International wildlife trafficking: solutions to a global crisis

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SESSION I: STOPPING TRAFFICKING IN SOURCE COUNTRIES

9.40 What are the challenges to effectively combatting wildlife crime in source countries?

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What are the tools available to us as conservationists to effectively stop wildlife crime; what is working, what is not and where we can most cost-effectively apply our efforts?

1 – Key players, in Africa, in the rhino horn/ivory trade:

- **The gunman** – finds and kills animal – very high personal risk – for 10–15% of end value
- **The broker** – manages logistics of moving product in-country – at limited personal risk – for 5–10% of end value
- **The exporter** – moves product across International borders – at minimal personal risk – for 60–70% of end value

Currently, brokers and exporters work to an insatiable market and they direct the crime with the broker sourcing the gunman. A gunman is purely a common criminal-turned-poacher; essentially a victim of a process driven from outside Africa.

2 – Tools available to law enforcement agencies:

- **The gunman** – anti-poaching units, modern technology including thermal-imagery, night vision, drones, essentially well-trained, equipped and motivated field teams supported by the analytical capacity to work with intelligence led operations.
- **The broker** – proactive intelligence-led policing
- **The exporter** – proactive intelligence-led policing

What is working and what’s not?

In Kenya, field anti-poaching units work well and are effective. The Government promotes national, private and community-based anti-poaching approaches through a National Police Reserve status, which helps contain the poaching.

The newest and most effective facet of wildlife protection is intelligence-led policing. While still relatively new, this aspect has already significantly changed the playing field.
Poachers, brokers and exporters are no longer shadowy entities; they—and their activities—are known.

Through monitoring, networks of brokers and exporters can be disbanded. Kenya’s new wildlife laws proscribing life imprisonment or a fine of 150,000 pounds for the killing of an endangered species will prove a significant deterrent.

Without dedicated political will, money and leadership, field anti-poaching—already a vulnerable and fickle part of the process—can easily fail, with the gains of many years being lost in a few short months, a situation seen repeatedly across Africa.

Experienced brokers and exporters know exactly how to avoid being arrested with adequate evidence for a conviction. Securing sufficient evidence to incriminate those behind the illegal trade is a major challenge facing law enforcement agencies.

Conclusion: Without the market value of rhino horn and ivory, these animals are not under threat; there are plenty of suitable habitats available. Attacking the problem in the source countries will not win the battle and can only slow the killing. The only lasting solution lies in changing the user countries’ need for these products whilst in the short term investing in law enforcement and the community’s hosting wildlife.

1. SECURING WILDLIFE STRONGHOLDS
   (Chair: Samson Parashina, Maasai Wilderness Conservation Trust)

10.00 Wildlife crime control in Bardia National Park: a success story from Nepal

Megh Pandey, Director General, Department of National Parks and Wildlife Conservation, Government of Nepal

Bardia National Park (BNP) is the largest National Park of the Terai Arc Landscape of Nepal. It is located in the mid-western region and secures one of the wilderness areas of sub-tropical ecosystem. The BNP covers 968 km2 and provides habitat to iconic species of terrestrial ecosystem such as tiger, elephant and rhino. However, the park is facing the problem of increasing human population around it. The human pressure on park resources is constantly increasing. Moreover, this national park is facing human-wildlife conflicts in one side and wildlife poaching on the other. The poaching was rampant during the political insurgency period in the country.

After restoration of peace and security in the country, BNP has been strengthening buffer zone activities; mobilization of youth through community based anti-poaching activities, rural development activities and income generating activities aiming livelihood improvement of local communities and reduces the pressure on the park resources.

Establishment of the buffer zone around the park observed instrumental to control wildlife crime and mobilization of youth to anti-poaching activities created a sense of trust between park authorities and local communities. Alternative livelihood opportunities from government and non-government organizations strengthened the relationships with local communities. As a consequence, large amount of guns and weapons that were used during the political insurgency for fighting against the security forces and in many instances to kill the wildlife, were handed over to the park authorities voluntarily.

In the meantime, the Government of Nepal has created law enforcement institutions from community level to prime minister-level aiming to control wildlife crime has also observed
positive impacts to wildlife crime control. Implementation of Management Information System technology (MIST) promoted performance based wildlife monitoring, record-keeping and reporting system in the park. The recent tiger monitoring and the increasing trend of tiger number justified the conservation efforts made by the state and non-state partners. However, the conservation efforts implemented by the state and its conservation partners need to be balanced in terms of habitat conservation and management through involvement of local communities in order to reduce human-wildlife conflicts and control wildlife crime for a long-term and sustainable management of protected area system.

10.20 Tea/Coffee

10.50 Lowveld conservancies in Zimbabwe: insights from private sector management

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Three large, non-contiguous private conservancies (Save Valley, Bubye Valley and Malilangwe) were created from former cattle ranches in the Lowveld region of southern Zimbabwe. Their total area of about 6,400 km² contains 400 black rhinos and 230 white rhinos, comprising almost 90% of the national rhino population, compared to less than 5% in 1990. After strong growth since 1990, two of these populations dipped due to heavy poaching in the period 2007-2009. Whereas rhino numbers continued to decline elsewhere in Zimbabwe, the onslaught was brought under control in the Lowveld conservancies to the extent that their population total has rebuilt to higher than it has been for over a century. Poaching of other species for international trafficking, such as elephants, has not been a problem within these conservancies. However, the situation for the rhinos remains precarious owing to the following factors.

1. The rhinos are managed under a custodianship arrangement which confers no financial benefits to the conservancies while tourism remains at low ebb in Zimbabwe. Limited income generation for conservancies means that their staff members are at low density and are inadequately trained, equipped and motivated.

2. The poachers are generally from a limited pool of hard-core, experienced gangsters, who are highly mobile and readily switch to elephant poaching which is rampant in northern Zimbabwe.

3. Armed resistance to poaching incursions has resulted in a number of poachers being arrested, or being killed if they fire upon those trying to arrest them. Knowing that they risk death has certainly reduced the interest of potential poachers, but arresting poachers has often been of limited effect owing to corruption and incompetence during the investigation and prosecution process.

4. Zimbabwe’s borders are extremely porous so export of horns via South African syndicates or via Asian-linked middlemen in Harare has been relatively easily accomplished, with the facilitation of corrupt officials.

Despite these constraints, the fact that the poaching attrition of the Lowveld rhinos is below their rate of reproduction suggests that i.) conventional law-enforcement measures combined with ii.) demand reduction in Asia, and iii.) community incentives for rhino conservation, can be successful. Current governance issues within Zimbabwe are not conducive to legal trade, which even if adequately regulated could not be anticipated to make any difference to the illegal offtake of rhinos in Zimbabwe. More effective international oversight is desperately needed to expose corruption and to improve biological management of Zimbabwe’s rhinos.
11.10 The potential for technological innovations to help combat wildlife crime: The SMART Approach, a technology and philosophy that is raising the bar for protection in conservation

A presentation on behalf of SMART Partnership

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The SMART Partnership formed in early 2011 has been instrumental in developing both technology and an approach to site based protection in conservation that redefines strategic thinking around law enforcement and the way it is implemented tactically in conservation areas. The SMART Approach has been developed in response to the recognition that traditional tools, technologies and resources are not stemming the illegal killing and trading of endangered species and the resulting loss of threatened and highly valued biodiversity. There are several reasons why our best efforts to date have not yet been able to meet this challenge. A critical issue is the growing gap between the sophistication of those involved in the illegal capture and trade in wildlife and the number, skill levels and motivation of the personnel committed to preventing wildlife crime. The SMART Partnership was formed to help bridge this gap. The SMART Approach is a combination of software, training support and implementation standards that provide protected area authorities and community groups with the ability to empower staff, boost motivation, increase efficiency and promote credible, transparent and effective management of wildlife crime prevention efforts. The SMART partnership, implementers and supporters are confident that working together with the conservation community to roll out this approach at a global scale will bring about the necessary change and raise the bar in terms of biodiversity protection. The SMART Approach will bring site based protection to the level that we need to reverse the long trend of tragic species loss that now dominates conservation.

11.20 Use of SMART for smart protection of tiger and elephant strongholds in Thailand

Anak Pattanavibool, Wildlife Conservation Society Thailand
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Thailand’s Western Forest Complex (WEFCOM) supports one of the large strongholds for tigers and elephants in Southeast Asia. Thai government has established 11 national parks and 7 wildlife sanctuaries to protect WEFCOM for almost half a century. The core area of WEFCOM is a UNESCO’s world heritage site. The forest is also contiguous to the larger forest track in Myanmar. Due to the high-commercial value wildlife species the area still supports it has been threatened by poacher gangs aiming for tigers, elephants, and large ungulates. To save and restore these species the Thai government under support from international and local NGOs has used the system called the smart patrol since 2005.
The aim of the system is to incorporate science into the enforcement system to monitor the distribution and intensity of threats and performance of the patrol teams. From almost 10 years of experience running the systematic patrol system in WEFCOM we have learned that some key elements are important to run the smart patrol system with efficiency. The elements include (1) adequate numbers of patrol staff, (2) good equipment and support, (3) quality training courses, (4) standardized law enforcement monitoring, (5) strong intelligent network, and (6) law enforcement data fully integrated into strategic planning and deployment of patrol. The total number of patrol staff in WEFCOM's World Heritage Site is currently more than 500 rangers for 6,400 km² area. The patrol statistics currently show intensive patrol coverage of over 10,000 km per year. Poaching camps have been kept at bay with less than one poacher camp per 100 km patrol distance. Important tiger and elephant poaching gangs were detected early and arrested. A tiger poaching gang arrested in 2011 indicated clearly a regional network of poaching. Another major gang whose members were killed and arrested in 2013 also used assault rifles to kill 2 park rangers. Although saving tigers and elephants in this area is a risky business for park rangers they have felt more confident than ever to perform the duty with science as guidance. The development of SMART is another major step to improve the quality of information to aid enforcement. Over the years the ultimate results are being manifested through the increasing patterns of tiger population and distribution trends in WEFCOM. The system is being recognized as the key approach to save tigers in key landscapes in Southeast Asia.

11.30 Developing national capacity to combat increasingly organized and violent wildlife criminals on land and at sea in Gabon

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Gabon’s National Parks Agency (ANPN) was created in 2007, five years after the announcement of the creation of 13 national parks covering 11% of the territory. The structure of the agency was defined in a decree signed in late 2008, but by late 2009 there were only 50 staff, poorly funded, with annual state budgets averaging about £20,000 per park, and not a single government vehicle in the field. Gabon’s parks functioned thanks to NGO staff and infrastructure.

Unfortunately the NGO’s were not mandated to do law enforcement, and in the period from 2005 onwards elephant poaching pressure increased, often associated with illegal gold mining as gold prices soared. By 2009 the Minkebe gold camp, in the Minkebe National Park buffer zone, had grown to 2,300 people and there was evidence of smuggling of drugs, prostitutes and arms as well as ivory and gold between Minkebe in Gabon and Djoum in Cameroon.

The government budget for parks in 2010 was just £750,000. It rose successively to £4 million in 2011, then to £6 million in 2012 and £10 million in 2013. Staffing levels increased from 50 to 600 during that time. Parks staff now are relatively well equipped, have logistical capacity and are being trained to be out in the parks.

As parks teams became active in the field we soon learned that there was a severe ivory poaching crisis in the Northeast of Gabon, particularly Minkebe National Park, that lies on the borders with Cameroon and Congo. Park patrols reported the absence of elephant
from vast tracts of this park, which in 2004 was estimated by the MIKE surveys to be home to 22,000 forest elephants. A mission to Minkebe gold camp in 2011 estimated the population had risen to over 6000, mostly illegal gold miners, poachers and traders. Corrupt government officials were issuing false residence and mining permits.

Recognizing the fact that this was no longer just an environmental issue but a genuine threat to national security the President gave the order to the army to work with ANPN to close the camp and repatriate the foreign nationals working in the camp. About 7,000 people were moved out in mid-2011, including just 300 Gabonese nationals. The majority were Cameroonian nationals attracted to Gabon by gold and ivory. A subsequent survey demonstrated that about 14,000 elephants had been lost between 2004 and 2012.

The failure to protect Minkebe’s elephants was due to the absence of parks staff in the parks, to the complicity of other government departments, and to the fact that despite spending around $15 million during this period, NGO and bilateral and multilateral partners focused all of their attention on working with communities and forestry concessions in the periphery of the park. Almost no resources were spent on nuts and bolts surveillance and anti-poaching in the park.

It soon became apparent that unarmed parks rangers could no longer defend Gabon’s parks effectively. A National Parks Gendarmerie, the military wing of the parks service was created, and 120 military were stationed permanently in Minkebe to undertake joint patrols with parks staff. As ANPN teams have become more effective at detecting and arresting poachers the poachers have become more aggressive. In 2013 parks staff were fired at by poachers three times, including one mortal exchange in which a poacher was killed. Whilst this is the norm for many countries it is a new phenomenon in Gabon.

We estimate that a total of 20,000 elephants were lost in Gabon over the last 10 years. Despite this Gabon currently contains just over half of all surviving forest elephants. I will talk about the challenge of setting up a parks service more or less from scratch, at a time of severe pressure – the equivalent of recruiting your army days after the war has started – and the progress achieved to date.

11.50  Protecting wildlife through community-based conservation

John Kasaona, Integrated Rural Development and Nature Conservation

I will describe Community-based natural resource management in Namibia, the conservancies programme. Namibia programme can be viewed as a resounding success within Southern African region as a whole. The Community-based Natural Resource Management program has indeed given our communities the necessary involvement in conservation and the rights and responsibilities over wildlife within their areas of jurisdiction.

This is an initiative that dates back more than 30 years ago. The communities have transformed from being poachers and took the ownership of now being community game guards. This has evolved to the formation of Communal Conservancies and communities have become genuine conservationist of today.

All the people have seen the value of conservation, they wanted – and want – to be in charge, they wanted – and want – to make decisions, they wanted – and want – to be recognized as responsible citizens, they wanted – and want – to benefit financially from wildlife utilization. CBNRM and the conservancy program are now an integral part of
Namibia’s Millennium Development Goals, rural poverty reduction, rural development, national development plans, Vision 2030 and so on.

The idea of CBNRM has grown after independence and in 1996 the Nature Conservation ordinance 4 of 1975 was amended to Nature Conservation Act. In total about 79 Conservancies are registered nationally and Kunene alone forms 45% of that total number. Today the local people are the wardens/game guards of the own areas, are the wardens/game guards of areas neighbouring national parks. The Namibian CBNRM programme has enabled local people to regard wildlife as theirs as well. With this initiative of conservancies there are more ears and eyes on the grounds and it is very easy to sense any strange movements in the area. I will describe how winning this war against illegal harvesting of wildlife can only be achieved through genuine transformation. Conservation efforts of today should never regard neighbours to conservation areas as enemies, as people that don’t have the right over wildlife but our effort should be along the lines of making everyone the owner and caretaker of these valuable resources, and how this benefits people. Living with wildlife should be envisaged as a desirable future.

12.10 Panel discussion on solutions

12.40 LUNCH

2. STRENGTHENING NATIONAL CAPACITY FOR FIGHTING TRANSNATIONAL WILDLIFE CRIME
(Chair: Christine Dawson, US Department of State)

13.40 Supporting national criminal justice systems and legislation relating to wildlife crime
Michael Lebovitz, DLA Piper UK LLP

Wildlife crime has historically not been seen as a ‘serious’ crime, resulting in weak wildlife laws, minimal penalties, lack of policy focus, low judiciary and enforcement capacity and inadequate prosecutions. The recent recognition by the UN Commission on Crime Prevention and Criminal Justice that wildlife crime is a ‘serious’ crime (draft resolution E/CN.15/2013/L.20/Rev) is a critical first step towards moving wildlife crime up the policy agenda, but better understanding of needs in terms of wildlife trade-related legislation, regulation and enforcement, and ways of monitoring the impacts of action in this area (or lack of it), are urgently needed. To this end, DLA Piper was engaged by the Royal Foundation of the Duke and Duchess of Cambridge and Prince Harry, on behalf of the United for Wildlife coalition, to review and evaluate the state of legislation and judicial processes with respect to illegal trade in wildlife in ten countries: Cameroon, China, Democratic Republic of Congo, Kenya, Malaysia, the Philippines, Tanzania, Thailand, Uganda and Vietnam. A team of 55 lawyers from 15 DLA Piper offices around the world reviewed and analysed the relevant principal and ancillary legislation and local prosecutorial and judicial processes for each country. Findings from Kenya will be presented alongside other relevant initiatives which together can be used to help (1) strengthen the capacity of law enforcement authorities/agencies to combat poaching and illegal trade in wildlife, (2) harmonise national policies and laws relevant to conservation and management of wildlife within and across range states, (3) strengthen the laws relevant to conservation and management of wildlife and (4) improve the enforcement of laws relevant to wildlife trade.
Fighting corruption that nurtures wildlife crime

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Wildlife crime is often cited as a low-risk crime with a high payoff. Ironically, on paper, laws are often dissuasive – significant prison time and pecuniary penalties; anti-poaching brigades in source countries are often not only present, but also armed, and have the power to arrest; national policies in source countries and their international commitments may even be in favor of conservation. So how, in these circumstances, has illegal wildlife trade gotten so out of hand?

A major part of the answer lies in the corruption that nurtures wildlife crime. Corruption takes what should be a high-risk scenario and reduces it to a matter of simply satisfying a few corrupt individuals in order to remove the consequences from the equation.

Corruption puts pressure on the men and women who work to fight poaching and trafficking, such that they ultimately choose between performing their duties at great personal risk, or participating in corrupt activities. The morally sound route can become a very costly path to take. A vicious cycle ensues where leaders in change are few and far between and a culture of impunity prevails.

In this low-risk environment where the demand for illegal wildlife products has risen sharply, making it an increasingly lucrative endeavor, corruption enables, and often encourages, the selective extraction of prized species, like elephants, macaws, tigers, pangolins, and so many more. At little to no benefit to the societies who traditionally inhabit the habitats of these species, ecosystem services, economic potential and sheer beauty are pried away to satisfy the greed of other financially wealthier societies.

Corruption nurtures not only illegal wildlife trade, but virtually every type of illegal trade – arms, drugs, and even human traffic. Those who benefit from corruption will not sway without significant pressure, and powerful interests mean that a very specific methodology is necessary to fight corruption.

One such methodology, put forward by EAGLE (Eco Activists for Governance and Law Enforcement), a network of NGO/government collaborative projects operating in West and Central Africa, has been able to push for higher numbers of arrests and prosecutions throughout the African continent and is working to help other NGOs strengthen the judicial system in other nations as well by replicating this model. Indeed, without a concerted attack on corruption, one of the most important factors contributing to wildlife crime remains ignored. It cannot be ignored any longer.
Wildlife crime in Indonesia is rampant. Thousands of species are targeted, particularly the largest and most charismatic, which have seen drastic drops in population. For some species such as the tiger the situation was so dire that they needed immediate attention. To rapidly reduce the threat of wildlife crimes, the Wildlife Conservation Society – Indonesia Program created its own investigation teams that gather incriminating evidence against wildlife traffickers, collaborate with law enforcement agents to do sting operations, then work with the judiciary and media to ensure the criminals are fully prosecuted. Our efforts have led to the capture and successful prosecution of hundreds of minor criminals along wildlife trade routes, and the arrest and successful prosecution of scores of middlemen and kingpins in Indonesia. Although these results have clearly and strongly reduced the threat of wildlife crimes to the species where we have focused our efforts, such as tigers and Asian elephants, we nevertheless have more work to do to bring the level of threat down to a level where NGO support will no longer be necessary.

Our overall system in Indonesia to tackle wildlife trafficking is called the Wildlife Crimes Unit (WCU) and was first established in 2003. We discuss the WCU’s operations in the Leuser landscape of northern Sumatra, which started in 2007. In Leuser the WCU is run by one coordinator, 3 lead agents, 45 highly-trained investigators, and hundreds of informant in the nine provinces where Leuser lies. Informants consist of heads of, local people, full-time hired informants, government officers, and anyone who give information to WCU. Once information is gathered from informants it is then validated and broadened by the work of the 45 trained investigators. With robust incriminating evidence in place, the WCU then collaborates with local law enforcement agents to do sting operation that leads to confiscation and arrest.

To date the WCU has completed 260 successful sting operations. We have also seen 12 failed operations due to leaks or late response from law enforcement agents. During the sting operations, WCU prepares a safe house and technical back up and support from high-ranking police, military police, and army’s general for security reasons. To make sure that the offenders are sentenced, WCU provides legal advice to prepare the forest ranger or police on proper procedures before arrest and to ensure that the evidence is properly handled by the authority. WCU’s legal advisor can participate in all aspects of the case due to the trust that WCU help on prior aspects of the case in question; also WCU has along history of working with law enforcement. As a consequence of our legal team, and our engagement with local media, 95% of these 260 operations have led to successful prosecutions.

The WCU obtained high-level political support by starting with small activities, building trust with junior law enforcement authorities, and gradually increasing the difficulty of operations and gradually unraveling the more complicated trade networks. As we have done this we have gained the trust of higher and higher levels of government.

Through strong political support and well-trained investigators, the tiger syndicates were unravelled in Leuser landscape, Bukit Barisan Selatan, and Java. The WCU is also focusing on online syndicates, where we have identified the shipments of wildlife from Indonesia to Southeast Asia, Middle East and Europe countries through using cellphone tapping and cybercrime works. We are gradually aiming to increase even more the WCU’s engagement with international trade in wildlife to and from Indonesia.
The role of the wildlife investigator in professionally attending to wildlife crime scenes

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Wildlife trafficking is increasingly recognised as being a growing threat to wildlife species. There is a need to explore every source of technology which will assist the investigators in their work, one of these tools is the use of wildlife DNA in forensic investigations. DNA will help the investigator in two fundamental ways – firstly, it will correctly identify an unknown sample to species level. Secondly, a DNA sample recovered from a recovered object can be positively linked back to a source. Successes in these two fields will go a long way to close investigation loopholes, replace speculation with fact and go a long way towards countering the illegal trafficking of wildlife products. The background knowledge required of a wildlife investigator requires the identification of a possible crime and then the discovery of evidence which will link a person to that crime. In order that a crime can be identified, there must be an unlawful action or omission by a person concerning an identified wildlife species. DNA species identification plays the part of fitting the unknown item into a list of wildlife species included in the law. Trace DNA found on the clothing of a person which links positively to an item found “in his possession” makes it very difficult for the person to convince a court that he had no knowledge of the item in his possession. As the Investigator systematically search for the truth about an incident, clues from people or objects will guide the investigation. Clues which are collected by the Investigator in accordance with strict rules can become evidence. This evidence can be used to present to court, a version of what happened at the scene. An object found on a crime scene and simply identified as a certain type of object, is not going to assist the Investigator as much as it would, if he was to be able to positively identify the origin of that object. This involves the process of “individualisation”. The collection, packaging, marking, transport and storage of samples taken from a crime scene is as important as the samples themselves and critical in professional investigations. The “chain of custody” of each sample will need to clearly show who had what in their possession when or else any result may be ignored by the court. Good observation, correct marking of evidence, comprehensive photographs and accurate notes are the four cornerstones of the foundation upon which a professional wildlife investigator can build a solid case for presentation to court.

Wildlife DNA forensics: tools for tackling illegal trade

Rob Ogden, TRACE Wildlife Forensics Network
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Combatting wildlife crime requires a multifaceted approach, from raising public awareness and reducing demand, through to law enforcement and prosecution. In turn, effective enforcement needs to utilize the full range of modern tools available to criminal investigators. The rapid growth of human forensic science over the past three decades has paved the way for the application of forensic analysis to wildlife crime investigations. Wildlife forensics is becoming established around the world, producing evidence to identify the species, origin and individual identity of a very diverse array of fauna and flora. This presentation introduces the field of wildlife forensics and provides examples of how it is directly helping to combat wildlife crime around the world. Rob Ogden, TRACE Wildlife Forensics Network
For domestic or international trade in wildlife to be described as ‘illicit wildlife trafficking’\(^1\), it must contravene either domestic or international law (or both). Prior to CITES (the Convention on International Trade in Endangered Species of Wild Fauna and Flora), international trade in wildlife was not regulated at the global level. Consequently, with the exception of certain national laws or bilateral or regional agreements\(^2\), a State was free to trade with any other State in wild animal or plant species, in any quantity, and without needing to report such trade to any global entity\(^3\). The need for a convention to regulate international wildlife trade was first identified in a decision of the IUCN General Assembly held in Nairobi back in 1963. The 1972 UN Conference on the Human Environment, held in Stockholm, called for negotiations on a convention to be concluded as soon as possible\(^4\) and the US Government heeded this call by hosting a Plenipotentiary Conference in 1973\(^5\).

Today 179 States have joined CITES (known as Parties), which was adopted in 1973 and came into force in 1975. CITES regulates international trade in over 35,000 species of plants and animals to ensure that any such trade is not detrimental to the survival of the species. It obliges States that are Party to the Convention to (\textit{inter alia}) take appropriate measures to enforce the Convention and to prohibit trade in violation thereof, including measures to penalize such trade.

For some species (Appendix I\(^6\)) commercial international trade is generally prohibited, and for others commercial international trade is subject to strict regulation to be sure it is legal, sustainable and traceable (Appendix II\(^7\)). Some commercial international trade is regulated only to ensure legal origin (Appendix III\(^8\)), leaving the issue of sustainability to measures already taken at the national level. Consequently, ‘illicit wildlife trafficking’ under CITES includes trading commercially in wild-taken specimens of Appendix I listed species and failing to obtain the necessary permits or certificates to trade in Appendix I, II or III listed species.

CITES sets the agreed multilateral measures to regulate international wildlife trade – or the ‘rules of the game’. The CITES regime has harmoniously coexisted with the World Trade Organization (WTO) (and its predecessor, the General Agreement on Tariffs and Trade) for 40 years. Without CITES, international trade in wildlife would be regulated only by national
laws, where they exist, (or through bilateral and regional agreements), whose application could well lead to disputes under the WTO. The Lacey Act of the USA dates back to 1900 and is perhaps the most well-known example of a national law to regulate wildlife trade across internal and international borders. Since CITES came into force, it is an Act that incorporates international obligations under CITES as well as stricter domestic measures that go beyond CITES.

States – as distinguished from individual ministries – become Parties to a convention, and it is the State, through its executive, legislative and judicial bodies, that takes the measures that are necessary to implement a convention. In the case of CITES, Parties are obliged to establish at least one Management Authority and one Scientific Authority to carry out functions relating to the determination of legal acquisition and biological sustainability, the issuance of appropriate CITES permits and certificates, the enforcement of relevant laws (in cooperation with general and specialized enforcement authorities) and the submission of periodic national reports.

Leaving aside timber and marine products, it is estimated that the annual value of wildlife crime is up to USD 20 billion and it has often been regarded as a high-profit low-risk crime - although this is starting to change as States recognize the negative economic, social and environmental impacts of these crimes.

The UN Conference on Sustainable Development has explicitly recognized the “economic, social and environmental impacts of illicit trafficking in wildlife, where firm and strengthened action needs to be taken on both the supply and demand sides” and has emphasized “the importance of effective international cooperation among relevant multilateral environmental agreements and international organizations.”

Illicit wildlife trafficking increasingly involves organized crime and in some cases rebel militia, which has changed the dynamics of combating this highly destructive criminal activity, in particular as it relates to some mega-fauna. As a result, wildlife trafficking should be treated as a serious crime and States to engage with Customs, the police, rangers or inspectors, the judiciary, and sometimes the military to implement CITES effectively, which may necessitate intervention from the highest political level. The nature of wildlife crime also requires increased effort to combat transnational crime and corruption.

As a consequence, international organizations that deal with Customs, the police, the judiciary, and related conventions dealing with corruption and transnational organized crime, become an essential part of the architecture for implementing CITES and combating illicit wildlife trafficking. The ultimate objective is for such entities to include the combating of illicit wildlife trafficking in their core programmes and as a part of their daily work. This is already the case with INTERPOL, the UN Office on Drugs and Crime, the World Bank and the World Customs Organization, as well as the UN Commission on Crime Prevention and Criminal Justice.

We have also recently seen the United Nations Security Council adopt two Resolutions on UN sanctions targeting armed groups in the Central African Republic and the Democratic Republic of the Congo financed by the illegal exploitation of natural resources, including poaching and illicit wildlife trade. Individuals or entities involved will be subject to travel bans and asset freezes. Such measures are critical when dealing with States where there is a breakdown in law and order and where armed groups are operating.

CITES Parties have recognized the need to ‘mainstream’ wildlife crime in calling for all States to consider becoming Parties to the UN Conventions against Corruption and Transnational Organized Crime. Some States have also informally suggested a Protocol be developed under the Convention against Transnational Organized Crime dealing expressly with illicit wildlife trafficking, similar to the protocol on trafficking in persons.
Notwithstanding all of these international agreements, law enforcement action remains a national responsibility and current international efforts are focused on strengthening cross-border cooperation amongst source, transit and destination States, as well as supporting relevant bilateral, regional, and cross-regional enforcement efforts.

In addition, there is a strong international focus on building the capacity of all States to effectively enforce their international commitments at national level across the entire enforcement chain, as this is where ‘the rubber hits the road’. This includes deploying the same sorts of techniques to combat illicit wildlife trafficking as are used to combat narcotic trafficking.

Some academics and non-governmental organizations have called for international enforcement powers to combat illicit wildlife trafficking12. This could only occur under the existing international legal regime if the jurisdiction of the International Criminal Court were expanded to cover illicit wildlife trafficking. To do so, such offences would need to be regarded by the international community as one of “the most serious crimes of concern to the international community as a whole”, such as the crime of genocide13, and included in the Rome Statute of the International Criminal Court. It is highly unlikely that such a step will be taken, at least in the foreseeable future.

1 The adjective illicit is sometimes used in connection with ‘wildlife trafficking’ and sometimes not. It is arguably unnecessary as it is presumably illicit but it is included here to ensure consistency with various UN resolutions.
2 And a few species-specific agreements that are also relevant, such as the Fur Seal Convention and the International Convention for the Regulation of Whaling.
3 This remains the case with species that are not CITES-listed and therefore many States have increasingly turned to CITES to assist them in regulating international trade in high value timber.
5 The US government’s own figures on imports into the US in 1969, figures that were openly shared at the Plenipotentiary Conference, are nothing short of staggering. They included the import of just under 8,000 leopard skins, close to 1 million live birds and over 1.4 million live reptiles. But these numbers pale in comparison with the import of almost 99 million live fish.
6 About 3%
7 About 96%
8 About 1%
10 As defined in the UN Convention against Transnational Organized Crime.
12 The main academic debate is on whether the crime of ecocide should be included, see for example: http://sas-space.sas.ac.uk/4830/1/Ecocide_research_report_19_July_13.pdf
13 Article S

1. FIGHTING ORGANISED CRIME
(Chair: Jorge Rios, UNODC)

16.25 The war on drugs and arms: lessons from success and failure for wildlife trafficking

John M. Sellar OBE, Anti-Smuggling, Fraud and Organized Crime Consultant
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The law enforcement community, at national and international levels, has long been engaged in what are described as ‘wars’ against narcotic and firearm trafficking. These two forms of criminality share many of the same features as those of wildlife trafficking, particularly as all three involve: the harvesting or acquisition of material or products in one State; usually require illicit export from the same State; the subsequent clandestine
movement of the material or products across further national borders (regularly many
borders and also intercontinentally); illicit import to the State of destination; and final
delivery to customers and consumers.

This presentation reviews the historical response of the enforcement community to drugs
and arms and seeks to draw examples from the past, which may help guide future
combating of wildlife-related crime. It identifies that whilst the wars against drugs and arms
trafficking are far from being won, reflecting upon how they have been conducted to date
offers opportunities to either build upon what has been shown to work or avoid going down
roads that have proved to be never-ending or dead-ends.

A critical review was undertaken of the following themes: Legal frameworks, Monitoring,
oversight and advisory bodies, Data collection, Capacity building, Intervening abroad,
Changes in target, A level playing field, Awareness among the enforcement community,
Scientific and technological support, Specialized and dedicated enforcement responses,
Intergovernmental organization support and Investigations.

Given the limited time available, the presentation will seek to focus upon the most
significant areas where it may be argued that innovative steps ought to be considered.
These include the adoption of a new international legal framework for addressing wildlife
crime, the establishment of a more effective oversight and monitoring body and the urgent
need to effectively collect and analyse data relating to the illegal harvesting of and trade in
fauna and flora.

The presenter will, however, make available a paper that describes all twelve areas of his
review and the conclusions reached. The ultimate conclusion is this:
There are chances to win the war against wildlife trafficking that are not present with regard
to narcotics or weapons. If we combine them with lesson-learning opportunities, and still
fail, we have no one to blame but ourselves.

16.45 Fighting organised crime: combating transnational wildlife criminal networks with
intelligence

Debbie Banks, Lead Campaigner, Environmental Investigation Agency (EIA),
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In between the essential efforts to keep wildlife alive and efforts to eliminate demand, lies
the critical effort to dismantle the organised criminal networks that thrive on the low risk -
high profit nature of wildlife crime. Transnational organised crime involves increasingly
loose and fluid networks of criminals and criminal groups, adaptive to enforcement
interventions and market trends for “commodities”.

It cannot be assumed that the apprehension of a “kingpin” in one country will necessarily
result in the downfall of the network. Mapping the associations between known and
suspected offenders involved in wildlife crime incidents can help “draw” a picture of the
criminal network. Analysing historical and current information about the individuals
involved, trafficking routes, methods of poaching, processing, acquisition or concealment,
is a vital step in the process of planning targeted investigations and operations.

Sometimes such intelligence-led efforts take place at the national level in isolation from
commensurate activity in source, transit or destination countries. Transnational organised
crime however requires an organised global response. Using an example relating to the
trans-Himalayan trade in parts of tigers and other Asian big cats, we illustrate the value of the collation and analysis of information and the timely dissemination of intelligence nationally and internationally.

Proactive, multi-agency, intelligence-led enforcement solutions that are used to combat other forms of serious organised crime have previously been advocated for use in wildlife crime. Compared to other forms of crime such as narcotics, there are probably fewer individuals involved in wildlife crime. Sustained implementation of these solutions will have a significant impact on identifying, apprehending and prosecuting key wildlife criminals, seizing the proceeds of crime and dismantling criminal networks.

17.05 Combatting organised crime syndicates – what works?

Davyth Stewart, INTERPOL

Criminal Intelligence Officer, Co-ordinator, Natural Resources Unit
Environmental Crime Programme, INTERPOL General Secretariat, 200 Quai Charles de Gaulle, 69006 Lyon, France   Email: D.STEWART@interpol.int

Interpol has observed an increase in the involvement of organized criminal networks in environmental crime. Criminal networks previously involved in drugs, firearms and human trafficking, and other serious and violent crimes have been moving into this area because of the significant financial rewards and low risk of apprehension. These organised criminal groups bring with them years of experience in using violence, intimidation and extortion to obtain their objectives, as well as expertise in money laundering, financial crime, and trafficking in illicit goods which they use to avoid police detection. They also have access to extensive international funding channels in addition to using illicit land, sea and air networks to change countries and evade detection.

An appropriate law enforcement response must be multi-disciplinary – investigating the full gambit of crimes, including financial investigations to trace where the profits go. Law enforcement officers and prosecutors must be educated in all aspects of legislation and investigative techniques. Bringing experts together from different law enforcement agencies (in a multi-agency taskforce) is the most effective way to build up the necessary expertise and capacity amongst officers. In most countries, much of this expertise already exists in specialised law enforcement agencies such as anti-corruption units, financial investigation teams and similar specialised crime units.

Historically, these agencies have little experience with tackling environmental crimes. A national environmental security taskforce ensures a higher level of expertise and skill amongst law enforcement officers to tackle environmental crime. These officers are better placed to develop proactive investigative strategies and identify patterns of illegality, rather than react only to single events. This not only increases the likelihood of making significant arrests, but may also identify weaknesses across the environmental sector (such as legal loopholes) that can be addressed to prevent other criminals from becoming involved in similar arrangements.

17.25 Panel discussion on solutions

18.00 Drinks reception – all delegates invited

20.00 SYMPOSIUM DINNER – tickets only; booked in advance
2. STRENGTHENING INTERNATIONAL FRAMEWORKS AND CO-OPERATION  
(Chair: Susan Lieberman, Wildlife Conservation Society)

9.00 Coordinated support and increased cooperation: The International Consortium on Combatting Wildlife Crime (ICCWC) and Wildlife Enforcement Networks (WENs)

Ben Janse Van Rensburg, CITES  
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Despite considerable efforts to combat wildlife crime, it continues to be a growing problem worldwide and there is strong evidence of increased involvement of organized crime groups, and on some occasions rebel militia, operating through well-developed criminal networks. This has changed the dynamics of combating this highly destructive criminal activity, and law enforcement authorities around the world are facing increasingly difficult and complex situations in their fight against wildlife crime.

The reality is that in some cases criminals, on a day to day basis, can make more money from illegally harvesting and trading in some animals and plants than they do from dealing in narcotics, weapons or humans. It has become a serious threat to the security, political stability, economy, natural resources and cultural heritage of some countries, and the extent of the response required is beyond the sole remit of environment or wildlife law enforcement agencies, or of one country or region alone.

In recognition of the need for increased coordination and cooperation to provide a more effective law enforcement response to the threat posed by wildlife crime, the International Consortium on Combatting Wildlife Crime (ICCWC) was launched in November 2010. ICCWC is a collaborative effort by the CITES Secretariat, INTERPOL, the United Nations Office on Drugs and Crime (UNODC), the World Bank and the World Customs Organization (WCO), to bring coordinated support to the national wildlife law enforcement agencies and to the sub-regional and regional networks that act in defence of natural resources.

In response to the transnational nature of wildlife crime, and in support of a more coordinated enforcement response, regionally based Wildlife Enforcement Networks (WENs) are also emerging throughout the world to provide enforcement officials with a more structured means to interact with their counterparts at the national, sub-regional and regional levels.

This talk will look at the crucial need for increased levels of coordination and cooperation amongst countries and law enforcement agencies in the fight against wildlife crime, to ensure that the entire crime chain is addressed. It will further highlight the important contribution that is being made through ICCWC and WENs to achieve this objective.
9.20  Going beyond environment – making wildlife trafficking a priority foreign policy issue

Heather Sohl, WWF
Email: HSohl@wwf.org.uk

Illegal wildlife trade has traditionally been considered an environmental issue, often addressed only by government ministries of environment or wildlife, who have limited resources and abilities to mobilise the change needed. There is evidence that illegal wildlife trade is a serious crime, fueling corruption and linked to other organised crime, such as human, arms and drugs trafficking. Wildlife crime is thought to fund terrorism and regional conflict, impinging on national security and economic development in some of the world’s poorest countries. Because of its consequences, it is an issue that requires appropriate and high level attention from ministries of finance, justice, defence, interior and foreign affairs. From 2012, WWF and TRAFFIC ran a global campaign to elevate the political profile of this issue including outside of traditional environmental fora. The seriousness of illegal wildlife trade and a need to respond with actions at a scale and urgency commensurate to the problem has now been recognised by world leaders, organisations and fora focused on economics, security and global politics. This is helping to mobilise action in the quarters needed, although it is now critical to ensure governments are held accountable for implementing the commitments that they make. The London Conference on Illegal Wildlife Trade hosted by the UK government in the same week as this symposium, can inject a new level of political momentum into global efforts to eradicate illegal wildlife trade.

9.40  Free trade agreements as policy tools to tackle wildlife trafficking

Nav Dayanand, Managing Director, Fauna & Flora International
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Free Trade Agreements (FTAs) have become more of the norm in how countries are conducting business and international commerce in today’s global economy. The United States has 20 FTAs in force currently and is negotiating two major regional FTAs at this time –the Trans-Pacific Partnership (TPP) and the Trans-Atlantic Trade and Investment Partnership (TTIP). If agreed to, these agreements would represent the bulk of bilateral and multilateral business obligations of a majority of major economies of Europe and the Pacific realm. The European Union has over 50 FTAs and trade deals already in place with another 10 FTAs already negotiated but yet to enter into force and several more incubating at the moment. Trade policies and agreements have been controversial for a reason –they are known to have wide-ranging effects on national economies, employment, labor standards, social cohesion, and the environment, including policy development and regulatory aspects. Both the US and the EU have aspired to uphold environmental protections and sustainable development through these agreements.

The scale of wildlife and related products traded globally is estimated to be between $7-10 billion annually. A bulk of this trade is illegal and unregulated. The international illegal logging activity is worth an estimated $30 to $100 billion annually and is becoming increasingly sophisticated; funding nefarious activities that often undermine national security goals. Illegal, unregulated and unreported (IUU) catches are valued from $10-
$23.5 billion a year, and estimated to account for about 20% of the global catch. Given the broad trade implications of these staggering scales of natural resources and wildlife; and on the global economy, having FTAs effectively address environmental and natural resources remains crucial.

The chief concerns presenting wildlife and natural resources in the context of FTAs have to do with accountability. Do countries have the ability to implicate each other and corporations for violations of environmental chapters? In other words, are wildlife and natural resources subject to binding dispute-resolutions of FTAs? And are FTAs the right forums to deal with wildlife crimes and illegal harvesting of timber and other natural resources?

The presentation will be designed to address the following issues:

- Expand further on the above hypothesis of FTAs being essential tools to address the escalating scale of wildlife trafficking;
- Focus on the Trans-Pacific Partnership as an FTA with great potential to address wildlife trafficking;
- Elaborate on the following concerns:
  - Why is it imperative to ensure wildlife and natural resources trade to be effectively dealt with through FTAs?
  - Can Free Trade Agreements supplement and support multilateral agreements such as CITES?
- Recommendations for the conservation community with respect to engagement with FTAs

1 WWF, Stopping the Illegal Fish Trade. Based on 2010 imports and applying global estimates of illegal catch to U.S. marine imports.

10.00 United for Wildlife presentation

10.40 Tea/Coffee

11.10 The EU perspective on addressing the new challenges posed by international wildlife trafficking

Gaël de Rotalier, Policy Officer, DG Environment - European Commission, Av. Beaulieu 9 - office 3/107, 1160 Brussels
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The presentation will focus on the "Communication on the EU approach against wildlife trafficking" adopted on 7th February 2014 by the European Commission. This document aims at consulting widely stakeholders on the future of the EU policy in that area. For that purpose, it lays out the actions taken so far by the EU against wildlife trafficking (both domestically and globally). It then exposes the challenges that the current EU policy is facing in view of the recent surge in wildlife trafficking and of its new characteristics.
(...involvement of transnational organised crime groups, impact on development and political stability in some regions, increasing demand for wildlife products from Asia...). Through that Communication, the European Commission wishes to receive inputs from all interested stakeholders in the EU and beyond the EU on the efficiency of its current action and on the possible new initiatives that could be developed by the EU in the future. The results of this consultation and the outcome of an expert conference to be held on 10 April 2014 will feed into a review of existing EU policies and measures in this area, with a view to helping the EU play a more prominent role in addressing the problem.

11.25 The potential for regional development banks to help combat international wildlife trafficking

11.40 Panel discussion on solutions

SESIION III: ADDRESSING THE DRIVERS OF DEMAND FOR TRAFFICKED WILDLIFE

12.00 Demand: the forces and factors that drive illegal international trade and consumption in elephant ivory and rhino horn

Tom Milliken, TRAFFIC International, Elephant and Rhino Programme Leader
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What is "demand" and how can it be shaped or reduced to support wildlife conservation? The world's elephants and rhinos are currently facing a conservation crisis unlike anything witnessed over the last two and a half decades. The continuing escalation in poaching and record levels of illegal trafficking in ivory and rhino horn in Africa is being driven by resurgent demand for these products in Asia. Understanding the underlying drivers of harvest and consumption is key to effecting meaningful solutions in terms of anti-poaching and demand reduction strategies in both source and consumer countries around the world.

This presentation provides an overview of the range of historical, cultural, social and economic factors that drive international trade in these wildlife commodities. It will also focus upon the little-appreciated fact that the post-CITES history of trade in elephant ivory and rhino horn is a repeated story of past cycles of boom followed by major demand reduction successes throughout Asia. Using a case study approach, various Asian countries will be briefly examined in terms of the underlying factors that led to those successes. Understanding the valuable 'lessons learned' from these past interventions, together with the evidence currently being generated through the monitoring systems for elephants and rhinos and ongoing consumer market research in end-use countries, is crucial for meeting the challenge of reducing demand in elephant ivory and rhino horn in the world's major consuming markets as quickly as possible.
12.20 The economic analysis of trade in endangered species: a critical review

Alejandro Nadal, Centre for Economic Studies, El Colegio de Mexico
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Illegal trade in endangered species poses a serious challenge to biodiversity conservation. Opening legal markets for endangered species has been considered a policy option that can benefit conservation. Economic models in favour of this option assume that a legal source of supply will lower prices and reduce incentives to poaching. It is also argued that a sustainable control of supply through farming and/or ranching will generate additional resources that can be reinvested in conservation. The key assumptions, structure and results of these models are examined in the first section of our presentation. The second section examines the shortcomings of all models used to recommend the policy option of legal markets. We show that when we introduce more realistic aspects of the value chain, the nature of the economic agents and of final demand, the models lead to equivocal results. Second, we also show that this economic analysis ignores key developments of economic theory. Both the naïve versions as well as the more refined models become useless constructs once we take into consideration critical theoretical developments. Proposing legalizing markets without a rigorous analytical foundation is dangerous and may lead to increased biodiversity loss.

12.40 Reviewing the evidence that legal trade can reduce pressure on wild populations of trafficked endangered species

Michael 't Sas-Rolfes, Independent Conservation Economist
Email: tsas.rofles@gmail.com

The question of whether we should allow legal trade in wildlife products of endangered species is hotly debated. Current opinion mostly favours a complete ban approach for species such as rhinos and elephants, and this is the main thrust of contemporary policy. To deliver an effective conservation outcome, this approach depends on a successful combination of enforcement measures and moral appeals to dissuade market participants at all levels of the illegal supply chain, from poachers to consumers.

Will this approach succeed? Many argue that it can, with sufficient political will (and funding). Others are less certain, and worry that the emerging war on illegal wildlife trade may turn out to be the next ‘war on drugs’ – a massive drain of public resources with highly questionable achievements. It is also worth noting southern Africa’s past success in protecting endangered species through sustainable use and market-based approaches to conservation. This experience is driving a strong lobby within South Africa to motivate for a proposal to the next CITES CoP for a legal trade in rhino horn.

But can legal trade offer a viable alternative to the existing policy thrust? Unfortunately this is not a simple question, nor is there a simple answer. The issue of wildlife trade policy is highly complex, and potential success is heavily reliant on a range of interdependent variables. In an attempt to better understand these, a group of IUCN-affiliated experts has recently reviewed the literature and a wide range of case studies, drawing out the factors that may determine the conservation success or otherwise of legal trading regimes.
It turns out that the potential of legal trade to work in favour of conservation varies greatly between species and even specific contexts. Furthermore, the market structure of the legal trading regime is critically important. The recent one-off ivory sales established through CITES constitute an example of a structure that does not favour a good conservation outcome.

To date the arguments presented both for and against legal trading regimes have tended to be highly simplistic and overly polemic in nature. Arguments in favour of legal trade are not always fully formed or well understood. Arguments against it rely on some dubious propositions. Nonetheless, legal trade can only work for conservation under some very specific and clear conditions. Our challenge is to ascertain to what extent those conditions can feasibly be met.

13.00 LUNCH

2. ALTERING CONSUMER BEHAVIOUR TO REDUCE DEMAND FOR ILLEGALLY TRAFFICKED WILDLIFE PRODUCTS
(Chair: Steven Galster, Freeland Foundation)

14.00 Sustainable health, environmental harmony: the ongoing collaboration between Traditional Chinese Medicine and environmental conservation

Lixin Huang, President, American College of Traditional Chinese Medicine
Council of Colleges of Acupuncture and Oriental Medicine
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The vision of the American College of Traditional Chinese Medicine (ACTCM) is to be an international center of educational excellence that advances professional collaboration and ecologically sustainable medicine. Building upon 17 years of partnership between ACTCM and international conservation NGOs and government agencies, the United for Wildlife Symposium “International Wildlife Trafficking: Solutions to a Global Crisis” is an opportunity to address strategies related to the urgency to save endangered species, as well as encourage environmentally sustainable practices within the industry of Traditional Chinese Medicine (TCM). In this presentation, ACTCM President Lixin Huang will present an overview of engaging with TCM doctors and leaders in the TCM profession in US, China and the world to reduce their impact on demand for the wildlife, as well as the new challenges and opportunities ahead.

The demand for Chinese medical treatments, in particular Chinese herbal medicine, has been on the rise throughout the world. The growth in purchasing power in China, as well as the increased use of Chinese medicine in Asia, Europe and the Americas, contributes to this increased demand. China’s annual herbal drug production is now worth billions of dollars. Such expanded markets for Chinese herbal medicine are having a dramatic impact on individual medicinal species and the ecosystems in which they thrive. According to the Register of Chinese Herbal Medicine, Chinese herbal formulas consist of over 11,000 of plants, animal products, and mineral substances, of which approximately 80% of the species are collected in the wild.

While consumer demand and wild harvest have a significant negative impact on all medicinal species and their ecosystems, they pose a particularly ominous and immediate threat to highly endangered species such as the tiger. In fact, tigers are a symbol of the
competing needs of biodiversity conservation and supplying wild animals and plants to China’s traditional medicine.

Tigers are just one example of medicinal species that are threatened due to poaching, unregulated harvest and dwindling habitat. The long-term survival of medicinal plants and animal species, as well as the health of the ecosystems in which they live, depends on integrative conservation strategies involving government regulation and enforcement, corporate responsibility and public education. The TCM industry can help prevent the overexploitation of threatened plant and animal species by advocating on behalf of such conservation strategies.

For 17 years, ACTCM has led the way in bridging the cultural and communication divide between traditional Chinese medicine (TCM) and international conservation interests. In 1998, ACTCM began its efforts to raise public awareness about endangered species when it partnered with World Wildlife Fund to build public support for tiger conservation. Over the next seventeen years, ACTCM further deepened its commitment to endangered species conservation. The college collaborated with the US Department of Fish and Wildlife’s Save the Tiger Fund and the International Tiger Coalition on a global campaign against the use of tiger bone as a medicine and tonic. I testified before both the U.S. Congress and CITES in support of maintaining tiger trade bans as well as Chinese medicine practitioners have been able to successfully treat patients without using tiger products. ACTCM has inspired leaders of State Administration of TCM in China and has brought leaders of the World Federation of Chinese Medicine Societies, both in China and in the world, as partners to promote sustainable health to support environmental harmony.

ACTCM has organized and hosted the International Symposium for the Conservation of Endangered Species and Traditional Chinese Medicine in Beijing, China, in 1999 and in 2009. Since 2010, we have worked with the World Federation of Chinese Societies (WFCMS) and hosted annual symposiums at the TCM Internal Congress to engage TCM doctors, experts and TCM business owners to support using alternatives effectively to reduce demand. The symposiums became very successful at London (2010), South Africa (2011), Malaysia (2012), San Francisco Bay Area (2013) and attracted many participants. The WFCMS is committed to continue working with ACTCM to promote sustainable health and to save wildlife. Through these symposiums, ACTCM educated participants from across China and the world about the critical importance of discontinuing the use of endangered species, the contemporary realities of select medicinal species, and alternatives to the use of endangered animals and plants in TCM.

I have played an active leadership role in the work of saving the wild tigers and curtailing the use of endangered species at the Council of Colleges of Acupuncture and Oriental Medicine (CCAOM) in US, which is an organization that I’ve served as President since 2002. CCAOM has 53 accredited graduate colleges, all recognized by the U.S. Department of Education, that offer programs in training acupuncturists and herbalists in US. Through working with the WFCMS, I have received TCM support to work together to address the conservation of wildlife. I have also urged conservation community to separate issues of traditional Chinese medical profession from illegal trade of wildlife, including wild tigers. Remarks by Vice-President and Secretary-General Prof. Li Zhenji on March 12, 2010 made it very clear that “To protect wild tigers, the Chinese government and the international community banned the use of tiger bones in medicine, and tiger bones were removed from Chinese pharmacopeia in 1993. Since then, China has successfully reduced the demand for tiger bones in its domestic market, which contribute to the conservation of wild tiger population in China and its neighboring countries. WFCMS, as the largest academic TCM organization in the world, has attached importance to the conservation of wild tigers. Since endangered species including tigers are banned in medication from 1993, WFCMS has responded to the call by carrying out educational activities, calling upon
our members to follow relevant international conventions and to practice medicine in accordance with local laws of not using endangered species, including tiger bones. WFCMS has made a contribution to the conservation of endangered species."

I will report out on proceeds from these educational activities and meetings, importance of working together between TCM and wildlife conservation with a vision of a sustainable future to promote healthy people and a healthy planet.


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**14.20 Changing minds to save rhinos: demand reduction through behaviour change in Viet Nam**

**Naomi Doak, Coordinator, TRAFFIC Southeast Asia**

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Poaching and illegal trade in wildlife have increased dramatically over recent years and has become the leading threat to the conservation, and often survival, for many species. High market value of parts and products from rare animals such as rhinos, particularly in Asia, is often the driving force behind this trade. Perceptions that items such as rhino horn reinforce wealth and status, or have unrivalled medicinal properties, combined with a rapid increase in wealth and purchasing power, means consumers are willing to pay ever increasing amounts for these items. Despite efforts to combat illegal and unsustainable wildlife consumption, demand remains high and the market for ‘luxury wildlife goods’ has expanded. Law enforcement efforts must continue to be at the front line in the battle to protect species in their range countries and in efforts to shut down markets for illegal wildlife products, but an equally focused effort is required to address the underlying drivers of demand for these products.

Sophisticated, targeted communications messaging and materials hold enormous potential to reduce demand for endangered species products. However, they can only be effective based on solid evidence and grounded in up-to-date research. In 2013, consumer research in Hanoi and Ho Chi Minh City surveyed 720 individuals as part of qualitative and quantitative surveys to comprehensively identify and analyse the reasons for consumption of rhino horn. The research identified emotional and functional drivers for consumption along with socio-demographic information about consumers. It identified the main reason for purchasing rhino horn is its perceived ability to confer social status with an underlying belief in its health benefits.

The results from this research have laid a strong foundation for the next steps of TRAFFIC’s demand reduction programme and are being used to inform the design, implementation, monitoring and evaluation of a targeted behaviour-change initiative to reduce demand for rhino horn in Viet Nam. This work builds upon awareness raising work with an approach focussed on behaviour change. Work has already begun to engage with identified consumer groups through new and innovative ways, establishing conversations and delivering information to actual rhino horn consumers and to those who have not yet consumed it but have already expressed their desire to do so. It is grounded in an evidence-based, social-science approach, and includes identifying and involving individuals, international and local, who best influence the opinions, actions and behaviour of the target consumer groups.
Learnings and insights from social media in China

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Social media has been a powerful tool in effecting massive political, economic and social change across the world. The potential for social media to effect change in China is enormous, as it is home to the world's largest internet population of over 600 million users. China is also the world's largest ivory market. This talk will describe a collaborative project with the Wildlife Conservation Society to develop long-term social media strategies and activities to combat demand in China.

A key part of the project has been to establish better insights into consumer attitudes online, through the discussion, behaviours and reactions over a long period. The data captured can also provide a foundation for future activities, as well as a baseline to measuring their effectiveness. In this presentation I will examine eight of the insights gathered from the most comprehensive review of social media in China for conservation ever undertaken.

When the buying stops, the killing can too

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Poaching crises coincide with rapid economic expansion in consuming countries and end with legal and demand changes in those countries. Three case studies are considered where demand has been successfully reduced.

An estimated 100 million sharks are killed every year with fins from up to 73 million used for shark fin soup, primarily to supply the market in China. In 2006 knowledge of the problem in China was negligible. 75% of Chinese were unaware that shark fin soup came from sharks (the dish is called “fish wing soup” in Mandarin), while 19% believed the fins grew back. WildAid worked with media partners to broadcast messages via TV and other media outlets including video boards in subway and train stations, airports, and university campuses. The campaigns, in combination with government bans at official events and media exposes, have contributed to 50-70% decrease in China’s shark fin consumption according to various sources. The evidence for the decline is reviewed.

The precipitous decline of African rhinos everywhere outside of South Africa was halted in 1993 by tough action from CITES and NGO campaigns, which led to the sanctioning of Taiwan by the Clinton Administration and the banning of domestic sales of rhino horn in China, Hong Kong, and Taiwan. This involved the arrest of rhino horn sellers and a public burning of rhino horn in China and tremendous publicity surrounding the sanctions in Taiwan. Between 1994 and 2008 both Black and Southern white rhino populations grew steadily. In 2008 poaching started to rise and by early November 2013, over 860 rhinos have been killed. In 2013 WildAid with AWF launched a three-year campaign to reduce rhino horn demand in China and Vietnam featuring new public service messages from various icons.

Between 1970 and 1989 African elephant populations were halved as legal “regulated” trade in ivory enabled laundering of illegal ivory from poached elephants. In 1989 CITES passed a ban on international trade in ivory amid wide publicity. Though the ban initially
cut ivory prices overnight and reduced poaching the success was short-lived. Newly-affluent markets in Asia and “one-off” legal ivory sales to China and Japan in 2008, have increased demand. In 2013 with Save the Elephants we launched a three-year campaign. In 2014, we will continue to build momentum by creating more new messages and extensive street-level and social media campaigns. Our continuing partnership with Sina Weibo (e.g. China’s Twitter) and Tencent will help spread our message. In January China crushed nearly 6 tonnes of ivory with Hong Kong announcing a further 28 tonnes to be destroyed.

15.20 Reducing consumptive use of wildlife, insights from the field

Grace Ge Gabriel, IFAW
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Poaching of elephants to supply the global illegal ivory trade is decimating elephant populations across Africa. To save elephants, IFAW takes a comprehensive approach to address every link on the trade chain, from poaching to trafficking to demand.

In China, IFAW employs behavior change communication strategies to address both the supply of, and the demand for, elephant ivory. We work to influence policymakers to shut down specific market places for ivory trade, enhance law enforcement effectiveness to increase the risk of illegal trade, and motivate consumer behavior change to reject ivory consumption.

IFAW’s campaigns have reached hundreds of millions of people in China and have generated enhanced law enforcement actions; trade bans from the online and auction industries, and pledges to reject wildlife products from consumer groups. Reduction of online trade of elephant ivory, bear bile, tiger bone, rhino horn, shark fin and many other animals contributed to the protection of these species in the wild. IFAW’s ivory demand reduction ad campaign successfully reduced the segment of the Chinese population most likely to purchase ivory from 54% to 26%.

Highlighting the challenges of reducing ivory trade in China, where a parallel legal and illegal markets exist, the presentation argues for communication strategies to stigmatize wildlife consumption and the need to develop culturally-appropriate, politically-sensitive and socially-motivating approaches to sustain long-term behavior change. Only by having clear and unambiguous laws to make the trade of protected wildlife illegal, combined with vigorous enforcement and meaningful punishment for violations, can we stigmatize wildlife consumption which is essential for reducing demand for wildlife parts and products.

15.40 Panel discussion on solutions

16.10 Tea/Coffee

SYNTHESIS AND SOLUTIONS Chair: (Nick Booth, Royal Foundation)

16.40 Panel discussion – reflections and solutions

17.30 End of Symposium
International Wildlife Trafficking: solutions to a global crisis

Location of Tuesday and Wednesday lunch: Prince Albert Suite

Location of Tuesday evening drinks reception and dinner (booking required) Prince Albert Suite

Venue for Tuesday and Wednesday lunch and symposium dinner

Suggested route (through tunnel)

Entrance to Meeting Rooms from Outer Circle
Transport for London Travel information
Telephone: 0843 222 1234 (24 hours a day); Textphone: 020 7918 3015

BUS 274 to Camden Town and Baker Street

www.tfl.gov.uk/

Taxi numbers
Taxi One-Number bookings: 0871 871 8710
Call-A-Cab: 020 8901 4444
Computer Cab: 020 7908 0207
DataCab: 020 7432 1540
Dial-A-Cab: 020 7253 5000
Radio Taxis: 020 7272 0272