Online Illegal Wildlife Trade in East Asia

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TRAFFIC East Asia

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TRAFFIC's **vision** is of a world where wildlife trade is:

- Managed in a way that maintains healthy wildlife populations and ecosystems;
- Contributes to meeting human needs;
- Supports local and national economies; and
- Helps motivate commitments to conserve wild species and habitats.
About 25,000 African elephants poached per year

Tanzania:
109,051 elephants in 2009
43,330 elephants in 2014 (!)
Why do we need action?

[Graph showing tiger population and habitat loss over time]
A convenient platform for illegal wildlife trade

- Tiger skin [TW website, 2010]
- Japanese sword with ivory handle [TW website]
- Large amount of Tiger bone wine [CN website]
- Rhino horn carving [CN website]
- Front and back of Tiger skin as religious relic [HK website]
- Tiger skin [TW website, 2010]
Internet Users in China (2016*) **721,434,547**
- Share of China Population: **52.2%** (penetration)
- Share of World Internet Users: **21.1%**

**Internet users in the world**

Monthly online monitoring
Start from January 2012
25-32 Chinese-language websites
Eight key endangered species
Number of total illegal wildlife product advertisements in monitored Chinese websites (January 2012-September 2014)

15 leading e-commerce companies pledged zero-tolerance towards illegal online trade in endangered species on June 2013.
Moving Targets: Tracking Online Sales of Illegal Wildlife Products in China

A dramatic and sustained drop in the number of online illegal wildlife products;

Rising incidences of online sales of illegal goods through social media forums.

A strategic alliance of WWF and IUCN
Social Media Trade

No. of social media users (million) in mainland China

Information blocking completely depends on users’ report;
Only friends can see advertisements, which ensure the safety.
Examples of dealers’ supply of illegal wildlife products posted on social media within one month

<table>
<thead>
<tr>
<th>Social media account</th>
<th>Ivory tusks</th>
<th>Ivory segments</th>
<th>Rhino: Entire horns or horn pieces and worked products, etc.</th>
<th>Helmeted hornbill casque</th>
<th>Ivory items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dealer 1</td>
<td>60+</td>
<td>100+</td>
<td>10</td>
<td></td>
<td>thousands</td>
</tr>
<tr>
<td>Dealer 2</td>
<td>2</td>
<td>54</td>
<td></td>
<td>25</td>
<td>hundreds</td>
</tr>
<tr>
<td>Dealer 3</td>
<td>26</td>
<td>70+</td>
<td>50+</td>
<td>21</td>
<td>hundreds</td>
</tr>
<tr>
<td>Dealer 4</td>
<td>5</td>
<td>11</td>
<td></td>
<td></td>
<td>hundreds</td>
</tr>
<tr>
<td>Dealer 5</td>
<td>7</td>
<td>11</td>
<td>15</td>
<td></td>
<td>hundreds</td>
</tr>
<tr>
<td>Dealer 6</td>
<td>15</td>
<td>30+</td>
<td>2</td>
<td></td>
<td>hundreds</td>
</tr>
<tr>
<td>Total</td>
<td>115+</td>
<td>276+</td>
<td>77+</td>
<td>46+</td>
<td>thousands</td>
</tr>
</tbody>
</table>

A strategic alliance of [WWF](https://wwf.panda.org) and [IUCN](https://www.iucn.org)
Tencent released a notice on the punishment of posting advertisements of illegal wildlife products through Wechat platform.
Thank You

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