



WORKING  
TOGETHER TO  
COMBAT ILLEGAL  
AND UNSUSTAINABLE  
WILDLIFE  
TRADE

**TRAFFIC**  
the wildlife trade monitoring network

# BIG WINS IN THE WAR AGAINST WILDLIFE CRIME

WWF/TRAFFIC Wildlife Trade Campaign Report  
Summary 2012-2013

## **WWF**

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 humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

## **TRAFFIC**

TRAFFIC is the world's largest wildlife trade monitoring network. It has an enviable reputation as a reliable and impartial organization – a leader in the field of conservation as it relates to wildlife trade. TRAFFIC, which was established in 1976, has developed into a global research-driven and action-oriented network, committed to delivering innovative and practical conservation solutions to address illegal wildlife trade based on the best available information. TRAFFIC is a strategic alliance of WWF and IUCN (the International Union for the Conservation of Nature), and draws on the expertise and resources within both organizations to help deliver effective conservation action.

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# INTRODUCTION

## The global impact of the illegal wildlife trade

Illicit wildlife trafficking fuels political and economic instability, hinders development, disrupts and destroys traditional ways of life, and means many can no longer sustain themselves in their homelands. The resulting conflicts can trigger an avalanche of national, regional and international problems.

**US\$19  
BILLION  
A 2012 WWF  
REPORT STATED  
THAT THE  
ILLCIT TRADE  
IN WILDLIFE  
IS NOW A  
US\$19 BILLION  
CRIMINAL  
ENTERPRISE**



It is difficult to imagine or accurately assess the full international environmental, social and economic impact of the worldwide illegal trade in plants and animals. A 2012 WWF report stated that the illicit trade in wildlife, including timber and fish, is now a US\$19 billion criminal enterprise.

The damage this does to the fabric of international society is as wide ranging and complex as the trade itself. Wildlife is vital to the lives of a high proportion of the world's population, often the poorest.

The way in which the criminal syndicates operate amplifies the problems they cause. To maximize their profits, poaching networks behave in the least sustainable and most socially, economically and environmentally damaging ways, exacting a huge cost on local societies. The heavily armed gangs attack law enforcement agents, murder civilians, and engage in a wide range of other criminal activities.

Sabri Zain, Director of Policy for TRAFFIC, explained: "Wildlife crime now is not some impoverished farmer with a rusty shotgun shooting rhinos and elephants. It is highly organized gangs with automatic weapons, GPS systems, and the best transport. They are usually better equipped than the enforcement agencies, and have trade links that stretch out to criminal organizations across the globe."

These networks of theft and destruction are denying some of the poorest nations on Earth the right to protect their natural resources, to choose how they may be best used, and to determine how best to distribute the benefits they provide. The vast majority of the proceeds from these crimes go untraced and can be used to fuel other criminal or terrorist activities, either in-country or elsewhere. There are now established links between the illegal wildlife trade and other forms of organized crime, and suggestions that it provides funds and arms to groups like Joseph Kony's Lord's Resistance Army, Darfur's Janjaweed and Somalia's al-Shabab.

"Today wildlife crime has become a serious threat to the sovereignty and the stability of some of our countries," said Gabon President Ali Bongo Ondima. "More and more of the profits are used to finance civil conflicts and terrorist-related activities. Furthermore, illicit wildlife trafficking is often linked to other forms of illegal trafficking and to money laundering. Over and over again, all across Africa, we have seen poachers move into peaceful regions blessed with rich natural assets, initiating a spiral of criminality and suffering that ends in civil war."

While US Secretary of State, Hillary Clinton said: "Trafficking relies on porous borders, corrupt officials, and strong networks of organized crime, all of which undermine our mutual security... Local leaders are telling their national leaders that they can lose control of large swaths of territory to these criminal gangs. Where criminal gangs can come and go at their total discretion, we know that begins to provide safe havens for other sorts of threats to people and governments."

Charles, the Prince of Wales, has echoed these sentiments: "It is particularly important at this crucial time to recognize that illegal trade in wildlife is a serious crime that is not only decimating critically endangered species, but is also a pervasive instrument in destabilizing economic and political security." It is vital that this is stopped.



# THE CHALLENGE

The illegal wildlife trade is perhaps the last form of global organized crime to be addressed seriously by national and international authorities, and instead has been treated mostly as a specialist niche within conservation work.

As a diverse and well-hidden illegal trade based on complex international networks, its scope, scale and impact has been massively underestimated.

The greatest challenge for work to combat illegal wildlife trade is not just to bring this to the attention of some of the most powerful and influential people in the world, but to convince them to build the coordinated national and international response required. This response needs to bring together agencies for the environment, police, justice, defence and foreign affairs to focus on this issue as never before. It also requires close co-operation between countries all along the trade chain, from the source, through transit, and to the ultimate consumer. Its success relies on securing the political will to allocate the resources needed to dramatically improve wildlife law enforcement and coordination within and across multiple countries around the world.



© WWF-Canon / James Morgan

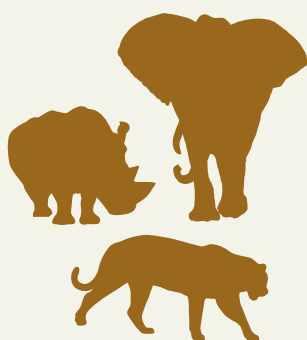
One of 16 tiger cubs discovered by authorities in a vehicle trying to cross from Thailand to Laos.

# OUR APPROACH

In response to this challenge, to evidence of increasing poaching of elephants, rhinos and tigers, and a spike in the level of criminal organization in wildlife crime, WWF and TRAFFIC launched a global campaign to mobilize action. The goal was to secure recognition from the highest level of governments across many sectors, including justice, interior and defence, that wildlife crime is a serious crime and should be treated as such.

*“This was possibly one of the first times in recent years that WWF was prepared to be so vocal in so many media outlets with a single message. We covered traditional print media, social media online sources and more. The saturation value and the focus of what we were able to achieve was unprecedented in the recent past for WWF.”*

Elisabeth McLellan,  
WWF co-leader of the Illegal  
Wildlife Trade Campaign



Specifically, the campaign aimed to ensure that by July 2013:

- heads of state in priority source and demand countries (Central Africa, China, Thailand and Viet Nam) make public declarations of action on improved enforcement, better prosecution rates, demand reduction, and critical legislative reform
- influential governments state their own commitments to treating illegal wildlife trade as a serious crime and hold other governments accountable for implementing the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES)

Direct and sustained advocacy with key governments and global institutions was undertaken throughout the campaign, particularly at high levels and with sectors beyond environment ministries. WWF and TRAFFIC offices in Central Africa, Thailand, Viet Nam and China played a crucial role in shaping and implementing the campaign in their countries. Many offices in other regions, such as in East and Southern Africa, South Africa, Europe, the US, the United Arab Emirates, Japan and many more pushed the campaign's core messages and secured their own national achievements to make wildlife crime a serious crime.

The campaign also engaged key influencers and decision-makers most influential with the governments the campaign was designed to reach, to foster them as champions on the issue. New, non-traditional partnerships were established and the work of fellow conservation organizations helped amplify the core message that wildlife crime is serious and must be addressed.

The campaign made extensive use of communications through traditional and digital media to echo the campaign call to action through an expanding network of supporters, online activists and sympathisers. Perhaps for the first time, WWF was able to fully leverage its large online and social media presence, as well as partnerships with organizations like Avaaz, around a single issue.

Elisabeth McLellan, WWF co-leader of the Illegal Wildlife Trade Campaign, said: “This was possibly one of the first times in recent years that WWF was prepared to be so vocal in so many media outlets with a single message. We covered traditional print media, social media online sources and more. The saturation value and the focus of what we were able to achieve was unprecedented in the recent past for WWF.”

This combined approach supported governments and authorities making positive change, and highlighted problems where ongoing changes were needed. It included tactical use of the differing roles of WWF and TRAFFIC, so that they could work independently or jointly as appropriate.



© WWF-Canon / James Morgan

In June 2012, the president of Gabon burnt the country's ivory stockpile and made a firm commitment to stamping out illegal wildlife trade. We're seeking similar high-level commitments from other countries where wildlife crime is a problem.



# COMMUNICATIONS: REACHING HUNDREDS OF MILLIONS

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In order to maximize impact and reach hundreds of millions, WWF's campaign used a mix of traditional and digital communication channels to echo the campaign call to action, leveraging its large online and social media presence.

PHOTOGRAPHS  
OF THE BURNING  
IVORY IN GABON  
ACHIEVED  
MORE REACH  
THAN ANY  
PHOTOGRAPHS  
IN WWF'S 50-  
YEAR HISTORY



**Billboards** discouraging consumption of illegal wildlife products were displayed in transport hubs in China, Viet Nam and the US.

**The short documentary** on the slaughter of elephants in Cameroon was viewed by more than 35,000 people and is embedded into the website of the New York Times.

**The campaign's UN mission briefing** was covered by more than 400 news outlets in at least 20 countries, including CNN.

**The WWF/TRAFFIC/EIA** 'Wildlife crime is a serious crime' video gained 225,000 Facebook impressions.

**The campaign's petition** to ban the ivory trade in Thailand secured 1.6 million signatures.

**At the 16th Conference of the Parties** to CITES in Thailand, WWF's traditional media coverage doubled that of all the other conservation organizations combined. This resulted in about 3,000 articles around the world, including two half hour specials on Al Jazeera.

**During the campaign period**, WWF/TRAFFIC stories on wildlife crime were reported in at least 87 countries and 22 languages. Traditional media references to wildlife crime increased by nearly 40 per cent from the previous year, to approximately 15,000 articles. The campaign secured top tier media coverage from The Economist, The New York Times/IHT, Al Jazeera, BBC and CNN, among others.

**Online**, visits to the WWF international campaign hub page exceeded 120,000 during the campaign year. The online campaign newsroom on panda.org was populated with 100 print stories in addition to exclusive photos and videos from across the trade chain. A campaign blog with contributions from both WWF and TRAFFIC staff as well as external figures such as from Interpol also proved popular.

**TRAFFIC's** specialist wildlife trade website received more than 208,000 individual visitors from 215 countries / territories during the campaign period, who between them viewed close to 600,000 web pages.

**On Twitter**, the campaign's hashtag #killthetrade was used in over 110,000 tweets, and continues to be used by many. WWF globally increased Twitter followership by nearly a third over the campaign period. Similarly, our Facebook engagement reached some of the highest ever levels and WWF's online supporter base grew by almost 40 per cent worldwide. Specific events with partners increased outreach even further – WWF and TRAFFIC staff participated in a campaign 'Twitterstorm' hosted by the UK government, with preliminary reports indicating that a potential 40 million Twitter accounts were reached.

**And the Rhino Raid** game app has been played almost three million times and downloaded to over a quarter of a million devices since it was launched in April 2013.

# TIMELINE OF KEY ACTIVITIES

FEBRUARY  
2012

- WWF calls for global action against poaching and trafficking after the slaughter of 300 elephants in Cameroon shocks the world

© WWF-Canon / James Morgan



JUNE  
2012

- Central African countries sign a landmark regional plan to strengthen law enforcement and criminal justice measures for wildlife crime
- TRAFFIC and WWF help persuade 15 large Chinese e-commerce companies to adopt zero tolerance policy for illegal wildlife products
- After a WWF/TRAFFIC audit, Gabon burns its entire ivory stockpile, as a bold signal that wildlife crime won't be tolerated

JULY  
2012

- WWF's *Wildlife Crime Scorecard* names the countries failing to curb illegal trade in elephant ivory, rhino horn and tiger parts



AUGUST  
2012

- TRAFFIC's report on *The South Africa-Viet Nam Rhino Horn Trade Nexus* investigates tactics used by the criminal tiger syndicates

SEPTEMBER  
2012

- Leaders gathered for Asia-Pacific Economic Cooperation meeting commit to strengthen efforts to combat the illegal trade in wildlife
- On World Rhino Day, Viet Nam acknowledges the severity of the rhino horn trade and agrees to boost enforcement and consumer awareness
- Interfaith African religious leaders partner with WWF to call for end of illegal wildlife trade
- World leaders call wildlife crime "a threat to rule of law" during United Nations General Assembly

MARCH  
2013

- In front of representatives from 179 countries, the Thai prime minister pledges to end ivory trade in the country
- At CITES, consumer country Viet Nam and transit point Mozambique are given timelines to clean up their acts regarding rhino trade, or face the possibility of sanctions
- Ivory trafficking countries are put on notice by CITES to make plans for action and implement them according to specific deadlines as the threat of sanctions looms
- Thai Buddhist leaders join WWF to call for their congregations and other temples to reject the use and trade of ivory

Handicrafts & ranger: © WWF-Canon / James Morgan, Elephant: © Martin Harvey / WWF-Canon



APRIL  
2013

- The United Nations Crime Commission calls wildlife smuggling a serious crime and calls for penalties of four or more years

MAY  
2013

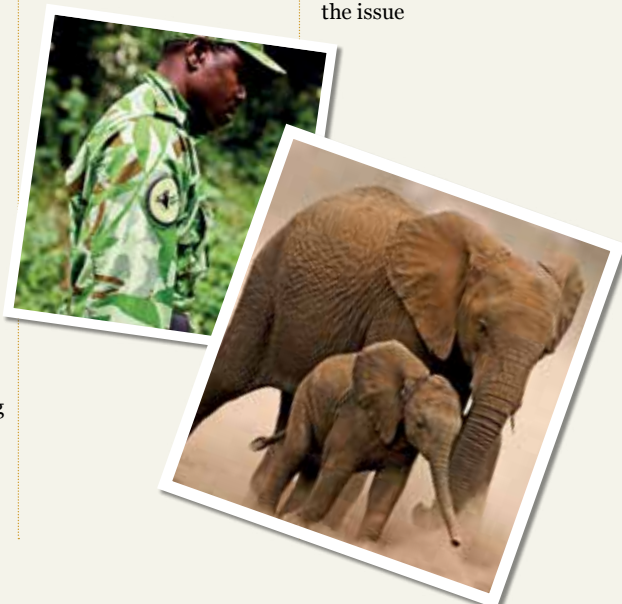
- UK Princes Charles and William express deep concern over wildlife crime, while hosting a special event on the issue involving governments from across the world
- UN Secretary-General Ban Ki-moon calls poaching and trafficking "a grave menace to peace and security" in a report to Security Council
- The president of the African Development Bank joins WWF and Gabon's president to launch *The Marrakech Declaration*, a ten-step action plan for combating wildlife crime

JUNE  
2013

- G8 country heads of state/government commit to fight against illegal wildlife trafficking during the G8 Summit

JULY  
2013

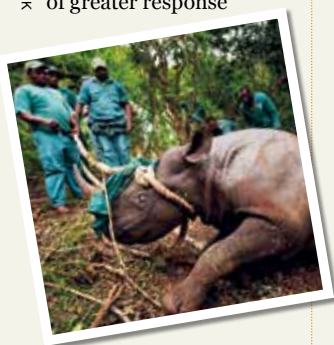
- US President Barack Obama announces US\$10 million in support for anti-trafficking efforts during Africa visit, and the establishment of a presidential task force on the issue





## OCTOBER 2012

- Parties to UN Convention against Transnational Organized Crime adopt a resolution recognizing illicit wildlife trafficking as a new form of transnational organized crime in need of greater response



© Brent Stilton / Getty Images / WWF-UK

## NOVEMBER 2012

- US Secretary of State Hillary Clinton hosts an event on wildlife crime, emphasising the serious nature of the crime beyond wildlife, and its importance as a major foreign policy and security issue
- Cameroon sends special forces to guard its border from a foreign poaching incursion

## DECEMBER 2012

- South Africa and Viet Nam, the main source country and demand country for illegal rhino horn trade, sign a new agreement to tackle the crime
- Germany and Gabon invite UN missions in New York to discuss findings of WWF's report *Fighting Illicit Wildlife Tracking – A consultation with governments*
- Google donates US\$5 million to WWF for the adaptation of state-of-the-art technologies to combat illegal wildlife trade

## JANUARY 2013

- WWF launches a global petition asking Thailand to ban all ivory trade



© WWF-Thailand

## FEBRUARY 2013

- WWF calls for CITES trade sanctions to be considered for the worst offenders in the illicit ivory trade

*Left: Stuart Chapman, Representative WWF-Greater Mekong, Thai Prime Minister Yingluck Shinawatra*

## SEPTEMBER 2013

- Heads of state and ministers come together with Gabon, Germany and WWF during the UN General Assembly to highlight illicit wildlife trafficking as a major threat to peace and security, the rule of law and global development, and to call for further action by the UN
- The Clinton Global Initiative joins WWF and other organizations to launch a global commitment to action to save Africa's elephants, and brings together African heads of state to commit to ivory trade moratoria
- UK Prince William launches the United for Wildlife, collaboration of seven NGOs, including WWF, which will in the first instance focus on tackling illegal wildlife trade

## NOVEMBER 2013

- US follows Gabon's lead and publicly destroys six tons of ivory
- Heads of state gathered at the Commonwealth Heads of Government Meeting commit "to take urgent and decisive action" on wildlife crime

## DECEMBER 2013

- The Africa France Summit for Peace and Security in Africa highlights that wildlife poachers and traffickers are a threat to peace and security in Africa and worldwide, and gathers nine heads of state/government from Africa with France's president to discuss action needed
- Governments gathered at the African Elephant Summit hosted by the president of Botswana and IUCN agreed to a set of urgent measures to combat African elephant poaching and trade
- The UK government announces UK£10 million to end international wildlife crime

## JANUARY 2014

- China destroys over six tons of seized ivory
- The UN Security Council for the first time opens the possibility of sanctioning wildlife traffickers in DRC and CAR

Note: The above list is not an exhaustive list of all the developments regarding illegal wildlife trade, but a selection of highlights in which the WWF/TRAFFIC illegal wildlife trade campaign was most involved.

**"YOU KEEP CHUGGING AWAY AND NOTHING SEEMS TO BE HAPPENING, THEN A FEW 'TRIGGER POINT' MOMENTS OCCUR WHICH CREATE THE MOMENTUM. WE WERE THEN ABLE TO CAPITALISE ON THAT."**

**WENDY ELLIOTT**  
WWF CO-LEADER OF THE ILLEGAL  
WILDLIFE TRADE CAMPAIGN

# CREATING THE CHANGE

WWF and TRAFFIC's campaign radically changed the perception of illegal wildlife trade among both key policy makers and ordinary people worldwide.

## ACTION AT UN HEADS OF STATE AND FOREIGN MINISTERS CALLED FOR ACTION AT THE UN GENERAL ASSEMBLY

As a measure of its success, two heads of state in target countries made public declarations of action during the campaign period. While burning the country's ivory stockpile, Gabon President Ali Bongo pledged zero tolerance to illegal wildlife trade, starting with strengthening the judicial capacity of the country to deal with these cases. Additionally, the Prime Minister of Thailand Yingluck Shinawatra pledged to end all ivory trade in Thailand in response to WWF's global petition and joint WWF-TRAFFIC advocacy efforts.

As well as these major commitments, the campaign secured recognition by global leaders and international bodies, including the UN Crime Commission and CITES, that wildlife crime is serious organized crime. The commission promoted the need for governments to treat it as a serious crime with penalties of four years or more in prison, and a statement from the high level segment of the CITES conference stressed that wildlife crime demanded a response equivalent to that afforded to other transnational organized crimes such as the trafficking of narcotics, humans or arms.

In addition, high level fora not associated with the environment began prioritizing wildlife crime, and making commitments to address it. The leaders meetings of financial-oriented fora such as the G8 and the Asia Pacific Economic Cooperation committed to tackle wildlife crime, and UN Secretary-General Ban Ki-moon and the majority of UN Security Council members recognized the threat that illegal wildlife trade poses to international security, particularly in Central Africa. In a significant warning that wildlife crime also threatens economies, African Development Bank President Donald Kaberuka joined WWF and President Ali Bongo of Gabon to launch *The Marrakech Declaration*, an action plan to combat illegal wildlife trade, at an African Development Bank annual meeting.

During the most important meeting of the year in international politics, the opening of the UN General Assembly, heads of state and foreign ministers came together with WWF to highlight illicit wildlife trafficking as a major foreign policy issue, and to call for further action by the UN, such as the establishment of a UN special representative on wildlife crime.

Additionally, the Africa-France Summit for Peace and Security in Africa brought together French President Jacques Hollande and African heads of state from across the continent to highlight that poaching and wildlife trafficking are a threat to peace and security in Africa and worldwide.

At the national level, two consecutive presidents of Kenya, the president of South Africa and the president of Botswana all made public calls for more action. High-level collaborative wildlife crime 'task forces' or similar were developed in the US, Germany and the UK, started in Gabon, and committed to in Kenya. US President Barack Obama established a Presidential Task Force on Wildlife Trafficking and committed US\$10 million of new funding to Africa. WWF-US CEO Carter Roberts now sits on the task force. The UK government followed up with a UK£10 million commitment to fighting illegal wildlife trade.

Supportive statements and commitments from religious leaders of multiple faiths in Africa and Asia greatly helped magnify our message. Zain says: "This level of high level interest was unheard of a few years ago, and it is still going on. The message has certainly reached well beyond the usual suspects that we were working with a few years ago."

## IN FOCUS ALL EYES ON THAILAND

The climax of the campaign was orchestrated to coincide with the 16th Conference of the Parties to the CITES convention held in Bangkok in March 2013. With Thailand playing host, WWF-Thailand worked hard behind the scenes to secure government support for a ban on the ivory trade there, which had formed a pivotal staging post for the illegal trade across the region and beyond.

As Thai Prime Minister Yingluck Shinawatra considered her options, WWF launched an online petition that was translated into 15 languages and eventually secured 1.6 million signatures, with the support of Avaaz and the Leonardo DiCaprio Foundation. This was handed directly to the prime minister in February 2013 in time for the CITES opening ceremony, with the total already at over 500,000 signatures from over 200 countries and territories, including 32,000 signatures from the Thai public. WWF offices around the world also held events to submit the petitions from their countries to their local Thai ambassadors.

The breakthrough came at the opening ceremony, when Prime Minister Shinawatra announced new steps to end Thailand's ivory trade. "No one cares more about elephants than the Thai people," she affirmed that day with her public declaration of action.



© WWF-Thailand

Thai Prime Minister Yingluck Shinawatra takes questions from reporters on the handover of WWF's petition to ban the Thai ivory trade.



## OTHER CAMPAIGN ACHIEVEMENTS AT CITES

- The countries most implicated in the illegal ivory trade were required to develop and implement action plans to combat the issue, with the risk of sanctions if specific deadlines were not met.
- Related to rhino horn trade, governments focused on Mozambique and Viet Nam, the most implicated countries for transit and consumption, respectively. Viet Nam was required to implement a strategy to reduce demand and ensure stronger prosecution, while Mozambique must adopt and enforce legislation to curtail trafficking. Both countries were put at risk of sanctions if these actions were not undertaken.
- CITES participating governments voted for the creation of an Ivory Enforcement Task Force, as well as better DNA-based forensic techniques to identify the origin of confiscated ivory in a bid to help curb the illegal ivory trade.
- New TRAFFIC research released during the conference revealed the need for tiger countries to report on trade routes and progress on field-level protection mechanisms. WWF and TRAFFIC used the campaign to continue to hold range states to their commitments to the Global Tiger Recovery Program (GTRP) and urged them to develop a harmonized process for reporting to the GTRP.



© Martin Harvey / WWF-Canon

Illegal trade is a critical issue for species, and for society. The continued rise in rhino poaching figures indicates that programmes that were effective in the past are no longer enough – which is where our campaign comes in.

# IMPACT ACROSS THE TRADE CHAIN

All this attention has already translated into real action on the ground.

2,500  
CAMEROON  
COMMITTED  
TO RECRUITING  
2,500  
ADDITIONAL  
ECOGUARDS  
BY 2017



The international media and political momentum mobilized around the elephant slaughter in northern Cameroon in early 2012 by foreign poachers led Cameroon to commit to recruiting 2,500 additional ecoguards over the following five years. When poaching groups appeared to be entering the country a second

time, the government mobilized an elite military force of 600 troops to secure its borders and prevent poacher incursion.

Indications of tougher sentencing stances included a South African rhino horn smuggler sentenced to a jail term of 40 years for his role in an orchestrated poaching crime syndicate, Japan moving to set prison sentences for wildlife crimes at up to five years, and Kenya changing legislation to make trafficking of endangered species punishable by up to life imprisonment.

Meanwhile on the demand side, 24 leading China-based e-commerce companies committed to a zero tolerance policy on the sale of illegal wildlife products through their sites. Monthly monitoring revealed that adverts for tiger products on these sites dropped by two thirds, ivory halved, rhino products were reduced by three quarters and marine turtle products by a third from July to December 2012. Trade went down by a further 83 per cent aggregated across these products between December 2012 and June 2013.

In Viet Nam, 65 million mobile phone subscribers are receiving SMS text messages asking them to say no to rhino horn. And our South African Rhino Raid game has been downloaded over 500,000 times; mostly from Asia where demand for rhino horn is highest.

## IN FOCUS SETTING A GLOBAL AGENDA

A cornerstone of the campaign was a comprehensive report produced by WWF International with global development consultants Dalberg entitled *Fighting Illicit Wildlife Tracking - A consultation with governments*. Based on extensive interviews, the report summarized the views of a number of governments and international organizations on illicit wildlife trafficking. It provided key insights into the global nature of the trade, as well as the international drivers, national circumstances, and local conditions that fuel it.

The participants included senior officials from source and demand countries across Africa, Asia, Europe and America, specifically: Central African Republic, Cameroon, China, the Democratic Republic of Congo, Germany, Indonesia, Italy, Japan, Kenya, Malaysia, Thailand, United Kingdom and United States. They also included representatives of international organizations including CITES, the European Commission, Interpol, the Lusaka Agreement Taskforce, the United Nations Office on Drugs and Crime, and the World Customs Organization.

Elliott said: "It provided a platform for governments to speak to governments on why the issue is serious and needs to be addressed, so it wasn't an NGO pushing a certain point of view, it was us framing a debate. It was a key tool that got the issue on different agendas in a useful way."



© naturepi.com / Andy Rouse / WWF-Canon

Elephant poaching in Africa has soared and intensified in recent years. This is largely due to an increasing demand for ivory in Asia, especially China.



# THE NEXT PHASE

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**We must keep up the momentum and capitalize on the change the campaign achieved**

To advance the success of the campaign, WWF and TRAFFIC are developing a joint Wildlife Crime Programme. The campaign has given us the capability and the credibility to make rapid progress towards minimizing, and ultimately ending, large-scale illegal wildlife trade worldwide as concerted programmatic work continues.

*“As we transition from campaign to programme we must translate all the huge high-level successes over the past year into some concrete action on the ground. This includes more equipment for law enforcement agencies, and well-researched demand reduction campaigns in Thailand, China and Viet Nam. We can’t lose the momentum; we have to keep up the high level pressure and influence.”*

Sabri Zain  
Director of Policy  
for TRAFFIC

McLellan says: “We have to stop the poaching at the source, by bolstering traditional anti-poaching patrol work. We must stop the trafficking by making sure that we disrupt the trade chains. And we have to stop the buying - by understanding the consumers’ motivation to buy and addressing and reducing demand in a highly targeted way in the key countries.”

The programme will build on the strengthened partnership between WWF and TRAFFIC and their enhanced working relationships with key government sectors, international partners and other non-government organizations. Furthermore, it will be able to capitalize on global media that are now more open to stories on this subject, and the social mobilization that has occurred on the topic.

Zain says: “As we transition from campaign to programme we must translate all the huge high-level successes over the past year into some concrete action on the ground. This includes more equipment for law enforcement agencies, and well-researched demand reduction campaigns in Thailand, China and Viet Nam. We can’t lose the momentum; we have to keep up the high level pressure and influence.”

Elliott is cautiously optimistic that the poaching trend can eventually be reversed.

“If we really combine forces and get a global message out it can make a difference in ways that we could never have conceived at the beginning of this process,” she says. “We are stronger together. But in some ways the campaign that creates all the momentum is almost the easy bit. Translating that into real action is more challenging. The international community and civil society needs to maintain pressure to ensure that commitments are translated into action where it really counts. Then we will really see where the successes are.”

WWF and TRAFFIC would like to thank all the organizations, governments, media, public and donors who helped change the global context so that wildlife crime is recognized as a serious crime and will be treated as such.

100%  
RECYCLED



# The war against wildlife crime

1.6 MILLION

The campaign's petition  
to ban ivory trade in Thailand  
secured 1.6 million signatures

2,500

Cameroon  
committed to  
recruiting 2,500  
additional ecoguards  
by 2017



UK£10 MILLION

The UK government announced  
UK£10 million to end international  
wildlife crime

24

24 leading China-based  
e-commerce companies  
committed to a zero  
tolerance policy on the  
sale of illegal wildlife  
products



#### 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)