

reducing market supply and consumer demand in China

90%

reduction in auction sales of elephant ivory after the Chinese government, acting on a tip from IFAW, banned the auction of tiger bone, rhino horn and elephant ivory in December 2011

Chinese internet giants' Zero Tolerance policy against wildlife cybercrime sets example for the world

► With support from JCDecaux, IFAW promoted 'Mom, I have teeth' PSA at the Beijing Capital International Airport, educating domestic and international travelers not to consume ivory.



A holistic approach to combat illegal wildlife trade

IFAW combats global wildlife crime by tackling every link on the illegal trade chain—from source, to transit to destination. In China, we adopt a holistic approach to reduce both market supply and consumer demand for wildlife parts and products, via supporting stronger policies, more effective enforcement and social behavior change.

Promote stronger policies and laws to curtail illegal markets

IFAW advocates for stronger wildlife policies and laws in China, believing that clear and strong laws plug wildlife trafficking loopholes, enhance law enforcement efficiency and create social stigma around wildlife consumption.

The Chinese government, acting on a tip from IFAW, banned the auction of tiger bone, rhino horn and elephant ivory in December 2011. The ban resulted in a 90% reduction in

auction sales of elephant ivory, triggering the first drop in elephant poaching in an onslaught that claimed the lives of 100,000 African elephants in three years. One of the largest problems globally is the growth of online wildlife trade. IFAW collaborates with global e-commerce companies to make online marketplaces unavailable for wildlife trade. As early as 2008, Alibaba and its Chinese subsidiary Taobao prohibited the trade of parts and products from elephants, tigers, bears, rhinos, pangolins, sea turtles and sharks, on their trading platforms. Chinese internet giants' Zero Tolerance policy against wildlife cybercrime sets an example for the world.

IFAW, alongside other NGOs, for decades have strongly advocated for shutting down the domestic ivory market. Since the Chinese Government banned all commercial ivory trade in 2017, enforcement and prosecutions are up, and ivory trade and prices have come down.



Photo: China Customs

3,580

enforcers who attended training on the prevention of wildlife trafficking. 37 such trainings were held between 2015 and 2019

75%

accuracy rate for recognizing images of ivory, tiger canine tooth, skin, and claws, and pangolin scale and claws on AI Guardian tool jointly developed by IFAW and Baidu

IFAW has encouraged regional collaboration, bringing together law enforcers from Mainland China, Vietnam and the Hong Kong Special Administrative Region (SAR) China to promote and foster cross border links and relationships that are essential to tackling international criminal enterprises.

▶ see how at ifaw.org



#StopWildlifeCrime

Support effective law enforcement to combat illegal wildlife trade

IFAW supported the establishment of China’s multi-agency enforcement task force, and catalyzed enforcement actions by providing capacity building and practical tools for front-line enforcers. After two workshops facilitated by IFAW to enhance cross-border collaboration between Customs agencies in China and Vietnam, large seizures of wildlife parts and products were made in multiple Asian ports.

From 2015 to 2019, in collaboration with national government departments and law enforcement agencies, IFAW held more than 37 trainings on the prevention of wildlife trafficking around the country with more than 3,580 enforcers attending.

As online wildlife crime adapts to new technology so do IFAW’s tactics. In response to the move of criminal activities to social media platforms, Baidu—the largest Chinese language search engine and social media giant Tencent have adopted zero tolerance policies against the trade of endangered species online. IFAW supports by monitoring wildlife markets, helping develop key word filters, training online company staff and providing intelligence to law enforcement.

In April 2020, IFAW and Baidu jointly developed a tool – ‘AI Guardian of Endangered Species’ to address the increasing variety of ways criminals operate on the internet. After 5 months of testing and optimization, the AI Guardian tool has a 75% accuracy rate for recognizing images of

ivory, tiger canine tooth, skin, and claws, and pangolin scale and claws. During the test period, the AI Guardian helped recognize 3,348 pictures of illegal wildlife products from about 250,000 picture messages across different online platforms.

Raise awareness and mobilize consumers to reject wildlife parts and products

Everywhere we work, we collaborate with public and private partners to affect meaningful and sustaining change for animals.

IFAW’s campaign “Mom, I have teeth” sensitizing the Chinese to the fact that ivory comes from dead elephants, resonated with the public. With support from JCDecaux the campaign penetrated 75% of urban China in four years, and reduced the group with the most propensity to purchase ivory from 54% to 26%.

Media companies routinely provide promotion space for IFAW campaigns in subways, airports, train stations, magazines, clubs and business centers, creating social norm to stigmatize wildlife consumption. Technology companies, on the other hand, use online marketing innovations to help IFAW reach target audiences with precision. All the campaigns have managed to balance being culturally sensitive and socially motivating, allowing broad coverage that has translated into in-kind support valued at tens of millions of dollars every year.