

WildAid

CONSERVATION THROUGH COMMUNICATION

2008 Beijing Olympics

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The illegal wildlife trade

- Conservation emphasis shifted as we find empty habitat
- Previous focus on “supply side”
- Global problem, but apolitical
- US\$10 to 20 billion a year

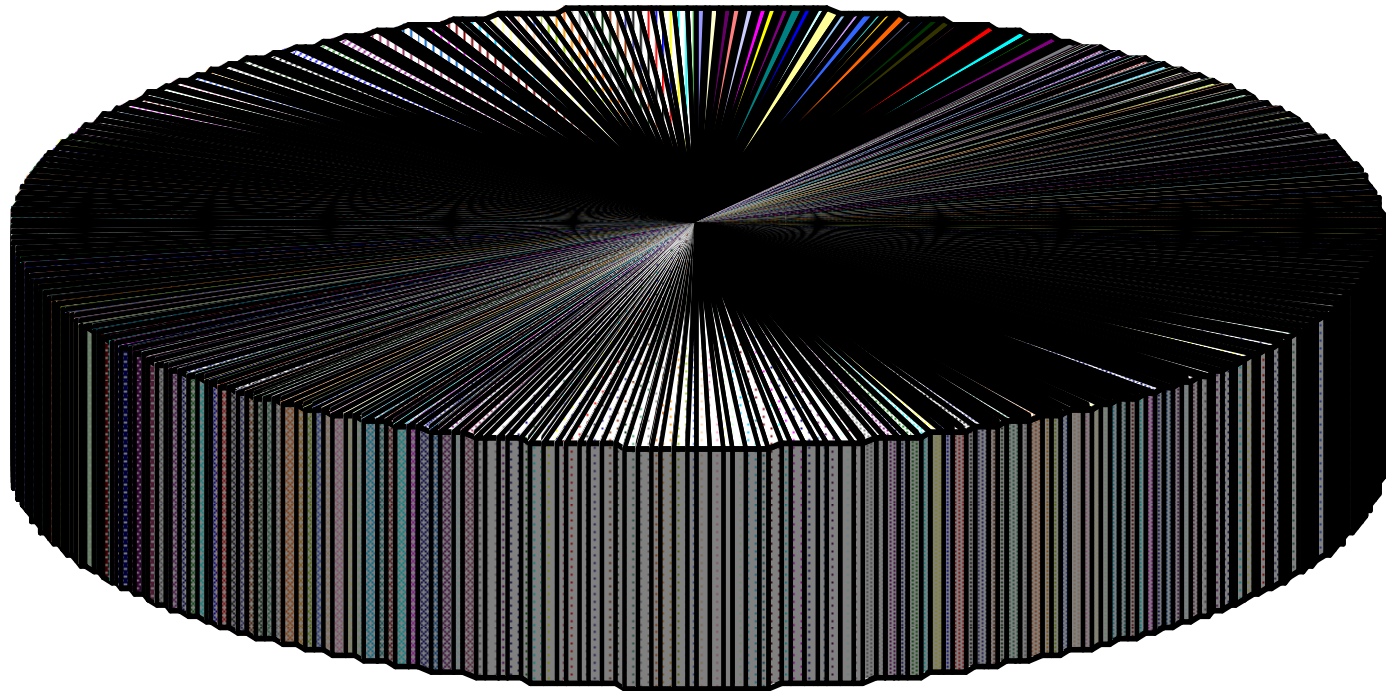
China's Demand

- Poaching crisis are a function of rapid economic growth
- Tigers, rhinos, elephants, bears, monkeys, pangolins, civets, freshwater turtles, snakes, sharks, sea cucumbers, sea horses, plants.
- Post SARS raids confiscated 980,000 animals



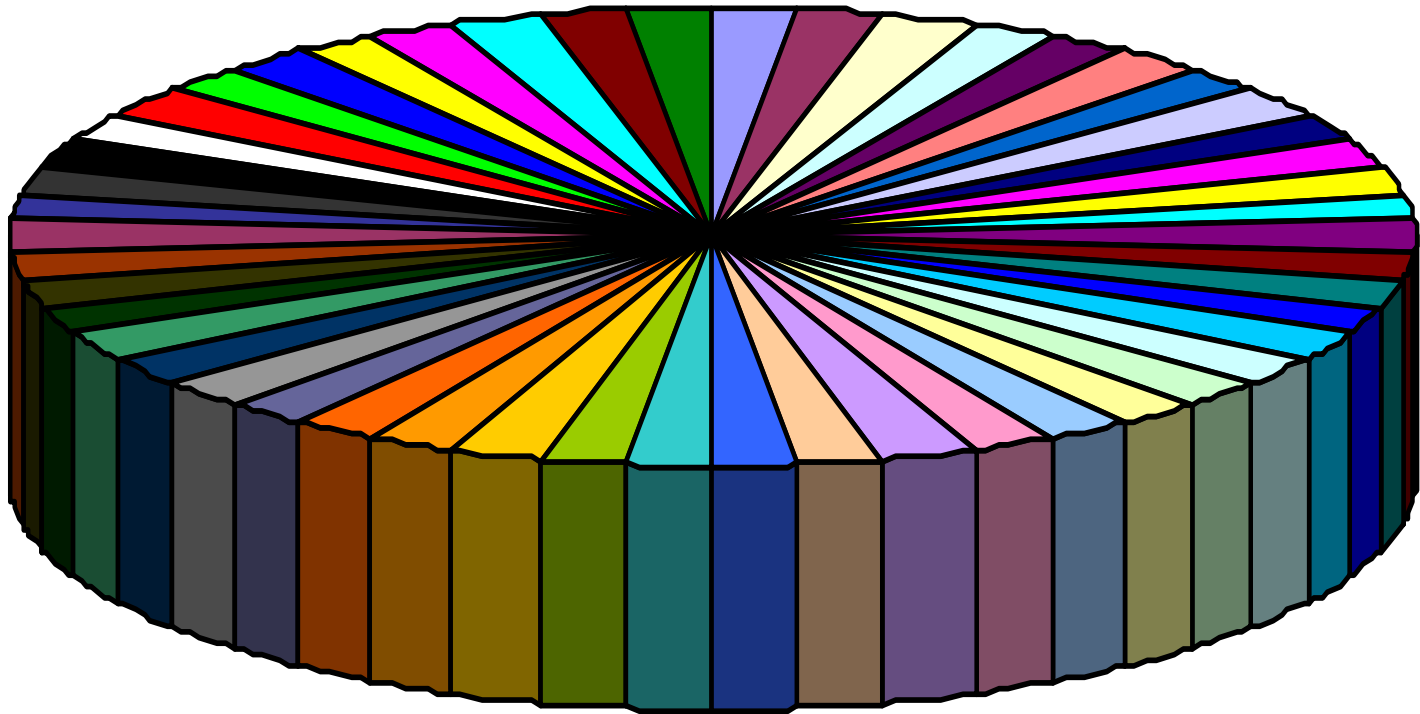
Protecting the Wild

100 less wealthy nations with an average of 5 parks
that need help @ \$2 million
= \$1,000 million



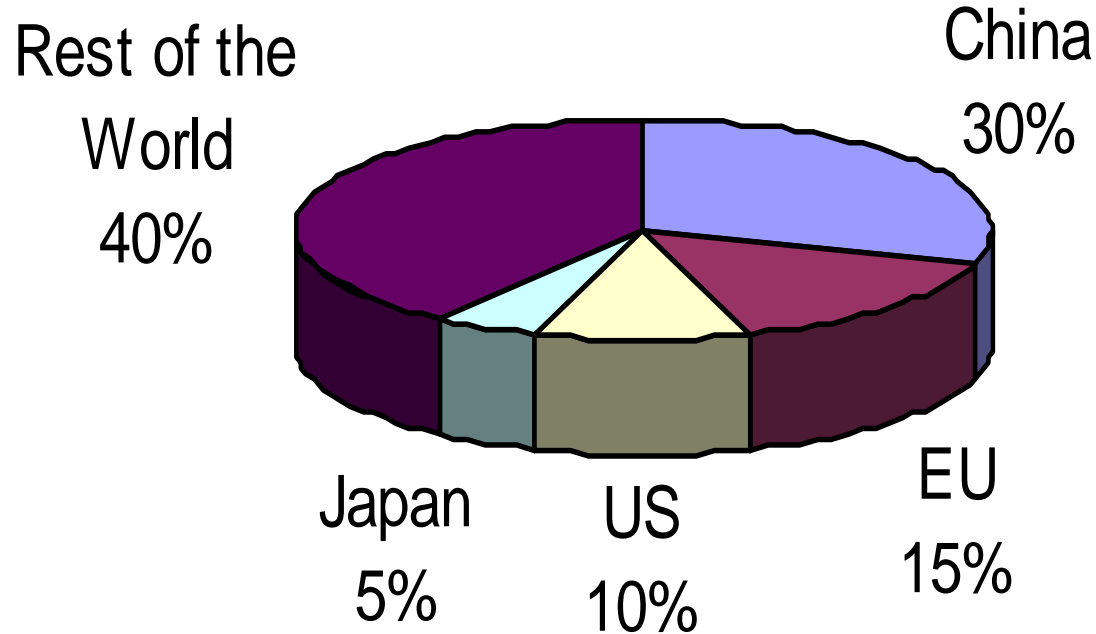
Stopping the Trade

50 nations with serious trade issues @ \$5 million =
\$250 million



Raising Awareness, Reducing Demand

One project can benefit all and enable the other
processes



Still widespread

- 24,000 people, 16 cities throughout China
- 80 species (up from 53 in '99) 62% from the wild
- 28.3% of people had eaten wildlife in the last year.
Increased with affluence and education and more prevalent in southern China
- Most eat for health 32.4%, curiosity 31.3%, taste 27.3%, and social status 9.2%
- 81.2% knew SARS originated in wild animals for food.
This stopped 50.4%, reduced consumption for 37.2% and had no effect of 12.3%.

Lack of knowledge

- 35.1% of the interviewees have consumed shark fin in last year, 9.1% more than 3 times.
- 31.3% ate shark fin for their health and nutrition, 27.4%, out of curiosity, 19.0% for social status, 23.1% for taste.
- 76.3% of people did not know what “fin” soup was made from.

Chinese Govt. support

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- Most species protected
- Law enforcement efforts
- Not much public education due to lack of resources and other priorities
- Growing public interest
- Recent ban on snakes and pangolins

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- Vast illegal trade
- Influence of shark fin trade and lack of protected status for sharks internationally
- Move to farm tigers

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1996

- Recruiting Jackie Chan
- Connections to advertising – J. Walter Thompson
- Partnership with Discovery Channel



Maggie Cheung

Reaching up to 1 billion viewers worldwide

via network of pro bono broadcast partners



DOORDARSHAN
India's National Broadcaster



All Animals. All The Time.



Bloomberg
TELEVISION

WildAid

Cathy Freeman, Australia
400m Gold Medalist

Our endangered animals are being
hunted to extinction. But we can put
an end to the illegal wildlife trade.
When we all come together, we can
do anything. www.wildaid.org

2008 "Green Olympics

- Historic "once in a lifetime" opportunity
- Recruited Olympic greats from around the world
- Recruited China's leading hopefuls
- Yao message featured on Beijing Olympic Committee website and message in brochure

It can be used to start a race or end one. It's up to us.

- 10 Chinese stars already recruited for global warming campaign with government support in China

Join the wildlife revolution

WildAid

WildAid

Maurice Greene, USA
100m Gold Medalist

Our endangered animals are being
hunted to extinction. But we can put
an end to the illegal wildlife trade.
When we all come together, we can
do anything. www.wildaid.org

- High production values: First international organization to get primetime PSA placement on CCTV1,2,6,10?

You don't

have to be

faster than



a speeding bullet

to help save our

endangered animals.

Join the wildlife revolution

WildAid

WildAid

WildAid

7,000 Taxis, 1,500 video billboard
Screens in all major airports in
China and India and in-flight



**Billboards in key locations,
like metro**



WildAid

26 page ads Sports Illustrated

2007 5 23

Conclusions

- Incredible leverage of funds
- Association with the Games, stars and production makes it attractive to the media
- Positive approach is essential
- We still hope that China will make some grand gestures to improve the situation
- As we believe this consists of education and one-off attitudinal change we believe the effects will endure and have knock-on effects to other areas
- We have the possibility to extend the efforts to global warming