

The UK Commitment to Action on the Illegal Wildlife Trade (IWT) - an update

March 2015

UK Commitment to Action on the Illegal Wildlife Trade (IWT)

The UK Government is committed to ending the illegal wildlife trade. We are working with our international partners and taking action here in the UK to achieve this goal. Our focus is on improving enforcement, reducing demand for products and supporting sustainable livelihoods and economic development in the communities affected.

We published a “Commitment to Action on the Illegal Wildlife Trade” in February 2014, and committed to reviewing progress in a year’s time. This note provides an update on the commitments set out in that document.

You can see the commitment here:

www.gov.uk/government/uploads/system/uploads/attachment_data/file/277772/pb14_129-commitment-action-illegal-wildlife-trade.pdf

Working with our International Partners to Tackle the Global Trade

Commitment 1

Add significant new impetus to global efforts to tackle IWT through **securing high level political commitment to action at the London Conference on the Illegal Wildlife Trade (February 2014)**. We will urge Governments to tackle this illegal trade from the perspectives of criminal justice, international and regional security, social and economic development, as well as environment and natural resources.

Update on Commitment 1

The London Conference on the Illegal Wildlife Trade was attended by leaders from 41 nations, and 10 international organisations. The Conference delivered an ambitious political Declaration - the London Conference Declaration - containing 25 commitments to action on enforcement and criminal justice, reducing demand for illegal wildlife products and supporting sustainable livelihoods. The 25 commitments included:

- Governments committed for the first time to renounce the use of any products from species threatened with extinction

- Governments will support the CITES commercial prohibition on international trade in elephant ivory until the survival of elephants in the wild is no longer threatened by poaching
- Governments committed to treating poaching and trafficking as a serious crime, as defined by the UN Convention against Transnational Organized Crime.

The London Declaration is available here: www.gov.uk/government/topical-events/illegal-wildlife-trade-2014.

What next?

International progress against these commitments will be reviewed at a Conference in Kasane, Botswana, on 25 March 2015. This follow up Conference will help to maintain the momentum successfully generated in London.

The UK has been working closely with the Government of Botswana to organise this Conference. All the countries that adopted the London Declaration have been asked to provide progress reports setting out what they have done to meet the commitments made in the London Declaration, and where they see gaps in international action. The UK has acted as Secretariat for the Conference, and as part of this role has produced a synthesis of the progress reports submitted, which will inform the discussions at Kasane.

The UK's own progress report is available on GOV.UK.

Commitment 2 and 4

Provide financial support through a **£10 million fund** to support efforts by the UK and other countries to tackle the illegal trade in wildlife products, and re-align existing grant programmes (including the Darwin Initiative) **to increase their support for tackling IWT**

Update on Commitment 2

The £10 million UK Government Illegal Wildlife Trade funding package is being used over 4 years (2014-2018) to:

- Provide support to the Elephant Protection Initiative, an African Partnership aiming to generate funding to implement the African Elephant Action Plan

- Support work to deliver commitments made in the London Conference Declaration, including: support for the Kasane Conference in Botswana; support for a UNODC project that aims to better understand the dynamics of the global market in illegal wildlife; support for work by CITES to help developing countries improve their national legislation, and support for IUCN to further develop the African Elephant Database (AED), so it can be more effectively used to enhance community ownership and stewardship.
- Provide support to practical projects around the world, through the UK's Illegal Wildlife Trade Challenge Fund.

In addition, DFID, on behalf of the UK, also provides funding to address IWT via its contribution to the Global Environment Facility (GEF). The 6th replenishment of the GEF Trust Fund was agreed in 2014 and runs for 4 years to 2018. This includes a new US\$80 million programme on tackling the illegal wildlife trade. The UK's burden share to the GEF is 9%.

The Illegal Wildlife Trade Challenge Fund

19 projects are receiving funding under the UK Government's Illegal Wildlife Trade Challenge Fund: five came through Defra's Darwin Biodiversity Initiative process, and 14 were selected through a competitive process in summer 2014. In total, the 19 projects are worth just over £5.3 million. The projects supported cover a range of species threatened by the trade, from elephants and rhinos, to snow leopards and macaws.

Protecting wildlife by linking communities and conservation in Mozambique

Working in Mozambique, this project will address the threats to rhinos in Kruger by developing alternative wildlife-based sources of income, enhancing community governance structures and increasing awareness of new legislation.

Technology and Innovation Against Poaching and Wildlife Trafficking

This project will design a 'gold standard' wildlife protection technological system to serve as a pilot project, working in Kenya's Tsavo West National Park, aiming to demonstrate the positive impact of robust technological security and training systems.

The Border Point Project: Stopping Illegal Wildlife Trade in the Horn of Africa

This project aims to support improved enforcement, by sending experts to border points to work alongside officials to increase their knowledge and skills, by providing training on wildlife law. The project will also explore how relief and development

agencies can incorporate wildlife protection in to their work, and work to raise public awareness in innovative, far-reaching ways.

Strengthening institutional frameworks to combat wildlife trafficking in Indonesia

This project aims to strengthen the capacity of law enforcement agencies and to enhance national and regional collaborations between Indonesia and other Southeast Asian nations, serving as a model for inter-agency and south-south collaboration to combat IWT. In addition, around critical tiger conservation landscapes in Indonesia, the project will support local communities to mitigate tiger conflict.

Developing long-term law enforcement capacity to protect the Mali elephants

This project aims to link existing elements of the Mali Elephant Project by providing communications, transport and personnel to monitor, report and inform on progress, creating an integrated community anti-poaching operative building on a successful approach.

African Wildlife Forensics Network – capacity and coordination for law enforcement

This project aims to address the disparity between arrests and convictions in the prosecution of IWT-related crimes in eight African target countries through the establishment of a wildlife forensic network.

Securing rhino populations with effective law enforcement and Impact Bonds

Working in Kenya, this project will be a pilot for a ‘Rhino Impact Bond’, which aims to provide long-term financing to support site-level protection and management at globally-important rhino sites.

Developing law enforcement capability in Malawi to combat wildlife crime

This project will up-skill Malawian officials, (through cascade training), supporting them in investigating and prosecuting wildlife crime, including: Border Force partnering with RSPCA International to deliver bespoke training on CITES enforcement for Malawi Customs; production of a legislation handbook on Acts relevant to wildlife; and, establishing a national database on wildlife crime to ensure accurate reporting and facilitate intelligence gathering. An ivory stockpile inventory system will be developed.

Citizen-Ranger Wildlife Protection Program (CRWPP) in Kyrgyzstan

This project will launch a new anti-poaching program in Kyrgyz Republic to train, inspire and better appreciate the efforts of state rangers, and to encourage support

and collaboration from local communities. The approach has already been piloted and now it will be scaled up to a national model.

Tackling illegal wildlife trade in Mongolia through improved law enforcement

This project will provide training and capacity building for the Border Agency and Mongolian State Policy, including through creating and updating an IWT database and creating a multi-agency task force. It will also consider relevant legislation, and issues around household consumption.

Bi-national Collaboration to Eradicate Wildlife Trafficking in Belize and Guatemala

This project will work in the Chiquibul National Park in Belize, and the Maya Mountains-Chiquibul Biosphere Reserve in Guatemala. The project aims to improve enforcement and prosecution of wildlife traffickers, and to improve cross-border and cross-sector coordination on wildlife trafficking. The project will also aim to improve livelihoods in rural communities along wildlife trafficking routes and increase awareness about the impacts of wildlife trade

Educational Children's Videos Reduce Endangered Species Demand in Viet Nam

This project will build on experience with a recent rhino horn demand reduction campaign. It will produce children's on elephants, tigers and pangolins, and animated videos for dissemination in Vietnam. The videos will be broadcast on national television and surveys will be used to measure the impact of the material.

Strengthen enforcement capacity to combat illegal wildlife trafficking in China

This project aims to further build the capacity of enforcement agencies to combat illegal wildlife trafficking by providing training, including species identification tools for key species, and wildlife crime investigation technology and related tools.

A Recipe for Reducing Ivory Consumption in China

This project will build on the foundation of previous demand reduction campaigns, aiming to activate the public to engage in anti-ivory campaigns themselves. This will include: harnessing the power of social media, building on a pilot and working with corporate leaders.

Building capacity for pro-poor responses to wildlife crime in Uganda

This project aims to provide evidence that improves understanding of the interactions between wildlife crime and poverty (in Uganda specifically but with wider lessons internationally), and to support Uganda in implementing measures that tackle the

drivers of wildlife crime while improving livelihoods of poor people, generating lessons that can be rolled out from this pilot case to elsewhere.

Cutting out the middleman: combatting wildlife trafficking in Vietnam

This project aims to build the capacity, political interest, and longer-term commitment of government, media and civil society to reduce illegal trafficking in wildlife. It also aims to strengthen enforcement and prosecution of wildlife trafficking crimes and help disrupt and dismantle the criminal networks driving the illegal trade.

Breaking the chain: combating the illegal trade in ploughshare tortoises

Working in Madagascar, this project aims to improve community-led anti-poacher patrols and to increase capacity levels within National Park staff, police, local judiciary and Customs officials to track, arrest and prosecute those in poaching the critically endangered ploughshare tortoise. In March 2015 Border Force will deliver two training events in Madagascar in support of this project. The first will be to the wide airport law enforcement (regulatory bodies) community in Madagascar. The second will be an introduction to CITES enforcement for Malagasy Customs.

Project Waylay

Working in South Africa, Kenya and Uganda, this project aims to increase cooperation between national and international authorities and resulting seizures and prosecutions will contribute to the suppression of the illegal trade of elephant ivory and rhinoceros horn.

Reducing rhino horn demand through behaviour change in Vietnam

This project will develop a model approach for a behaviour-change campaign incorporating a strong science-based approach to tackle the demand for illegal wildlife products in Asia. The model will be available to other organisations working specifically on reducing consumption of rhino horn and other illegal-traded wildlife products.

What next?

We will launch a second round of the Illegal Wildlife Trade Challenge Fund later this year. Further details will be published soon on GOV.UK

Commitment 3

Continue funding and active engagement and leadership in the **Convention on the International Trade in Endangered Species of Flora and Fauna (CITES)**, including through UK funding

Update on Commitment 3

The UK continues to be a very active Party to CITES, both within the EU and at a global level. For example, the UK is a member of a number of Working Groups on key issues and, in particular, chairs the Rhino Working Group which develops recommendations and actions for CITES parties to take to combat rhino poaching, and holding Parties to account for delivery on these commitments.

The UK has supported the work of the International Consortium on Combating Wildlife Crime (ICCWC)¹ through:

- **Workshops on key aspects of the illegal wildlife trade to baseline the existing position/progress being made, and identify priority areas for**

¹ The International Consortium for Combating Wildlife Crime (ICCWC) brings together key international enforcement organisations (Interpol, World Customs Organisation (WCO) UN Office on Drugs and Crime (UNODC), the World Bank and the CITES Secretariat

- **additional attention (£95K).** This funding was provided to the CITES Secretariat to organise two expert workshops. The first of these became the workshop on demand-side strategies for curbing illegal ivory trade held in Hangzhou, China in January 2015. The second will address sustainable livelihoods.
- **Targeted capacity building for Angola and Mozambique for national legislation support (£55k).** This funding was provided to the CITES Secretariat to support these two countries to review and strengthen their existing legislation in relation to the trade in endangered species.
- **Promoting regional cooperation on the management of and trade in queen conch (£35k).** This funding supports activity by the CITES Secretariat to build on efforts in recent years to improve regional co-operation on the management and conservation of Queen Conch, in particular through improving standardisation of data and traceability, that will facilitate ongoing sustainable trade.

What next?

The UK will continue to play an active role in CITES. In particular, we will provide financial support to a CITES project which will review and improve national legislation in countries at risk of failing to meet CITES requirements.

Commitment 5

Work with **law enforcement agencies internationally to share information**, for instance by the provision of UK policing operational support to INTERPOL's PROJECT PREDATOR and Border Force participation in the EU TWIX NETWORK. Future requests to provide practical assistance and training will be considered

Update on Commitment 5

Border Force is a law enforcement command within the Home Office. Part of Border Force's remit is to carry out customs controls for goods entering the UK, making them front line actors in the fight against the Illegal Wildlife Trade, and they work closely with their counterparts around the world. For example, Border Force:

- have just completed writing the World Customs Organisation container control programme CITES module, which aims to assist Governments in establishing effective container selections and controls to prevent drug trafficking and other illicit cross-border activities. In October 2014, Border Force officials oversaw the delivery of the first successful event to a global group of students.

- takes an active interest in Operation Cobra². Officials attended the de-brief of Operation Cobra 2 and the preplanning for Operation Cobra 3 in September 2014 in Thailand. Border Force presented this to EU Member States at the Environmental Working Group (EWG). who are considering whether they too will participate. The Cobra 3 planning meeting at Europol in January 2015 included a joint presentation from Border Force and the National Wildlife Crime Unit as to how they would look to operate during the Cobra operation.

In addition, the UK has provided £50,000 in support of EU TWIX. EU-TWIX is an enforcement tool developed for the exclusive use of European wildlife law enforcement officials, run by TRAFFIC. It connects some 750 wildlife law enforcement officials from 34 European countries (the 28 EU Member States as well as Macedonia, Montenegro, Norway, Serbia, Switzerland and the Ukraine), allowing the exchange of information in real time. Its database also acts as a repository of knowledge of wildlife seizures on a European-wide basis.

What next?

Border Force is participating in Cobra 3 and will be delivering a risk based enforcement operation to tackle the UK's priorities. This will be delivered in

² Operation Cobra is a cross-Continental action bringing police, customs and wildlife enforcement agencies of range, transit and destination States together to combat wildlife crime

partnership with the National Wildlife Crime Unit and local Constabularies. It will have three main operational objectives:

- to deliver operational results;
- to create a legacy through operational training to leave a better trained enforcement capability in the UK post operation;
- to evidence the benefits and best practice of partnership working.

The operation will take place both at the border but also in land with police led activity targeting known offenders.

Border Force will continue to consider requests for practical training and support from international partners.

The UK is also committed to supporting Operation GAPIN: an international enforcement initiative co-ordinated by the World Customs Organisation, which offers training in sub Saharan African countries, in partnership with other EU member states. Funding is in place for Operation 3, which is now in the planning phase. This follows on from its two successful predecessors, which resulted in the seizure of more than 22 tonnes and 13,000 pieces of protected wildlife.

Commitment 6

Link action on IWT to existing efforts to tackle other forms of organised crime, through the “**Serious and Organised Crime Strategy**”, focusing on specific action to tackle cross-border organised crime in source and transit countries

Update on Commitment 6

The Serious and Organised Crime Strategy applies the successful framework we use to counter terrorism to drive and coordinate our response to serious and organised crime, which encompasses the illegal wildlife trade. The National Crime Agency and its law enforcement partners focus on disrupting those serious and organised criminals that present the highest risk to the UK and its communities, including in areas such as child sexual exploitation and modern slavery. Where high-risk organised criminals are engaged in illegal wildlife trade, the Agency will lead, support or coordinate an appropriate level of response.

The UK also provides targeted help to international partners. For example, the Crown Prosecution Service, through our Criminal Justice Adviser in Nairobi, has helped Kenya to draft new wildlife legislation. The law, which came into effect in early 2014, means that poachers and dealers in illegal animal trophies now face much higher fines and greater custodial sentences, which will help to protect endangered wildlife. The new law has also increased compensation for deaths and injuries caused by

wildlife. They have also assisted with the creation of the first specialist IWT prosecution team in the Kenyan Office of the Director of Public Prosecution and introduced systems to improve the building of strong cases against poachers by investigators and prosecutors.

What next?

The UK will now fund work further with Kenya, and with Tanzania, to:

- increase the capacity of Tanzanian Prosecution Authorities and Tanzanian Judiciary to prosecute and adjudicate Illegal Wildlife Trade (IWT) cases and related organised crime
- increase the capacity of the Kenyan criminal justice agencies (investigators, prosecutors and courts) to prosecute Illegal Wildlife Trade (IWT) cases and related organised crime.

Commitment 7 and Commitment 9

Enhance **bilateral engagement** of key countries on the importance of understanding natural resource crime in their development priorities, and increase the **active role for UK Foreign and Commonwealth Office Posts** in support of demand reduction actions in target countries.

Update on Commitment 7 and 9

The UK's Foreign and Commonwealth Office (FCO) has played a significant role to support the fight against the illegal wildlife trade. The FCO's overseas network has been lobbying target demand and source countries and other international partners in the run up to the IWT Conference in Kasane. This has included engagement by FCO Ministers and senior officials during overseas visits.

The British High Commission in Gaborone and FCO officials in London have been working in partnership with Botswana in preparation for the Kasane Conference. The FCO has in particular been lobbying new partners to attend, particularly South Africa, Thailand and India, as well as encouraging progress on the Elephant Protection Initiative which was launched in the margins of the London Conference.

Some FCO Posts are funding IWT projects from their bilateral funds. For example, the British High Commission in Kampala has supported a project supplying solar panels for ranger stations and geo-location cameras to aid prosecution of poachers. The British High Commission in Lilongwe is funding a public awareness campaign to highlight IWT legislation and the impact on Malawians through a "Stop Wildlife Crime" campaign, which featured as a finalist in the Chartered Institute of Marketing's Social Marketing Initiative of the year.

UK officials also recently spoke at the first international workshop on demand-side strategies for curbing the illegal ivory trade in Hangzhou, China, jointly hosted by the Government of China and the CITES Secretariat; and at a media workshop, aimed at raising awareness of the illegal wildlife trade, in Burma.

Through the Illegal Wildlife Trade Challenge Fund, the UK is funding demand reduction projects. In Vietnam we are funding two projects: one is developing a model approach for a behaviour-change campaign, and one is developing a range of materials focused on raising awareness, targeted at children. In China we are funding a demand reduction project which aims to engage the public by harnessing the power of social media, building on a pilot, and to work with corporate leaders.

In addition to these Challenge Fund projects, in 2014, \$150,000 (around £100,000) of Defra funding previously provided to the Global Tiger Initiative³ Multi Donor Trust Fund was allocated as catalytic funding to support development of a demand reduction for products from tigers. This will be led by TRAFFIC, working with a number of partners, with the aim of developing a package of coordinated, evidence-

³ The Global Tiger Initiative (GTI) is a global alliance of governments, international organizations, civil society, the conservation and scientific community, and the private sector committed to working together toward a common agenda to save wild tigers from extinction. It is led by the 13 tiger range countries (TRCs)

based interventions for the next four to five years that can result in measurable behaviour change among consumers.

What next?

Defra has commissioned a consortium involving WWF-UK, TRAFFIC and Natural Sciences and Business School at Imperial College London to undertake a research project to support action to reduce demand for illegal wildlife products, with a particular focus on elephant ivory and rhino horn. Once complete, this insight will be available to Governments and Non – Governmental Organisations, operating in all countries, to ensure future policy interventions on demand reduction are as targeted and effective as possible.

Commitment 8

Support our partners in their **fight against poaching**.

Several projects funded through the UK Government's Illegal Wildlife Trade Challenge Fund are focused on helping develop new ways to combat poaching. For example, we are supporting:

- a project in Kenya which aims to design a 'gold standard' wildlife protection technological system, as a pilot demonstrating the positive impact of robust technological security and training systems
- a project in Mali which aims to better link existing elements of the Mali Elephant Project, creating an integrated community anti-poaching operative building on a successful approach and providing training
- a pilot for a Rhino Impact Bond, which aims to provide long-term financing to support site-level protection and management at globally-important rhino sites
- a new anti-poaching program in the Kyrgyz Republic, which will build on a successful pilot project to train and inspire state rangers, and encourage support and collaboration from local communities, in order to reduce poaching
- a project in Madagascar which aims to reduce poaching of ploughshare tortoises through community-led anti-poacher patrols.

In Kenya, the UK Ministry of Defence has so far conducted one rotation of training of the Kenya Wildlife Service (KWS), in patrolling and field craft to support these organisations' anti-poaching work, in December 2013. Medical training of KWS was conducted in summer 2014.

What next?

We will launch a second round of the Illegal Wildlife Trade Challenge Fund later this year. Further details will be published soon on GOV.UK

Action within the UK

Commitment 10

Take a **national strategic approach to domestic action on IWT**

Update on Commitment 10

The Inter Ministerial Group on International Animal Welfare, chaired by the Rt Hon William Hague MP, oversees policy on the Illegal Wildlife Trade. This Group takes a national strategic approach to domestic action on IWT. Membership of this group includes Ministers from Defra, FCO, Home Office, MOD and DFID.

The UK National Wildlife Crime Unit (NWCU) is a police unit which assists in the prevention and detection of wildlife crime by obtaining and disseminating intelligence from a wide range of organisations, by undertaking analysis which highlights local or national threats and by directly assisting law enforcement agencies in wildlife crime investigations.

The Government has committed £544,000 worth of specific funding for the NWCU over 2014-15 and 2015-16 to ensure that the Unit can continue its important work tackling all forms of wildlife crime. In addition to the specific funding for the NWCU, total central Government funding to the police in England and Wales in 2014-15 will be £8.5 billion, demonstrating our continued commitment to protecting the public and tackling all types of crime. In addition, the police receive around a quarter of their total funding from the police precept component of council tax.

Border Force plays a leading role for the UK in respect of CITES, delivering risk based anti-smuggling controls at the border in line with agreed national priorities and taking account of latest available intelligence.

Increasing the number of disruption activities and detections of illegal trade in CITES priority species is one of the UK's wildlife crime priorities. Successful enforcement activities include the seizure of endangered rock iguanas at Heathrow in February 2014, and their subsequent return to their native Bahamas.

The Home Office has worked with the Crime Statistics Advisory Committee, the Office for National Statistics and the Ministry of Justice to establish a new standalone classification for those wildlife offences which fall within the scope of the Counting Rules framework for police recorded crime. This includes CITES related offences arising under the Control of Trade in Endangered Species (Enforcement) Regulation 1997. As a result, since April 2014 incidents of wildlife crime in respect of those offences have been recorded and published as a separate item in the quarterly crime statistics.

What next?

The Government agrees that the current body of legislation relating to wildlife crime could be modernised and simplified, which is why it has asked the Law Commission to consider the scope for reform and consolidation of wildlife law as part of its 11th programme of law reform.

The Government does not want to prejudice the outcome of the Law Commission's work, and will therefore consider the treatment of wildlife crime offences in light of the Law Commission's final report, which is due to be published in May 2015.

Commitment 11

Review and update the **Control of Trade in Endangered Species (COTES) Regulations**, to ensure their effectiveness

Update on Commitment 11

The UK is working to modernise and simplify the current body of legislation relating to wildlife crime, including by updating the COTE Regulations.

The UK Government has been working closely with the UK CITES Management Authority and numerous enforcement bodies to develop proposals to be included in the new Statutory Instrument (SI) on COTE, and we have shared our emerging thinking with key stakeholders representing both environmental and trade interests.

The proposed changes will seek to include improvements and updates that better reflect the requirements of amended EU regulations, correct anomalies in the current domestic law, look at the designations of ports of entry and exit to be used when bringing CITES specimens into or out of the UK and also update enforcement requirements to reflect the evolution of the illegal wildlife trade and enforcement trends. The UK Government issued a full public consultation on proposals in February 2015.

What next?

Subject to the results of the Consultation, the new Statutory Instrument on COTES will come into force in October 2015.

The UK Government has tasked the UK Law Commission to consider the scope for reform and consolidation of wildlife law as part of its 11th programme of law reform. The Law Commission's final report is due in May 2015.

Commitment 12

Continue to implement the UK's **robust cross-agency law enforcement activity** and **intelligence sharing** both at the UK border and inland.

Update on Commitment 12

Border Force enforces CITES controls for third-country freight, postal, courier and passenger traffic (to or from countries outside the EU). Border Force takes a targeted, risk-based and intelligence-led approach to CITES enforcement. CITES controls in inland UK are enforced by the police.

In 2013 Border Force officers made 569 seizures under CITES regulations. Among the items seized were 486 live birds or animals, 280 live plants and more than 700,000 units of medicines made from parts or derivatives of endangered species.

What next?

Border Force and the Police will continue to implement UK law robustly, and to share the intelligence that makes this possible.

Commitment 13

Improve capacity for UK forensic analysis, through funding to support investigations and preventative work and funding the **UK Rhino Horn Database**.

Update on Commitment 13

The database of Rhino Horn DNA held within the UK, launched on 9th April 2013, has been put together as a preventive measure in order to deter any form of trade in any stolen museum specimens or the illegal killing of any zoo animals. This approach forms part of a wider attempt to impact upon organised crime groups from across the UK and Europe involved in illegal rhino horn trade.

The UK has taken the lead in introducing stricter re-export conditions for rhino horn, which have been adopted across the EU. This ensures that no export or re-export

permits are issued for rhino horn, whether worked or unworked, except in cases where it is clear such permits will be used legitimately, such as for research or in the case of relocation. We are calling for similar action globally.

Commitment 14

Working to **raise awareness and reduce demand** in the UK, for example through the 'If They're Gone...' campaign - www.facebook.com/IfTheyreGone.

Update on Commitment 14

The success of the London Conference provided a unique opportunity to raise awareness of illegal wildlife trade, in the UK and internationally.

The Conference and its outcomes received a great deal of attention from UK broadcast outlets and national and local print media. For example, in the weeks prior to the Conference, The Independent ran a campaign to 'Save the elephant'.

Prior to the London Conference Defra's 'Let Them Hear You Roar' Thunderclap, which set a target of 500 supporters, was supported by 6,189 people and had a social reach of 4,240, 870, going beyond expectations.

The hashtag #endwildlifecrime was agreed with key partners for the London Conference. On the night of the evening reception #endwildlifecrime trended on Twitter at 7.30pm, with over 6,000 tweets. Celebrity supporters using this hashtag to post comments included Deborah Meaden (154k followers) and Ricky Gervais (5.63 million followers). There were numerous supportive Tweets from stakeholder organisations, for example, by the WWF who have 1.5 million followers. Andy Murray posted the campaign on his Facebook page (2.4m likes).

The topical event page on GOV.UK received nearly 1700 hits on the day of the Conference.

What next?

We will use the opportunity offered by the Kasane Conference to undertake more awareness raising work, and we will also use the insight offered by the research on demand reduction mentioned above (in Commitment 7 and 9) to see how we can make sure awareness is converted into behaviour change.



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