

Coalition to End Wildlife Trafficking Online: 2024 Progress Update



As the world comes together to achieve the ambitious target to conserve 30% of lands, waters, and oceans by 2030, global tech companies are uniting to protect biodiversity from online threats. Wildlife trafficking is the second greatest threat to biodiversity and has moved exponentially online. Behind viral videos and trending hashtags lies a devastating illicit trade in species like pangolins, big cats, primates, and birds. In demand as exotic pets to spruce up a social feed, or for fashion, decor, food, and medicine, thousands of species are threatened by wildlife trafficking.

Fortunately, the companies behind the world's most popular digital apps and platforms have rallied alongside conservation organizations WWF, TRAFFIC, and IFAW through a coalition approach. Since our last progress update in 2021, companies have blocked an additional 12.5 million sales and accounts for prohibited wildlife, bringing the total since 2018 to 24.1 million. Continue reading to learn more about our progress and how YOU can help us keep wildlife **#OfflineAndInTheWild**

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24.1 million prohibited wildlife listings and suspected illicit sellers blocked from March 2018-Sept 2024



50+ digital platforms across 40 member companies



38,000 reports of suspected wildlife trafficking flagged by volunteers



3,050 company staff trained in prohibited wildlife content detection



4,000+ search terms shared with companies + law enforcement to enhance automated detection

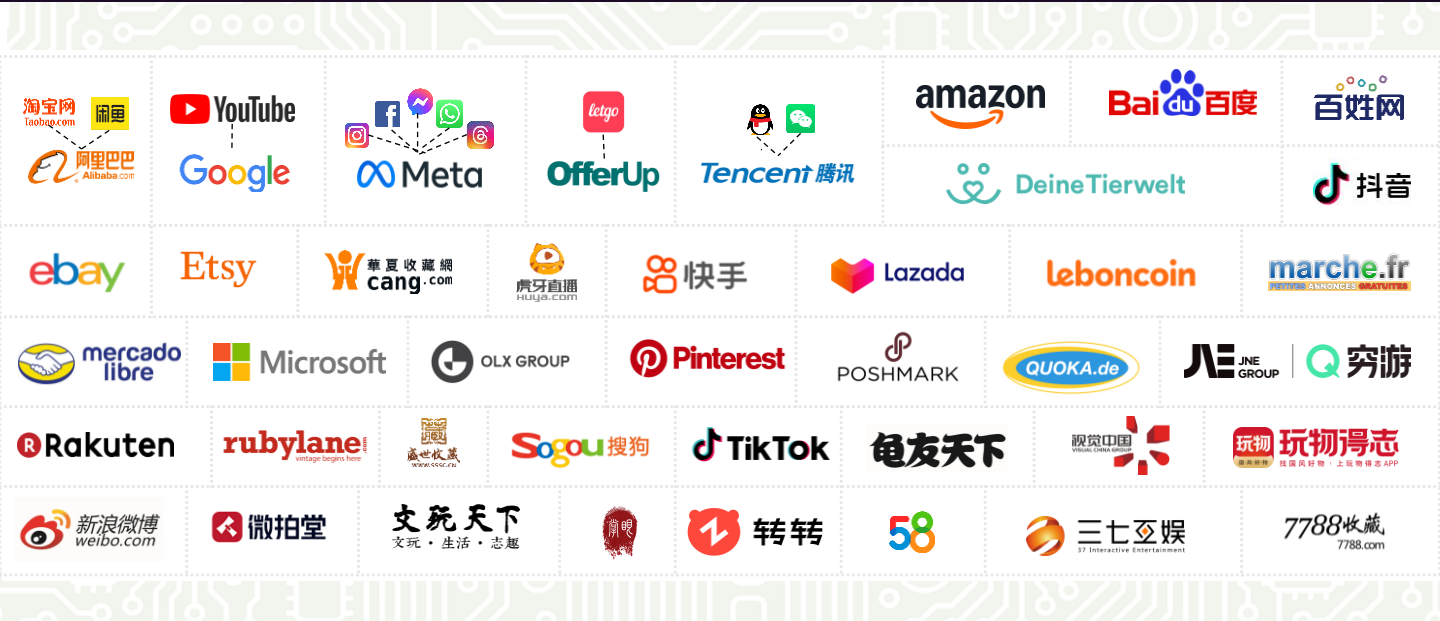
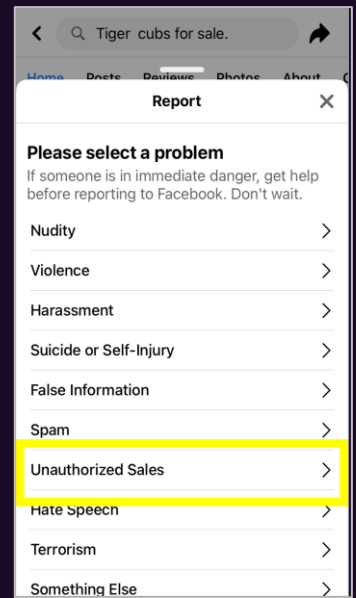
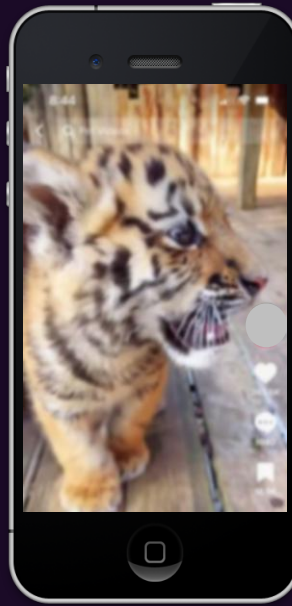


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Help us report suspicious content!

Coalition member companies, conservation organizations, law enforcement, and academia are all working to identify and prevent wildlife trafficking online. We also need your help! You can be a part of the solution by reporting suspicious wildlife content directly in the app or website where you find it, using the company's "report" feature, or through the Coalition's reporting page. Not sure which species are protected? Visit the Coalition's Prohibited Wildlife Policy Framework.

www.endwildlifetraffickingonline.org/report 



The Coalition to End Wildlife Trafficking Online launched in 2018 with conservation convenors WWF, TRAFFIC, and IFAW. This collaboration aims to unite the tech industry to standardize prohibited wildlife policies, train staff to better detect prohibited wildlife, enhance automated detection filters, and educate and empower users to report suspicious listings. At the core of this effort is sharing learning and best practices to avoid duplication and prevent wildlife traffickers from shifting activities from one platform to the next. The Coalition aims to complement additional approaches, such as those of law enforcement agencies.

Get involved at www.endwildlifetraffickingonline.org.



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