



Online Illegal Wildlife Trade in East Asia

Joyce Wu

TRAFFIC East Asia

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TRAFFIC
the wildlife trade monitoring network



TRAFFIC is a strategic alliance of  and 

TRAFFIC
the wildlife trade monitoring network

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

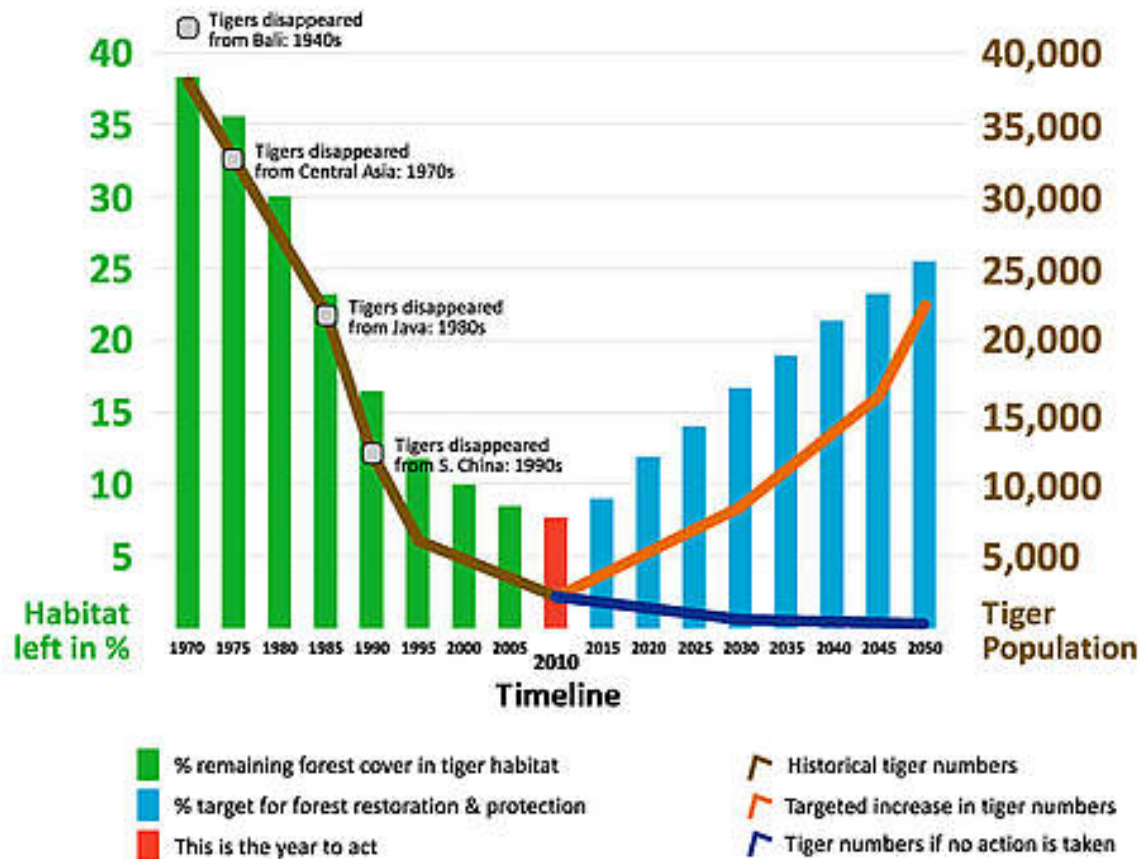
- Managed in a way that maintains healthy wildlife populations and ecosystems;
- Contributes to meeting human needs;
- Supports local and national economies; and
- Helps motivate commitments to conserve wild species and habitats.



**About 25,000 African
elephants poached per year**

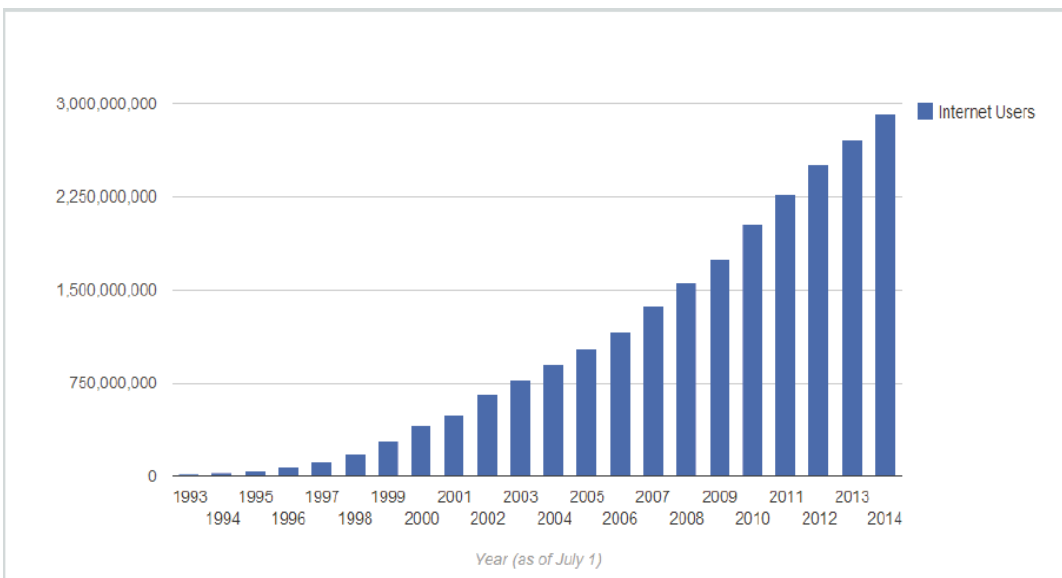


Why do we need action?



A convenient platform for illegal wildlife trade





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

Source: <http://www.internetlivestats.com/internet-users/china/> (accessed 27th July 2016)



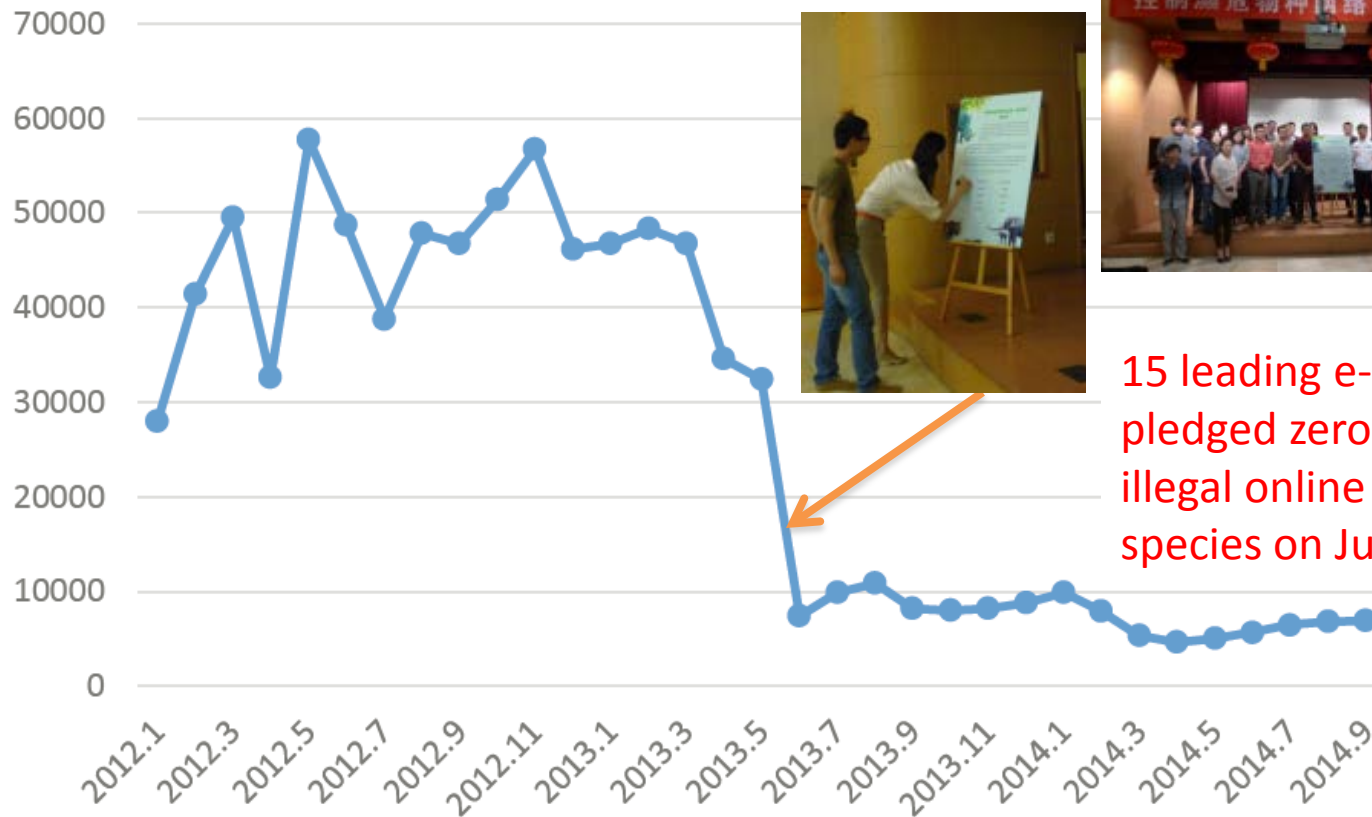
Monthly online monitoring

Start from January 2012

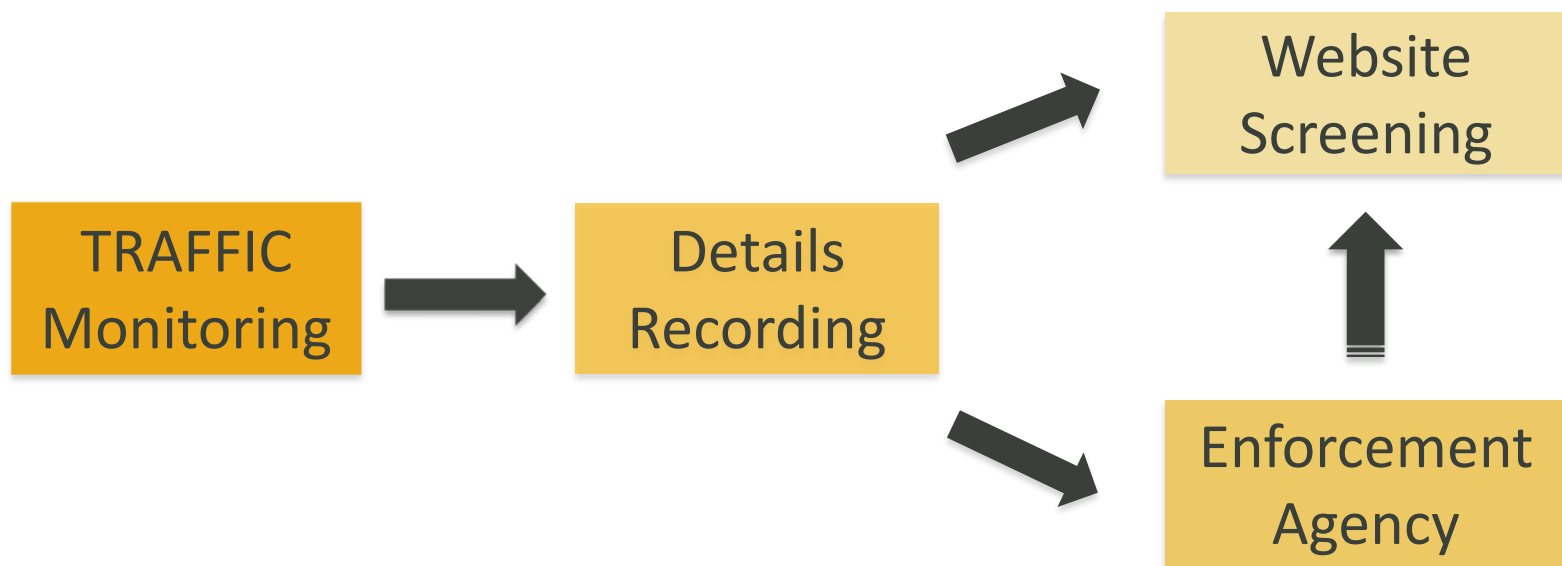
25-32 Chinese-language websites

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.



商品名称	具体描述	价格	地点	联系人	电话	发布时间	网址
象ya	星月，ya牌，金田黄，小叶紫檀都是	2000 元	海淀 - 万寿路	小朱（个人）	18310556411	2013. 08. 13	http://bj.58.com/yishu/?k
白塑料	精品满纹白塑料吊坠把件	2800 元	东城 - 东直门	李先生（个人）	1321066902	2013. 08. 14	http://bj.58.com/yishu/14
白塑料	精品满文南工雕刻白塑料吊坠把件	4000 元	东城 - 东直门	李先生（个人）	13121066902	2013. 08. 14	http://bj.58.com/yishu/14
白塑料	精品满文白塑料吊坠项链把件	3000 元	东城 - 东直门	李先生（个人）	13121066902	2013. 08. 14	http://bj.58.com/yishu/14
白塑料	白塑料龙牌 龙吐珠	1500 元	东城 - 东四	金旭（个人）		2013. 08. 12	http://bj.58.com/yishu/14
白塑料	白塑料雕龙球。物有所值	6000 元		王先生（商家）	13810558036	2013. 08. 09	http://bj.58.com/yishu/14
白塑料	白塑料手串把件儿	2800 元	宣武 - 宣武门	王先生（个人）	13121066902	2013. 08. 08	http://bj.58.com/yishu/14
白塑料	精品满纹白塑料吉祥平安扣饼子吊坠	3000 元	东城 - 东直门	李先生（个人）	13121066902	2013. 08. 08	http://bj.58.com/yishu/14
白塑料	精品白塑料满纹手镯把件儿	3500 元	东城 - 东直门	李先生（个人）	13121066902	2013. 08. 08	http://bj.58.com/yishu/14
白塑料	非洲白塑料便宜出	3000 元	宣武 - 陶然亭	白塑料（个人）	18610336903	2013. 08. 07	http://bj.58.com/yishu/14
白塑料	金刚 白塑料 橄榄核	1 元		哈哈哈哈哈（个人）	18600253816	2013. 08. 04	http://bj.58.com/yishu/14
白塑料	南工精品三花小籽橄榄项链搭配精品	5500 元	崇文 - 崇文门	李先生（个人）	13121066902	2013. 08. 03	http://bj.58.com/yishu/14

Moving Targets: Tracking Online Sales of Illegal Wildlife Products in China

TRAFFIC BRIEFING

What to read and think about

February 2015

MOVING TARGETS: TRACKING ONLINE SALES OF ILLEGAL WILDLIFE PRODUCTS IN CHINA

A photograph of ivory products (China)

BACKGROUND

The Internet has revolutionized communications world-wide, providing a mechanism for information dissemination and a medium for collaboration and interaction between individuals, regardless of their geographic location. As of 1st July 2014, according to "Internet Live Stats" there were more than 2.8 billion internet users, just over 40% of the world population (see Figure 1). China, with more than 643 million internet users, has the world's biggest online community¹.

Figure 1: Internet Users in the world

As the number of internet users rises, e-commerce is booming. According to a February 2013 report on eMarketer, the value of Business to Consumer (B2C) trade in China was about 110 billion USD in 2013, with online trade (B2C and Consumer to consumer (C2C)) estimated to rise to USD 214.8 billion by 2014². Given the high volume of e-commerce transactions and sales, there is an occurrence of illicit trade activities. The internet allows those involved in

KEY POINTS:

- Regular online monitoring by TRAFFIC, particularly from 2012 onwards, of Chinese-language e-commerce platforms and websites has revealed a large number of online advertisements for legal wildlife goods.
- More than half of the illegal products offered comprise ivory items. Regular removal of advertisements of concern has led to a dramatic and sustained drop in the number of such advertisements appearing online.
- However, the dramatic drop should not give cause for complacency; their number still remains high, while of particular note and concern is the rising incidences of online sales of illegal goods through social media forums.
- New avenues need to be explored to intercept illegal trade, such as co-operation with logistics and finance companies who ultimately are involved in facilitating the online transactions.

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.

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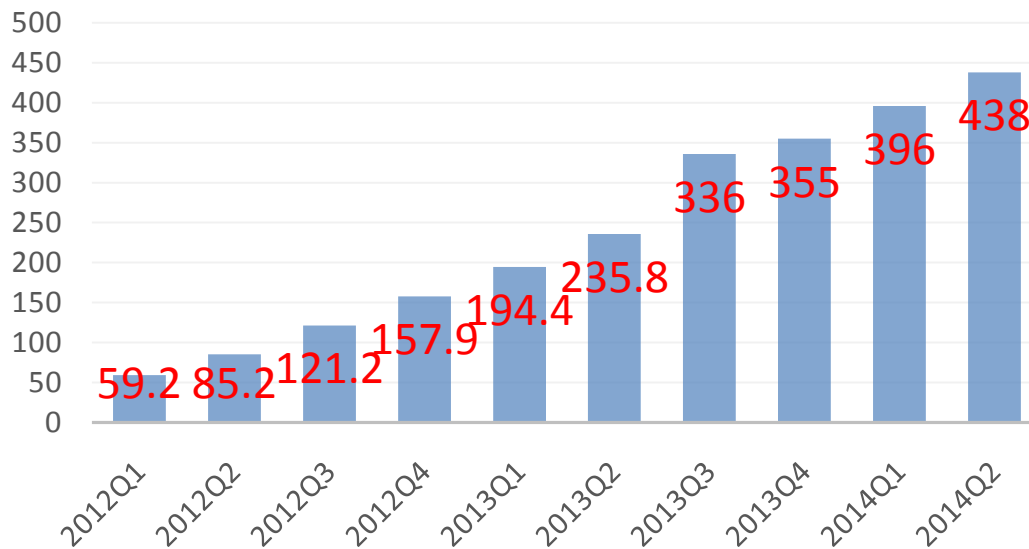


and



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.

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Examples of dealers' supply of illegal wildlife products posted on social media within one month

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



Tencent released a notice on the punishment of posting advertisements of illegal wildlife products through Wechat platform.



关于整治利用微信平台发布非法野生动物制品内容行为的公告

2015-03-23 微信团队 微微小安



微信一直致力于打造安全、健康、绿色的生态平台环境，坚决打击各类违法违规的内容和行为。

近期微信不断接到举报，反映有部分用户利用微信公众平台、朋友圈涉嫌发布非法野生动物制品内容。对此类涉嫌违法违规的行为，我们一经发现，将进行严厉整治，以维护微信平台的良好生态：

一、对国家重点保护野生动物制品的界定范围

根据相关法律法规规定，包括但不限于以下动物制品类别：象牙、犀牛角、灰犀鸟头骨、海龟壳（玳瑁）、虎骨等。

二、整治方案

（一）公众帐号违规



根据《微信公众平台运营规则》，视违规严重程度进行删除内容、帐号封禁等处理。

（二）朋友圈违规

根据《微信朋友圈使用规范》，采取阶梯式处罚机制。

1、对违规内容：一经发现，即删除内容，并屏蔽微信朋友圈。

2、对违规帐号：将视情节对该微信帐号进行警告、限制或禁止使用部分或全部功能、帐号封禁直至注销的处罚，并公告处理结果；

3、对第三方：根据具体违规情况，进行屏蔽链接或封禁域名处罚。

微信团队将加强与相关公益组织和科研机构的合作，坚决抵制利用微信平台发布非法野生动物及其制品信息的行为。

在此，微信团队呼吁用户在使用微信的公众号、朋友圈等功能时应遵守相关法律、规范，同时也欢迎用户对违规行为进行举报和反馈。

违规示例：





我不是
地毯



我不是
药品



我不是
工艺品

每年，数以万计的大象因象牙遭屠杀。小到筷子、手镯，大到整根象牙做成的摆设，象牙被加工成各种工艺品。



#拒绝非法野生生物贸易#
www.wwfchina.org/trade/

Thank You

謝謝

Email:

Joyce.Wu@traffic.org

Yannick.Kuehl@traffic.org

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and

