



# Tacking the Illegal Trade in Wildlife

*A UN public awareness and social mobilization campaign*



# UN Mandate

In 2015, the UN General Assembly and the UN Environment Assembly requested that the United Nations, led by UN Environment, with UNDP, UNODC and the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES):

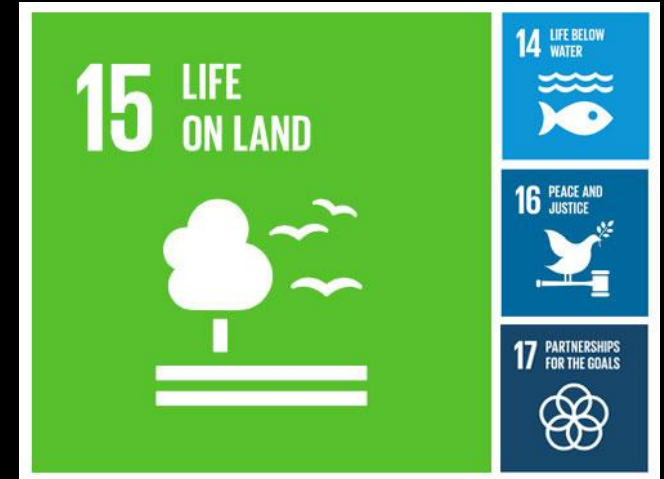
- raise broad global awareness for the social, economic and environmental implications of the illegal trade in wildlife
- reduce demand for illegally traded wildlife products

# And support SDG 14 & 15

- Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

## Target:

- Take urgent action to end poaching and trafficking of protected species of flora and fauna and address both demand and supply of illegal wildlife products



# Campaign Ambition

- Mobilize the public to inform governments that these endangered species have our attention and our protection.
- We expect them to act to stop the poaching crisis.
- Underscore that greed, fashion, ignorance, indifference, investment, corruption, pseudo- medicinal use and cultural belief should not result in threats to any species.
- Encourage us all to use our own spheres of influence to end the illegal trade, however it touches or impacts us.
- Launch a global digital campaign in 8 languages — with UN partners, governments, businesses, civil society and key opinion leaders — to build a dynamic force for change.

# Our challenge

**From an issue that is...**

Complex

Distant

Doomed

Too big for me

**To a movement that is...**

Simple

Personally relevant

Winnable

Something meaningful I can do

Poaching and hunting of endangered species isn't new.

## WHY WERE CECIL AND SATAO SUCH BIG INTERNATIONAL STORIES?



### Beloved African Elephant Killed for Ivory—"Monumental" Loss

Popular with tourists, Satao fell to poachers May 30, group says.

By **Christine Dell'Amore**, *National Geographic*  
PUBLISHED JUNE 16, 2014



# A name is a powerful thing.

Insight: people protect what they love. And that most often, we love what we know. Global news stories about the legal killing of Cecil the lion and the illegal killing of Satao the elephant, highlighted that those with names get our attention

To make wildlife crime relevant to the masses it had to be personal

**#WildforLife- *Wildlife Crime Just Got Personal***-was born

- Take the quiz to find your kindred species
- Morph & share to show you care
- Pledge to use your sphere of influence to end wildlife crime
- Give your name to change the game!



Logo

***WILDLIFE CRIME JUST GOT PERSONAL  
GIVE YOUR NAME. CHANGE THE GAME.***

Strapline

***#WILDFORLIFE***

Hashtag



# Social First approach – go viral

9 Global Campaign Leaders with 100 million in reach “own” the campaign—Ian Somerhalder, Nikki Reed, Gisele, Yaya Touré, Li Bingbing, Jacqueline Fernandez, Ragheb Alama, Thu Minh, Nadya Hutagalung



20 Celebrity Campaign Champions with another 200 million in reach have supported the campaign since the launch on May 28, including Leonardo DiCaprio, Neymar Jr., Dr. Jane Goodall, Lang Lang, Behati Prinsloo, Olivia Culpo, Maria Menounos and Arianna Huffington.

# Species

Species were chosen based on how they are impacted by wildlife crime, though the learn section of the website expands on the variety of factors that threaten the individual animals.

Most are on CITES Appendix I, which means that no international commercial trade is legal. Activations were designed around personal connections and include:

orangutan, helmeted hornbill, elephant, pangolin, sea turtle, rhino, tiger, rosewood, jaguar, sawfish, blue and gold macaw, sunbear, Tibetan antelope, vaquita, snow leopard and lion.

# UNDER THE COVER OF DARKNESS



▶ ▶| 🔊 0:02 / 1:47



PSA

# Website



العربية 简体中文 [ENGLISH](#) [FRANÇAIS](#) [PORTUGUÊS](#) [РУССКИЙ](#) [ESPAÑOL](#) [TIẾNG VIỆT](#) [f](#) [t](#)

[THE CAMPAIGN](#) [GET WILD](#) [LEARN](#) [ACT](#) [COLLABORATORS](#)

I AM GISELE BÜNDCHEN  
*I AM A SEA TURTLE*

WILDLIFE CRIME JUST GOT PERSONAL—  
FIND YOUR KINDRED SPECIES →





العربية 简体中文 ENGLISH FRANÇAIS PORTUGUÊS РУССКИЙ ESPAÑOL TIENG VIET f t

THE CAMPAIGN GET WILD LEARN ACT CHAMPIONS COLLABORATORS

## WILDLIFE CRIME JUST GOT PERSONAL NOW TAKE THE QUIZ

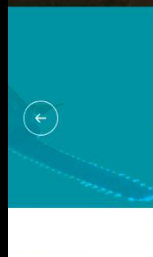
Together, let's make it our mission to help end the illegal trade in wildlife to bring species back from the brink and preserve our precious planet for the benefit of people and planet. The world signed up to new goals that commit us to take urgent action to end poaching of protected species. Together, we can be part of the success of [Goal 15](#).

Find your kindred species, learn more, and share to start this journey!

FIND YOUR KINDRED SPECIES →

ENTER YOUR NAME

CHOOSE YOUR KINDRED SPECIES



GET STARTED



# Building a movement



# Private sector engagement

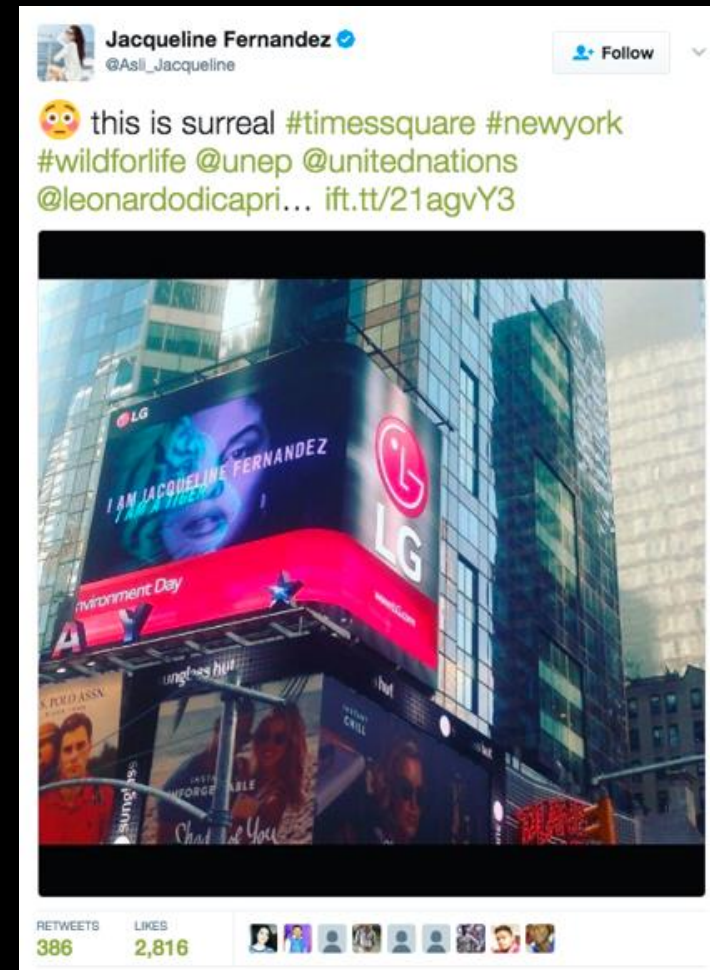
Angry Birds: Tiger Day Tournament 2016

Times Square billboards

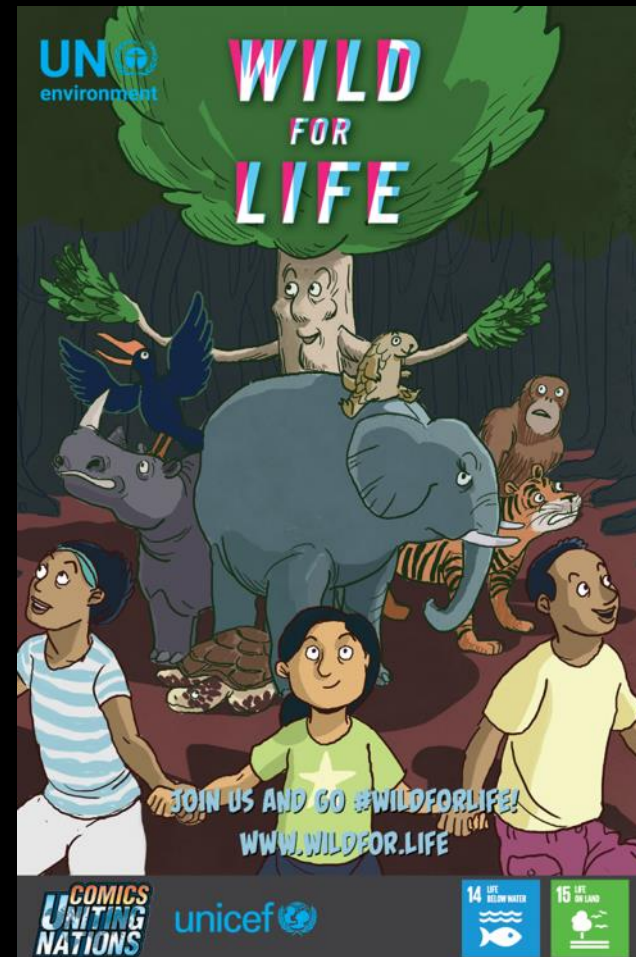
Discovery Channel

World's Largest Lesson for the Global Goals

Highlands Coffee Vietnam



## Kenya Airways: kids packs and conservation champions series





- **Beijing Capital International Airport: 6-month exhibition hosted by Beijing Government (2016)**
- **Prague International Airport (2017)**
- **Heathrow Airport Exhibition during London Conference (2018)**



# Results

- Over 1.5 billion reached
- 30 celebrities lent support with over 500,000 reach across their social media channels
- 50,000 found a kindred species or pledged action
- 4.5 million have liked, shared or commented on the campaign
- Pangolins, helmeted hornbills, rosewood, elephants and rhinos have maintained or received greater protection from CITES at the 2017 CoP17 2016
- Bans are being upheld and expanded across the world (China, US, UK, Taiwan, Australia etc)
- Snow Leopard Day 2018, the GoMongolia confirmed previously issued mining licenses in newly created Nature Reserve of Tost Tosonbumba have been cancelled

# Recognitions



Weibo

Top 10 Most Influential  
Advocacy Campaigns in China

**2016**



Digital Arts & Sciences Webby

People's Voice Best Green  
Website

**2017**



Hermes Creatives Awards

Communication, Website &  
Interactive Capabilities

**2017**

# What's next?

## *Wild for Life 2.0*

- Sustain and build the movement
- Deepen national efforts to prevent and reduce demand through *UN Environment Communication to Combat Wildlife Crime Toolkit*
- Be a political force
- Evolve brand to urgently build the case for a new deal for nature and people in support of CBD post 2020.



**We hope you'll join  
us.**

**Go *#WildForLife!***