

disrupt wildlife cybercrime

sold online

ivory, rhino horn, big cats, primates, marine species, protected live parrots and birds of prey, crocodiles, alligators, snakes, lizards, tortoises, turtles, shark products, amphibians

11 million +

listings removed or blocked by the Coalition to-date that violate prohibited wildlife policies

33,000

endangered wildlife and wildlife products available for sale in almost 9,500 advertisements on 280 online marketplaces in 16 countries during a six-week period of investigation. See our 2021 report [Digital Markets: Wildlife Trafficking Hidden in Plain Sight](https://www.ifaw.org/resources/digital-markets-wildlife-trafficking-report) <https://www.ifaw.org/resources/digital-markets-wildlife-trafficking-report>

► Bull elephants, young and old, sheltering from intense midday heat in Tsavo National Park in Kenya. African Elephants are threatened by wildlife trade - online and offline.



The world's most endangered species are under threat from an unexpected source: the internet.

The scale and anonymous nature of online trafficking, which includes ever-changing usernames, the security of direct messaging apps and cloaked VPNs, means it is essential that online technology companies take charge in detecting and disrupting online wildlife criminals.

E-commerce, social media and technology companies can operate at an unprecedented scale, preventing or removing millions of listings of protected wildlife in collaboration with wildlife experts.

According to IFAW's U.S. Digital Markets report, the three most common types of advertisements were for elephant ivory (44%) taxidermy and trophies (27%) and live animals sold as exotic pets (19%)

sectors must unite to fight this global threat

IFAW acts as a convener across public and private sectors, working closely with

governments, academia, law enforcement agencies, civil society organizations, online marketplaces and social media platforms to provide them with data, information and training to identify and combat wildlife cybercrime.

IFAW's pioneering efforts to stop the deadly trade include:

►partnering with online tech companies

Since 2005, IFAW has been at the forefront of working with the world's leading online technology companies to crack down on wildlife cybercrime. IFAW, WWF, and TRAFFIC founded the Coalition to End Wildlife Trafficking Online in collaboration with online platforms around the world. Since launching in 2018 with 21 companies, the Coalition has grown to include 46 company partners with more than 11 billion user accounts. Company partners have reported blocking or removing more than 11 million listings that violate prohibited wildlife policies to date.

One of the first large multi-national companies to join the Coalition was eBay. Through close collaboration with IFAW, eBay decided to completely ban ivory products from all of its platforms in 2009, and in 2021, eBay blocked or removed more

Photo: Adisak Paresuwany/Dreamstime



Photo: IFAW/Zoological Society of Trinidad and Tobago

11,000+

prohibited listings for sale online that were flagged so far by Cyber Spotters in the US, Germany, France and Singapore through the Coalition's citizen science Cyber Spotter program, a joint effort with our partners WWF and TRAFFIC

than 389,000 items for endangered wildlife like elephants, pangolins and tigers on the platform. Companies have launched joint messaging campaigns with more than 1 billion impressions across social media for wildlife related content. Volunteers in the Coalition's Cyber Spotter program helped to identify more than 11,000 prohibited wildlife listings for review by company members.

stakeholders (e.g., other enforcement agencies, private sector), as well as calling on governments to ensure their enforcers have the resources they need to detect and disrupt wildlife cybercriminals. This also includes having access to cybercrime experts. IFAW empowers enforcers to detect online wildlife criminals by providing information on the methods used to buy and sell illegal wildlife online; on trends regarding which animals are traded and on what platforms; sharing data on suspicious posts where possible.

12,000+

advertisements discovered in a recent six-week investigation of 34 online marketplaces, consisting of animals, parts, derivatives, or products of protected species

►making progress in public policy

IFAW shines a spotlight on wildlife cybercrime at high profile international forums to build awareness of the problem and empower governments and other partners to solve it. These include INTERPOL, the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), the United Nations World Crime Congress, the International Union for Conservation of Nature (IUCN) and the G7.

►consumer awareness and demand reduction

We're helping educate and mobilize the public to do their part to stop wildlife trafficking online. We promote being a conscious consumer by not buying wildlife or wildlife products and work with online platform partners on demand reduction campaigns.

◀ Sold online: African grey parrot.

▶ Caged for sale: Capuchin monkey.

In 2007, 172 government member states to CITES agreed for the first time to a series of practical steps to address wildlife cybercrime. These recommendations were strengthened in 2019. In 2020, the IUCN adopted a resolution on 'Implementing international efforts to combat the sale of illegal wildlife products online'.

► see how at [ifaw.org](https://www.ifaw.org)



#KeepItWild

►supporting law enforcement

IFAW supports law enforcement efforts actively conducting enforcement trainings, supporting key equipment, facilitating collaboration between relevant

As part of our work with the Coalition, we are working with our partners WWF and TRAFFIC and companies to roll out the Wildlife Cyber Spotter Program, a critical force of trained volunteers and ambassadors. We train Cyber Spotters on how to identify endangered species and derived products in listings on various e-commerce and social media platforms. As our eyes across the web, they report any suspicious content they find online directly to Coalition experts for review. The Coalition partners then share that information with the companies, whose enforcement teams will remove the listings in real time.