

CONVENTION ON INTERNATIONAL TRADE IN ENDANGERED SPECIES  
OF WILD FAUNA AND FLORA



Sixty-ninth meeting of the Standing Committee  
Geneva (Switzerland), 27 November -1 December 2017

RESPONSES TO NOTIFICATION TO THE PARTIES  
NO. 2017/038, OF 15 MAY 2017

This information document has been submitted by the Secretariat in relation to agenda item 15 on *Demand reduction*.\*

\* The geographical designations employed in this document do not imply the expression of any opinion whatsoever on the part of the CITES Secretariat (or the United Nations Environment Programme) concerning the legal status of any country, territory, or area, or concerning the delimitation of its frontiers or boundaries. The responsibility for the contents of the document rests exclusively with its author.

## CHINA

Parties and partners that have implemented demand-reduction strategies and campaigns are encouraged to provide the Secretariat with relevant details on the measures implemented and lessons learnt

#	Overview of activities	Species and products targeted	Types of consumers and drivers of demand identified and methodologies used to understand the drivers and dynamics of the demand	Drivers or consumption behaviors targeted in the campaign	Communications tools used	Stakeholders involved	Impacts achieved
1	300 pull-up banners and 200,000 copies of outreach materials (envelopes) with the message "Rejecting Illegal Wildlife Products, Being a Responsible Traveler for a Better China" were jointly printed by China National Tourism Administration(CNTA), CITES MA, WWF and TRAFFIC in March 2017. The pull-up banners and envelopes were delivered to 194 travel agencies with outbound tourism service and tourist hotels in 31 cities throughout China. Some banners were also displayed in the check-in hall of Immigration Inspection and Quarantine in Beijing West Railway Station.	Illegal wildlife products	n/a	Potential purchase of illegal wildlife products, especially during outbound travel	300 pull-up banners and 200,000 copies of communication materials (envelopes)	China National Tourism Administration(CNTA), China CITES MA, WWF&TRAFFIC, travel agencies and star hotels, Beijing West Railway Station	The message of "Rejecting Illegal Wildlife Products, Being Responsible Traveler for Better China" was widely distributed through travel agencies and tourist hotels. In the Beijing West Railway Station, around 100,000 passengers between mainland and Hong Kong each year have chance to view the pull-up banners.
2	On 3 March 2017, the UN World Wildlife Day, the "Listen to the Young Voices" event in Nanjing, Jiangsu Province, was co-hosted by China's CITES MA and Nanjing Forest Police College.  The World Wildlife Day event attracted more than 300 participants from the National Inter-agency CITES Enforcement Collaboration Group (NICE-CG), including representatives from the State Forestry Administration, Forestry Police, Customs, Ministries of Foreign	Illegal wildlife products	n/a	Potential purchase of illegal wildlife products	The video "World Wildlife Day"	China CITES MA, Nanjing Forest Police College, TRAFFIC, NICE-CG (including State Forestry Administration, Forestry Police, Customs, Ministries of Foreign Affairs and Public Security, the State Administration for Industry & Commerce, China Wildlife	The BAT initiative on combating wildlife cybercrime has underpinned the efforts of internet companies against wildlife crime. Government agencies and NGOs gained insight of the challenges of companies in dealing with wildlife cybercrime and helped companies to better understand how to

	<p>Affairs and Public Security, the State Administration for Industry &amp; Commerce, China Wildlife Conservation Association and other domestic and international conservation organizations, together with relevant business and industry associations including the China Traditional Medicine Association.</p> <p>During the event in the morning, Baidu, Alibaba and Tencent (BAT) – the top three internet service providers in China - - made speeches respectively stating their position and resolution on combating wildlife cybercrime and signed an initiative as leading Internet companies in China to call for an industry-level cooperation and collaboration with various other internet business entities to eradicate online illegal wildlife trade.</p>					<p>Conservation Association), China Traditional Medicine Association, BAT (Baidu, Alibaba, Tencent)</p>	<p>improve practical compliance with the existing legal framework. Collaboration with BAT and other internet companies has strengthened their capacity in compliance of the newly-revised Wild Animal Protection Law in China. The law specifically puts responsibility onto internet companies whose services are being used by traders to illegally buy and sell wildlife products. BAT companies go beyond their individual efforts to fulfill their corporate responsibilities and aim at forming an industry-wide partnership to take action against wildlife cybercrime.</p>
3	<p>On 9 June and 11 June 2017, Ministerial level workshops raising awareness against wildlife trafficking amongst Chinese nationals living and working in Namibia and Zimbabwe were jointly hosted by China's State Forest Administration (SFA), China's CITES Management Authority (CITES MA), supported by the respective Chinese Embassies, and TRAFFIC&amp;WWF. More than 160 local Chinese nationals from State-owned enterprises, private businesses and residential communities attended the workshops held in Windhoek and Harare respectively. Local NGOs and both local and international media were also present. Tommy Nambahu, Namibia's Vice Minister of Environment and Tourism and Mandoga,</p>	<p>Illegal wildlife products, especially ivory, rhino horn, timber, etc.</p>	n/a	<p>Potential purchase of illegal wildlife products</p>	<p>The video "World Wildlife Day"</p>	<p>China SFA, China CITES MA, Chinese Embassy in Namibia/ Zimbabwe, TRAFFIC, WWF, media, Ministry of Environment and Tourism in Namibia, Ministry of Environment, Water and Climate in Zimbabwe</p>	<p>The two workshops provided an opportunity for Chinese citizens to be made fully aware of the illegality of such activities and the risks of becoming engaged in them.</p> <p>During the workshops, local Chinese company representatives pledged to continue raising their staff's awareness about protecting wildlife. A special wildlife conservation fund among Chinese companies and communities operating</p>

	Zimbabwe's Director of Environment and Natural Resources Department, Ministry of Environment, Water and Climate made the opening remarks at the respective workshops. China's SFA, CITES MA, TRAFFIC and WWF all discussed CITES enforcement in China and domestic legislation, tips to Chinese enterprises and nationals in Africa, global trends of illegal wildlife trade, and illegal timber trade between China & Africa.						locally in Namibia was established and raised an initial fund of NAD110,000 (USD8,500). SFA and CITES MA would like to develop such outreach workshops into a brand series to be conducted every year in the future.
4	<p>The trade in totoaba swim bladder is strictly prohibited by Chinese law. To reduce the demand for totoaba swim bladder CITES MA and other relevant national authorities initiated a series of campaigns to combat the illegal trade. A training workshop held in Guangzhou, the capital city of Guang Dong Province in December 2016. The workshop – organized by the Chinese CITES Management Authority (CNMA), Bureau of Fisheries of Ministry of Agriculture (BOF) and State Administration of Industry and Commerce (SAIC) – featured information sharing sessions with representatives from Hong Kong SAR, Mexico and the U.S., who shared their hands-on experience and efforts to combat the trafficking. About 100 enforcement officers from fisheries, market control, customs, and coast guard in Guangdong province attended the workshop, where they learned the conservation status of Totoaba and Vaquita (<i>Phocoena sinus</i>) and to identify Totoaba maw. A mobile version e-tutorial was introduced to help quick on-site identification of Totoaba and its maw.</p> <p>In a renewed effort led by the Fisheries Bureau of the Ministry of Agriculture, the Market Enforcement Department of the State Administration for Industry and Commerce, and CITES Management</p>	Totoaba and vaquita	Upper-middle class who can afford the totoaba swim bladder, traders of the dry seafood industry	Low awareness of the law; Consumption driven by investment needs and health concerns.	Posters, physical events, workshop engaged traders, online social media	CITES CNMA, Fisheries, Administration for Industry and Commerce, Guangzhou Dried Seafood & Nut Industry Association, Natural Resource Defense Council, NGOs and conservation groups, traders, public, media	<p>Enforcement training workshop: 100 participants; 22 media posts</p> <p>Enforcement action launch event: 200 participants; 41 media posts</p> <p>Posters distributed: 8,000 posters distributed in regional sea food markets</p> <p>Screening events: 600+ participants; social media content viewership: 47,496</p> <p>Online social media viewership: 400,000+ views of totoaba/vaquita related social media content</p> <p>A total of 4,217 enforcement officers took part in these actions, inspecting 5,331 vendors. A total of 766 posters were placed at the markets along with distributing 7,000 information pamphlets. Though the market</p>

	<p>Authority of China to tackle illegal trade in critically endangered totoaba and Chinese bahaba fish bladders, Guangdong Ocean and Fisheries Department, Guangdong Administration for Industry and Commerce and CITES Guangzhou branch office took coordinated action on regional market sweeps between Jan 9 and Feb 9, 2017, with a focus on major cities of Guangzhou, Shenzhen and Shantou. The efforts were focused on dried seafood markets, fish markets, retail, hotels, and restaurants. On January 9, 2017, the agencies hosted a crackdown and awareness &amp; education campaign launch ceremony in Guangzhou to start the market sweeps and public awareness activities.</p>						<p>sweeps, revealed no illegal activity related to the two fish species and no arrests were made, it sent a clear message to traders and consumers that the enforcement agencies have zero tolerance to trading and consuming the two fish products.</p>
5	<p>To celebrate Earth Day and to recognize global efforts in wildlife conservation, Disney and WildAid joined forces to co-organize a special offline event at the Shanghai Disney Resort in April, to raise public awareness on the protection of elephants and to strengthen public knowledge on China's recent ivory ban and related law enforcements.</p> <p>April 20th Media Kick-off; Lion King Special Show</p> <p>April 20th- May 7th Wildlife Photography &amp; PSA Exhibition</p> <p>Location: Shanghai Disney Resort - Walt Disney Grand Theater</p> <p>Campaign Components:</p> <ol style="list-style-type: none"> <li>1. "Ivory Free" Wildlife Photography &amp; PSA Exhibition</li> <li>2. Special Lion King Show</li> <li>3. Press conference featuring celebrity and WildAid ambassador Jiang Jinfu</li> </ol>	<p>Elephant and other illegal endangered wildlife products</p>	<p>To educate the middle and upper-class urban families who have much more disposable income and may see ivory as a way to project image of wealth and social status.</p>	<p>Limited awareness or interest in wildlife and the threats they face from poaching. This leads to uniformed consumption of endangered wildlife products. Awareness building events like this will help inspire more people to learn and care about wildlife, therefore want to protect it by not buying illegal wildlife products.</p>	<p>Broadcast media communication is the main messages of the campaign, we also launch online and social media campaign to engage the public.</p>	<p>China Wildlife Conservation Association Shanghai Disney Resort WildAid media</p>	<p>Media posts Total:87 Social media posts :24 Online Media posts :52 Video Media :9 Newspapers and Magazines:2</p>

4. Media Promotion							
6	<p>A two-day international workshop on demand reduction in the context of upcoming ivory trade ban in China was hosted by CITES Scientific Authority of China (CITES SA) and China Wildlife Conservation Association (CWCA) in collaboration with TRAFFIC and WWF. Representatives of China CITES MA, enforcement agencies of China and US, NGOs, academies and business sectors, totally around 70 people were present.</p> <p>Participants reviewed the implications of decisions taken at CoP17, learnt more about US ivory trade regulation, reviewed global illegal wildlife trade and monitoring methods under CITES framework.</p>	Illegal wildlife products, especially ivory	n/a	Potential purchase of illegal wildlife products	n/a	China CITES SA, CWCA, TRAFFIC, WWF, China CITES MA, enforcement agencies of China and US, NGOs, academies and business sectors	The workshop served as a platform for open communication to urge for ivory ban in China. People from ivory industry, business, NGOs and governments expressed their points of view on implementation of trade ban.
7	<p>The workshop titled “New communication approaches to reduce demand for wildlife and enhance public education” was co-hosted by Shanghai Wildlife Conservation Association, Shanghai Zoo and TRAFFIC on 13th April 2017, aiming to enhance the capacity of wildlife conservation and law enforcement officers and NGO practitioners to effectively deliver information to target audiences by adopting social marketing approaches in delivering campaigns and utilization of social media in communication development to raise public awareness. About 40 attendees were present at the workshop. Attendees discussed challenges in developing effective communication strategies in their daily work and exercised social marketing tool packages learnt during the workshop to formulate possible creative solutions to overcome these challenges. Cases of public education on protecting endemic species in Shanghai and TRAFFIC’s campaigns were targeted at specific consumer segments, such as craft collection lovers and outbound</p>	n/a	n/a	n/a	TRAFFIC’s various communication materials of refusing illegal wildlife products	Shanghai Wildlife Conservation Association, Shanghai Zoo, TRAFFIC, Coca Cola, Tetra Pak	The social marketing training to officials from Shanghai Wildlife Conservation department was well received. Participants showed good interest in the new approaches introduced in the workshop and had vibrant discussion on the group assignment addressing their daily communication needs.

	travelers were also shared at the workshop. Representatives from Coca Cola and Tetra Pak shared their engagement in water and forest conservation respectively as a demonstration of corporate social responsibility.						
8	<p>Prestigious antiques expert and host of a popular online talk show Mr Ma Weidu joined WildAid and Investec Rhino Lifeline in South Africa to witness first-hand the threats posed to rhinos, and the measures required to protect them. As founder and director of Beijing's Guanfu Museum, Mr Ma is a well-known culture scholar, collector and antique connoisseur.</p> <p>Mr Ma observed wild rhinos in their natural habitat, participated in an anti-poaching demonstration, and encountered rhinos that have been injured or orphaned due to the illegal trade in rhino horn.</p> <p>Upon returning to China, Mr Ma will share his experiences in order to educate antiques collectors and other audiences in the country. This fall, he will dedicate an episode of his popular streaming show to his experiences in South Africa. The program has more than half a million subscribers.</p>	Rhino	Antiques collectors, investors	Purchasing rhino horn products and carvings as collectors items	Social and online media; Key opinion leaders	Investec Rhino Lifeline, WildAid, Guanfu Museum and Ma Weidu	<p>Social media: 26, including (17 weibo posts on WildAid Weibo, Guanfu Museum's Weibo, and Mr. Ma's video dairy; 1 blog and 8 wechat)</p> <p>Total views/comments/likes : 1,549,795 views, 717 comments, 3658 likes</p> <p>Traditional media:</p> <ul style="list-style-type: none"> <li>• Original news story post: 28</li> <li>• News:1 original article and 5 re-posts</li> <li>• TV program: 1</li> <li>• Time of duration: June 27-July 5,2017</li> </ul>
9	To raise the awareness of Chinese citizens on the plight of some critically endangered wildlife species, and to reduce the demand for illegal wildlife products, a five-episode documentary series featuring celebrity ambassadors visiting different species at their homes were filmed. The collaboration with National Aquatic Wildlife Conservation Association is key to this program especially for the Yangtz River finess porpoise filming.	The Yangtz River finess porpoise, vaquita, manta, tiger, rhino and shark.	Each episode of the documentary series target audience of certain social status, by leveraging the unique social influence of different celebrities. For example, Mr. Langlang, the renowned pianist, demonstrated his passion on protecting	Low awareness consumption of endangered wildlife products such as totoaba swim bladders, tiger bone products, shark fin soup, rhino horn, etc.	Documentary films and related promotions through TV broadcast, outdoor media, online and social media, press conferences, and film viewings	Fisheries, National Aquatic Wildlife Conservation Association, Shanghai Media Group, WildAid, Scientific Institutions	Films will be broadcast in late summer 2017. Social media promotion, press conference, public film screenings underway. Outdoor media distribution in Beijing, Shanghai, Guangzhou, Shenzhen, Chongqing, Haerbin. Viewership of related

			vaquita and advocated for rejecting the consumption of totoaba swim bladder, as this is a high-value product thus often consumed by the wealthy class. And Mr. Liu Huan, a famous singer, is especially adored by the generations could be potential consumers of tonics made by tiger bone.				content at least 100 million people.
10	In January 2017, China Customs at Huangpu port (the busiest port of Guangdong between mainland China and Hongkong) and WCS launched “Stand for Elephant, Drive/Bring no Ivory home” as part of the Voice Of China (VOC) campaign series at cargo inspection gateways and railway stations, promoting law and Ivory ban amongst a target audience group (shipping industry/cargo drivers and travelers) who play a crucial role along the wildlife trade chain. The Project Team worked with eight shipping and transportation companies, including the Hong Yuan Group, an influential corporation in Guangdong Province. The campaign aimed at encouraging companies to obey the law and pledge not to transfer or consume ivory.	All endanger species, ivory	N/A	N/A	N/A	China Customs at Huangpu port, WCS	Within one month, 26 cargo ships and trucks with “Stand for Elephant, Drive No Ivory Home” stickers, have traveled between Dongguan, Shenzhen, Hong Kong, and Macao, exposing the message along approximately 2800 miles each day.
11	On March the 5th, Guangzhou Customs organized the “Protecting Endangered Species in Your Every Trip” public awareness raising campaign targeting the travelers going abroad. As one of the world’s busiest airports, since 2016, Guangzhou Baiyun International Airport runs airlines flying to over 200 destinations globally with 80 destinations	All endanger species,	N/A	N/A	N/A	Guangzhou Customs, WCS	This event has outreached to more than 10,000 targeted audiences.

	overseas, which covers over 40 countries. The daily entry and exit traveller number is over 30,000. As Baiyun International Airport is deeply connecting China with South East Asia and Africa, it is also a hotspot of wildlife trafficking seizures.						
12	On June the 28th 2017, a forum entitled, "Challenges and Opportunities—Chinese Enterprises' Engagement in Wildlife Conservation in Africa," were organized in Kampala, Uganda. On this event the Chamber pledged to strictly abide by the relevant laws and regulations of both countries, as well as instruct their employees to avoid involvement in the illegal trade of endangered wildlife and/or wildlife products, as well as acts that destroy the habitat of endangered species. Additionally, businesses will strive to make socially and environmentally responsible contributions to Uganda. Ambassador Zheng Zhuqiang of The Embassy of the People's Republic of China in Uganda, Dr. Mary Goretti Kitutu, Uganda's Minister of State for Environment of Ministry of Water and Environment have attended the event and made opening speech.	All species	Business man in Uganda	N/A	N/A	Embassy of the People's Republic of China in Uganda,	Declaration of a pledge statement to support for Biodiversity Conservation by Chinese Enterprises was read by the head of China Enterprises Chamber of Commerce in Uganda (CECCU), Mr. Ding. The pledge statement show cases the readiness of Chinese enterprises the commitment and their willingness to support conservation of biodiversity as being important for the long-term and sustainable development of Uganda.
13	The State Council published the notification to suspend the commercial product and sale of ivory and its products in order on December 30 <sup>th</sup> , 2016. The SFA published the list of suspend product and sale place of ivory on 20 <sup>th</sup> March, 2017.	Ivory	Industry, seller and buyer	N/A	N/A	SFA, CITES MA of China	All commercial product and sell of ivory in China will be ban before December 31 <sup>st</sup> , 2017.

UNITED STATES OF AMERICA



United States Department of the Interior



FISH AND WILDLIFE SERVICE  
International Affairs  
5275 Leesburg Pike, MS-IA  
Falls Church, VA 22041-3803

Mr. John Scanlon, Secretary General  
CITES Secretariat  
International Environment House  
11 Chemin des Anémones  
CH-1219 Châtelaine, Geneva  
Switzerland

JUL 3 1 2017

VIA EMAIL: [info@cites.org](mailto:info@cites.org)

Dear Mr. Scanlon:

This letter responds to Notification to the Parties No. 2017/038 concerning *Information to be submitted by Parties for the 69<sup>th</sup> meeting of the Standing Committee*. Paragraph 2 a) of the Notification encourages Parties that are destinations for illegal wildlife trade to report to the Secretariat on the implementation of demand-reduction strategies. At the 17<sup>th</sup> meeting of the Conference of the Parties, the United States was pleased to submit CoP17 Doc. 18.1., and also support decisions regarding demand reduction contained in CoP17 Doc. 18.2. The resolution and decisions, which were adopted by consensus with minor edits, have set CITES on a course to establish a robust approach to develop and implement effective demand reduction campaigns. We thank the Secretariat for its commitment to incorporating demand-reduction strategies as an important pillar in efforts to combat wildlife trafficking.

Since 2015, the U.S. Fish & Wildlife Service (USFWS) has been increasing efforts to reduce demand for illegal wildlife products with a particular focus on U.S. consumers traveling abroad. These consumers may unknowingly fuel the illicit trade by purchasing or collecting souvenirs or trinkets that are illegal to bring into the United States. Through consultation with USFWS law enforcement personnel, and an analysis of personal wildlife items refused clearance at U.S. ports of entry, the United States has been able to identify species and products that are commonly traded illegally and seized from travelers.

USFWS and our partners strive to be thoughtful and strategic when implementing demand reduction strategies, carefully considering target audiences, appropriate platforms for message distribution, and unintended consequences of raising awareness. We rely heavily on our partners to collect data on knowledge, attitudes, and perceptions of target audiences and to inform these strategies.

While USFWS does support, through financial and technical expertise, a number of demand reduction initiatives abroad, those efforts are not reported on here. Information on specific initiatives being implemented in the United States, including examples of communication products, is attached.

Paragraph 2 b) of the Notification asks Parties to provide information on the development of projects related to traceability. We wish to inform the Secretariat about the Seafood Import Monitoring Program that will come into effect in the United States in January 2018. The National Marine Fisheries Service (NMFS) published regulations establishing the **Seafood Import Monitoring Program (SIMP)** on December 9, 2016. A copy of the final rule is available at: <<https://www.federalregister.gov/documents/2016/12/09/2016-29324/magnuson-stevens-fishery-conservation-and-management-act-seafood-import-monitoring-program>>. The Program establishes, for imports of certain seafood products, the reporting and recordkeeping requirements needed to prevent illegal, unreported and unregulated (IUU)-caught and/or misrepresented seafood from entering U.S. commerce, thereby providing additional protections for our national economy, global food security and the sustainability of our shared ocean resources. This is the first phase of a risk-based traceability program—requiring the U.S. importer of record to file an electronic report on the origin of the fish at the time of entry, and to maintain records from the point of harvest to the point of entry into U.S. commerce—on an initial list of imported fish and fish products identified as particularly vulnerable to IUU fishing and/or seafood fraud, including sharks. The mandatory effective date is January 1, 2018. More information can be found at: <<http://www.iuufishing.noaa.gov/RecommendationsandActions/RECOMMENDATION1415/FinalRuleTraceability.aspx>>.

We appreciate the opportunity to provide this information for the Standing Committee's consideration. Please feel free to contact me by email at [Craig\\_Hoover@fws.gov](mailto:Craig_Hoover@fws.gov) if you have any questions regarding this submission.

Sincerely,



Craig Hoover, Chief  
Division of Management Authority

## WildAid/USFWS U.S. Illegal Wildlife Demand Reduction Campaign

USFWS and WildAid implemented a U.S. consumer education and awareness campaign designed to cultivate awareness among U.S. travelers and consumers that their purchasing power can influence the wildlife trade. The key messages of the campaign are: the United States is one of the largest illegal wildlife markets in the world; Americans care about wildlife conservation but know little about wildlife trafficking; wildlife trafficking affects U.S. species as well as international species; wildlife trafficking impacts conservation, welfare, disease, and invasive species; all wildlife products must be declared upon entering the United States; many products sold abroad may need permits or may be considered illegal in the United States; and new ivory bans will assist law enforcement in sending poachers, traffickers, and sellers to prosecution when items are bought, sold, and transported illegally.

On September 7, 2016, the campaign was launched via joint press conferences held at the Atlanta Hartsfield Airport and at Los Angeles International Airport. Prior to launch, WildAid completed a public survey to assess what percent of the U.S. general public was aware of wildlife trafficking. At the conclusion of the 3-year campaign, WildAid will facilitate another public survey to evaluate whether public awareness and perceptions have changed. As of February 2017, the campaign had received more than \$2 million in donated advertising space and had reached more than 45 million airport travelers.



**Figure 1 – Landing page for the USFWS/WildAid campaign at [www.stopwildlifetrafficking.org](http://www.stopwildlifetrafficking.org)**

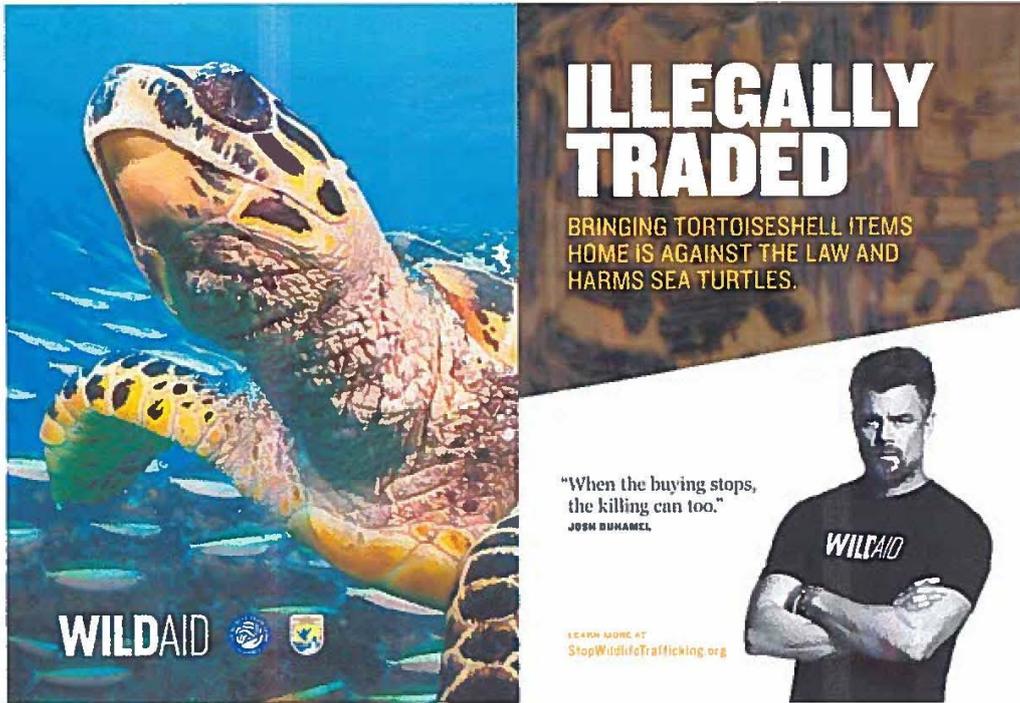


Figure 2 - Billboard featuring celebrity actor, Josh Duhamel

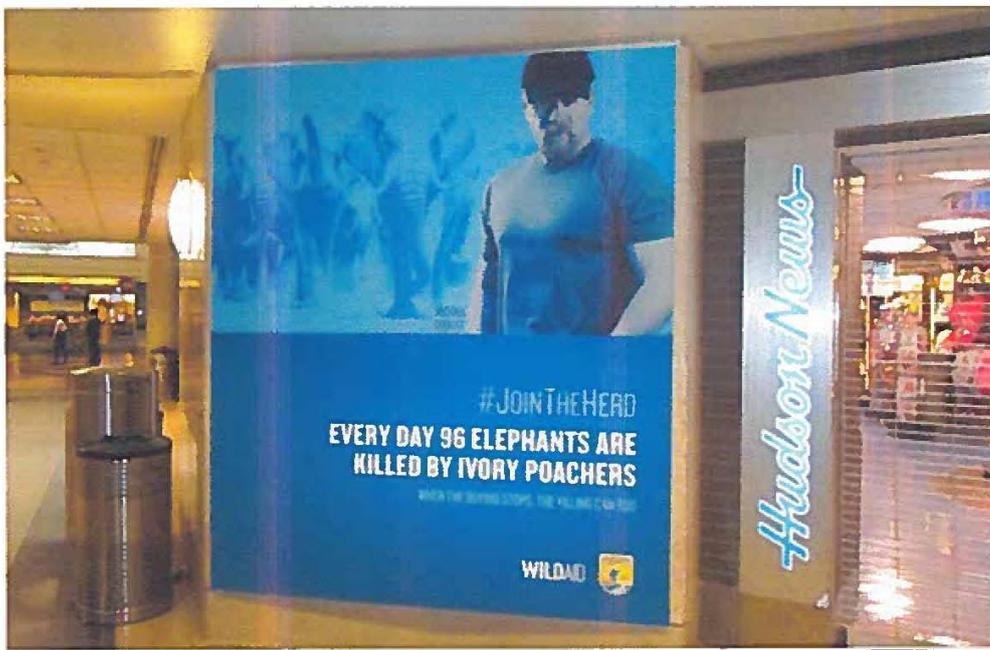
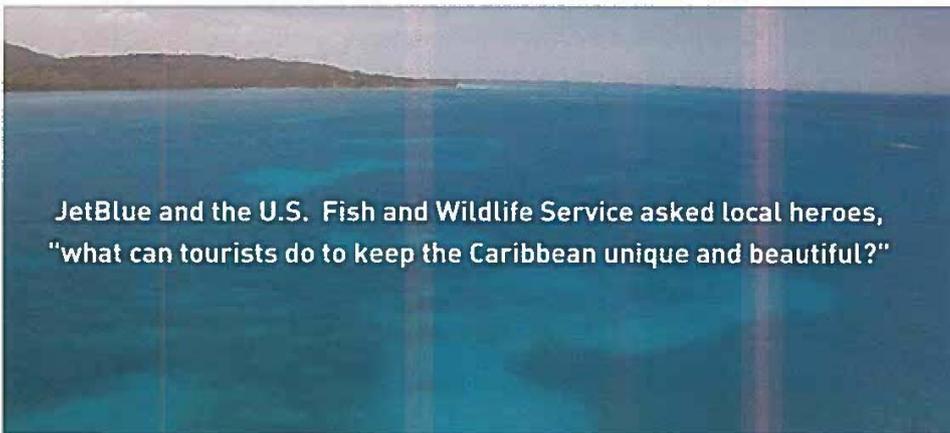


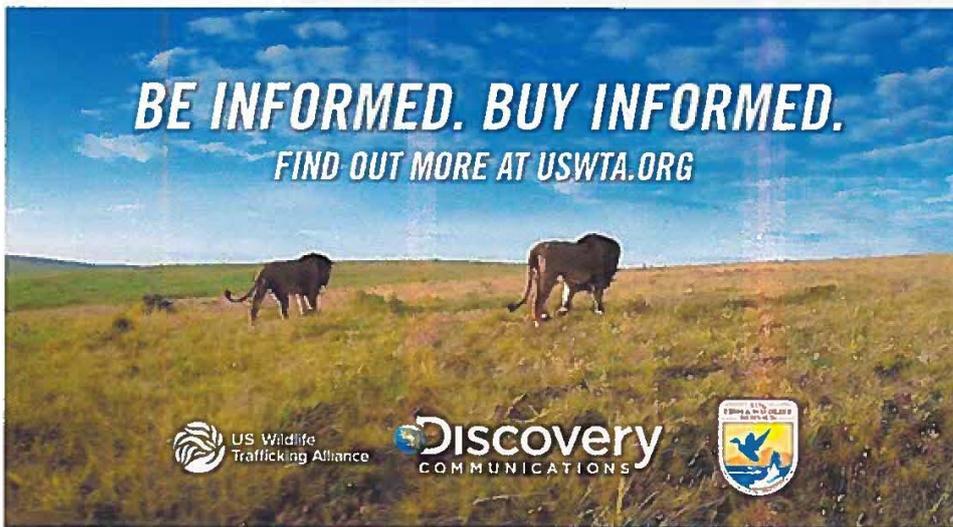
Figure 3 - Billboard displayed at U.S. airport as part of the USFWS/WildAid campaign

### Public-Private Partnerships

USFWS has been leveraging the expertise and communication tools of partners to significantly expand the reach and impact of demand reduction messages. In 2016, the Service and JetBlue worked together to produce an in-flight video that informs customers about responsible travel and shopping practices. Discovery Communications, in conjunction with the Service and other partners, created a public service announcement (PSA), narrated by the actor Edward Norton, that airs on Discovery's networks in the United States.



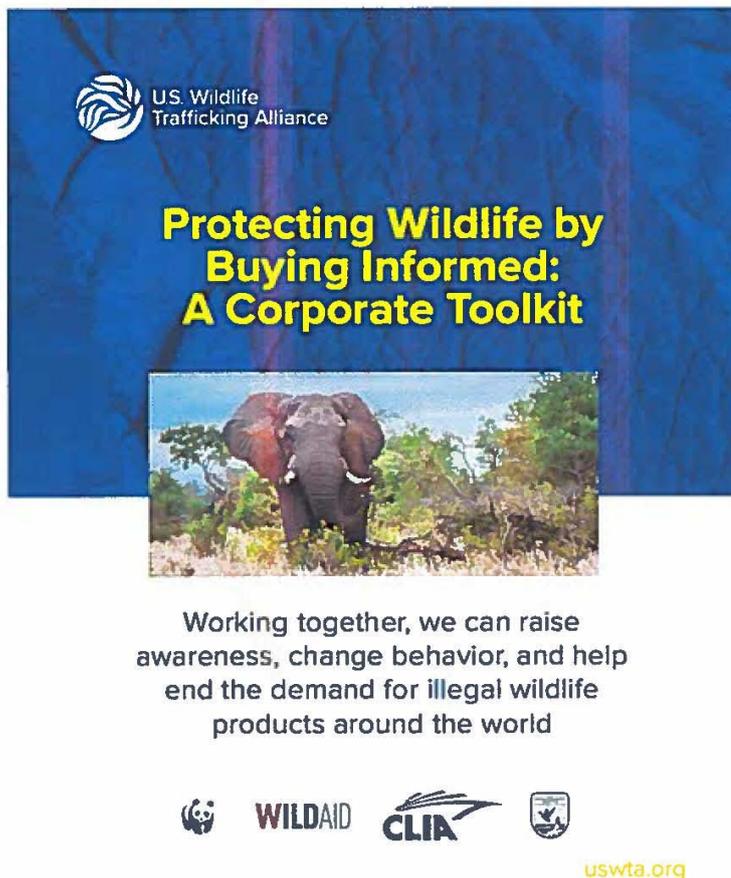
**Figure 4- Opening screen of Jet Blue/USFWS public service announcement. Full video can be viewed at <http://blog.jetblue.com/responsible-tourist-psa-u-s-fish-wildlife-service/>.**



**Figure 5- Closing screen of Discovery Communications public service announcement. Full video can be viewed at <https://www.youtube.com/watch?v=awpRoOUbSLg>.**

## Digital Toolkit for Travel/Tourism Industry

Earlier this year, USFWS, in coordination with the U.S. Wildlife Trafficking Alliance and its members, including TRAFFIC and World Wildlife Fund, released a digital toolkit, which provides travel and tourism industry leaders with resources they can use to engage travelers in the fight to stop wildlife trafficking. The toolkit was distributed to members of the Adventure Travel Trade Association (ATTA), American Society for Travel Agents (ASTA), and Cruise Lines International Association (CLIA), which together serve more than 25 million travelers annually. Among other items, the toolkit contains “Be Informed. Buy Informed.” traveler’s guides and wallet cards outlining wildlife products that travelers should either avoid or question while traveling. The brochures and wallet cards displayed in Figures 7-14 can be downloaded at <https://www.fws.gov/international/travel-and-trade/be-informed-buy-informed-brochures.html>



**Figure 6 - Cover of digital toolkit for travel and tourism industry**

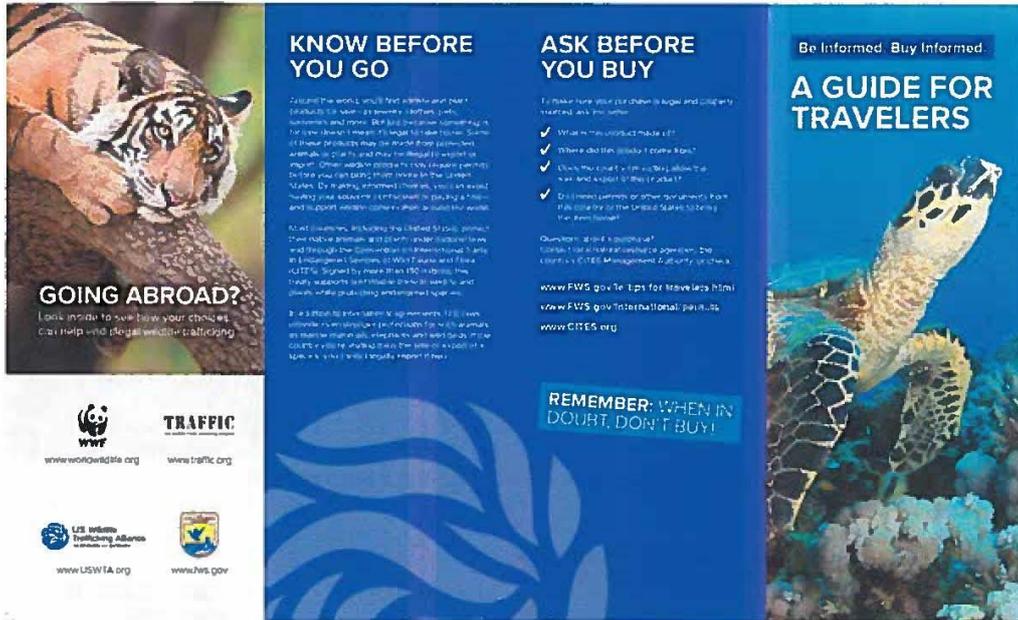


Figure 7 - Outside cover of "Be Informed. Buy Informed" brochure

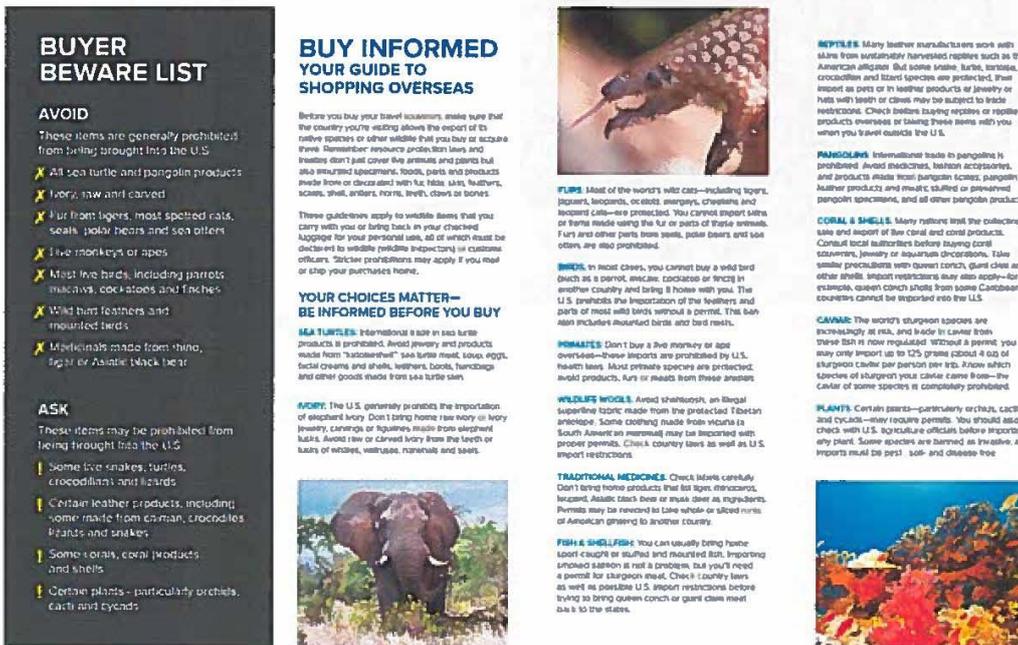


Figure 8 - Inside page of "Be Informed. Buy Informed" brochure



Figure 9 - Outside cover of "Be Informed. Buy Informed." wallet card



Figure 10 - Inside page of "Be Informed. Buy Informed." wallet card

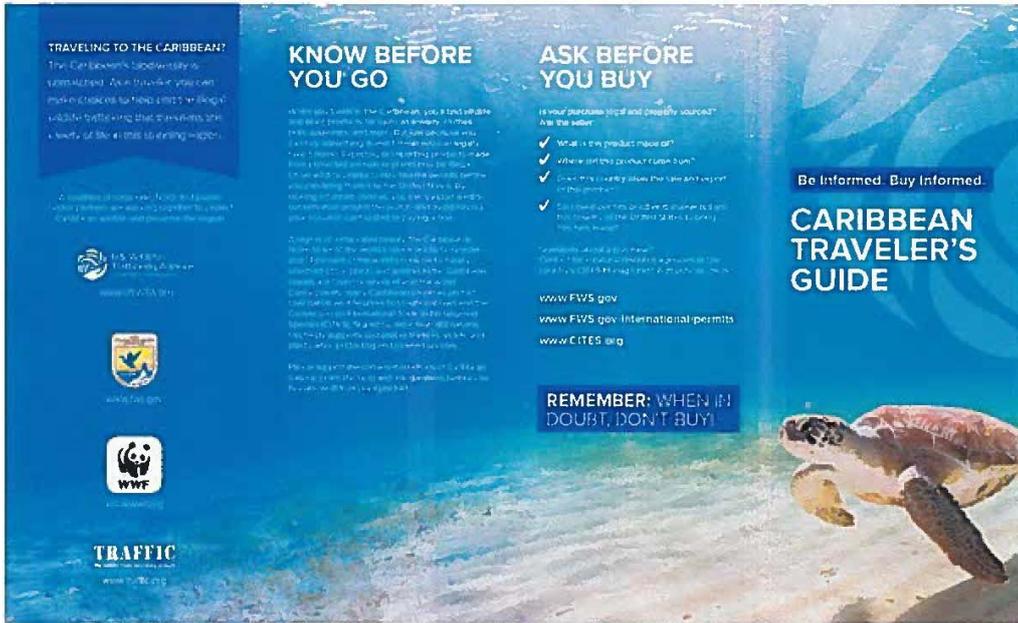


Figure 11 - Outside cover of Caribbean "Be Informed. Buy Informed." brochure



Figure 12 - Inside page of "Be Informed. Buy Informed." brochure



Figure 13 - Outside cover of Caribbean "Be Informed. Buy Informed." wallet card



Figure 14 - Inside page of "Be Informed. Buy Informed." wallet card

## VIET NAM



BỘ NÔNG NGHIỆP VÀ PHÁT TRIỂN NÔNG THÔN  
CƠ QUAN QUẢN LÝ CITES VIỆT NAM  
MINISTRY OF AGRICULTURE AND RURAL DEVELOPMENT  
VIET NAM CITES MANAGEMENT AUTHORITY



### Information to be submitted by Viet Nam for the 69th meeting of the Standing Committee (in accordance to Notification No. 2017/038)

Email to [yuan.liu@cites.org](mailto:yuan.liu@cites.org).

#### Notification Number 2017/038 – a

##### a) Demand reduction

*Parties that are destinations for illegal wildlife trade are encouraged to implement demand-reduction strategies and to report to the Standing Committee:*

In the coming period, a number of demand reduction campaigns will be conducted in Viet Nam. At the Central level, the CITES Management Authority of Viet Nam will cooperate with Humane Society International to further our successful Rhino Horn Demand Reduction Campaigns in the period 2017-2018, and an education program on demand reduction for a number of key species. The CITES Management Authority of Viet Nam will also cooperate with USAID to implement the Saving Species project in the period 2017-2021. A number of campaigns and activities will also be conducted by non-governmental organizations such as WWF, TRAFFIC, CHANGE, ENV and a pangolin demand reduction campaign by Save Vietnam's Wildlife (combines education towards demand reduction with real life examples at its interactive rescue and education center housing 39 different species confiscated from trade).

#### **1. Activities by CITES Management Authority of Viet Nam and Humane Society International:**

- Time frame of the preparation and implementation of demand - reduction strategies:
  - Rhino horn demand reduction campaign: (i) preparation in 2016; implementation from 2017 to 2018.
  - Education for primary school students on conservation of rhinoceroses, elephants, tigers, and pangolins: Preparation: 2016 - 2017. Pilot implementation: 2018.
- Species and products to be targeted: rhinoceros, elephants, tigers, and pangolins in general.
- Methodologies to be used to identify key consumers and drivers of demand:

Humane Society International (HSI) and CITES Management Authority of Viet Nam acted based on the baseline survey conducted in August 2013 by the international public opinion polling company Nielsen, and based on the surveys in 2014 and 2016 conducted by the same company, the CITES Management Authority of Viet Nam and HSI improve the methodologies and effectiveness of the campaign.

- Communications tools to be used:

B9 Building, 02 Ngoc Ha Street, Ha Noi, Viet Nam; Tel: (84-4) 3733 5676, Fax: (84-4) 3734 6742  
Email: [cites\\_vn.kl@mard.gov.vn](mailto:cites_vn.kl@mard.gov.vn)



The working theory that we used in the campaign is that in order to change the behavior of one person, that person needs to receive same campaign message from multiple, independent sources which we accomplished by engaging multiple stakeholders, and using multiple platforms.

Specific tools:

- Talk shows on National television
- Ivory and Rhino horn destruction event, with broad media coverage
- Story-telling activities in primary schools in major cities for primary school students
- Debate competition, public-speaking event, knowledge and extra-curricular activities at universities and high schools in major cities to target the youth
- Educational materials for primary school students to be inserted into the core-curriculum of the students for one year pilot
- Training workshop with adults: women's unions, businessmen, youth unions.
- Stakeholders to be involved:

CITES Management Authority of Viet Nam, HSI, Ministry of Education and Training of Viet Nam, university students, high school students, primary school students, women's union, youth union, and businessmen.

- Assistance needed, if appropriate:
  - The demand reduction effort should be a regional effort and not a sole country's attempt, since the trade chain involves trans-boundary channels and elements. A regional campaign, with the involvement of concerned countries will have a more comprehensive impact on the whole trade chain, and will help decrease the demand for rhino horns in a more rapid manner.
  - There is a need for support from the Secretariat and international communities, since demand reduction may conflict with the benefits of other countries. The conflict in interest between parties leads to inconsistency in the message being circulated in the international communities, hampering the effectiveness of the campaign. Our campaign needs more support from the range states for rhinoceroses.
  - There is a need for scientific research that proves there is no medical value of the rhino horns, and the CITES Secretariat should host such attempt in order to discourage the uses of rhino horns.
- Expected impacts:

Short-term:

- Raise awareness of the targeted audience on the conservation of rhinoceros, on the penalties regarding violations involving rhino horns, and advocate the rejection of rhino horn usage in such group
- Enable the rhino horn users in the community to share their experience, and dispel the rumors on the medicinal values of rhino horns in a very effective and long-lasting manner

B9 Building, 02 Ngoc Ha Street, Ha Noi, Viet Nam; Tel: (84-4) 3733 5676, Fax: (84-4) 3734 6742  
Email: [cites\\_vn.kl@mard.gov.vn](mailto:cites_vn.kl@mard.gov.vn)



Long-term:

- Educate future generations on rhino protection and rejection of rhino horn usage through creating love for animals, particularly rhinoceroses, in the younger generations, and orient their mindset towards a generation with more appreciation towards wildlife.

**2. Activities by CITES Management Authority of Viet Nam and USAID:**

- Time frame of the preparation and implementation of demand - reduction strategies: 2017-2021
- Species and products to be targeted: rhinoceros, elephants, tigers, and pangolins in general.
- Methodologies to be used to identify key consumers and drivers of demand: To be decided.
- Communications tools to be used: To be decided.
- Stakeholders to be involved: To be decided.
- Assistance needed, if appropriate: To be decided.
- Expected impacts: Raise awareness and change behaviors in a comprehensive manner.

*[see Decision 17.45]*

*Parties and partners that have implemented demand - reduction strategies and campaigns are encouraged to provide the Secretariat with relevant details on the measures implemented and lessons learnt, in particular:*

- Overview of activities:

Rhino horn Demand Reduction Campaign (2013 – present)

In total, the campaign is estimated to have reached 34.9 million people in Viet Nam, including people from different sectors of society and living in many different parts of the country. There is a drop of 26% in the number of people nationwide who said they considered rhino horn to be effective as medicine compared to the previous poll, from 38% in 2014 to 28% in 2016.

- Species and products targeted: Rhinoceros horns
  - Types of consumers and drivers of demand identified and methodologies used to understand the drivers and dynamics of the demand
  - Methodologies used to understand the drivers and dynamics of the demand:

The campaign was designed to measure changes in demand for rhino horn. A baseline survey was conducted in August 2013 by the international public opinion polling company Nielsen. The purpose of the survey was to: 1) to ascertain the public's views on and knowledge about rhino horn consumption and rhino conservation; 2) to provide a baseline to compare results of future surveys in order to gauge the effectiveness of our activities; and 3) to provide information that could be used to identify rhino horn buyer and user groups in order to enable the creation of

B9 Building, 02 Ngoc Ha Street, Ha Noi, Viet Nam; Tel: (84-4) 3733 5676, Fax: (84-4) 3734 6742  
Email: [cites\\_vn.kl@mard.gov.vn](mailto:cites_vn.kl@mard.gov.vn)



messages targeted specifically at these groups. Nielsen interviewed 1,000 people between the ages of 25-55 years, in six municipalities: Ha Noi, Ho Chi Minh, Da Nang, Hai Phong, Nha Trang and Can Tho.

○ Results:

This survey revealed that a very small percentage of people in Viet Nam buy or use rhino horn. Only 42 of 1,000 people interviewed (4.2%) said that they had ever bought or used rhino horn. Buyers and users occurred in all municipalities, in both urban and rural areas. Both males and females bought and used rhino horn. Buyers and users occurred across all socioeconomic classes except for the very poor (which were not part of this survey). The vast majority of buyers and users obtain rhino horn from their friends or relatives (an extremely small percent obtain horn from a traditional medicine pharmacy, doctor or clinic). Most people participating in the survey, 51%, believed that rhino horn can be used to treat serious human health conditions; they believe the following health conditions are helped by rhino horn (in order of importance): rheumatism, cancer, effects of a stroke, hang-over, impotence and fever. Most said they know that rhinos are impacted by people obtaining rhino horns and that there are not enough rhinos to fulfill human demand for rhinos, but about a third said it did not matter to them if rhinos went extinct.

We used these survey results to design our campaign. Because the survey results indicated that buyers and users were from all walks of life, we decided that the campaign must be targeted at the population as a whole, rather than be focused on particular elements of society, such as the very wealthy or men.

Similarly, because the survey results indicated a strong belief in rhino horn as medicine one of our main campaign messages was that rhino horn is not medicine. Subcategories of this message included: rhino horn is made of the same substance as human finger nails, scientific studies have demonstrated that rhino horn has no medicinal properties, and buying rhino horn to treat human diseases is a waste of money. We also provided a counter-message: by explaining that consumption of rhino horn may actually harm health because some of the horns in trade have been treated with chemicals either purposefully by wildlife reserves in South Africa as a poaching deterrent, or through the taxidermy preservation process used for museum specimens, many of which have been stolen in recent years and put into trade.

Another result of our survey was that a quarter of the population did not know that it was illegal to buy and sell rhino horn. Therefore, another of our campaign messages was that buying and selling rhino horn is illegal, punishable by up to 7 years in prison and a large fine.

Finally, the working theory that we used in the campaign is that in order to change the behavior of one person, that person needs to receive same campaign message from multiple, independent sources which we accomplished by engaging multiple stakeholders, and using multiple platforms. In the first year of the campaign, which focused on Ha Noi, the stakeholder groups included: the Ha Noi Women's



Association, the business community (including the Ha Noi Association of Entrepreneur Women, the internet marketing company Onnet, and the news magazine of the Viet Nam Small and Medium Enterprises Association which is called Doanh Nghiep), the Vietnam Union of Science and Technology Associations, university students and faculty, and school-aged children. The non-stakeholder platforms we used to deliver campaign messages included billboards in the city and at the airport, and on the sides of city busses, as well as press outreach.

- Drivers or consumption behaviors targeted in the campaign:

The survey results indicated a strong belief in rhino horn as medicine. This is in line with the common hype in the Vietnamese society that rhino horn can help cure cancer and other health issues.

- Communications tools used

In the first year of the campaign, which focused on Ha Noi, the stakeholder groups included: the Ha Noi Women's Association, the business community (including the Ha Noi Association of Entrepreneur Women, the internet marketing company Onnet, and the news magazine of the Viet Nam Small and Medium Enterprises Association which is called Doanh Nghiep), the Vietnam Union of Science and Technology Associations, university students and faculty, and school-aged children. The non-stakeholder platforms we used to deliver campaign messages included billboards in the city and at the airport, and on the sides of city busses, as well as press outreach. The success of the first year of the campaign in Ha Noi led to its expansion to five other major cities: Ho Chi Minh City, Can Tho, Nha Trang, Hai Phong, and Da Nang.

Specific tools:

- Talk shows on National television
- Ivory and Rhino horn destruction event, with broad media coverage
- Cartoons on TV channels to reach children
- Story-telling activities in primary schools in major cities for primary school students
  - Debate competition, public-speaking event, knowledge and extra-curricular activities at universities and high schools in major cities to target the youth
  - Visit of the Duke of Cambridge to a primary school to read story on rhinos for primary school students with broad coverage
  - Training workshop with adults: women's unions, businessmen, youth unions, the Vietnam union of science and technology associations.
  - Billboards at Noi Bai International Airport and busy junctions in major business centers and cities

- Stakeholders involved

CITES Management Authority of Viet Nam, HSI, Ministry of Education and Training of Viet Nam, the provincial Department of Education and Training, university students, high school students, primary school students, women's union, youth

B9 Building, 02 Ngoc Ha Street, Ha Noi, Viet Nam; Tel: (84-4) 3733 5676, Fax: (84-4) 3734 6742  
Email: [cites\\_vn.kl@mard.gov.vn](mailto:cites_vn.kl@mard.gov.vn)



union, businessmen, the Vietnam union of science and technology associations in major cities of Viet Nam.

- Impacts achieved

In total, the campaign is estimated to have reached 34.9 million people in Viet Nam, including people from different sectors of society and living in many different parts of the country.

A third poll of 2,000 people in the same six cities surveyed in the first two polls was conducted in 2016 after three years of the campaign, and the results speak to its effectiveness. The poll indicated a drop of 26% in the number of people nationwide who said they considered rhino horn to be effective as medicine compared to the previous poll, from 38% in 2014 to 28% in 2016.

Further, the 2016 poll indicated a drop of 12% in the nationwide percentage of respondents that bought or used rhino horn compared to the previous poll, from 2.6% in 2014 to 2.3% in 2016. This is a statistically significant difference at the 95% confidence level. Over the three-year campaign period, the number of people nationwide who said they considered rhino horn to be effective as medicine dropped a total of 45%, from 51% in 2013 to 28% in 2016. There was also a similarly significant drop in the nationwide percentage of respondents that bought or used rhino horn: a drop of 45%, from 4.2% in 2013 to 2.3% in 2016; this also is a statistically significant difference.

*[see Decision 17.46]*