resource Centre, we co-hosted a session, identifying mutually supportive opportunities for integrating human rights-based approaches and anti-corruption efforts in our response to wildlife crime. *Outcomes of this session are available here: bit.ly/2G1opjU*

Caviar: We worked closely with anti-corruption specialists U4 on a groundbreaking investigation into the sturgeon/caviar trade, which revealed multiple examples of corruption by police, customs and other public officials in Russia and Eastern Europe. *Read the report here: bit.ly/2UbrB1v*

> "Corruption is a human rights issue. Whichever form it takes, grand or petty, corruption results in states not fulfilling their human rights obligations and in people not enjoying their rights.

Morten Kjaerum, Director, Raoul Wallenberg Institute of Human Rights and Humanitarian Law, in: *The Nexus between anti-corruption and human rights.* Raoul Wallenberg Institute, Lund 2018.
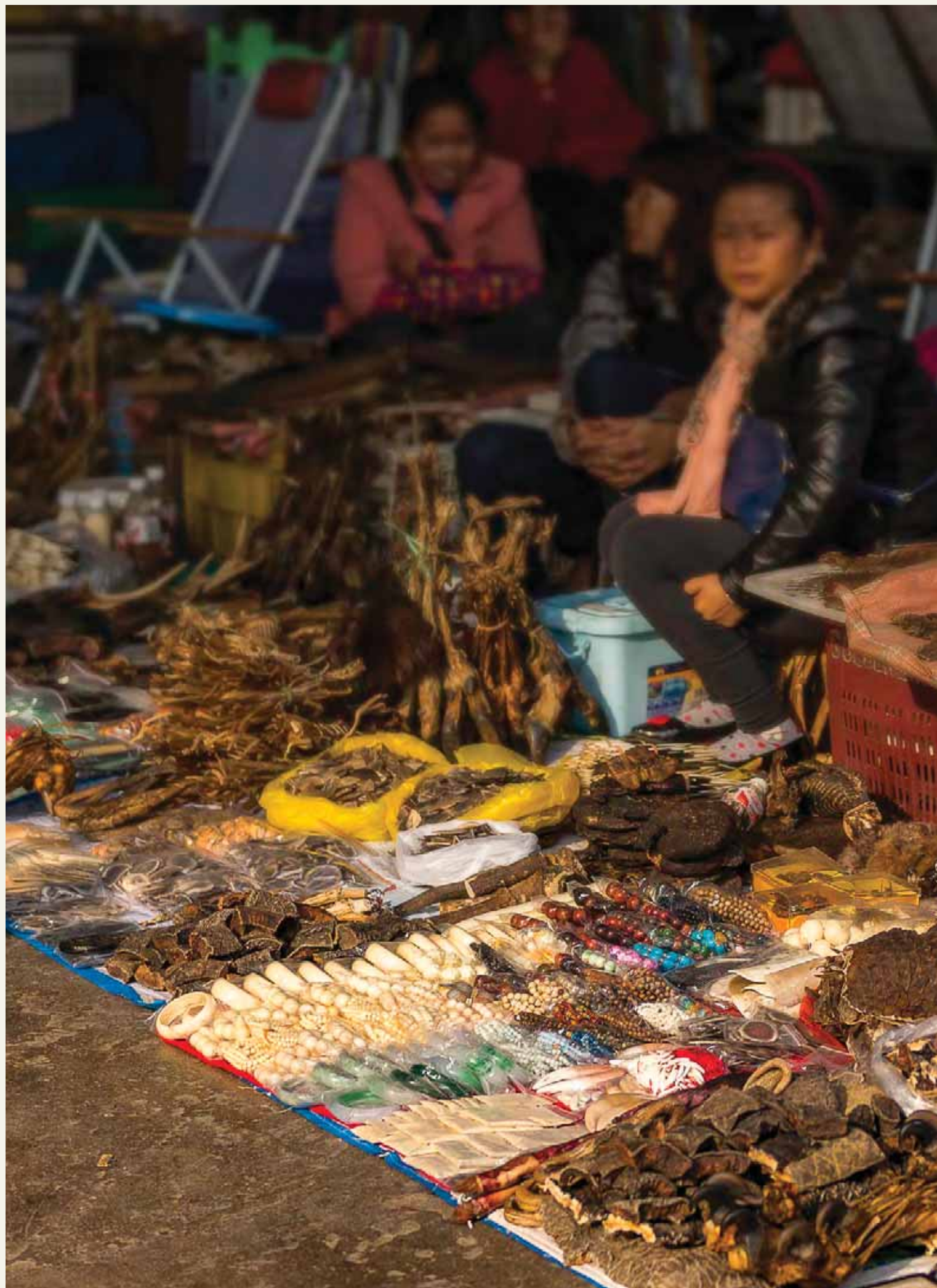
ELIMINATING CONSUMER MARKETS

Driving the illegal wildlife trade are unsustainable demand from consumers and big profits for those who supply them. To protect species in the wild, we also focus on the demand end of the trade chain. We work to shut down the markets where illegal wildlife products are sold, from street stalls to social media. Crucially, we also focus on raising awareness and changing the behaviour of key consumer groups to take the pressure off threatened wildlife.

Photo: Illegal wildlife products openly on sale in the town of Mong La in northern Myanmar, near the Chinese border. Visible items include hornbill casque, elephant skin and ivory and pangolin scales, as well as suspected tiger teeth.

CLOSING DOWN MARKETS

From physical markets to e-commerce sites, we're shutting down opportunities to buy and sell illegal wildlife products.

CLOSING ASIAN IVORY MARKETS

China's ban on ivory sales came into force on 1 January 2018. The end of legal trading in the world's largest ivory market is a momentous opportunity to stop sales of elephant ivory in markets across Asia once and for all, and we're determined to capitalize on it. WWF's "Closing Asia's Elephant Ivory Markets" initiative wants to see ivory markets effectively shut down in China and neighbouring countries by 2022.

Nobody expects ivory trade to disappear overnight. But traders know about the ban, and early surveys by TRAFFIC and WWF-China showed that most legal markets are now closed. However, some cities in western China have seen an increase in stores selling ivory and in the number of pieces on sale, while legal auctions of antiques offer a possible loophole for laundering illegal ivory.

For China's ivory ban to be effective, it is crucial other Asian markets are closed down too. Beyond mainland China, Taiwan has committed to a domestic trade ban by 2020, and Hong Kong by 2021. Singapore and Myanmar are also considering bans, while Lao PDR has stepped up efforts to stop smuggling of illicit ivory into China.

TIGHTENING THE NET AROUND TRAFFICKING ONLINE

The internet is the world's biggest marketplace. It's also notoriously hard to police, making it all too easy for people to buy and sell wildlife products of dubious origin. We're working to change that.

Together with IFAW, we've convened the Coalition to End Wildlife Trafficking Online. Its members include 24 leading e-commerce and social media companies, and we're working with them to tackle wildlife trafficking on their platforms. Our training, research and policy support is already yielding results: for example, eBay removed or blocked over 100,000 advertisements associated with illegal wildlife trade in 2017–18.

In China, we engaged with 11 companies during 2018, including internet giants Baidu, Alibaba and Tencent. Members have committed to strengthen efforts to remove illegal product listings from their sites, and to increase cooperation with government agencies, logistics companies and each other to tackle wildlife crime. They are also raising awareness of wildlife crime among their users: for example, searching for certain keywords related to endangered species on Baidu triggers pop-up warning messages and information on how wildlife trade threatens these species.

In Viet Nam, the coalition engages with seven e-commerce websites and logistics and social marketing companies, while Japan's largest customer-to-customer e-commerce site, Mercari, banned ivory sales in response to a TRAFFIC investigation.

REDUCING DEMAND

As long as people choose to buy illegal wildlife products, poaching will continue. We focus on changing people's behaviour to reduce demand, particularly in key wildlife consumer markets in Asia.

CHANGING CONSUMER BEHAVIOUR IN CHINA

With China's ivory ban coming into force, we've been raising awareness among consumers and investigating how their attitudes are changing. We teamed up with WildAid to run an awareness campaign in China and Hong Kong, with posters and video screens in 15 cities reaching an estimated 235 million people. The campaign included advertising featuring Chinese celebrities Yao Ming and Li Bingbing, and billboards at airports, train stations and border crossings alerting people not to buy ivory. Online messaging included the video "Give a hand to save African elephants," which had more than 17 million views on Weibo and other platforms. Internet giant Baidu also carried special information on China's ivory trade ban on its search engine.

Before the ban came into effect, we commissioned market research company GlobeScan to undertake a major survey of consumer attitudes to help us design effective interventions targeting key groups. This showed that awareness of the ban was very low: just 4 per cent mentioned it unprompted, though 41 per cent said they had heard of it when it was mentioned. In a follow-up survey in 2018, unprompted awareness had risen to 8 per cent. Encouragingly, the proportion of people who thought they might buy ivory in the future dropped from 43 per cent in 2017 to 26 per cent in 2018 – and to just 14% when they were given information about the ban. Insights from the research will help us design evidence-based interventions, particularly focusing on the minority of diehard buyers.

We also launched the "Travel Ivory Free" campaign to engage Chinese outbound travellers – the group with the highest interest in buying ivory – visiting destinations in Southeast Asia that have ivory markets. Groups as diverse as the World Travel and Tourism Council, airlines and the Tourism Authority of Thailand joined the campaign, which used social media marketing, physical events and in-flight announcements. The campaign messages were viewed at least 57 million times and led to 2 million consumers making public pledges to Travel Ivory Free.
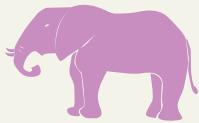
9 OUT OF 10
CHINESE PEOPLE SAID THEY SUPPORT THE IVORY BAN

8 OUT OF 10
SAID IT WILL STOP THEM BUYING IVORY COMPLETELY

Viet Nam: Work with the Chi initiative, which aims to reduce demand for rhino horn among key users, continues to make great strides. In 2014, shortly after the launch of the initiative, 27.5 per cent of the target audience reported having consumed rhino horn at least once in their life. In 2016, this had fallen to 6 per cent. The work continues and TRAFFIC will be surveying consumers again in 2020/1.

Behaviour change: We continued to advance approaches to changing the behaviour of consumers in order to reduce demand for wildlife products, with the Wildlife Consumer Behaviour Change Toolkit (www.changewildlifeconsumers.org) now receiving tens of thousands of visitors. A report that TRAFFIC co-authored for the UK government, released in September 2018, analysed 85 demand reduction initiatives, and recommended ways to make interventions more effective.

DRIVING POLICY INTERVENTIONS

From UN resolutions to national commitments, we've helped push the issue of wildlife crime up the international agenda over the last few years. The global community now recognizes it's more than just a conservation issue: it's also about human rights, security, development and the rule of law. We continue to push for stronger policies and international cooperation to tackle wildlife crime more effectively, and to ensure that governments live up to their commitments and responsibilities.

Photo: Nepal burnt its stockpile of wildlife parts in 2017, demonstrating the nation's commitment to zero tolerance of wildlife crime. Such destruction events prevent leakage of seized items into illegal trade, although their impact on market dynamics is poorly understood.

We're working to create a policy environment that will enable more effective responses to wildlife crime. In particular, we want to see better information sharing among agencies and international cooperation between governments on topics such as anti-corruption, human rights and CITES.

LONDON DECLARATION REAFFIRMS INTERNATIONAL COMMITMENTS

The London Conference in October 2018 was the fourth global conference on illegal wildlife trade and the largest yet, bringing together around 1,300 delegates from more than 70 countries. And the resulting Declaration was an encouraging affirmation of the international community's commitment "to act together to support and build urgent collective action to tackle the illegal wildlife trade as a serious crime carried out by organised criminals, and to close markets for illegally traded wildlife."

The Declaration referenced all of our policy priorities. Governments acknowledged the need to treat wildlife crime as serious organized crime, and promised increased action to strengthen anti-corruption activities and to tackle money laundering and illicit financial flows associated with wildlife trafficking – complementing the work of the United for Wildlife Financial Taskforce, launched at the conference (see page 24). They called for greater international cooperation, and promised more resources for targeted, evidence-based demand reduction efforts. They also emphasized the central importance of local communities, and the need to support sustainable livelihoods for people living alongside wildlife.

Now, of course, the challenge is for governments as well as partners in the private sector to put these commitments into action.

UN: In September 2017, the 193 member states of the United Nations General Assembly adopted a strong new resolution on tackling wildlife trafficking, which reflects many of the issues we raised in discussions with delegates. The resolution includes commitments to strengthen national legislation and enforcement, counter corruption and use new technologies to counter wildlife crime, alongside measures to support sustainable livelihoods and targeted demand reduction efforts. It also, for the first time, highlights illegal timber trade and threats to marine species, including sharks and turtles.

Danube: Romania and Ukraine agreed to synchronize their fishing ban periods for Danube sturgeon as a result of two cross-border cooperation workshops convened by WWF. The improved cooperation will help to prevent poaching and illegal trade.

Africa: WWF and TRAFFIC joined the technical committee supporting the African Union's African Common Strategy on Combating Illegal Exploitation and Illegal Trade in Wild Fauna and Flora in Africa. We also agreed to help implement the East African Commission's Strategy to Combat Poaching, Illegal trade and Trafficking of Wildlife and Wildlife Products.

Anti-corruption policies: We continued to push for greater recognition of the links between corruption, human rights and wildlife crime. As well as highlighting this at the London Conference, we engaged closely with the G20, the World Bank and OECD on their anti-corruption agendas.

ADVOCACY

WWF advocates for specific objectives, like pushing for countries to adopt the Zero Poaching Framework, while together we promote stronger legislation and regulation, and demand greater government accountability and transparency on their countries' international obligations.

CITES SUPPORT FOR PORPOISES ON THE BRINK

The Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) remains the most important international tool for regulating wildlife trade, and we continue to use it to push for action on urgent issues. At the 69th meeting of the CITES Standing Committee, we pushed for a high-level diplomatic effort to end illegal totoaba fishing and trafficking – which is driving the vaquita porpoise towards extinction. Mexico, the US and China ultimately agreed to our proposal.

Demand for its swim bladder on the Chinese black market drives a lucrative illegal trade in totoaba, which is found in Mexico's Gulf of California. The fish itself has become critically endangered through overexploitation and international trade is banned under CITES. Even more urgent, though, is the plight of the vaquita, which is caught as bycatch in the gillnets set for totoaba. Fewer than 20 remain in the wild.

Also on the agenda at CITES was the ongoing illegal trade in timber, ivory and other wildlife in Lao PDR. We offered to support the country to deliver a time-bound plan of action to address these issues; it will face sanctions if it fails to do so. And a year after pangolins became fully protected under CITES, we fought hard – and successfully – to prevent large-scale commercial exports of their scales from the African continent, which would have opened the floodgates for illegal trade.

Sabah, Malaysia: The critically endangered Sunda pangolin was listed as "totally protected", banning hunting, collection or trade. Anyone caught in possession of a totally protected species can face up to five years in prison.

Vienna: A rescue plan for sturgeon, which includes steps to tackle poaching, was launched at a high-level conference in which WWF participated.

Hong Kong: Maximum penalties for serious wildlife crimes were increased to up to 10 years' imprisonment following WWF/TRAFFIC advocacy.

Lao PDR: The prime minister ordered strict action on wildlife law enforcement, a ban on new commercial wildlife farms and prosecution for people found trading prohibited wildlife.

Viet Nam: Penalties for poaching, killing, captive breeding, transporting, trading, storing and consuming illegal wildlife increased to up to 15 years' imprisonment or a maximum fine of VND15 billion (US$660,000).

MONITORING AND RESEARCH

Research and rigorous monitoring underpin everything we do. The results provide evidence that enable us to influence others and insights that help us identify priorities and opportunities. Ongoing monitoring and research also reveals which approaches are working and why, helping us to design more effective interventions.

Photo: A volunteer catches a turtle for tagging in the Solomon Islands. Analysing DNA samples provides insights into which turtle populations are most threatened by illegal trade.
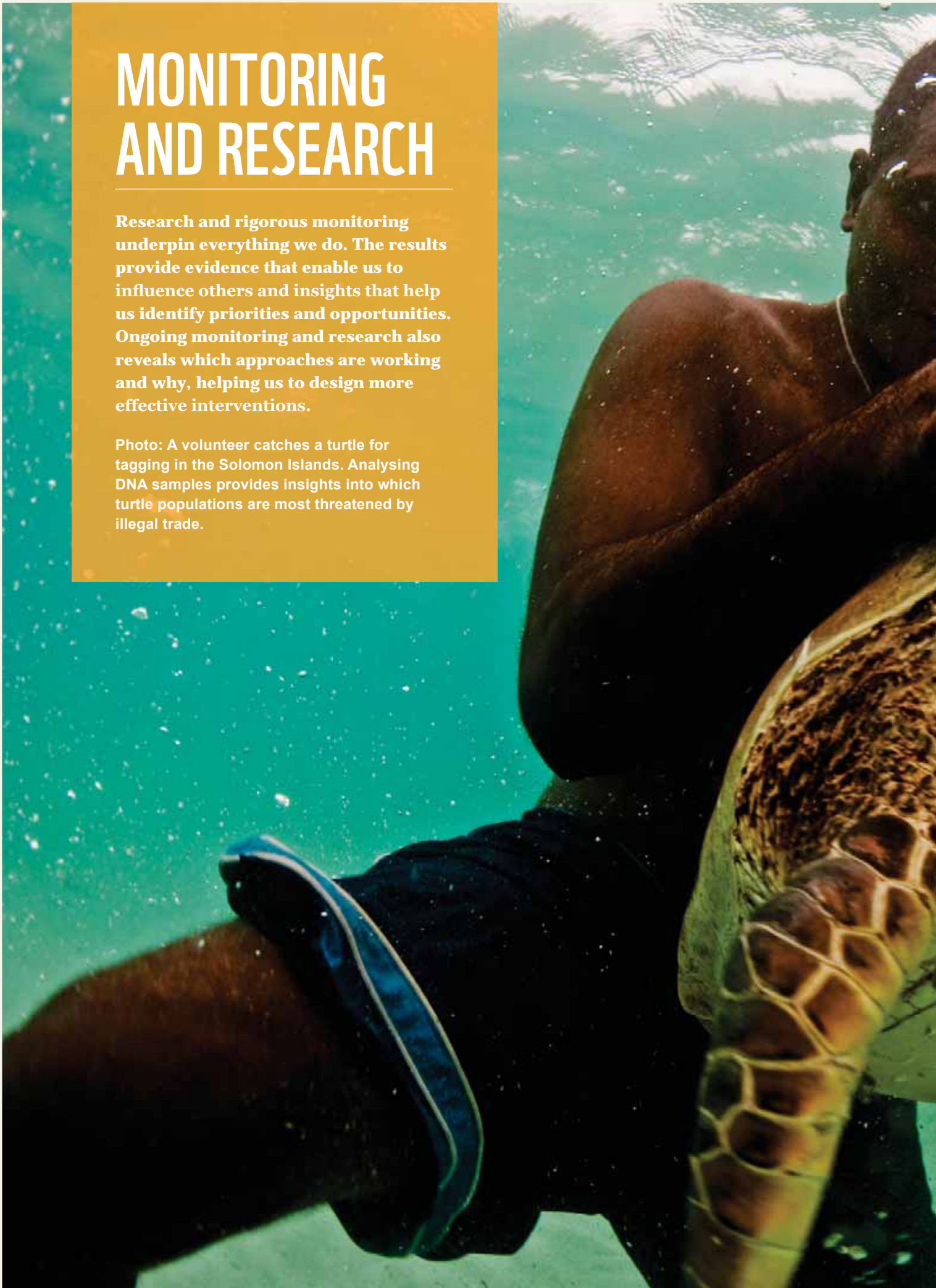
RESEARCH

We carry out research on key topics, from wildlife poaching, trafficking and markets to the political economy and societal influences of wildlife crime, corruption and other drivers, and innovative solutions like new technology.

UNDER THE SHELL OF WILDLIFE TRADE

While rhinos and elephants make the headlines, other species are also threatened by illegal trade. TRAFFIC and WWF's research provides invaluable insights into the dynamics and impacts of wildlife crime as an issue of global concern.

Empty Shells: An assessment of abalone poaching and trade in southern Africa, published by TRAFFIC in September 2018, reveals the shocking scale of the illegal trade in this highly prized sea snail. Poachers have stripped South African coastal waters of nearly 100 million abalone since the turn of the century, mainly to supply consumers in Hong Kong. On average, poachers bag 2,000 tonnes of abalone each year – 20 times the legal take – and the once-abundant population has crashed. The illicit trade is estimated to be worth at least US$60 million a year, and has close links with drugs and gang violence in the Western Cape.

TRAFFIC research also shone a spotlight on the trade in tortoises and freshwater turtles in exotic pet shops and expos in Jakarta, Indonesia. Researchers found 4,985 individuals of 65 species on sale in just seven locations over a four-month period. Nearly half of these were threatened with extinction according to the IUCN Red List of Threatened Species, and included eight non-native species listed under CITES that were likely to be illegally imported.

WILDLABS: Technology is vital in tackling wildlife crime and other conservation issues – but it will be far more effective if everyone involved is able to share information about what they are doing. We're engaging with over 2,200 technologists and conservationists around the world through the online conservation technology network WILDLABS (www.wildlabs.net). TRAFFIC and IFAW moderate a wildlife crime community group on the platform, which aims to forge collaborations and centralize information and views from members who are actively using technologies to accelerate the pace of research and development, funding and appropriate uptake.

East Africa: For the first time, TRAFFIC carried out market and consumer surveys among local communities in Kenya, Tanzania and Uganda and Chinese communities in Kenya and Tanzania. These will help us better understand their consumption patterns so we can design more effective strategies for reducing demand.

Sharks: TRAFFIC supported research into consumer attitudes to shark fin consumption in China, Hong Kong, Singapore and Taiwan, which will be used to help shape behaviour change strategies.

Turtles: A TRAFFIC study looked at the scope and scale of the legal and illegal international trade in marine turtles and its conservation impacts, and identified areas where urgent mitigation efforts are needed.

Japan: A poorly regulated market in Japan enables criminals to procure ivory for illegal export, according to TRAFFIC research. WWF and TRAFFIC have called upon the Japanese government to tighten trade controls and consider banning domestic ivory trade.

MONITORING

Ongoing monitoring – of species populations, poaching rates, seizure rates and market availability – is a key part of our work, as we seek to continually learn, test and adapt in collaboration with others.

MONITORING IVORY MARKETS

As China's ivory ban comes into force, it's vital that we have sound, scientific data to monitor its effectiveness. Before the ban, we published the report *Revisiting China's Ivory Markets* in 2017, which analysed WWF and TRAFFIC surveys of ivory sales in both physical and online markets. This found that the average price and number of items on sale had declined after the ban was announced. Despite this good news, surveys also found illegal ivory available in over 500 stores, demonstrating just how hard it will be to police the ban.

TRAFFIC research in neighbouring Macau also found a decrease in ivory availability compared with three years earlier; it will be important to see how China's domestic ban affects this trend. Meanwhile, spot checks in Bangkok markets didn't find significant quantities of ivory, suggesting that Thailand's national ivory action plan is proving successful. By contrast, surveys in Viet Nam suggest ivory remains widely available.

The effects of Asian ivory markets can be measured thousands of miles away in Central Africa. TRAFFIC's report *Ivory Markets in Central Africa* detailed market surveys in Cameroon, Central African Republic, Republic of the Congo and Gabon in 2007, 2009, 2014/2015. It showed how open trade in local carvings has largely been replaced by underground trade in raw tusks to Asian buyers, and highlighted the growing role of organized crime, poor governance and corruption.

Market monitoring: TRAFFIC continues to monitor critical markets, with examples including ivory, rhino horn and pangolin in Viet Nam; ivory in Nigeria; ivory and seafood in Macau; pangolin in Cameroon; assorted wildlife in Hong Kong; China's border trade with Myanmar and Viet Nam; marine turtles in Asia; and abalone trade from South Africa to Asia. The information gathered from these surveys informs evidence-based policy responses concerning law enforcement, advocacy and demand reduction.

Online monitoring: We've been monitoring online markets in Central, East and Southern Africa, as well as in Europe, the US, Southeast Asia and China. Thousands of adverts that contravene policies and regulations have been taken down, and some have triggered investigations.

Sturgeon: Our DNA analysis of 100 samples of sturgeon meat and caviar found evidence of meat from poached sturgeon and mislabelled caviar.

SMART and species: As well as supporting anti-poaching activities, SMART (see page 12) is being used to monitor species populations and human-wildlife conflict. Following training by WWF and the Norwegian Polar Institute in October 2018, all five polar bear range states agreed to pilot SMART for monitoring polar bear interactions.

Marine turtles: We continued to monitor nesting and analyse DNA in Indonesia, Malaysia, Papua New Guinea, Fiji, New Caledonia, Australia and Solomon Islands to understand trends and pinpoint the populations from which illegally traded turtle products originate.

NATURAL RESOURCES CORRUPTION

Timber and marine / freshwater species are often not considered within the wildlife crime discourse. And yet harvest and trade in these commodities share many traits with "wildlife crime". The USAID-funded Targeting Natural Resource Corruption project offers an opportunity to deepen understanding of factors that facilitate illegality and identify potential interventions that might be shared across these sectors. The TNRC project is implemented by a consortium led by WWF with partners including TRAFFIC, the U4 Anti-Corruption Resource Centre at the Chr. Michelsen Institute and the Terrorism, Transnational Crime and Corruption Centre (TraCCC) at George Mason University.

WILDLIFE CRIME INITIATIVE

PROTECTING WILDLIFE POPULATIONS

ELIMINATING CONSUMER MARKETS

STRENGTHENING ENFORCEMENT AND COMPLIANCE

DRIVING POLICY INTERVENTIONS

MONITORING AND RESEARCH

100% RECYCLED

WWF

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

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