Reduce Wildlife Trade in China

Grace Ge Gabriel 葛芮 — International Fund for Animal Welfare 国际爱护动物基金会
Wilson Center, June 2nd, 2016
关注艺术品投资

象牙雕藏品价格翻倍堪称“白金”

11:20
Legal Trade Covers Illegal Trade

Legal vs. illegal trade

Proportionate change in ivory prices

Licensed facilities  Unlicensed facilities

Illegal Trade  Legal Trade

RMB  USD

2006 2009 2011

International Fund for Animal Welfare

国际爱护动物基金会
Legal Ivory Trade Stimulated Demand

- Legal sales removed stigma attached with ivory consumption
- Parallel markets provides laundering opportunities
- Consumers took market availability for legality
- Appreciation shifted from ivory carvings to ivory as a material
- Consumer ignorance about ivory

70% of Chinese do not know ivory comes from dead elephants.

*IFAW commissioned poll 2007*
Commercial Exploitation of Wildlife

Ingrained believes
Separation of people from nature
Ignorance and Indifference

Consuming power
Technology advances aid market access
Industrialized production and exploitation

Animals: Moving Objects

Define status
Demonstrate wealth
Investment vehicle
Loss of moral compass
Corruption and greed

Wildlife law have utilization as the norm, protection as the exception
Vague and unclear policies
Enable market expansion
Stimulate consumer desire
Wildlife crime high-profit, low-risk
Tiger bone and rhino horn trade ban

- Removed ingredient from pharmacopeia
- Increased consumer awareness
- Developed alternative ingredients to replace tiger bone and rhino horn in TCM
- Reduced market demand for rhino horn and tiger bone
- Help recovery and stabilization of tiger populations in Russia Far East
Behavior Change Communications Campaign

Public Outreach
- Awareness raising, knowledge delivery
- Broadcast to debunk myths and change attitudes

Society Mobilization
- Narrowcast target group alignment
- Target group engagement for action
- KOLs influence and motivate society

Sustained Behavior Change
- Policy enforcement enhanced through mobilization and vice versa

Political will increased through outreach and vice versa

Policy Advocacy
- Decision maker
- Engagement/Action
- Enhanced enforcement and political will
- Strengthen laws and policies
- Build capacity & allocate resources
Online Trade Bans

Online Trade Bans
Sustained Reduction of Online Wildlife Trade

Wildlife Listings Online March 2012-December 2015

USAID
FREELAND
ARREST
INTERNATIONAL FUND FOR ANIMAL WELFARE
Impact of Reduced Ivory Auction

The number of Ivory Items traded in the auction market (2002-2013, data source: Arton) and the estimated proportion of illegally killed elephants. (2002-2013, data source: CITES documents SC62 Inf. 1 and SC65 Inf. 1).

Source: Gao Y., Clark S., Elephant ivory trade in China, trends and drivers, Biological Conservation 2014
Stigmatize Ivory through Destruction
Mom, I Have Teeth

“妈妈，我长牙了”
“......”
“妈妈，你高兴吗?”

“妈妈......?”
“妈妈，我长牙了耶!”
“......”
“妈妈!我长牙了!”
“......”

“妈妈......?”
“妈妈，你不为我高兴吗?”
7. 请看以下图文材料，根据要求答题。 (5 分)

由于人类不必要的装饰需要，全球象牙贸易日益蔓延，100 多万只大象因此失去了生命。

（1）根据所提供的材料，设计一句放在画面上方的广告宣传语，形成一则完整的公益广告，要求：鲜明地表达广告主旨，有号召力，不超过 15 字，(2 分)

答：

（2）从这则公益广告的图文特点出发，简要评价它的创意。(3 分)

答：

2011 浙江卷 (第 2 页 共 10 页)
Ad Campaign Penetration and Impact

Effective Reach by ivory buying status

- Total: 75
- Ivory Buyers: 79
- Ivory Non-buyers: 72

Risk Segmentation

Control Group
- Low Risk: 11
- Moderate Risk: 35
- High Risk: 54

Exposure Group
- Low Risk: 26
- Moderate Risk: 48
- High Risk: 26

Base: All participants (n=1067)
“Beings” without Humanity?
冷光源

有型？  有刑！

请勿买卖、携带、运输象牙制品，以免触犯刑法。
我了解大象因为象牙而被猎杀的真证，
我不会购买象牙！

保护大象最有力的武器，
是我们的良知！

我拒绝任何象牙制品，
也希望法律严惩象牙买卖，
社会舆论用严厉材料！

每15分钟就有一头大象因人类的贪婪而丧失生命，
希望我们的良知，
成为大象奔跑时最强大的武器！

当大象、老虎，犀牛一个个从地球上消失，
我们人类还能独自存活多久？

只有美国和中国联起手来，
才能解决野生动物贸易犯罪这一全球性的危机。

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Zhai Jianmin—Art Collector/Appraiser

Be ethical in collecting treasures. Do not take away the treasure of an elephant—his tusks.
A baby elephant witnessing the slaughter of his mother can feel the same pain just like us.
Yuan Xikun—Artist, UNEP Ambassador, CPPCC member

I love to put wildlife in my paintings. But I don’t want elephant to survive only in my art.
Impacts and Challenges

- Increased political will to address wildlife crime
  - Anti corruption campaign
  - Criminal law reinterpretation
  - Pledge to close down commercial ivory trade
- More marketplaces become unavailable for wildlife trade
- Consumer intention to purchase ivory reduced
- Trade ban implementation
- Wildlife Protection Law revision
Behavior Change for Wildlife

- Build awareness to reduce consumer desire for wildlife parts and products
- Clear and unambiguous laws make wildlife trade illegal in all circumstances
- Vigorous enforcement to increase the risk of wildlife crime
- Meaningful penalties for violators—Make wildlife criminals pay!
- Society mobilized to stigmatize wildlife consumption

Thank you!