

CHANGING BEHAVIOUR TO REDUCE DEMAND FOR ILLEGAL WILDLIFE PRODUCTS

Workshop proceedings



TRAFFIC REPORT

TRAFFIC, the wildlife trade monitoring network, is the leading non-governmental organization working globally on trade in wild animals and plants in the context of both biodiversity conservation and sustainable development. TRAFFIC is a strategic alliance of WWF and IUCN.

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Workshop illustrations:
www.imawangrid.wordpress.com

Design: Pham Thi Ngoc Tram
ngoctram89@gmail.com

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INTRODUCTION

The trade in illegal wildlife products is a substantial threat to the survival of many species. Historically, efforts to address this have focused on strengthening penalties, deterrents and enforcement, in order to starve the supply of goods into the marketplace. Recently however, there has been recognition that complementary efforts to change behaviour, and reduce the demand for illegally traded wildlife products amongst consumers, will be critical if we are to successfully secure a vibrant future for threatened species.

Within this context, TRAFFIC convened an international workshop on 'Changing Behaviour to Reduce Demand for Illegal Wildlife Products' in Hong Kong, 7-9th March, 2016. This groundbreaking event brought together around 100 participants from 60 organizations, able to offer diverse expertise, experience and professional opinion around what it takes to change consumer choice. The event sought to invigorate 'demand reduction' discussions by providing delegates with a platform through which to share their ideas, vision, passion, lateral-thinking and creative solutions. It aimed to enable the conservation community to ensure they were designing and delivering the most effective, efficient and exciting strategic approaches to changing buyer behaviour. Through a rich mix of presentations, plenary debates, group-work reflections, interactive side-sessions and creative exhibitions, the event used non-traditional facilitation techniques and an interactive format to share skills, inform innovation, catalyse collaborations and build-up a collegiate atmosphere for the consumer behavioural change 'Community of Practice' attending.

The event was generously supported by donors including USAID, through the Wildlife Trafficking Response, Assessment and Priority Setting (Wildlife TRAPS) Project; Defra; and GIZ on behalf of BMZ and BMUB.

The following provides a summary record of proceedings, including an overview of the next steps and where to get more information for those who are interested.

WORKSHOP OBJECTIVES

- 1 To **CONVENE** diverse expertise around what it takes to change consumer choice.
- 2 To **FOSTER** fresh thinking and innovation and facilitate thought-leadership around the application of behavioural change strategic approaches in demand reduction communications and activities.
- 3 To **SHARE** success stories, lessons learned and insights arising from recent research and behavioural change case studies.
- 4 To **REFLECT** discuss and agree on how to strengthen approaches to changing purchasing preferences, buyer behaviour, and potential consumer intentions.
- 5 To **COMMIT** to actions arising as a result and catalyse powerful cross-sector partnerships that will be required to implement these successfully.

'It's an opportunity for all of us to take stock, to learn, to be inspired.'

– **Steven Broad, TRAFFIC**

'We've looked along the whole enforcement chain...but none will work unless we tackle the demand. The demand is what drives it.'

– **Mary Rowen, USAID**

'Without good evidence interventions will not be as targeted and as effective as they could be, nor will we be able to demonstrate their value to others.'

– **Simon Maxwell, DEFRA**

'Last year the UN adopted an historic Resolution to tackle wildlife trafficking, and demand reduction is one of the three pillars to achieve that.'

– **Liu Yuan, CITES Secretariat**

WORKSHOP FLOW

A RETROSPECTIVE:
Reviewing evidence and
research on behaviour change
and demand reduction
DAY 1

A PROVOCATION:
A fresh look at the future
and potential strategies
DAY 2

**A PLAN
OF ACTION:**
Capturing cross-sectoral commitments
DAY 3



In order to map what was being delivered where to reduce the demand for threatened species products; and what works and what doesn't in changing consumer behaviour, the UK government (Defra) commissioned a consortium of organizations, including WWF, TRAFFIC, Imperial College London and the University of Oxford, to conduct research. Deliverables produced under this research included a 'Scoping Study' to identify the interventions being delivered, where, using what evidence base, and gaps in knowledge arising; an 'Evidence and Literature Review', to fill one of the knowledge gaps, that of what Chinese and Vietnamese language literature indicated were examples of successful behavioural change in the past; 'primary research' to test innovative approaches to filling other knowledge gaps about consumer motivations; and a 'workshop' to present draft findings and welcome stakeholder input.

Preliminary findings were collated, analysed and presented to workshop delegates, under three headings on Day 1, as follows:

MAPPING DEMAND



More specifically, mapping demand reduction initiatives; capturing who is doing what, where and how, using which evidence base;

UNDERSTANDING DEMAND



Identifying effective and promising survey techniques to fill gaps in the evidence base, and the lessons learned in their application;

CHANGING DEMAND



Capturing insights into effective strategies for changing wildlife product consumer behaviour, based on insights from sectors beyond conservation.



MAPPING DEMAND

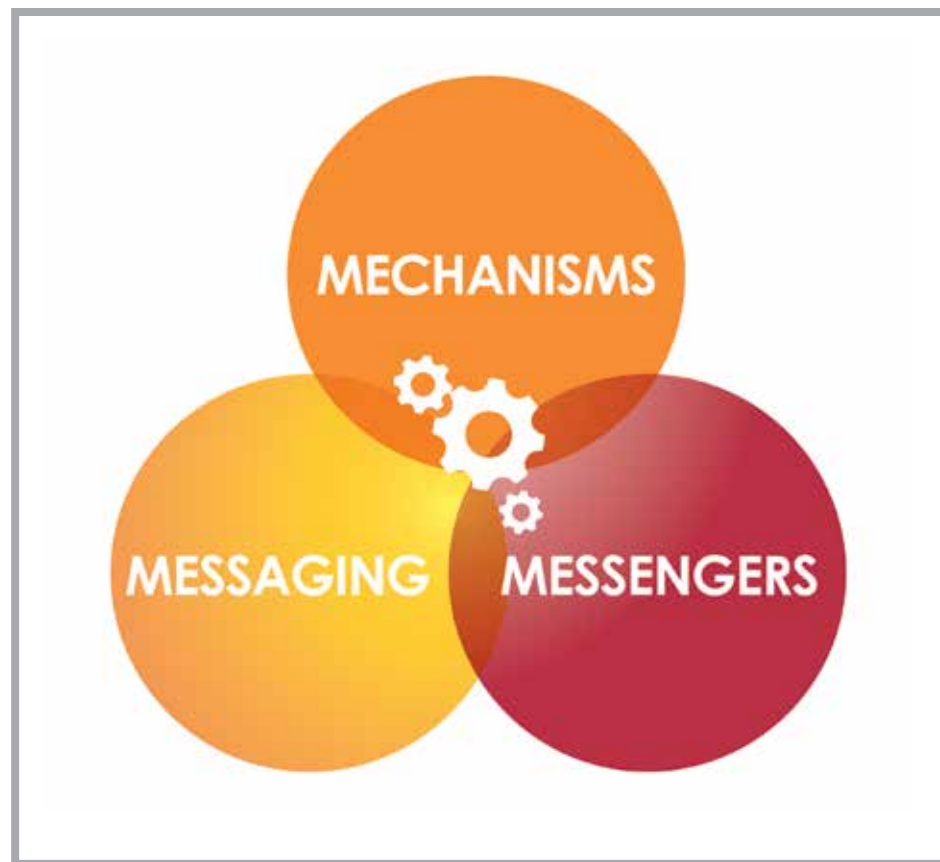


A preliminary overview of the initiatives identified as aligned with a 'demand reduction' heading, and delivered in China or Viet Nam during the decade ending December 2014, was presented to workshop delegates.

Delegates were then asked: What gaps are there in our knowledge of who is doing what, where, using what evidence base for consumer insights? What has been delivered since the scoping study period, i.e. during 2015?

Group work discussion generated lists of the initiatives that were known; these lists will be incorporated within the database underpinning the project mapping process, to ensure it is as complete as possible.

Delegates highlighted concerns on the mismatch between research that highlighted the need to focus on specific wildlife product consumer behaviours, and campaigns that then were 'informed' by this research yet delivered to the public at large. There was general agreement on the need to target specific audiences rather than everybody, and to use a 'mixed methods' approach – for example, including quantitative and qualitative components, or triangulating findings from different but complementary approaches, such as 'Emotional Territory Mapping'; 'Brand Attachment'; and 'Unmatched Count Technique', explained further below, when gaining insight into consumer choice and motivations to inform intervention design.



UNDERSTANDING DEMAND



Other activities in the project included primary research to pilot new approaches to enhance understanding of demand. Hardly any surveys have been conducted in order to understand attitudes towards the consumption of elephant ivory in Viet Nam, and so in addition to testing new methods, the research sought to fill those gaps. Additional information was collected on attitudes towards rhino horn consumption, in order to cross reference findings. The primary research, in the form of an online survey targeted at readers of high-end luxury magazines, used techniques such as:

- **'Brand attachment'**: which can be an accurate predictor of: i) intention to perform 'difficult' behaviours; ii) actual purchase behaviours; iii) 'brand purchase share' (or, the share of a brand amongst directly competing brands); and iv) 'need share' (or, the extent to which consumers rely on a brand to address their needs).
- **'Emotional territory mapping'**: which can reveal the emotional connections and benefits consumers make when they are considering products and services to purchase.
- **'Unmatched count technique'**: which can provide an estimate of the proportion of people within a sample who have bought a particular product, in relation to products that consumers may not wish to reveal they have bought.

The preliminary insights generated through this piloting process were shared and discussed amongst delegates. Building on previous work, these insights included recommendation to employ an evidence based approach and ensure that demand reduction initiatives are grounded in behavioural science. Additional reflections included recognition of the value of research techniques typically employed in luxury brand marketing.

Further to initial reflections, delegates were asked: How feasible and desirable is it to develop standardized methodologies to gathering consumer insights? What are some of the barriers that need to be overcome? How do those currently commissioning or conducting consumer surveys do it?

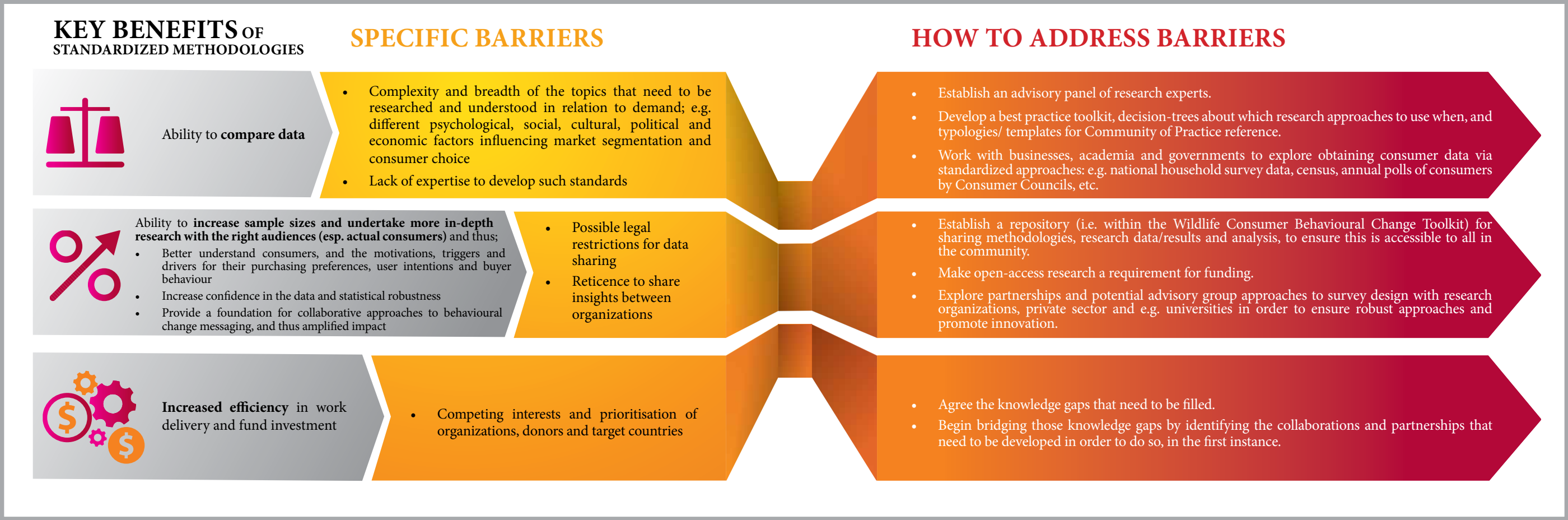
In response, delegates discussed the benefits, barriers and how to address these, in relation to effort to understand demand (See Table 1). Many participants agreed research resources could be used more efficiently if the conservation community were to develop a suite of harmonized, if not standardized, survey methodologies. Nuances noted included ensuring high quality research design using methods selected for the specific study, and research aims and objectives; recognizing that for example, this would need to be tailored according to different target groups; consumer behaviours and research purposes.

Emphasis was also placed on moving towards pooling the data, analysis and insights arising, and making findings publicly available. There was also support for the development of a 'best practice' Toolkit, survey typologies and a decision tree to support 'demand reduction' practitioners as part of this process.

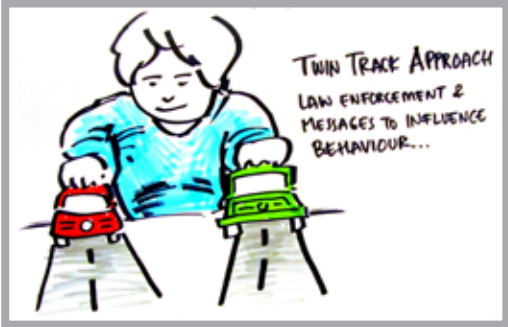




Table 1: How practical and feasible is it to develop standardized methodologies to gathering consumer insights?



CHANGING DEMAND



Preliminary insights into what is effective in changing consumer behaviour, based on experience beyond the conservation sector, were then shared with workshop delegates. Five initiatives were presented in total, three of which are summarized opposite, each illustrating a ‘twin-track’ approach. One track involved efforts, activities and communications around implementing a societal behavioural control (e.g. ensuring the laws are appropriate, perceived to be an adequate deterrent and effectively enforced) or restricting consumer choice (i.e. by retailers removing products from sale, or manufacturers using alternatives). The other track involved messaging issued by those influential with consumer groups and other target audiences, to help inspire and shape individual motivation.

It was noted that in China and Viet Nam, ‘track one’ i.e. effort to impose behavioural control or restrict consumer choice, was often led by the government, whilst ‘track two’ i.e. effort around issuing messaging in order to shape motivation, was typically led by the private sector or civil society groups.

Presentations also reinforced the importance of delivering both tracks alongside one another to ensure an adequate enabling environment for meaningful behavioural change. *The importance of messaging that is positive, tailored for a specific audience, adapted over time, and coming from credible messengers, was also emphasized.*

Further insights into behavioural change initiatives were shared as follows:

- **Road Crew**—sharing information about an initiative that reduced drunk-driving by providing an alternative driving service and issuing behavioural change messaging; social marketing principles and market segmentation were used to tailor the campaign, with communications promoting the benefits of the desired behaviour, not only the costs of the current behaviour.
- **Setting Suns**—sharing information about how international pressure and domestic awareness raising activities, combined with efforts to reduce availability of products in the marketplace, in order to reduce demand for rhino horn and ivory over three decades in Japan.
- **MTV EXIT**—campaign on human trafficking; sharing insights into how MTV’s strong brand and social media outreach was used to attract and raise awareness around action to tackle human-trafficking, engaging partnerships with celebrities to increase visibility around the issue.



- 8 *Changing behaviour to reduce demand for illegal wildlife products: workshop proceedings*. TRAFFIC 2016.



An address by an invited speaker and series of 'Pecha Kucha' style presentations initiated discussion. The potentially catastrophic effect of billions of people consuming to lift their livelihoods and lifestyle was recognized, but reconciled against realisation of the powerful position Asia was in to redefine this type of consumption, and set the vision for a more sustainable future.

[illegible]

Chandran Nair, Global Institute for Tomorrow –

'My position on consumption: we have essentially an economic model based on Western premise that we can have everything. My vision: we, in Asia need to reject this notion; the democracy of our time should be about shared resources.'

Megan Hill, USAID – “I Stand for Tiger” Campaign in Sundarbans, Bangladesh

'Pride is a universal feeling that we can all connect with. This is really talking about Tigers in the Sundarbans and what everyone can feel about them.'

Eric Phu, Citizen Wolf & Infin80 Group – Behaviour Change and the Art of Japanese Pottery

'There is a lot of power in thinking about how we collectively can be the gold that fixes up the cracks rather than focusing on the broken pieces of the pottery itself.'

James Walsh, World Bank – The Serendipity of Butterfly Effects

'It's not that the big things don't matter, but often they're not enough... If we can work out what smaller details can lead to large scale change... we can have really fundamental social effects.'

Anthony Chu, Ogilvy – Craft the Right Message to Drive Behaviour Change

'Can we destroy the value of ivory or other wildlife products? If we reduce the value, the demand will be reduced.'

Wander Meijer, GlobeScan – Ivory: Killing Demand

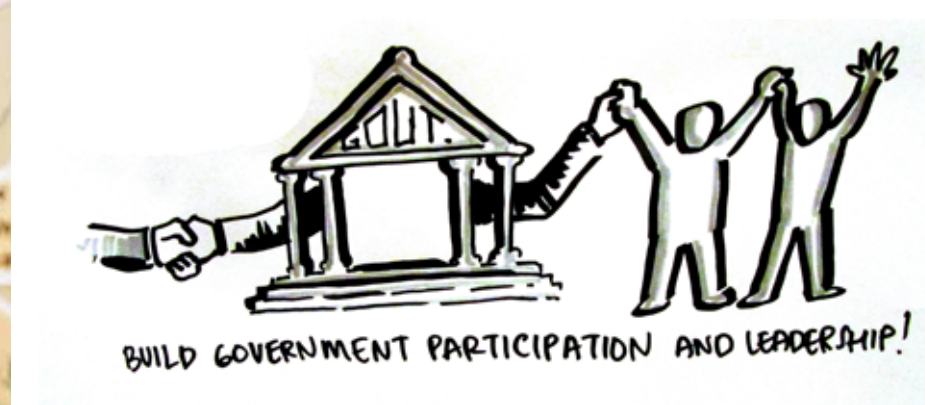
'Negative messaging doesn't change behaviour, but it does drive the support for regulations.'

Cheryl Lo, WWF Hong Kong – Campaign to Secure a Ban of Ivory Trade in Hong Kong

'We want to change one person's attitude: the Chief Executive, to achieve that we mobilise Hong Kong people... (after the campaign) he announced that he would take steps to ban totally the trade of ivory in Hong Kong... Everybody has chipped in to get this attitude changed.'

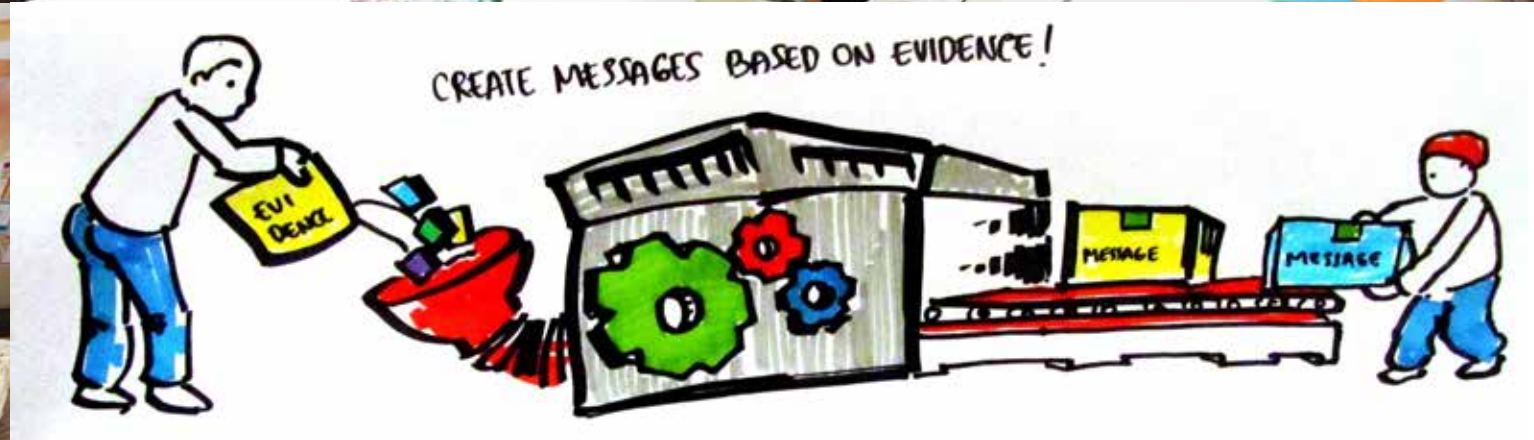
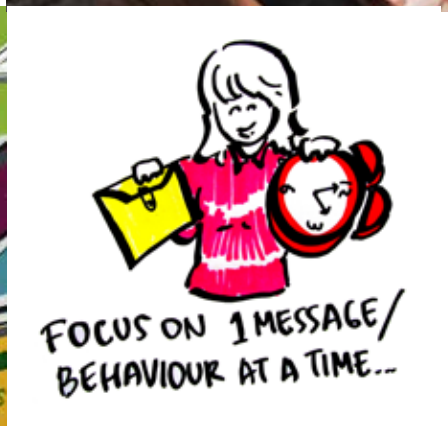
Rabia Mushtaq, WWF Thailand – Chor Chang Can Save Elephants: Uniting All Elephant Lovers Against Ivory Trade

'The power of public can drive change, it's all about how you engage the audience, think what they're thinking and enable individuals to act with simple actions and positive messages.'



Bursts of Creativity

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





Inspiring Messaging through Innovative Partnerships

A 'Partnership Showcase' featuring panel interviews with those issuing inspiring messaging to shape motivation, featured three behavioural change corporate 'champions'. These were:

- China based art auction and collection company Wen Wan Tian Xia (WWTX)
- Social media giant Tencent
- The Vietnamese Chamber of Commerce and Industry (VCCI)

Each speaker shared their motivation for working with TRAFFIC to reduce demand for wildlife products.



Open Space Inspiration

Following this, three parallel sessions provided an opportunity for participants to think 'out of the box' about the way we infuse behavioural change approaches within efforts and initiatives aiming to reduce demand for illegal wildlife products.

Creative Materials Showcase:

Alternative choices to corporate gifting of illegal wildlife products.

Lamia Mahjoub from Art Lease

- As a more sustainable 'alternative' behaviour, can we consider encouraging consumers to gift experiences rather than products?
- Art offers one example of such an 'experience' and one that can also be a powerful medium through which to communicate behavioural change themes and messaging. With the right placement, it could also help prompt dialogue between those influencing behaviour change and potential consumer groups.
- The display of art can also be a way to convey corporate values around the issues, or an opportunity for corporate leaders in the boardroom to talk to others about more sustainable alternatives to gifting.
- There is a need to understand who and how decisions related to art purchase and/or lease are made by corporate leaders.

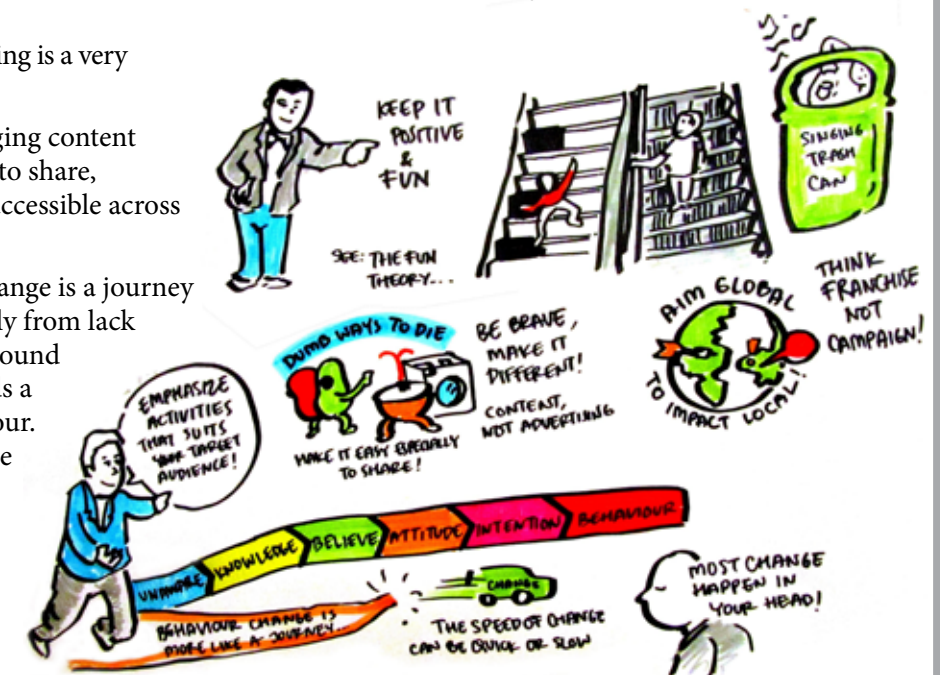


Behaviour Change Master Class:

Creative messaging and ways to measure impacts.

Eric Phu from Citizen Wolf & Infin80 Group and Daniel Lindgren from Rapid Asia

- Positive messaging is a very powerful tool.
- Positive messaging content should be easy to share, inclusive, and accessible across various media.
- Behavioural change is a journey – moving largely from lack of awareness around an issue towards a desired behaviour. We can measure the target audience's mobility along the phases of the journey.



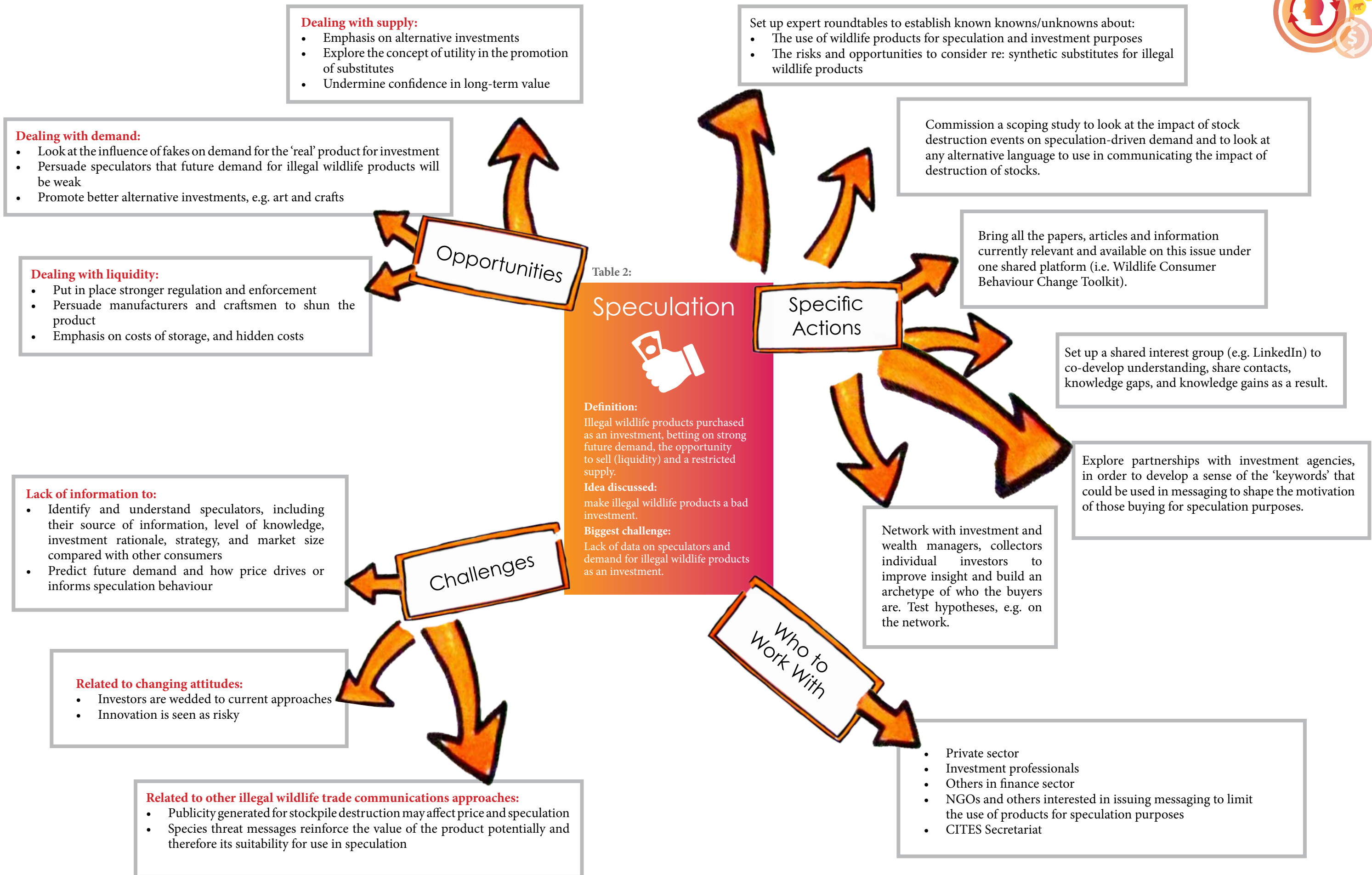
Virtual Resources Showcase:

Online resource bank and decision making tool on behavioural change approaches.

Frits Hesselink from HECT Consultancy

- Success factors for such a platform include ease of use, visual appeal, continuous updates from organizations in the behaviour change Community of Practice, interactions between users, quality content, etc.
- Content should include a comprehensive list of demand reduction efforts, summary of the main theories used in behaviour change, diverse case studies, perhaps a portfolio of experts sharing details about their expertise, tools/Typologies (i.e. such as those for shaping intervention design as well as those assessing impact), and regular news and updates.





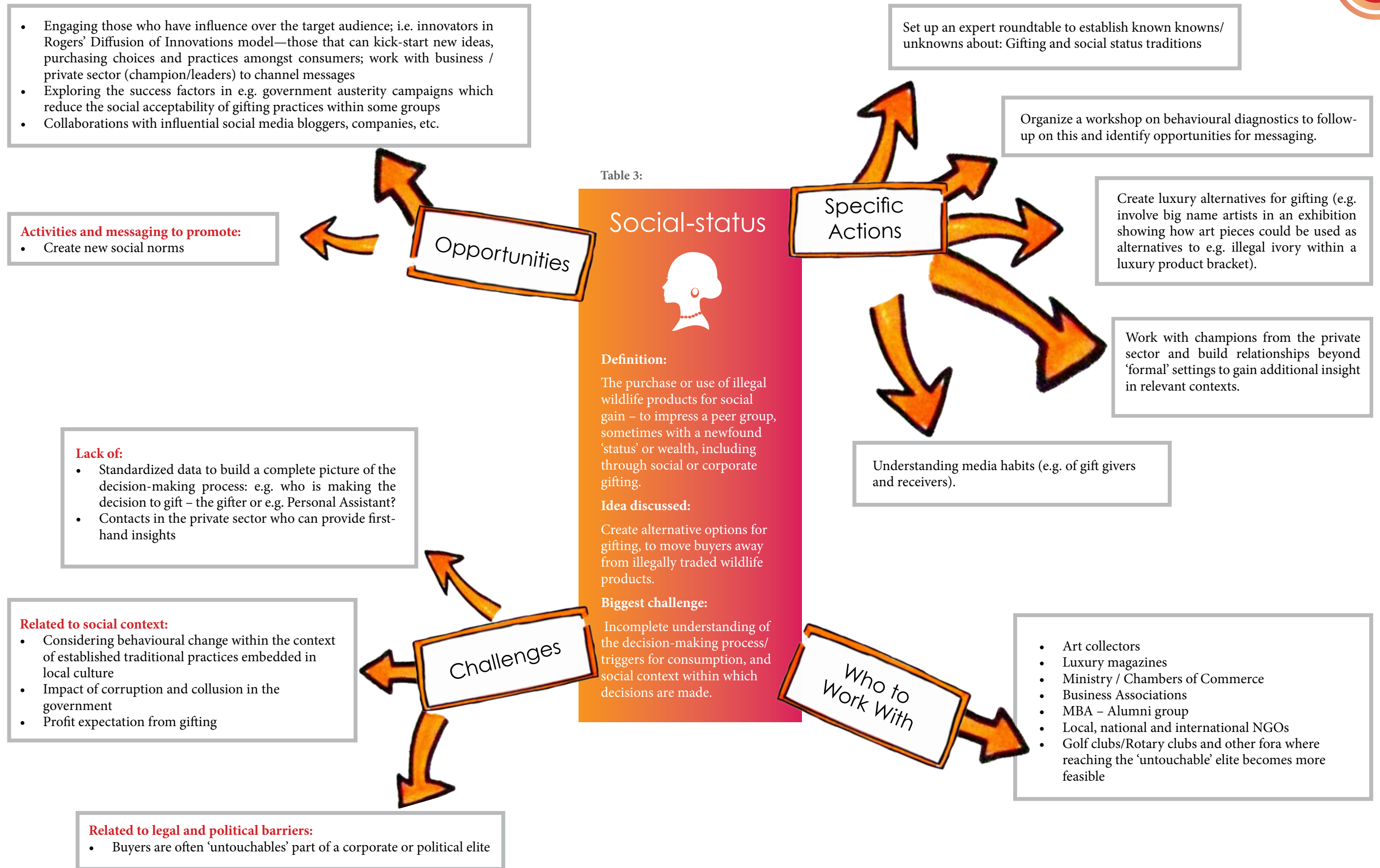




Table 4:

Medicinal



Definition:

Illegal wildlife products that are ingredients in traditional medicine (TM) treatments for illness or to promote wellness.

Idea discussed:

Establish collaborations with Traditional Medicine community leaders in order to explore alternatives to the use of illegal wildlife products in treatments. Explore the potential to work with those prescribing these treatments as well as consumers of them.

Biggest challenge:

Lack of understanding around how to reach those prescribing and consuming these traditional medicine (TM) treatments.

Partnerships with:

- Governments to fully remove endangered wildlife derivatives from traditional medicine (TM) treatments and/or promote the use of locally-sourced products
- Drug companies to show comparative advantage of using alternative medicines
- TM practitioners and authorities to change practices and raise awareness
- Others in the health industry: health care support groups, medical insurance companies, wider medical community to provide access to accurate information
- TM universities to influence the new generation of practitioners
- Health sector NGOs
- Engage Consumer Councils and Associations who may be able to provide support to explore alternative products and share information with consumers about which treatments are efficacious and legal
- Continue to build insights and intelligence about market trends and dynamics through regular surveillance

Influence and evidence:

- Collaborate with Traditional Medicine Leaders in order to publish articles to provide evidence of effectiveness of alternative medicines

Reach out to:

- Young people through storytelling, cartoons, and other education, engagement and awareness activities
- Encourage government inter-departmental collaboration (e.g. between the Ministries of Health, Communications and Commerce)

Related to information:

- Difficult to prove the effectiveness or not of individual TM products, as it is often the products in combination that achieve most change
- Difficult to survey illegal behaviour
- Lack of knowledge on key influencers across different products
- Lack of knowledge on people's emotional relationship to their health

Related to product:

- There are many risks and unknowns in the identification and active marketing of substitute products
- Need to identify and develop good/ sustainable alternatives
- Product loyalty can be high
- Perception that the higher the price and the rarer the ingredient is, the more effective it is
- How to deal with fake products

Related to social context:

- Traditional medicine/practice is difficult to prove/disprove
- Medical practices are often deeply rooted in tradition and culture
- In some countries health systems are seen as inferior and "more expensive" compared to traditional medicines
- Reconciling the timelines involved, i.e. the time it will take to change behaviour vs. urgent need for action

Research priorities:

- Conduct additional research into the usage and users of specific wildlife products in TM in China, Vietnam.
- Develop new reference materials and update existing ones on the use of illegally traded wildlife products in TM
- Provide grants to university students and commission studies to understand and gain evidence of the effectiveness of TM components

Understanding practitioners and users:

- Create an expert group of TM practitioners to understand e.g. what endangered species are in formulas and who decides on that
- Identify influencers for TM University curriculum development
- Work with herbalists to identify effectiveness of TM products to design more informed campaigns

Promoting collaboration and buy-in:

- Organize workshops with practitioners and doctors about different approaches used for TM and western medicine
- Identify a relevant government lead to champion the issue and work with officials at all levels to reinforce messages internally.
- Build on existing government campaigns, e.g. breastfeeding campaign

Building awareness and collaboration:

- Testimonials of people cured by non-endangered species TM
- Work with media/film makers to weave messages into popular culture
- Engage spiritual leaders to develop concrete message on a significant day
- Have professionally-designed PSAs and campaigns, e.g. develop computer games, or create characters that resonate with the target audience
- Work with government officials at all levels to reinforce messages internally; identify champions within government to be messengers

Who to Work With

- Ministry of Health
- TM practitioners
- TM associations, leaders, developers
- Drug companies
- Universities
- NGOs and relevant IGOs; WHO and IUCN
- Media
- Religious leaders where they might have influence over people's relationship with health and use of medicinal products.

Related to legal and political barriers:

- Users are often not the decision makers in which medicines and treatments to consume – they are reliant on recommendations from pharmacists
- Corruption, lack of enforcement and funding
- Demand reduction for illegal wildlife products is often not considered a priority

Challenges

Specific Actions

Opportunities



Next steps

The workshop closed with delegates making commitments as new consumer behavioural change 'Community of Practice' members focused on 'walking the talk' in reducing demand for illegal wildlife products. Commitments made are summarised under the following headings:

- **Research:** Many reinforced their support for addressing the barriers around developing harmonized, if not standardized, approaches to research to inform conservation related/demand reduction initiatives. It was agreed that this could focus on research to inform intervention design and well as assess impact, considering aspects such as behavioural economics, market segmentation and trafficking route/seizure and trade data analyses, as well as consumer insight. Others committed to do more research on demand reduction for less iconic species—Totoaba and pangolins were both noted specifically.
- **Infusing behavioural change approaches and sharing other types of expertise:** Some delegates offered to share their expertise in behavioural change, market dynamics or consumer insight, to support others in improving the reach, resonance and impact of messaging, messengers and mechanisms. Others committed to set up further discussions to deepen the Community of Practice's understanding around specific issues related to behaviour change approaches and buyer profiling. Expert roundtables will be convened to fill specific knowledge gaps and foster good practice in social and behavioural change communications and approaches and contacts will be made through the Wildlife Consumer Behaviour Change Toolkit.
- **Sharing information and developing skills:** Many of the personal commitments focused on sharing information and lessons learned during the workshop, with delegates' own organizations and broader professional connections. Delegates also agreed that extending the functionality of the 'Wildlife Consumer Behaviour Change Toolkit' would be valuable and were willing to contribute technical input and knowledge resources, to ensure the success of this key Community of Practice resource. Building up aspects such as an embedded Virtual Networking/Twinning and Mentoring hub, video platform featuring short interviews with experts, a 'Discussion and Debate' section, Graphic Guide cartoon film, was also discussed. A series of topic-specific webinar sessions will also be convened and run.
- **Catalysing collaborations and innovative partnerships:** various NGOs and advertising companies committed to work more with each other and government agencies, as well as to reach out to personal contacts to tap into additional expertise. Other ideas for private-public partnerships also emerged; for example a liquor manufacturer proposed to explore the potential to develop alternative gifting options. Several partners are also planning to organize side events at high-profile conferences coming up later in 2016 such CITES CoP, the IUCN World Conservation Congress and the Viet Nam conference on Illegal Wildlife Trade (the third in the London Conference series).
- **Funding opportunities:** Some funding opportunities for research were announced at the end of the workshop and a number of donor agencies present committed to ensure well-targeted funding to support elements highlighted in the action plans.
- **Policy:** A CITES Management Authority pledged to push forward dissemination and better integration of demand reduction strategies across government's work; commitments were also made to provide feedback on CITES documents e.g. the draft Resolution on Demand Reduction strategies to combat illegal trade in CITES-listed species, as well as input into other backgrounds papers prepared for international conferences and relevant fora.

This workshop made great strides in informing and catalysing the development of an exciting 'Community of Practice' approach towards changing behaviour to reduce demand for illegal wildlife products.

Along with the numerous opportunities identified during the workshop to sustain discussion and momentum, TRAFFIC has committed to continue convening and supporting this 'Community of Practice' through a suite of follow-up activities. Examples of these activities include convening Expert Roundtables on key issues and discussion groups; Masterclasses on social and behavioural change methodologies; the development of best practice 'typologies' in monitoring and evaluation; and hosting and facilitating community engagement in a 'Wildlife Consumer Behavioural Change Toolkit'. In this manner, it is hoped that collaborative actions will increase and be informed by the best evidence and insight into Social and Behavioural Change Communications (SBCC) and approaches, in order to change illegal wildlife product consumer behaviour. We look forward to working with all workshop delegates and others interested, in this critical and exciting endeavour! We encourage anyone reading this report to circulate and discuss the ideas within it with colleagues, peers, business partners, and government agencies, and any others interested in joining this Community of Practice.

To find out more about the meeting and behaviour change visit: www.changewildlifeconsumers.org

For anyone who would like to become part of this 'Community of Practice' or contribute their consumer expertise and professional opinion to support conservation objectives please contact:

Gayle Burgess, TRAFFIC Consumer Behavioural Change Coordinator c/o WWF Hong Kong, No. 1, Tramway Path, Central, Hong Kong. T: +852 9160 2805; Skype: gayle.burgess2; gayle.burgess@traffic.org

Institutions with delegates at the workshop: ADM Capital Foundation; Agriculture, Fisheries and Conservation Department Hong Kong; ArtLease/Nock Art Foundation; CITES Secretariat; Consumer Council; Department for Environment, Food and Rural Affairs, UK; East China Normal University; Eric Phu Consulting; Forest Stewardship Council; Freeland; German Consulate General Hong Kong; Global Institute for Tomorrow; Globescan; Greenpeace Hong Kong; HECT Consultancy; Highway4; IFAW; Imperial College London; Intelligent Media; IUCN; JCDecaux; Kadoorie Farm & Botanic Garden; Ocean Park; Ogilvy; Oxford University; Rapid Asia; RARE; Save the Elephants; Save the Rhino International; Save Vietnam Wildlife; Singapore Zoos; South African Consulate-General: Hong Kong SAR / Macao SAR, PRC; T5G (Vietnam National Center for Health Communication and Education of MoH); Tadioto; Tencent; Thailand Department of National Parks; TRAFFIC; University of Leithbridge; University of Tokyo; US State Department; USAID; US Consulate General for Hong Kong and Macau; Vietnam Central Committee for Propaganda and Education; Vietnam Chamber of Commerce and Industry; Vietnam Ministry of Agriculture and Rural Development; Vietnam Ministry of Natural Resources and the Environment; WCS CN; Wen Wan Tian Xia; WildAid; Wilkes University; World Bank; WWF CN; WWF HK; WWF International; WWF TH; WWF US; Xinhua.



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For further information contact:

TRAFFIC
Headquarters Office
219a Huntingdon Road
Cambridge CB3 0DL
UK

Telephone: (44) 1223 277427

E-mail: traffic@traffic.org

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